



Beehive Strategic Communication

Fiscal Year 2020

Reporting Period: Jan. 1 – Dec. 31, 2020

Public Benefit Corporation Annual Report





2020 was one of the most challenging years I've experienced personally and as a business owner and leader. Beehive fully transitioned business operations from our office in St. Paul, Minnesota, to the home offices of our employees in March, and that's where we all remain working today. We quickly used our crisis and issues management expertise to counsel clients on business continuity and employee experience issues related to the COVID-19 global pandemic. We experienced firsthand the economic impact of the pandemic on our own business. We bore witness to a social justice crisis generations in the making that set our city on fire and opened our eyes and hearts to how much work there is to do to achieve justice, equity, diversity and inclusion in our communities and workplaces.

It is a year I won't soon forget. Despite the many challenges the world, our nation, our communities and our business faced last year, 2020 was also a year that pushed Beehive to listen more, to be more creative and flexible and to take bolder action. It inspired our team to advance with a new level of clarity about what we stand for, who we stand for and who we stand up for as a Certified B Corporation. We remain driven by purpose and committed to business as a force for good in the world. We begin our B Corp re-certification process in 2021, and our commitment to action gains momentum every day.

A handwritten signature in black ink that reads "Lisa Hannum". The signature is fluid and cursive, with a long horizontal line extending to the right.

Lisa Hannum
CEO, Beehive Strategic Communication



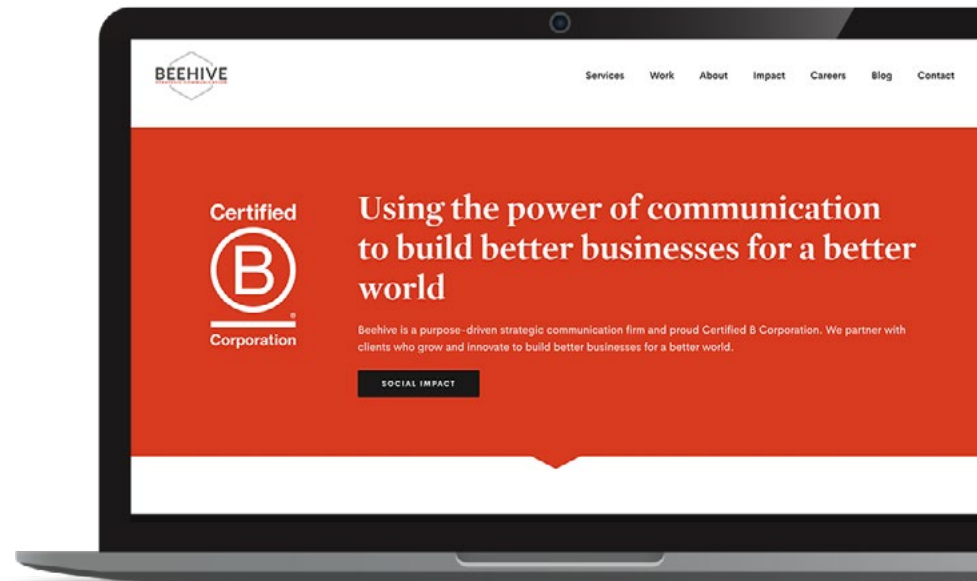
ABOUT BEEHIVE STRATEGIC COMMUNICATION

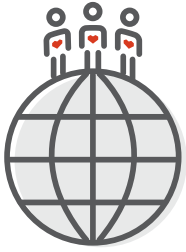
Beehive is an independent, purpose-driven strategic communication firm and proud Certified B Corporation. We partner with client organizations that grow and innovate to build better businesses. They understand customers, employees, partners, communities, and investors are inspired to support companies that have clear values and act accordingly. People today expect businesses to do better. And when businesses do better, we all do better.

Beehive works with focused purpose every day: to use the power of communication to build better businesses for a better world. We know strategic business communication has the power to move people in powerful ways and drive business results. We are business strategy and communication experts in crisis management and business continuity; change management communication; purpose, mission and values alignment; workplace culture and employee experience; brand positioning and integrated communication.

Beehive works nationally and globally with leading brands in health care, medical technology, financial services, commercial real estate and professional services, and with purpose-driven organizations and companies that are working to pivot to purpose.

We're a proud woman-founded, owned and led business, committed to business as a force for good. Our purpose and values guide what we stand for — and who and what we stand up for — in our communities and in the world. We are committed to continually listening, learning and taking action.





What we stand for:

- Justice, equity, diversity and inclusion in all businesses
- Anti-racism and anti-oppression
- Equal civil rights
- Equal pay
- Voting rights

What we stand up for:

- Implementing training, mentoring and hiring initiatives to improve diversity in businesses and in our industry
- Empowering women and Black, Indigenous and People of Color (BIPOC) to advance and lead in business
- Dismantling racist systems, policies, practices and ideologies within ourselves and our networks
- Businesses supporting and empowering voting rights
- Safe, diverse, equitable, inclusive and anti-racist business cultures
- Justice and equity in our communities

Who we stand up for:

- All women
- Black, Indigenous and People of Color (BIPOC)
- Lesbian, gay, bisexual, transgender and queer people

Beehive has an award-winning workplace culture and is a vocal champion for positive, human-centered work environments. We've designed a better business that is a model for other organizations.



THE B LAB B CORP ASSESSMENT IS BEEHIVE'S THIRD-PARTY STANDARD

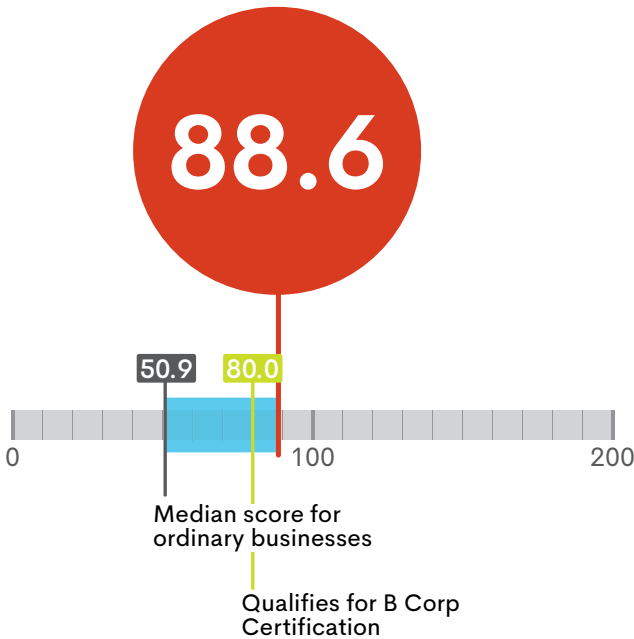
Beehive Strategic Communication's Board of Directors certifies it has chosen the third-party standard of the B Impact Assessment, which is administered by B Labs — a non-profit organization that serves a global movement of people using business as a force for good. Beehive's Board of Directors certifies the standard is independent and approves the report.

After completing the B Impact Assessment, undergoing a rigorous evaluation process and earning a qualifying score, B Lab in November 2018 certified Beehive Strategic Communication as a Certified B Corporation for the period of November 2018 – November 2021. Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency and legal accountability to balance profit and purpose.

Beehive received a certification score in 2018 of 88.6 out of a possible 200 points on the B Impact Assessment, which reflects our strong commitment to making the world a better place. Organizations must earn a minimum score of 80 points on the B Impact Assessment to be certified as a B Corporation. They must also meet with B Lab staff to review the completed B Impact Assessment and submit confidential documentation to validate responses.

To maintain our B Corp certification, Beehive must re-apply, complete a new B Impact Assessment and earn a score of more than 80 points every three years. The agency will complete this process by November 2021. This B Corp third-party standard is being applied in a manner consistent with the third-party standard's application in our prior reports.

B Impact Score



Impact Area Scores



Using the power of communication to build better businesses for a better world.



PUBLIC BENEFIT STATEMENT

We work and live with purpose, every day. We believe that to be authentically purpose-driven means we must live our purpose inside and outside our company, across all business operations, with our employees, partners and clients and in our communities.

We know clear, consistent communication is a powerful differentiator inside and outside organizations. It builds awareness, understanding and trust. And when trust is high, businesses grow. When businesses grow, communities grow. And we all do better.

The following information provides details on how Beehive has created general public benefit, along with any circumstances or challenges that hindered our efforts to pursue or create general public benefit.



Workers

OVERALL SCORE
35.3

QUESTIONS ANSWERED
48 of 48

OPERATIONS SCORE
34.3

IBM SCORE
0.0

N/A SCORE
1.0

Beehive activates its purpose of building better businesses for a better world by respecting, appreciating, supporting and investing in our employees. We promise our employees a positive, conscious and inclusive culture where Beehive’s values flourish and where they are inspired to grow and do their best work.

EXAMPLES OF WORKER IMPACT

Compensation & Wages

- Market-competitive compensation packages are benchmarked annually.
- Employees are paid at or above 95% of industry-benchmark salaries.
- Beehive is committed to salary transparency and equal pay.
- Formal guidelines on the structure of our bonus plan (e.g., eligibility, profit/revenue target tied to the bonus pool, allocation criteria) are distributed and accessible to all employees.
- We signed the Intern Pay Policy agreement through the PR Council to bring more accomplished and diverse talent into the industry.

Benefits

- Beehive pays 80% of employee health care premiums and 50% of all dependent health care premiums with no cap.
- The annual deductible for individual coverage is \$1,000 or less (net of company HSA or equivalent contribution).
- Our 401(k) full match is greater than 4%, and the plan includes a socially responsible investing option.
- We offer many supplementary benefits including: dental insurance, short-term disability, long-term disability, HSA, FSA, life insurance, domestic partner, civil union, and/or same-sex marriage spousal benefits, Employee Assistance Program.
- We updated our Family and Medical Leave policy to expand coverage the timeframe for caregiving and baby bonding. We revised the language to make it gender-neutral and expanded which family members are covered for caregiving benefits — an important benefit for older employees.

Management & Worker Communication

- We have a formal, consistent process for providing performance feedback to all employees that is: conducted on an annual basis, includes peer and subordinate input, provides written guidance for career development, clearly identifies goals and follows a 360-degree feedback process.
- Our Employee Handbook includes a non-discrimination statement, anti-harassment policy, statement on work hours, pay and performance issues, and policies on benefits, training and leave.
- Employee satisfaction is over 98%. Beehive’s NPS score is a world-class +100.

Job Flexibility & Corporate Culture

- Health and wellness initiatives include these and more: company wellness program, company incentives for health and wellness activities, and access to an Employee Assistance Program.
- We have worker job flexibility options like flex-time work schedules and compressed working schedules.
- We updated our Personal Appearance/Dress code policy in our employee handbook to be more inclusive of all employees, with specific accommodations for an employee’s religious beliefs, ethnicity, medical condition, disability or other special circumstances.

CHALLENGES

Beehive is not structured in a way that grants employees stock, stock options or stock equivalents (including participation in an ESOP or other qualified ownership plans) in the company. We do not employ part-time workers, which restricts our ability to positively impact the part-time workforce population.



Governance

OVERALL SCORE

8.1

QUESTIONS ANSWERED

28 of 28

OPERATIONS SCORE

5.6

IBM SCORE

2.5

N/A SCORE

1.0

Living our purpose and activating our social impact commitment means incorporating them into our organizational structure and policies.

The B Impact assessment Governance category evaluates overall mission, ethics, accountability and transparency through topics such as impact reporting and transparency, stakeholder engagement and more.

EXAMPLES OF GOVERNANCE IMPACT

Level of Engagement Impact — Beehive consistently incorporates our social impact into business decision-making. We consider it important to the success and profitability of our business.

Key Performance Indicators (KPIs) — Beehive measures our social objectives annually against the key metrics outlined in our social impact plan.

Transparency — Beehive supports internal management and good governance through:

- A feedback form on our website that the public can use to provide feedback, ask questions or share complaints.
- Easy access for our employees to Employee Handbook written information that identifies all material owners and investors in the company.
- An anonymous feedback channel where employees can submit questions, concerns and feedback.
- Weekly and quarterly financial/business updates to staff so everyone understands the agency revenue, growth and productivity metrics and how they can impact them.

Ethics — Beehive has the following practices in place to promote ethical decision-making and prevent corruption:

- A written Code of Ethics
- A written whistleblower policy
- Diversity, Equity and Inclusion Policy
- Internal financial controls like segregation of check writing and check signing privileges, segregation of Accounts Receivable and Accounts Payable duties and more

CHALLENGES

Beehive has no external advisory board or equivalent governing body, which limits the external oversight and auditing of the company.



Community

OVERALL SCORE
29.1

QUESTIONS ANSWERED
47 of 47

OPERATIONS SCORE
28.0

IBM SCORE
0.0

N/A SCORE
1.1

Beehive seeks to impact positive social change in our community and our industry through volunteerism, financial support, mentoring, pro bono services, social justice and activism.

The B Impact assessment Community evaluates practices like charitable giving, investment in diversity and educational opportunities.

EXAMPLES OF COMMUNITY IMPACT

Diversity & Inclusion

- Women represent the majority of Beehive ownership.
- The average compensation for men and women at our agency is equal in comparable managerial and non-managerial roles.
- We provide employees with ongoing training and education on justice, equity, diversity and inclusion through webinars, a company subscription to the "Anti-Racism Daily" newsletter and study series, and the Beehive Book Club, which most recently read and discussed "So You Want to Talk About Race," by Ijeoma Oluo.
- We use gender-neutral pronouns in all written materials.
- Beehive became a member of the [Diversity Action Alliance](#) — a coalition formed by groups across the communications industry with the goal to ensure the diversity in the industry matches the diversity in the U.S. census by 2025.

Civic Engagement & Giving

- Beehive provided employees with 8 hours of paid volunteer time off (VTO) to be involved with the 2020 election any time through election day. Actions included writing postcards, volunteering for phone banks, making time to vote and more.
- Employees are granted paid time off for volunteer service.
- Beehive signed on to [MakeTimeToVote.org](#) and [ElectionDay.org](#), non-partisan movements — led by the business community — with a singular goal: to increase voter participation.

- We rallied Minnesota B Corps to support The Sheridan Story through food donations and financial support and had a team volunteering event at The Sheridan Story.
- We made financial donations to The Brand Lab to help support getting more BIPOC professionals in the PR industry and made matching funds available to employees who donate to non-profits during the annual Give to the Max Day MN.
- Beehive joined [Civic Alliance](#), a non-partisan group of businesses working together to build a future where everyone participates in shaping our country.

Local Involvement

- Beehive has local purchasing and hiring policies.
- All of our banking services are provided by a local, independently owned bank committed to serving the community.

CHALLENGES

Beehive is a small business of 10 employees with very low turnover. This limits our ability to have a substantial impact on job growth in our community. The public relations industry, locally and nationally, faces a shortage of talent that is racially, ethnically and gender diverse.



Environment

OVERALL SCORE
7.2

QUESTIONS ANSWERED
28 of 28

OPERATIONS SCORE
7.2

IBM SCORE
0.0

N/A SCORE
0.0

Beehive is a better business and builds a better world by seeking to limit our environmental footprint today and into the future.

The B Impact assessment Environment category evaluates things like a product or service’s impact on the environment, prevention of pollution and conservation of resources.

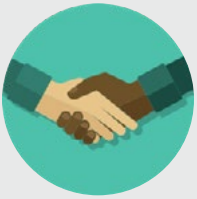
EXAMPLES OF ENVIRONMENTAL IMPACT

Land, Office, Plant

- Beehive’s lease on our office space ended in October 2020. Up until that point, we:
 - Recycled paper, cardboard, plastic, glass and metal.
 - Used non-toxic janitorial products and recycled/environmentally friendly office supplies.
 - Used real – not disposable – utensils, plates, drinking glasses and straws.
 - Disposed of hazardous waste (e.g., batteries, printer cartridges) in an environmentally responsible manner.
- Our team began working from home offices in mid-March 2020 due to the COVID-19 pandemic. Employees during that time have:
 - Adhered to our Virtual Office Stewardship policy, guiding them in positive environmental practices when working from their home offices.
 - Used virtual meeting technology to eliminate travel.
 - Saved an estimated total of 42,000 commuting miles, reducing carbon emissions by 368,760 kg CO₂e.

CHALLENGES

Beehive no longer has an office space, so at this time building-related environmental factors (e.g., monitoring energy, water usage, implementing energy efficiencies and reductions) are outside our scope of influence.



Customers

OVERALL SCORE
8.8

QUESTIONS ANSWERED
25 of 51

OPERATIONS SCORE
0.0

IBM SCORE
8.8

N/A SCORE
0.0

Beehive’s services support the operations of purpose-driven enterprises and organizations committed to doing better for people and the planet. We help our clients build better businesses for a better world through internal and external communication services that positively impact their employees, communities and customers, enhance business operations and produce meaningful results.

The B Impact assessment Customers category measures the impact a company has on its customers through its products or services.

EXAMPLES OF CUSTOMER IMPACT

Beneficial Service Type & Support for Purpose-Driven Enterprises

- Increased operational success for purpose-driven organizations.
- Increased the social impact for businesses or other organizations.
- Contributed to expanding justice, equity, diversity and inclusion programs inside several client organizations.
- Added non-profits, public benefits corporations and Certified B Corps to our client roster.
- Added a Diversity, Inclusion, Discrimination & Harassment Policy addendum to all client contracts.
- Improved our supply chain commitment by requiring all contractors and significant suppliers to review and agree to Beehive’s Positive Impact Policy, which includes our Labor Policy, Statement of Values and Diversity, Inclusion, Discrimination & Harassment Policy.

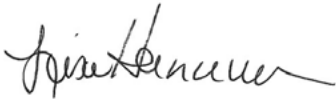
CHALLENGES

Beehive’s services do not target under-served populations.

CERTIFICATION BY THE CEO

I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set form in Section 609.48 as if I had signed this document under oath.

February 27, 2021

A handwritten signature in black ink, appearing to read "Lisa Hannum".

Lisa Hannum
CEO
Beehive Strategic Communication