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



Read the instructions before completing this form  
Must be filed by March 31  
Filing Fee: \$55 for expedited service in-person, \$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) Software for Good, GBC

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

3. In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information): Note: Use additional sheets if needed. (Required)

See 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.

Casey J Helbling Founder/CEO

Signature of Public Benefit Corporation's Chief Executive Officer

2018-02-20

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:

mn.sos@softwareforgood.com

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:

Casey L. Helbling

Contact Name

612-207-6622

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

# 2017 Annual Benefit Report



Software for Good

# Pairing Cause with Craft

Software for Good brings people and technology together to solve complex world problems. Since 2004, our experienced team of engineers, designers, and strategists has developed software applications for organizations working toward positive environmental and social change. We intentionally partner with those who share our belief that technology has the power to engage and motivate people to solve critical global issues: climate change, hunger, human rights, clean water, renewable energy, healthcare, and education.

As a general benefit corporation, Software for Good subscribes to the Triple Bottom Line: People, Planet, Profit. We put people and planet first—operating sustainably, investing in our community, and donating our time, money and support to causes like Earth Island Institute's iMatter Now campaign, the Cystic Fibrosis Foundation, Minnesota Ovarian Cancer Alliance, and Twin Cities Pride. We care about the financial health of our organization and our team, but we don't work to line our pockets. The Software for Good team is driven by a shared passion for using technology to make a positive impact on the communities in which we live and work.

# A Team Effort

Our people are the heart of Software for Good. We have thoughtfully grown our team over time, hiring only those who are as passionate about our mission as they are skilled in our trade.

While we strive to maintain a flat structure that gives everyone on the Software for Good team a voice in our organization's growth and impact, we rely on the leadership and counsel of a small team of individuals who are committed to maintaining the balance of People, Planet, and Profit.

Within Software for Good, this team consists of Casey Helbling (founder and CEO) and Liz Tupper (director of strategy and account management). Their work is guided by the expertise and experience outside advisors within the business, technology, and social enterprise industries.



# Thoughtful, Focused Growth

Software for Good is committed to remaining a sustainable organization for our employees, our clients, and our community. However, sustainability can be difficult to come by in an industry like ours, where things change quickly and often unexpectedly.

For us, 2017 was a year of thoughtful growth—we worked diligently to grow our team, nurture existing client relationships, and connect with new organizations seeking ways to use technology for the benefit of people and our planet. And we saw a return on that investment, in some exciting ways.

## A Stronger, More Diverse Team

In 2017, we hired three full-time employees and offered semester-long learning opportunities to eight interns. In filling these positions, we intentionally sought candidates with diverse backgrounds—women, people of color, international students, recent dev bootcampers, two-year college program grads. Our team makeup has shifted from almost completely senior-level to a true mix of experience levels, and our culture has evolved to better support (and celebrate!) mentorship and learning.

The result? A stronger, more diverse team of people who bring a richer perspective to Software for Good's work and culture.

## **New Mission-Driven Clients; Bigger, More Strategic Projects**

This year, more than any other, Software for Good saw significant progress toward our goal of bringing people and technology together to solve complex problems.

Not only did we work with some incredible organizations—HousingLink, The Arc Minnesota, Goodfolio, United Nations Association of Minnesota, American Refugee Committee, Tiwahe Foundation, W.K. Kellogg Foundation, and Second Harvest Food Bank of Santa Clara and San Mateo Counties—our engagements with these clients increased in size and duration over previous accounts.

To better serve these and other clients, we began looking at our projects holistically—putting more time and resources into upfront strategy, research, and user experience work. In doing so, we were able to increase the effectiveness of our work and, ultimately, our clients' impact.

## **Increased Community Impact**

One of our biggest initiatives this year was the creation of the Software for Good Intern Cohort. The program, which pairs up-and-coming software engineers with mission-driven clients, has been a great success—it won a Eureka! Innovation Award from the Minneapolis St. Paul Business Journal and secured a finalist spot in the Minnesota High Tech Association Tekne Awards.

Throughout the course of the year (and three cohorts), eight interns had the opportunity to grow their development skills under the guidance and mentorship of the Software for Good team. Together, they worked to build a web application supporting efforts to combat climate change; a web application for altruistic giving; and a nonprofit marketing website. A paid internship program, the SfG Intern Cohort provided income, experience, and opportunity to a group of young engineers from diverse backgrounds.

# We bring people and technology together to solve complex world problems.

## \$1,099,480

value of work for mission-based projects

## 210

average number of PTO hours logged by each SfG team member

## 2

SfG Intern Cohort award nominations, including one big win: a Eureka! Innovation Award from the Minneapolis St. Paul Business Journal

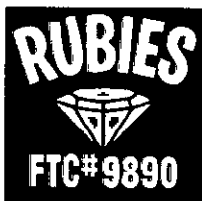
### PROJECT HIGHLIGHTS

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- Developed a marketing and registration website for Chain-breaker, a new Minneapolis bike race supporting cancer research.
- Helped HousingLink reimagine the waitlist application process for project-based Section 8 housing.
- Created a marketing site for Children's HeartLink, an organization dedicated to saving the lives of children with heart disease.
- Built a tool for Arc Minnesota to help intellectually and physically disabled young adults plan for their future.
- Worked on a mobile app to help attendees navigate the Twin Cities Pride festival.
- ... and 25 more projects furthering work in areas like public health, community involvement, waste reuse and reduction, and climate change.

### CAUSES WE'VE SPONSORED

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# Board of Directors Certification

The Software for Good Board of Directors certifies that the independent third-party standard has been designated as B Lab for the 12-month period ending on December 31, 2017. B Lab is a nonprofit organization whose main office address is 155 East Lancaster Avenue, 2nd Floor, Wayne, PA 19087. This selection is unchanged from last year, and the third-party standard is being applied in a consistent manner to the previous reports. Per B Lab, this certification is applicable for a two-year period. This is the second year of Software for Good's certification.

Software for Good has pursued a General Public Benefit by building software for organizations whose mission, products, or services positively impact the public—typically in regards to social and environmental causes. This market remains a challenging one in that the demand for custom software development fluctuates significantly from month to month, and many projects are sourced from nonprofit organizations with limited budgets.

The Software for Good Board of Directors approves this report.



*Casey Helbling*

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Casey Helbling, Founder and CEO



*Liz Tupper*

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Liz Tupper, Director of Strategy and Account Management





**Work Item 1010197000039**  
**Original File Number 800196100056**

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OFFICE OF THE SECRETARY OF STATE  
FILED  
**04/02/2018 11:59 PM**

*Steve Simon*

Steve Simon  
Secretary of State