



JILLIAN HARRIS DESIGN INC.

BENEFIT REPORT

Benefit Report for the period ending September 30, 2023



*Jillian Harris Design Inc.'s Benefit Statement:
(a) to conduct business in a responsible and sustainable manner; and
(b) to promote an economic public benefit*

Here at Jillian Harris Design Inc., we are values-driven: whether it be helping to elevate local and minority-owned brands, cultivating a supportive and inclusive work environment or amplifying important voices and causes through our channels. In whatever way we can, we are determined to use the platforms we have for good. That is why we are thrilled that this is our second year as a benefit corporation and therefore are sharing our benefits report here on our website! The question we have been asking ourselves these last few years to get to this stage as a company is, how can we use our business for positive change in the world? This is a question that has fuelled our action, detailed in this report, and one we will continue to ask ourselves as we grow and evolve as a company.

Moreover, this report is crucial for us at Jillian Harris Design Inc. to share to be transparent with our community about how we conduct business responsibly and sustainably and how we promote public benefit. Because the actions we take as a company don't just affect us, they affect our community at large, we invite you to be a part of this journey by reading this document on our positive impact! So, from the bottom of our hearts, thank you for taking the time to read out benefits report and for supporting JHD. If you have any questions, please contact us at info@jillianharris.com - we welcome your feedback!





WHAT DOES IT MEAN TO BE B CORP. CERTIFIED?

A few years ago, at a team meeting, Jillian presented the idea of applying to become B Corp. certified. Thrilled at the idea, our CFO and People & Culture Manager enrolled in the Getting to 80 course to learn about how this goal could be achieved! As a relatively small team, it was a big undertaking. Still, we were determined to achieve this and be able to quantitatively measure our impact (both internally in terms of the well-being of our employees and externally in terms of social impact). And, of course, we wanted to share that information with all of you! If this is the first time you are hearing about B Corp. certification, you may be wondering what it is. In the words of the B Corp. Certification Network, B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials.

There are many factors that a company must possess in order to be eligible for B Corp. certification. Here's a brief overview from the B Corp. website:

- Demonstrate high social and environmental performance by achieving a B Impact Assessment score of 80 or above and passing our risk review. Multinational corporations must also meet baseline requirement standards.
- Make a legal commitment by changing their corporate governance structure to be accountable to all stakeholders, not just shareholders, and achieve benefit corporation status if available in their jurisdiction.
- Exhibit transparency by allowing information about their performance measured against B Lab's standards to be publicly available on their B Corp profile on B Lab's website.





In this report, we chose to assess ourselves in these areas using the B Impact Assessment (used to evaluate if a company is eligible for B Corp. certification). We chose the B Impact Assessment to evaluate ourselves because of its unique ability to measure a company's entire social and environmental impact.

We officially became B Corp certified in May 2023 with a total of 82.8 points – surpassing the 80-point requirement!

ECONOMIC BENEFITS

The first area of assessment we wanted to share is our Economic Benefits! How are we economically supporting the community at large? Here at Jillian Harris Design Inc., we strive to provide economic benefits to our community through promoting and partnering with other businesses that are doing good or are members of underrepresented groups or through supporting our employees. We have achieved this through the below activations:

- 45% of our revenues came from businesses that are purpose-driven or are women-owned or are owned by people who are members of underserved groups. This does not capture the partnerships we have formed with businesses that are doing amazing work in these categories and from whom we do not earn revenue from.
- During our 2023 fiscal year we donated \$49,233.
- During the holiday 2022 season, we were able to fundraise an additional \$57,000 for our sponsored families campaign.





COMMUNITY INVOLVEMENT

Giving back financially and through volunteer opportunities within our team has always been of high importance to us. All team members include volunteer targets during the annual goal setting process and are encouraged to volunteer on Company time.

- As a team, we had a team volunteer day where each employee who participated completed 2 volunteer hours. On this volunteer day, we worked with the City of Kelowna and participated in their garbage pick-up campaign, picking up garbage in areas surrounding our office space.
- In 2023, our team completed a total of 150.5 volunteer hours.



ENVIRONMENTAL IMPACT

Being mindful of our impact on the environment is a core value of ours as an organization. As such, we implemented an Environmentally Preferred Practices Policy. We now avoid, when possible, working with items that will end up in the landfill. We strive to use products that are at the end of their life cycle and can be either reused, recycled or are biodegradable.



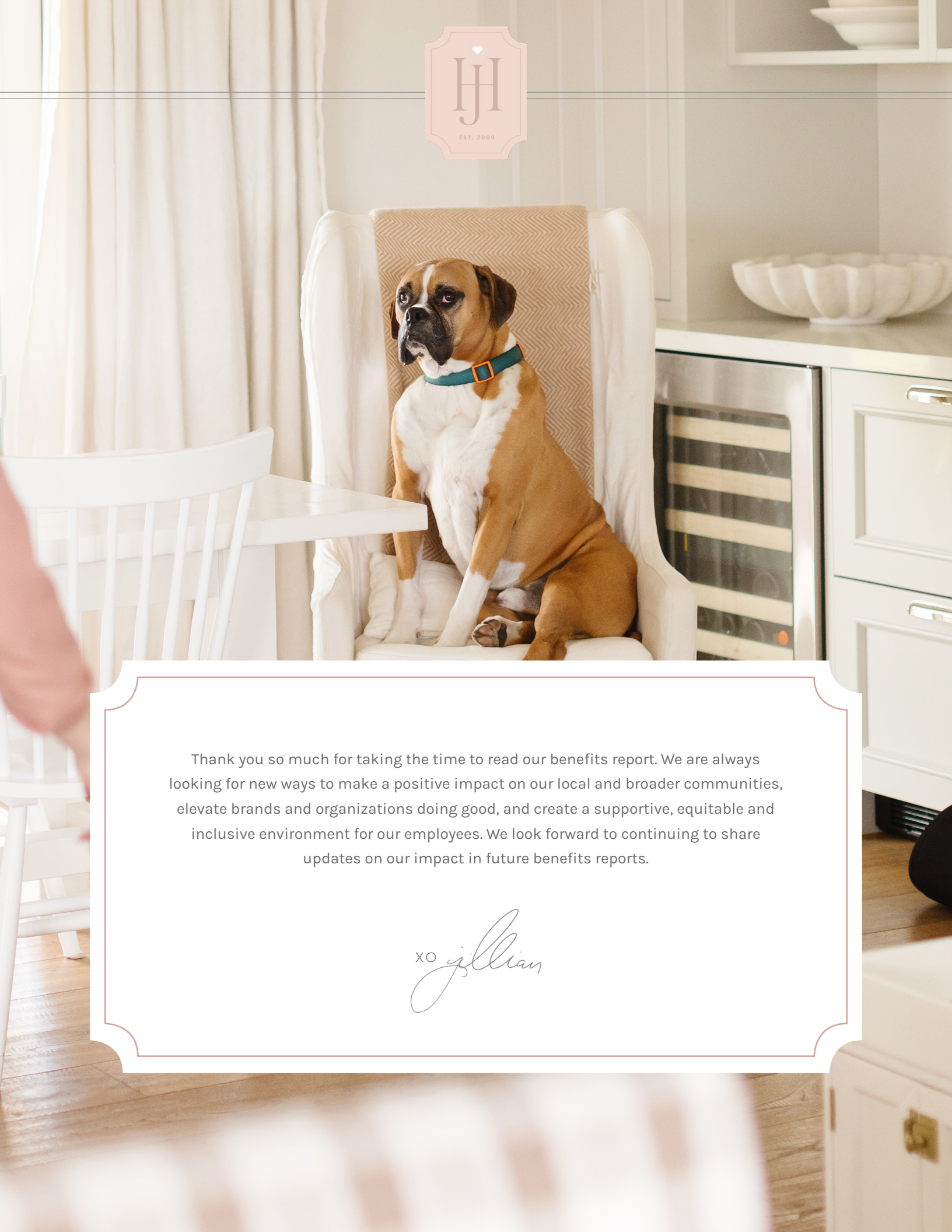
CULTIVATING A SUPPORTIVE TEAM ENVIRONMENT

We value our employees and are striving to implement policies and procedures that encourage an inclusive, welcoming, and supportive work environment which is free from barriers in order to promote equity and diversity. Here are a few ways we are striving to cultivate a supportive team environment for all who work at Jillian Harris Design Inc.:

We will continue to build a diverse workforce, ensure that all employment-related decisions are based on principles of individual merit and achievement, ensure that our policies do not have an adverse effect on the employment and advancement of members of designated groups, and ensure pay equity.

- We are committed to being a Living Wage employer as we recognize that paying a living wage is an investment in the long-term prosperity of the economy, and it also plays a role in improving poverty. We pay all employees and contractors the living wage rate for our region, which is updated annually.
- Our benefits include extended medical and dental, a health spending account, paid sick days, long-term disability, vacation days, flex days, a group RSP program, and extended time off for compassionate care and bereavement.
- We offer an annual education professional development benefit of \$2,500. Additionally, we offer a fertility treatment benefit, gender reaffirming surgery benefit, hormone replacement therapy benefit and a parental benefit of \$2,500.





Thank you so much for taking the time to read our benefits report. We are always looking for new ways to make a positive impact on our local and broader communities, elevate brands and organizations doing good, and create a supportive, equitable and inclusive environment for our employees. We look forward to continuing to share updates on our impact in future benefits reports.

xo *Jillian*