



# Impact Report 2025

## OPENING LETTER

We're honored to share our 2025 Impact Report as CXperts enters its next chapter as a Public Benefit Corporation. This report is our moment to pause, look up from the work of improving digital customer experiences, and refocus on why we do it: to make the web better—and to make the world better along the way.

From the beginning, we've believed that our people are our impact. Through our CXperks and other programs, their values, compassion, and initiative continue to shape who we are and how we show up in our communities. For the first time, our team came together to volunteer locally on both coasts, giving time—not just dollars—to mission-driven organizations. We also expanded our reach by donating our *CXpertise* to support a powerful program increasing financial accessibility for first-time homeowners. These moments prove to us that impact is most meaningful when it's personal, shared, and human.

As we look ahead, our purpose remains clear: create better customer experiences while using our growth for good. We're grateful for everyone on this journey together with us, supporting mission-driven organizations, and we're very excited for what's next.



RAMSAY CROOKS  
Co-Founder & CEO, CXperts



STEVEN SHYNE  
Co-Founder & COO, CXperts

## KEY CALLOUTS

**\$10,041**

In charitable monetary  
donations

**23**

Organizations  
supported

**5**

Recipients of pro bono  
/ discounted /  
volunteer services



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## OUTLINE OF CONTRIBUTIVE ACTIVITIES

### CXPERTS INITIATIVES

#### **CXperks Program**

At the start of 2022, CXperts implemented the "CXperks" employee program to build continuing education and employee-directed charitable contributions into its culture. The program rewards team members' work with opportunities to further their skills, improve their work lives, and directly influence CXperts' monetary donations to nonprofit organizations they support.

Its continued success has added nine employee-nominated charities to our funded organizations and has funded the completion of 9 training courses and purchase of industry tools/certification programs for ongoing professional development.

#### **1% Pledge**

CXperts maintains its commitment to Pledge 1% to join companies of all sizes to support nonprofit organizations that rely on the charitable contributions of forward thinking companies across the US and around the world. CXperts has committed to a pledge of a minimum of 1% of its annual profits to nonprofits firms that are delivering on their promises of positive impact in their communities and around the world.

From where we sit, we're seeing that the innovation and efforts of these firms are under ever increasing demands. Therefore, actively supporting these nonprofits focused on doing the painstaking work of serving individuals, communities, and our shared environment to help make world better is ever more important.



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## OUTLINE OF CONTRIBUTIVE ACTIVITIES

### CXPERTS VOLUNTEER DAYS

#### Feeding San Diego

Established in 2007, Feeding San Diego is the leading hunger-relief and food rescue organization in San Diego County on a mission to connect every person facing hunger with nutritious meals by maximizing food rescue. Through its mission, Feeding San Diego also diverts completely edible food that would be sent to landfill, reducing waste while also providing nutritious meals to the community. Each year Feeding San Diego provides over 31 million meals to children, families, seniors, college students, military families, veterans, people facing homelessness, and other underserved populations.

The San Diego CXperts team did a Volunteer Day, helping sort or “glean” bread and produce donated from local groceries who were offloading perfectly edible food in favor of brand new products. Through our efforts, all volunteers that day recovered 2965 pounds of food, and CXperts team alone recovered 457 pounds of apples and 332 pounds of bread.



#### New York Cares: Blankets of Love

In 1987, a group of friends who wanted to volunteer found themselves frustrated by a fractured nonprofit landscape, making opportunities hard to find. They wanted a centralized way to organize efforts and access communities and have since become the largest volunteer organization in New York City.

Blankets of Love is a group of volunteers that work collaboratively to crochet and knit squares that are assembled into colorful blankets and donated to people in need. One of our New York-based team members volunteered their skills of yarn crafts to create squares that became blankets, hats, toys, and scarves for people in need.

**newyork cares.**



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## OUTLINE OF CONTRIBUTIVE ACTIVITIES

### GLOBAL IMPACT

#### **Nature Conservancy - Donations 2022, 2023, 2024, 2025**



For four years running, CXperts has donated to The Nature Conservancy, a global nonprofit that operates in 79 countries and territories across six continents with the goals of addressing climate change, protecting land, water and providing food and water sustainability. In their words, "The Nature Conservancy is taking on the planet's biggest, most important challenges by focusing on priorities that science shows are the most urgent and where our innovation and expertise can be game changers." We're all for supporting their mission and will continue to do so.

#### **charity: water - Donations 2024, 2025**



Charity:water is taking ambitious goals and radical transparency to new levels on their mission to bring clean and safe water to every person on the planet. According to the organization, 703 million people globally lack basic access to clean and safe drinking water and the team behind charity: water is tapping into global audiences for fundraising while tapping into the earth to create wells across the globe. They also innovate by creating new technologies to allow their team and the areas they are serving know when a well is offline or inefficient. Plus, they're doing this with a model where 100% of public donations go directly to fund clean water projects while overhead and operating expenses are covered by a small group of generous private donors. It's this kind of dynamic innovation geared toward doing good that gets us so excited about our own mission.

#### **Rainforest Trust**



**RAINFOREST  
TRUST®**

Rainforest Trust saves endangered wildlife and protects our planet by creating rainforest reserves through partnerships, community engagement and donor support. To date they have protected more than 58.9 million acres by establishing protected areas in partnership with local organizations and engaged communities across more than 65 countries in Latin America and the Caribbean, Africa, and Asia-Pacific.



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## OUTLINE OF CONTRIBUTIVE ACTIVITIES

### ENRICHING OUR LOCAL COMMUNITIES

#### **Mama's Kitchen Donation - Donations 2022, 2023, 2024, 2025**



For four years we have donated to Mama's Kitchen, a local, San Diego-area nonprofit that provides nutrition services to improve the lives of women, men, and children vulnerable to hunger due to critical illness such as HIV, cancer, congestive heart failure, type-2 diabetes, and chronic kidney disease throughout San Diego County. Each year, around the holidays, we hope Mama's Kitchen – and all people – can help take care of one another and provide one of the most critical elements of human well-being and dignity: the ability to enjoy a warm, nourishing meal.

#### **Feeding San Diego**



In addition to volunteering to Feeding San Diego, we also provide a monetary donation to help them serve the 31 million meals every year to children, families, seniors, college students, military families, veterans, people experiencing homelessness, and other underserved populations. They distribute meals in partnership with more than 350 local charities, schools, faith communities, meal sites, and food pantries throughout the region.

#### **City Parks Foundation**



City Parks Foundation is dedicated to invigorating and transforming parks into dynamic, vibrant centers of urban life through sports, arts, community building, and education programs for all New Yorkers across 350+ parks, recreation centers, and public schools across all five boroughs of New York City — reach 285,000 people each year.

#### **GLIDE**



GLIDE is a nationally recognized center for social justice, dedicated to fighting systemic injustices, creating pathways out of poverty and crisis, and transforming lives in the San Francisco Bay area. Its comprehensive services, advocacy initiatives, and inclusive community empowers individuals, families and children to achieve stability and thrive.

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## OUTLINE OF CONTRIBUTIVE ACTIVITIES

### CRISIS RESPONSE, MENTAL HEALTH & WELLNESS

#### **The American Red Cross - Donations 2023, 2024, 2025**



The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. As an organization valuing humanity, it endeavors to prevent and alleviate human suffering wherever it may be found. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples. Anchored by the additional values of Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality, the American Red Cross has a long history of international impact for the good of people in nearly 200 countries around the world. Given the exploding demand for humanitarian support around the world, we're proud to contribute to this mission.

#### **NAMI (National Alliance on Mental Illness) - Donations 2023, 2024, 2025**



Given the widespread and acute challenges that mental illness presents to individuals, their families, and society writ large, NAMI is an excellent national-level addition to our local and global nonprofit donation recipients. With more than 600 local affiliates across the US, NAMI provides advocacy, education, support and public awareness to help families and individuals affected by mental illness to lead better lives.

#### **Trans Family Support Services**



TransFamily Support Services guide transgender/non-binary youth and their families through the gender transitioning process to help make it the most positive experience possible. They provide family coaching, assistance with healthcare and insurance issues, help navigating the legal system, and support at schools. All services are provided at no fee.

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## OUTLINE OF CONTRIBUTIVE ACTIVITIES

### FREE KNOWLEDGE & FREE PRESS



#### Wikimedia Foundation

The Wikimedia Foundation is the nonprofit, independent organization that supports Wikipedia, other Wikimedia free knowledge websites, with a mission of free knowledge for all. The foundation works to keep Wikimedia sites fast, secure, and available to all, defending Wikipedia and its volunteer editors from legal threats, building new features and tools to make it easy to read, edit, and share knowledge from Wikimedia sites, and by supporting the communities of editors – everyday people – who contribute to Wikipedia and the Wikimedia sites. Editors collaborate to write about virtually any topic, from ancient history to science to the arts. They also help bring new knowledge online, lower barriers to access, and make it easier for everyone to share what they know. Wikipedia is available in hundreds of languages and has over 59 million articles.



#### PBS (Public Broadcasting Service)

PBS is a private, nonprofit corporation, founded in 1969, and serves the American public with programming and services of the highest quality, using media to educate, inspire, entertain and express a diversity of perspectives. PBS offers programming that expands the minds of children, documentaries that open up new worlds, non-commercialized news programs that keep citizens informed on world events, and cultures and programs that expose America to the worlds of music, theater, dance and art. They pride themselves in being the largest classroom, the largest stage, and a Window to the World for all Americans.

Donating to PBS has never been more impactful than it is today. Following the 2025 federal defunding and 2026 dissolution of the Corporation for Public Broadcasting, the future of public media now rests fully in the hands of the private sector and charity of individuals.

# Impact Report 2025

## OUTLINE OF CONTRIBUTIVE ACTIVITIES

### ASSISTING NON-PROFIT ORGANIZATIONS WITH OUR SERVICES

Through our strategic work with Fullstory, we were able to provide user behavior insight services to the following nonprofit organizations, helping them better understand their website user behavior, empathize with audience, and serve the goals of their respective missions:

These nonprofit clients include:

- **American Student Assistance**, which is helps to build a generation of successful students who are confident, competent, and ready to realize the future they envision.
- **American Society of Clinical Oncology (ASCO)**, the world's leading professional organization for physicians and oncology professionals caring for people with cancer.
- **Care Oregon**, which is dedicated to ensuring equitable access to care for all our members, regardless of income or background.
- **Consumer Reports**, an independent, nonprofit member organization that works side by side with consumers for truth, transparency, and fairness in the marketplace.
- **Lighthouse Credit Union** Since 1936, its focus has been building a brighter future with services and banking tools to facilitate change in their local communities and help members build healthy finances.
- **MetroPlus Health** provides affordable, quality health insurance to individuals and families across NYC with a mission to make sure every New Yorker is covered.
- **Texas811** a nonprofit providing free alerts to protect the billions of dollars of underground utilities and the people around them by notifying utility members of someone's intent to dig.



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## OUTLINE OF CONTRIBUTIVE ACTIVITIES

### PRO BONO SERVICES



Lighthouse Credit Union launched its Pathways program in 2025 as a dedicated, invite-only initiative designed to address housing insecurity and foster long-term generational wealth. The core of this program is an accessible housing initiative that helps prospective homeowners who lack the funds for a down payment. It uniquely allows participants to invite loved ones to contribute toward their goal of first-time homeownership.

To support this mission, CXperts partnered with Lighthouse Credit Union to gain visibility into the user experience (UX) of the Pathways portal. CXperts leveraged its expertise in the Fullstory analytics platform to provide comprehensive visibility into the user journey by:

- Building out custom dashboards and user journeys to track key behaviors and conversion points.
- Developing other analytical objects to gain deep insights into performance, usability, and areas of friction.
- Providing actionable recommendations based on this data to significantly improve the platform's UX and performance.

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## OUTLINE OF CONTRIBUTIVE ACTIVITIES

### NONPROFIT LEADERSHIP



#### **SGI-USA - Volunteer Work 2024, 2025**

The SGI is a religious nonprofit 501(c)(3) global Buddhist organization with the mission to contribute to peace, culture and education for the happiness and welfare of humanity – and by extension – the environment. As a practicing member of the SGI-USA, co-founder and CEO, Ramsay Crooks has dedicated a portion of his free time to a volunteer leadership role to support local members in their Buddhist practice and the promotion of the SGI's ongoing mission toward the resolution of fundamental issues concerning humanity and the eradication of human suffering.



#### **Think Red Project - Volunteer Work & Donation 2024, 2025**

Think Red Project is a registered 501(c)(3) nonprofit corporation a mission to plan, promote and produce events that raise funds and awareness for the HIV/AIDS community. Over the 11 years, Think Red Project has raised \$480,000 for approximately 14 different organizations throughout San Diego that serve across the HIV prevention, treatment, and care continuum. CXperts Co-Founder & COO, Steven Shyne is also one of the co-founders of Think Red Project, serving as a board member and Executive Director. CXperts gives opportunities to work on nonprofit-related activities and Steven has contributed the following time commitments related to CXperts activities and monetary donations:

- 2024 - approx 240 hours, \$1,500 donation
- 2025 - approx 240 hours, \$1,500 donation

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## **COMMITMENT TO REDUCED CONSUMPTION AND WASTE STREAM IMPACT**

### **Reuse, Refurb, Donate**

In our commitment to limiting our environmental impact, all company equipment including computers, monitors, peripherals, office furniture and mobile phones are used or refurbished whenever possible. As a result, one third of CXperts employees' furniture is from used sources and nearly 60% of employees' computers and monitors are refurbished or used units in an effort to reduce environmental impact. The company makes use of a bring your own device (BYOD) policy for employees to reduce the need for redundant devices. When a computer, monitor, or other still-functioning peripheral is leaving the company, we strive to donate them to a local school or nonprofit that can continue to make use of slower or gently used technology.

### **Always Work From Home**

As a company doing "knowledge work," CXperts is fortunate to operate a 100%, fully-remote workforce since its pre-pandemic founding in 2019. While this model presents its own challenges, we are proud of the reduced environmental impact and lifestyle flexibility that a "WFH" workforce allows. CXperts doesn't operate, nor absorb the expenses of a commercial work space, which allows the organization to deliver more value to its customers, and convert expense savings into supporting its mission in the form of monetary and service donations. It also skips the environmental impact of the energy required to operate a separate commercial space with independent climate control, lighting, equipment, and telecommunications requirements.

This is just as impactful to the company as it is for its employees: our team isn't expending time, energy, or stress in traffic nor excess environmental impact (public transit or vehicle emissions) commuting between their homes and the office in roles where the typical advantages of an office are outweighed by digital collaboration of a highly-talented and geographically dispersed workforce. An added personal benefit to our team members and their loved ones (employees with spouses, pets, children and ailing family members) is that those without easy access to transportation can work productively in a way that fits them best, often in their preferred times throughout the day, currently across three continents.

# Impact Report 2025

## LOOKING TO THE FUTURE

CXperts takes immense pride in the public benefit work detailed here, and particularly in the significant, multifold increase in our impact contributions over the past six years. Simply put, promoting positive change is deeply rewarding. However, we recognize that considerable effort is still required to maintain our current impact and to involve more of our team, clients, and community in advancing our mission.

Our fundamental path at CXperts is consistent, incremental progress and continuous refinement; we are not aiming to be the largest or most extravagant company. Our unwavering focus remains on delivering superior customer experience services, acting as a seamless, flexible extension of our clients' teams, and championing their customers at every interaction. As we further develop these core services, we will simultaneously expand our backing of impact-driven organizations globally.

With our knowledge and expertise, we find no purpose for our business more inspiring or profound. We are confident that by assisting our clients in maintaining leading customer experiences, we will secure continued partnerships with the world's premier brands. Working with those within that group who have innovative, impact-focused objectives is particularly motivating, and this is precisely the direction we plan to pursue in "CXperts Season 7" (2026) and in the years ahead.

