

## Office of the Minnesota Secretary of State

Minnesota Public Benefit Corporation / Annual Benefit Report

The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.

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



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. File Number 2. Corporate Name: (Required) 3. The public benefit corporation's board of directors has reviewed and approved this report. 4. 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 enclosed report. 5. 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. 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: | laura @ apparatuSgbc. 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: Contact Name 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 🔀



Apparatus GBC is a public affairs consultancy working at the nexus of natural, social, and built systems. We provide both client-oriented consulting services and engage in independent and sponsored projects and advocacy. We help clients from across industries and sectors promote social justice and advance the common good. We offer our services exclusively to organizations and projects that seek to improve our social, natural, and built environments.

Our services and methods are premised on enhancing meaningful and inclusive deliberation around issues that present opportunities and challenges for different segments of society. In conducting our work, we insist on maintaining the highest ethical standards for research integrity, community engagement, and professional and political activities.

Ways in which we pursued and created public benefit in 2023 include supporting a variety of organizations, issues, and campaigns that align with our mission. Some details of this work include:

- Establishing the School Board Integrity Project (https://www.schoolboardintegrityproject.org/), a 501c4 that provides training, resources, and information to current and potential school board candidates as they run for office across Minnesota. The mission of SBIP is to recruit, train, and retain school board members statewide who value integrity, excellence, respect, belonging, and trust within our public schools. We provide candidates with the tools, information, and capacity they need to run strong campaigns that will ensure we have elected school board members who will value the freedom to learn and who will benefit all Minnesota students.
- Continuing our management of an issue campaign that seeks justice and equity through the legalization of cannabis for adult use. Apparatus started Minnesotans for Responsible Marijuana Regulation (MRMR) in 2019 and worked for several years to make cannabis a mainstay issue at the Minnesota Legislature. In 2022, MRMR entered its new phase as MN is Ready where its coalition and PAC educated and turned out voters to elect a pro-cannabis legislative majority. 2023 was a banner year for MN is Ready as it led the charge at the Capitol to finally legalize cannabis. After over twenty committee hearings and a lengthy conference committee session, we were proud to stand alongside Governors Walz and Ventura and myriad advocates and legislators as cannabis legalization was signed into law on May 31, 2023.
- Boosting small businesses in new spaces.
  - o Since 2019, and renewed with vigor in 2023, Blunt Strategies (the cannabis division of Apparatus) has led and facilitated the Minnesota Women's Cannabusiness Network as an accessible, approachable way to bring together women and non-binary folks looking to build their businesses in Minnesota's vast cannabis industry. With a mailing list of several hundred and bimonthly meetings offered at our offices, the group continues to grow and thrive.
  - Blunt Strategies manages the Minnesota Cannabis Growers Co-Operative & Industry Council as it paves the way for a collaborative and connective industry throughout Minnesota.



The Board of Directors of Apparatus adopted IRIS (<a href="https://iris.thegiin.org/">https://iris.thegiin.org/</a>) as our third-party standard and determined it to be independent. This is the same standard we used in our prior report and it was applied consistent to that report. We selected IRIS because its performance metrics are best suited to our work product, which lends itself better to qualitative assessment rather than quantitative measurements.

The Board selected the following IRIS Metrics to evaluate our performance:

- Categories to Influence: describes the sector(s) in which the organization focuses and seeks to influence.
  - o Local Government/Public Sector
  - o Diversity and Inclusion
  - o Education
- Social and Environmental Performance Reporting: indicates whether the organization reports its social and environmental performance to relevant stakeholders.
  - o Apparatus provides transparent reporting of our work's social goals and impacts to partners, relevant stakeholders, and the public.
- Community Engagement Strategy: Indicates whether the organization implements a strategy to manage its interactions with local communities affected by its operations.
  - o Community engagement is one of the three pillars of our organizational approach.
- Full-time Employees Female: Number of paid full-time female employees at the organization as of the end of the reporting period.
  - o Our business is women-owned and predominantly female-staffed.
- Client Type: Describes the types of entities that are buyers or recipients of the organization's products/services.
  - Non-profit organizations
  - Advocacy groups and coalitions
  - Municipal governments
- Target Beneficiary Demographic: Describes the demographic groups of beneficiaries targeted by the organization.
  - Underserved or underrecognized communities

Respectfully Submitted by Laura Monn Ginsburg Owner & Principal

Reviewed and approved by Apparatus Board on 2/24/2023



## Work Item 1465617000033 Original File Number 935055100056

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OFFICE OF THE SECRETARY OF STATE
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Steve Simon Secretary of State

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