



Office of the Minnesota Secretary of State
Minnesota Public Benefit Corporation / Annual Benefit Report
Minnesota Statutes, Chapter 304A

62798510026



Read the instructions before completing this form
 Must be filed by March 31
 Filing Fee: \$55 for expedited service in-person and online filings, \$35 if submitted by mail

The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.
 Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

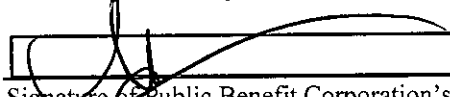
1. Corporate Name: (Required)

2. The public benefit corporation's board of directors has reviewed and approved this report.

3. Enter the information of your public benefit corporation's specific or general benefit, with regard to the period covered by this report as required by 304A. 201 subd. 2 or 3 in the field below (see instructions for further information): Note: Use additional sheets if needed. (Required)

Attached

4. 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 no 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 forth in Section 609.48 as if I had signed this document under oath.


 Signature of Public Benefit Corporation's Chief Executive Officer

Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

Email Address for Official Notices

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:

Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime phone number of a person who can be contacted about this form:

<input type="text" value="Mandy Multerer"/>	<input type="text" value="612.400.1194"/>
Contact Name	Phone Number

Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?
 Yes No

Third Annual Benefit Report
of

MY SISTER, SBC

a Minnesota Specific Benefit Corporation

March 27, 2018

History of MY SISTER, SBC

- Incorporation date;
 - January 1, 2015
- Founders;
 - Wayne Zink and Mandy Multerer
- How the concept came about;
 - Co-founder and chairperson, Wayne Zink, was the former president of a socially responsible chocolate company, Endangered Species Chocolate, which raises millions to protect endangered species around the world, plus provide fair trade employment in those communities for local farmers. His determination to help children become strong, thriving adults, drove him to use a similar business model for fighting sex trafficking and providing a better future for children and women trapped in that life.
 - Sex trafficking has been a serious issue for too many years. And one that doesn't get enough attention. It impacts over 4 million children and women a year. Trafficking will keep growing exponentially if we don't start taking action against it, prompting our socially responsible business structure. By offering an everyday product and leveraging business opportunities and relationships, we can offer a sustainable source of funding and support to non-profits and groups fighting trafficking all over the world. We connect to local communities to educate citizens on what is happening in their area. Informing those around us on the issue and introducing them to the non-profits providing after-care, are important first steps in the fight against trafficking.

Key Management

- Wayne Zink – Chairperson – Former president of Endangered Species Chocolate, a socially responsible chocolate company, and philanthropist in the arts and theater community. Very involved in Project Success, a local non-profit focusing on helping children in the community build self-esteem and a healthy and bright future.
- Mandy Multerer – CEO – Extensive background in design, marketing and photography and a strong desire to make the future for girls and women a better one. Connected with groups of girls and women to develop the MY SISTER brand, and currently runs and guides the day-to-day operations and creative direction.
- Heather Shore – CPO – Experienced apparel professional with a strong product development background. Involved advocate for human rights.
- Maria McGinty – Director of Marketing - Savvy marketing and branding professional with an eye for reaching the millennial demographic.

Highlights of the Year

- January 2017
 - Tamron Hall featured us on her social media.
 - Meena Harris featured us on her Well And Good social media takeover.
- March 2017
 - Launched new collection on International Women's Day, with a highly successful sales day and highly attended pop-up.
- April 2017
 - Introduced special edition tee screenprinted by survivors in the Philippines.
 - Introduced kid's collection of shirts.
- May 2017
 - Featured in Debut store in Mall Of America – a Shop For Kindness themed temporary shop.
 - Appeared on the front page of the Star Tribune's Variety section.
- June 2017
 - Launched survivor-sewn handkerchief in collaboration with local artist Ashley Mary.
 - LGBTQ rights advocates Natasha Negovanlis and Elis Bauman featured us on their social media.
- July 2017
 - Hosted our first survivor tag signing workshop. Since then, we have provided many hours of income by adding survivor signed tags to all of our items.
 - Hosted a pop-up at Rock The Garden. Justin Vernon of Bon Iver wore our Stop Traffick tee on stage during their performance.
- September 2017
 - Alisha Boe featured us on her social media, which eventually lead to our partnership with Amber Tamblyn.
 - Amanda Seyfried featured her and friends in our It's My Body, It's My Choice tank on her social media channels.
- October 2017
 - Hosted The Link Fundraiser – raised \$4,305 in just 7 days for their Passageways Shelter and Housing Program.
- November 2017
 - Launched a collection with actress, producer and writer, Amber Tamblyn. We saw support and social media posts from: Amy Schumer, Amy Poehler, Sarah Paulson, Uzo Aduba, Laura Prepon, and Blake Lively.
 - Chelsea Handler appeared on Ellen wearing our It's My Body, It's My Choice tee.
- December 2017
 - Participated in Renegade Craft Fair in Chicago.
 - Launched socks with local socially-responsible company, Hippy Feet.
 - Raised and donated a total of \$32,323 in 2017.
 - Funded and provided 1,757 hours of employment for survivors in 2017.

- **Testimonial from a non-profit partner.**

- From non-profit partner The Link:

- My Sister has continued to live their mission of supporting victims of sex trafficking. My Sister supports The Link through financial contributions, in-kind donations, educating and connecting our community and through direct volunteerism. We could not do the work that we do without collaborations such as this. We look forward to future projects of increasing employment opportunities for survivors and a continued effort to end the sexual exploitation of youth in our communities. Thank you for your ethical, empowering and impactful work!

- From non-profit partner MN Girls Are Not For Sale:

- Through our MN Girls Are Not For Sale campaign to end sex trafficking in Minnesota, we have been a partner and beneficiary of MY SISTER since the very beginning. We're grateful for MY SISTER's leadership to shine a spotlight on this horrific crime and bring powerful voices together to increase opportunities for women and girls. By elevating the issue of sex trafficking and sexual exploitation, MY SISTER lifts up the organizations working to end this unconscionable crime in Minnesota and all over the world. Thank you for making a tremendous impact for survivors and nonprofit partners!

MY SISTER pursued the specific benefit purpose stated in its articles of incorporation in the following ways:

To help victims of sex trafficking and those threatened by sex trafficking, and to promote freedom and empowerment to the women of the world through the following:

Annually distributing donations totaling a minimum of six percent of MY SISTER's gross sales from the previous fiscal year among non-profit organizations that MY SISTER determines are dedicated to helping the victims of sex trafficking; and

The non-profits we've chosen must provide and support a well-rounded and holistic program for victims and survivors of sexual exploitation. They must support and provide prevention, awareness, education, street outreach, policymaking, housing, legal services, therapy, career services and more. We have continued to work with MN Girls Are Not For Sale (wfmn.org) and one of their key grant recipients, The Link (thelinkmn.org). We also have relationships with GEMS (gems-girls.org) and Breaking Free (breakingfree.net) and have provided in-kind donations on several occasions.

- Since launching in May 2015, we have raised over \$127,000 for our non-profit partners, with over \$32,000 of that being given in 2017.
- Since launch, we have also funded over 3,400 hours of employment for survivors of trafficking, with over 2,100 of those hours being completed in 2017.
- Educating the public about sex trafficking and exploitation of women and girls in order to reduce the demand for victims of trafficking
- Proactive involvement in the community to raise awareness with youth, women and men.
- Get conversations started and educate the general public on statistics of trafficking in Minnesota, the US and abroad.
- Promoting MY SISTER's core value of love in all business activities and practices, between employees, to all customers, and to the rest of the world
- Grant grace with our team. Also work to inspire and coach them on educating the public and being advocates.
- Ensure that customers are always happy with our product and work as best we can to create a return customer. Every happy customer is an advocate for the cause.
- Engaging in business activities and practices that will promote freedom and empowerment to the women of the world.
- Ensuring all our products are sweatshop-free.

The following is a description of how we believe we succeeded in achieving the goals of our specific benefit purpose.

- Accounting for all given and fueled donations, the total has equaled 10% of gross sales.
 - In 2017, our non-profit partner MN Girls Are Not For Sale granted \$312,500 to fight sex trafficking in Minnesota.
- Online, we have had the following reach:
 - 31,823 Facebook followers – a 1.5 increase from the previous year
 - 37,500 Instagram followers – a 6X increase from the previous year
- We've achieved a great level of PR for the fight against sex trafficking and socially responsible businesses. Articles and featured on:
 - Minneapolis/St. Paul Publications and News Stations
 - Am New York
 - BuzzFeed.com
 - People.com
 - WhoWhatWear.com
 - MarieClaire.com
 - DailyMail.com
 - RadarOnline.com
 - OKMagazine.com
 - StarMagazine.com
 - JustJared.com
 - Bust.com
 - FashionManiac.com
 - The Ellen Show / Chelsea Handler

Strategic Direction for 2018

In 2018, we will be focusing on an action-inspiring movement, employment for survivors and product development improvements.

Action-inspired Movement

- Feature and promote policy change and simple ways for citizens to influence laws.
- Donate to fund employment directly with our non-profit partners.

Employment

- Create survivor-developed and lead lifeskills and internship/employment programs.
- Developing more ways to offer products where survivors are employed in our supply chain, at a manufacturing level and fulfillment level.

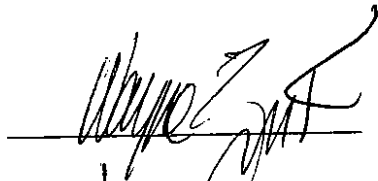
Product Development

- Expand product offering beyond screen printed t-shirts.
- Design exclusive silhouettes and create more transparency in our supply chain.
- Offer size-inclusive styles.

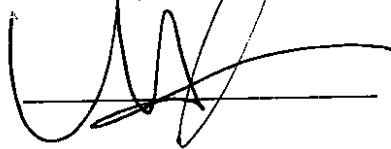
We will also be rebranding, with a significant focus on how we make an impact.

CERTIFICATION BY THE SHAREHOLDERS (ACTING IN LIEU OF BOARD OF DIRECTORS)

The undersigned, being all the shareholders of MY SISTER, SBC, hereby acknowledge and certify that we have reviewed and approved the enclosed Third Annual Report.

A handwritten signature in black ink, appearing to read 'Wayne Zink', written over a horizontal line.

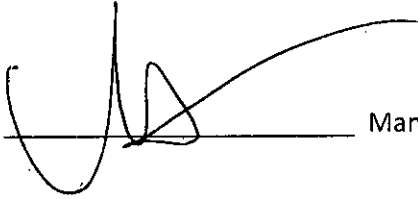
Wayne Zink

A handwritten signature in black ink, appearing to read 'Mandy Multerer', written over a horizontal line.

Mandy Multerer

SUBMISSION:

I, the undersigned, certify that I am the CEO of this specific benefit corporation. I further certify that I have signed this document no 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 forth in Section 609.48 as if I had signed this document under oath.

A handwritten signature in black ink, appearing to be 'Mandy Multerer', written over a horizontal line. The signature is stylized with a large initial 'M' and a long, sweeping tail that extends to the right.

Mandy Multerer



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STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
03/29/2018 11:59 PM

Steve Simon

Steve Simon
Secretary of State