

# 2025 Community Impact Report



Photo credit: Habitat for Humanity Philadelphia

I grew up watching Mr. Rogers. The question that stuck with me — the one I still think about — is simple: won't you be my neighbor?

We're living in a time where so much energy goes into drawing lines between us. At Seer, we do the opposite, widening the definition of neighbor.

I know what that widening can do, because it built this company. In 2002, before Seer existed, I was volunteering at a children's hospital. Those hours changed my perspective and made me want to build something where people cared as aggressively about winning on a search engine as they did about showing up for their neighbors. Volunteering didn't just transform my life, it literally started this business.

So when I tell you the number in this report that matters most to me isn't \$1,162,284 — it's 5,147 — I mean it. That's how many hours our team spent in 2025 in the actual physical presence of other people. Coaching kids. Building homes. Sitting with young people who've experienced homelessness. Mentoring teenagers. Teaching in Guatemala.

Every one of those hours widened somebody's perspective. That, more than any dollar, is what makes Seer Seer — we keep putting ourselves in rooms with folks whose lives are different from ours, and we can't help but be changed by it.

One thing to watch in 2026: we're piloting programs in Philly to bring 5–10+ young people into our offices, teach them AI and optimization skills, and help them build the kind of networks we got to build early on. We've even created a fund so anyone on our team can take them out to lunch.

This isn't a Wil thing. It's a movement of people who believe that when someone asks "won't you be my neighbor?" — the answer at this company is always simply, yes.



**Wil Reynolds**  
CEO, VP Innovation

Certified



Corporation

## Who We Are

We have a responsibility to help our communities and lighten the burdens of those around us – wherever, whenever and however we can.

As a business, profits matter. But people matter a lot more. Our Community Impact program keeps us accountable to making a positive impact on the people around us. Every win for our clients allows us to pour profits into uplifting others.



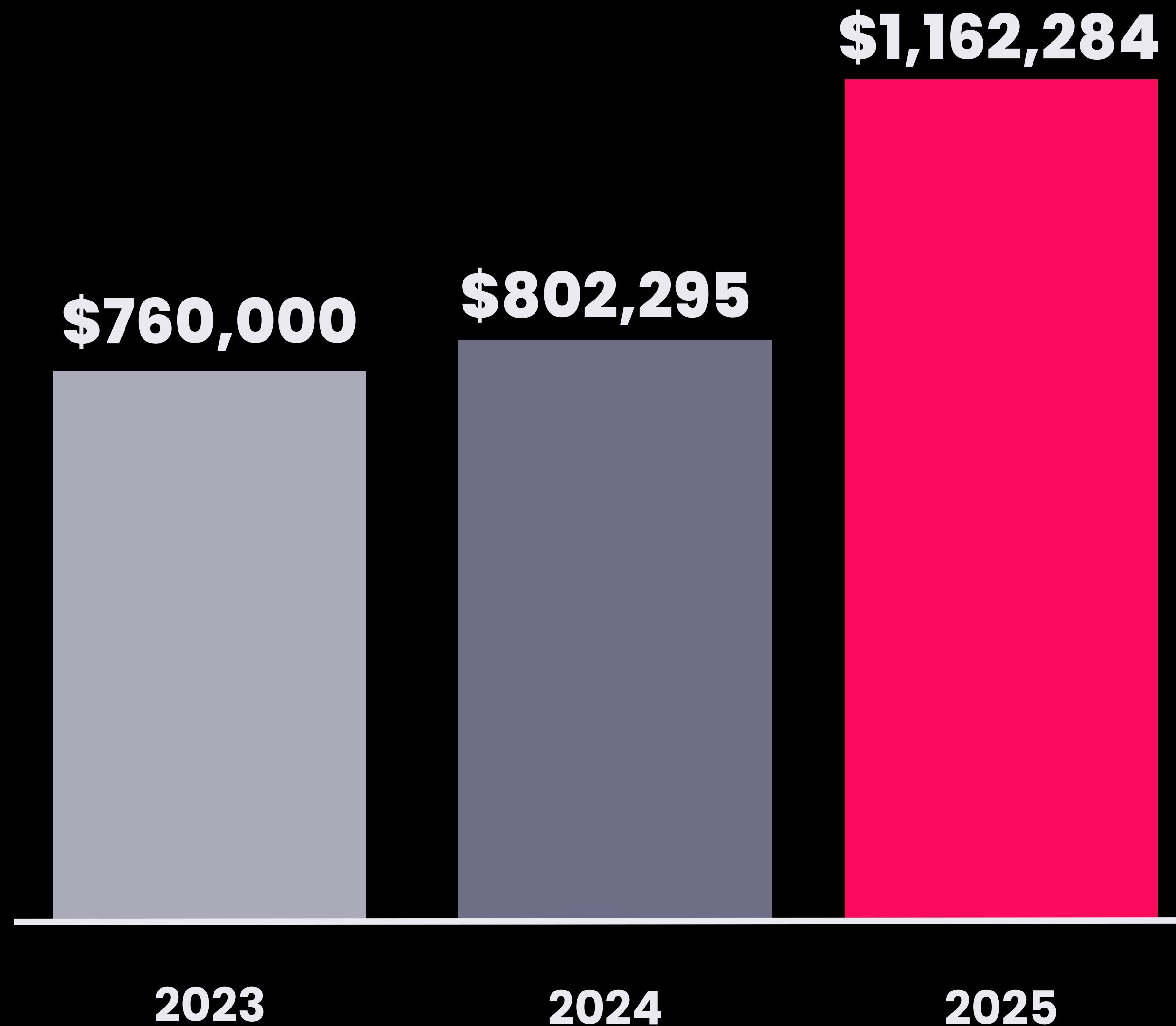
**in 2025, we gave**

**\$1,162,284**

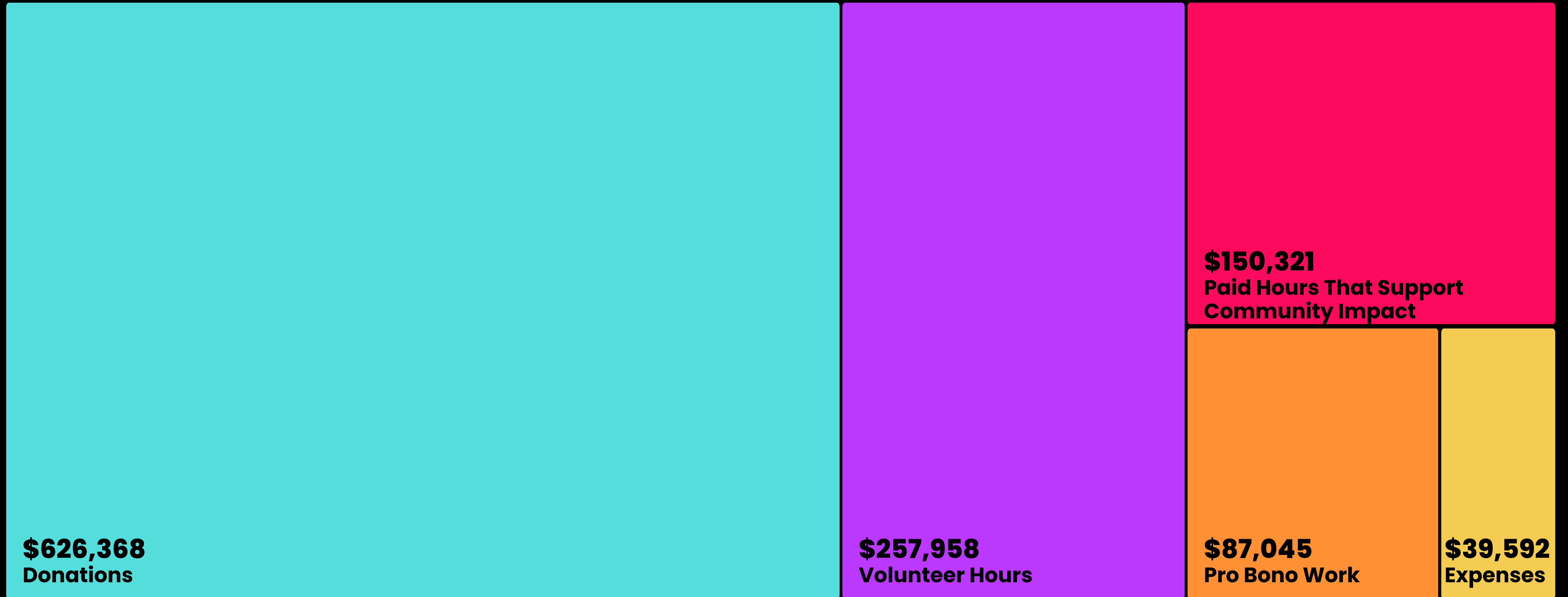
**to our community**

## **We Punch Above Our Weight**

**In 2025, we gave 3.7% of revenue back to our community. Comcast, a Philly neighbor with \$124B in revenue, gave .03%.**



# Let's Break That Down...

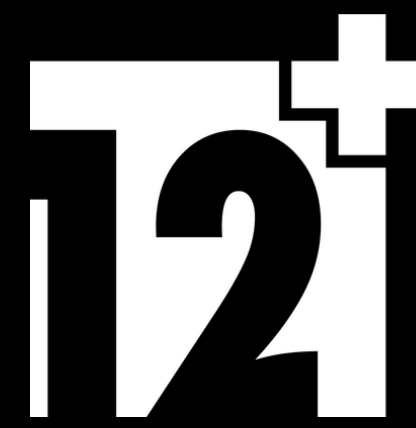


# We Donated to Orgs Near Our Hearts.

In 2025, the majority of our gifts were unrestricted.



Covenant House Pennsylvania



Coded by:



Junior Achievement of Southeastern Pennsylvania



Habitat for Humanity Philadelphia

HOPE WÜRKS  
Recode your future.

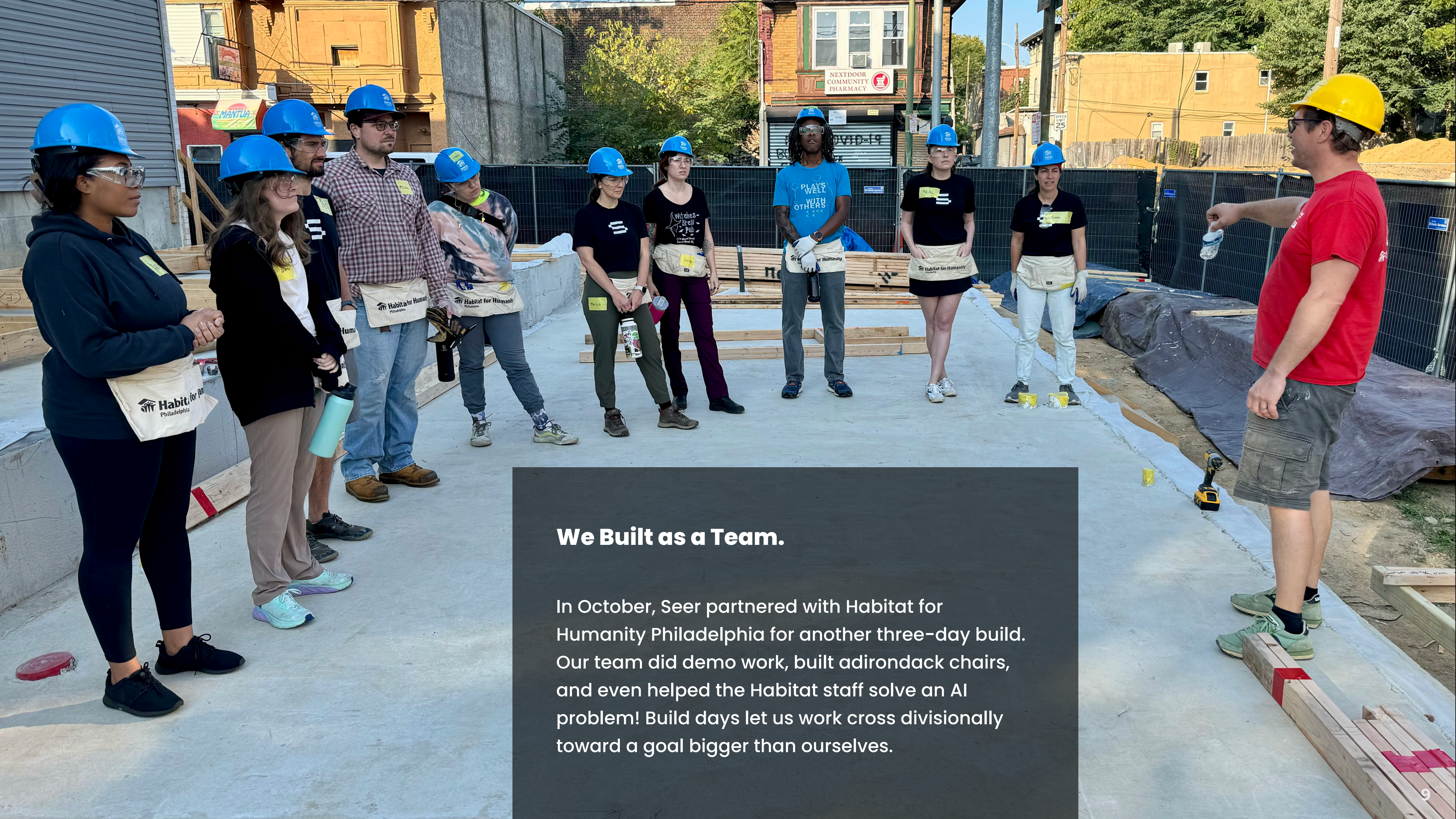


YouthBuild Philly Charter School





In 2025, We Spent  
**5,147**  
Hours Volunteering



## **We Built as a Team.**

In October, Seer partnered with Habitat for Humanity Philadelphia for another three-day build. Our team did demo work, built adirondack chairs, and even helped the Habitat staff solve an AI problem! Build days let us work cross divisionally toward a goal bigger than ourselves.



## We volunteered day and night.

Seer fielded its largest Covenant House Sleepout team in 2025! Twelve team members spent the night at Citizens Bank Park, learning from youth who have experienced homelessness, all while helping Covenant House raise over one million dollars!

**We Made Time for the Next Generation.**

Seer opened its doors to young people interested in tech careers, inviting them to tour the office, meet with team members, and to learn about what it takes to work in digital marketing.



# Our Top 5 Volunteers of 2025



**Cori Shirk**  
194 Hours



**Lindsay  
Lewandowski**  
169 Hours



**Steve Kennard**  
145 Hours



**Allison Worms**  
129 Hours



**Elise Paulino**  
124 Hours

## Here's to you, Cori

Our top volunteer helped Tree 4 Hope in Guatemala for the 5<sup>th</sup> year.

"The children in the orphanage, the families and elders in the surrounding villages, and the girls at Hope Academy are all very near to my heart and I love being immersed in their world. I donate to support one girl's education funds and one boy's food program. I write to them a few times a year, but getting to see them when I visit each winter is a highlight of my year."





## Lindsay helped kids build resilience with Shenanigans Cycling.

“Seeing the joy, friendships and lessons my children have gained from being a part of this type of community organization has shown me just how important these opportunities are and anything I can do to expand our reach and get more kids involved is important.”





**Steve coached baseball, instilling life skills and a love of the game into his players.**

“Being able to coach baseball has always been something I wanted to do. Being able to do so with my son and his friends and members within the Township and then seeing the kids grow not only athletically, but as young men has been a great experience.”





## Allison helped teens prepare for their futures, volunteering with Battier Take Charge.

"I believe every kid/teenager deserves a fair chance and a fair opportunity at a successful life and this organization provides so many ways to push open doors that would have otherwise been closed. I love being able to help these high schoolers on their self growth and career journey's as they see glimpses of opportunity in their future with college, moving etc."





## Elise mentored young women in her community.

"I believe deeply in the value of shared mentorship and growth. We all bring different lived experiences and have grown in different areas at different paces, which means we each have something valuable to learn from one another."



Photo credit: Habitat for Humanity Philadelphia

## Here's how we make this possible

"Seer enabled me to choose organizations that meant something to my life and my heart and **spend work hours** contributing to those groups. No questions asked, no limit on hours; **truly unlimited volunteer time.**"

-Allison Worms

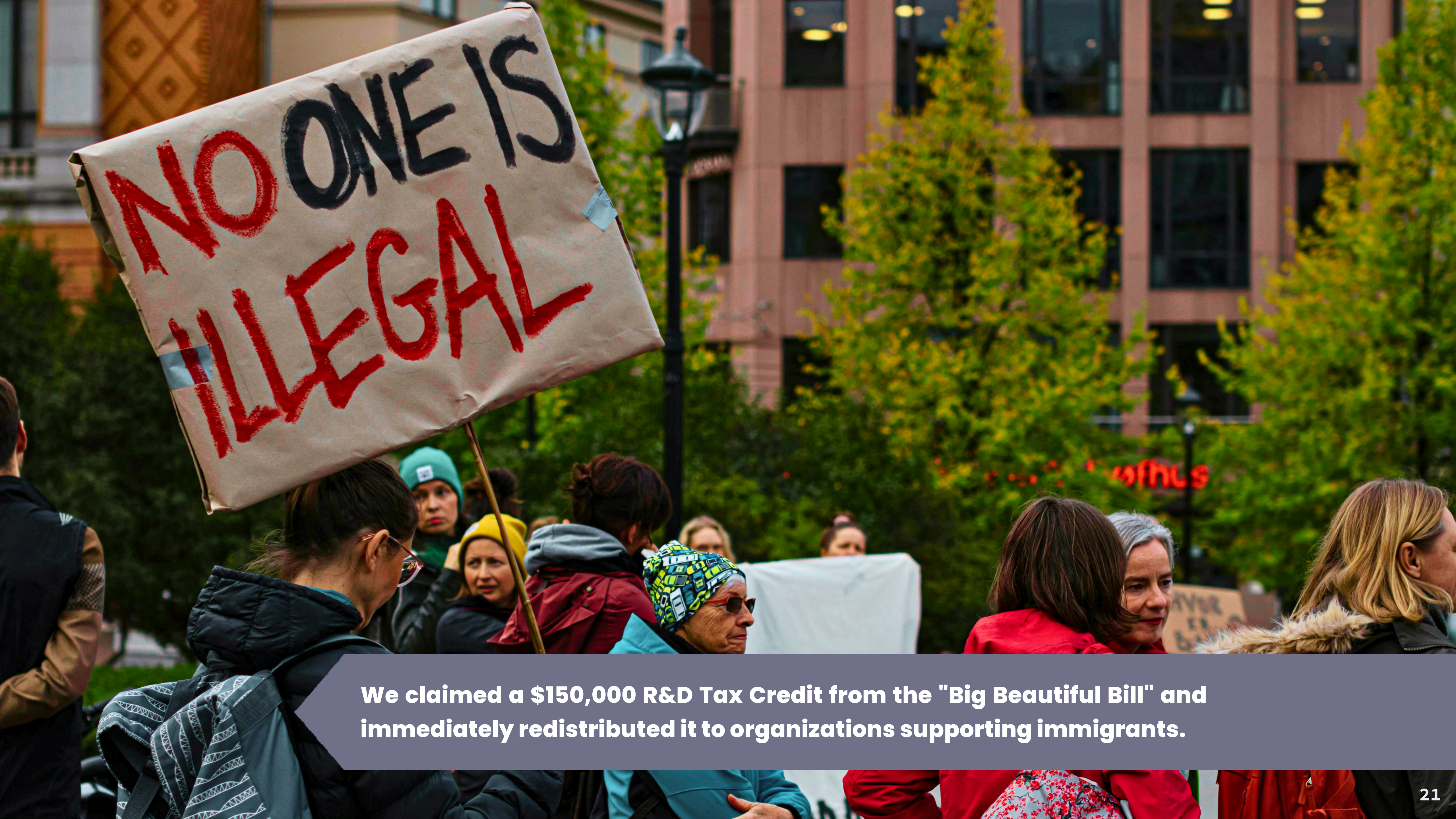


**The gift of visibility.**

**\$87,045**

**in pro bono services**

**Did you know?**



**We claimed a \$150,000 R&D Tax Credit from the "Big Beautiful Bill" and immediately redistributed it to organizations supporting immigrants.**

## And That's Not All We Did

We knew we had to help our immigrant neighbors. We held **expert-led webinars** on the realities of immigration policy in the United States. We hosted **bystander intervention training** for our team and the public. Some team members began **observing immigration court** with the American Bar Association. Redirecting the “Big Beautiful Bill” credit was just the beginning.



**We're ready to help our communities even more , 2026.**

**seerinteractive**