

**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) Phoenix Rise Coaching + Consulting 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)

Please 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.

[Signature]

Signature of Public Benefit Corporation's Chief Executive Officer

2/19/2020

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:

pam@phoenixrisecoaching.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:**

Pamela Green 612-940-9729  
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

PHOENIX RISE COACHING AND CONSULTING, GBC

RESPONSES TO QUESTION 3 OF ANNUAL BENEFIT REPORT

1. I certify that the Board of Directors has chosen the third-party standard designated pursuant to Minnesota Statutes §304A.301, Subd. 3(2)(i); determined that the organization that promulgated the third-party standard is independent; and approved the report.
2. With regard to period covered by the report:
  - (i) The identity of the third-party standard determined by the Board is as follows:
    - B Impact Assessment, which is provided by B Lab, 15 Waterloo Ave., Berwyn, PA 19312
  - (ii) With reference to that third-party standard:
    - (A) The corporation has pursued general public benefit in the following ways:
      - providing programming and consulting services to individuals involved in the criminal justice system, at the pre- and post-sentencing stages, as well as post-release from incarceration, in an effort to reduce recidivism among the criminal offender populations; and
      - offering one-on-one personal coaching as well as group cognitive behavior therapy designed to alter the manner in which criminal offenders think and behave.
    - (B) The extent to which and the ways in which the corporation has created general public benefit include:
      - education on these topics has been provided to the community, to potential clients and to their attorneys; and
      - evidentiary measurements confirm the success of our programming content in reducing recidivism.
    - (C) Circumstances that hindered efforts to pursue or create a general public benefit, if any, include:
      - The corporation is still launching and has not yet had enough time to see full results; and
      - The corporation experienced challenges in marketing programs and services to potential referral sources and finding nonprofit entities with whom to partner.

3. For this report:

The process the Board used to choose this third-party standard was as follows:

- The Board analyzed publicly available options for third-party standards and investigated their reputation for credibility and relevancy to the areas of public benefit of this corporation.

The reason(s) the Board chose this third-party standard was (were) as follows:

- The Board selected the B Impact Assessment because of its emphasis on measuring the social benefits and outcomes of the businesses utilizing the assessment.



Pamela L. Green, President

Dated: 2/21/2020



**Work Item 114420500032**  
**Original File Number 1093740800032**

STATE OF MINNESOTA  
OFFICE OF THE SECRETARY OF STATE  
FILED  
03/02/2020 11:59 PM

*Steve Simon*

Steve Simon  
Secretary of State