

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 or online, \$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. 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)

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.

A handwritten signature in black ink, appearing to read "ASchmidt", written over a horizontal line.

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:

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 ☒

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Memorandum

To: Minnesota Soccer Holdings, GBC

From: Board of Directors

Date: March 13, 2025

Re: 2024 General Benefit Corporation Annual Report

INTRODUCTION

Minnesota Soccer Holdings, GBC, doing business as Minnesota Aurora, FC (“Minnesota Aurora”), was incorporated as a general benefit corporation under Minnesota Statutes 302A and 304A on March 17, 2021. Minnesota Aurora is a women-led, community-owned pre-professional women’s soccer organization that has teams competing in the United Soccer League’s W-League and United Premier Soccer League Women.

This is Minnesota Aurora’s fourth general benefit report and follows a year of growth, ambition, and learning. The organization grew significantly in early 2024 as part of an effort to expand the scope and scale of its efforts on and off the soccer pitch and subsequently, spent significant time in the second half of the year recalibrating its operations. The organization’s work to support the general benefit was a large part of that initial growth and following the organization’s reorganization, its leadership are actively evaluating every component of its business operations to ensure that the values behind the general benefit projects remain central into the future.

As Minnesota Aurora reorganizes its front office and engages new voices in the organization’s leadership, the corporation has made plans to incorporate additional components of the *B-Lab’s Impact Assessment* in its internal evaluative processes. This will allow for a more robust and comprehensive annual report for the community owners and the public. This will be a valuable way for the community ownership (via their duly elected board representatives) to ensure Minnesota Aurora consistently makes progress on its public benefit initiatives. Projects over the last year (many of which are detailed below) slowed the efforts to build that level of intentionality into 2025 and beyond.

ANNUAL GENERAL BENEFIT ANALYSIS

The following summarizes how Minnesota Aurora pursued the public benefit during the period between January 1, 2024 and December 31, 2024.

(A) How the corporation has pursued general public benefit;

As a women-led and community-owned organization, Minnesota Aurora has sought to pursue the general public benefit by creating opportunities for individuals, particularly women and gender expansive people, who might not have had the same opportunities as others in sports. However, Minnesota Aurora also strives to push further and incorporate its principles

(<https://www.mnaurora.com/the-principles/>) in all elements of our day-to-day operations as well as its long-term planning.

In 2024, Minnesota Aurora sought to use the popularity of its brand to support a broad variety of mission-driven and values-aligned organizations. As such, its staff (and mascot, Rory!) frequently participate in a broad variety of events and activities. In 2024, Minnesota Aurora had a presence at 137 community events in 33 cities while its staff held 256 virtual meetings with community partners to discuss opportunities to collaborate. Fielding requests from 374 requests from community organizations, Minnesota Aurora made donations to 127 organizations with a value of nearly \$33,000.

Additionally, Minnesota Aurora used its game day experience to promote and support the public benefit with 56 different organizations participating, including:

| | | |
|------------------------|--------------------------|--------------------------|
| Ballet Co., Laboratory | Minnesota Shockwave | WithAll |
| Urban Roots | Women's Drum Center | Second Harvest Heartland |
| Torre San Miguel, | Our Justice | Aspen House |
| CommonBond | Period Kits MN | Scott County Health and |
| Communities | Jordyn Clark Foundation | Human Services |
| Reach for Resources | She Climbs Mountains | Roots for the home team |
| Lift Garage | Pro Choice Minnesota | Girls on the Run |
| Special Olympics | Women Winning Flannery | Avenues for youth |
| Minnesota | Center for Victims of | Transforming Generations |
| Fred Wells Tennis | Torture | A Mother's Love |
| YMCA of the North | American Indian OIC | Hopkins Pride |
| Healthy Kids Running | Northern Indigenous | OutFront Minnesota |
| Series | Games | QueerSpace |
| JDRF | TC Native Lacrosse | Minnesota Human Rights |
| MN Alliance on Problem | Canine Inspired Change | Campaign |
| Gambling | Grey Hounds Pets of | Corner House MN |
| Ziggy's Art Bus | America | Family Tree Clinic |
| Clues | Fur-ever Home Rescue | PFund Foundation |
| Frogtown Curling Club | Rosie | Minnesota Legal Services |
| Global Minnesota | Retrieve a Golden of the | Telling Queer History |
| Science Museum of MN | Midwest | Annex Teen Clinic |
| Scott County Mental | Mission Animal Hospital | Semicolon Dance Crew |
| Health Services | Never Shake | Red Tree Singers |

These partnerships with community organizations take significant time and investment to cultivate in a meaningful manner, but they serve to celebrate and amplify the good work for the public benefit that others are doing and bolster Minnesota Aurora's own efforts to support the public benefit.

(B) The extent to which, and the ways in which, the corporation has created general public benefit; and

Minnesota Aurora has always stated that, in addition to fielding a world class competitive experience for its players, coaches, and fans, it serves to create opportunities for women and gender expansive people in sports on and off the field. In 2024, Minnesota Aurora made great strides in expanding its footprint and created new and innovative opportunities for people in sports.

For example, last year Minnesota Aurora fielded a second team, Minnesota Aurora 2, in the United Premier Soccer League (UPSL) Women. With a 24-player roster and a four-person coaching staff, Aurora 2 competed successfully throughout the season, even drawing more than \$1,100 in community contributions to support its championship game (which was otherwise free to attend). This created significant new on-field opportunities for local players to develop skills, build confidence, and compete at a high level.

In addition to supporting its own players' on-field development, in 2024, Minnesota Aurora organized its first round of summer camps and clinics, including:

- **Bright Lights Clinic (K-2nd grade):** 25 registered.
- **Adult Camp (18+):** 10 registered.
- **Goalkeeper Clinic (5th-9th grade):** 17 registered
- **Youth Summer Camps (3rd-12th grade):** four camps with 311 registered.

Not only did these camps create fantastic opportunities for the participants, but they also provided the players on the active roster opportunities to coach.

Lastly, Minnesota Aurora increased the off-field and front office opportunities for individuals in women's sports by expanding its internship program to support 19 interns with activities including:

| | |
|----------------------------|---------------------------------------|
| Game Day Volunteer Manager | Mascot performing |
| Storytelling Intern | Game Day Production - TV Broadcasting |
| Game Day Operations | Gathering mental health resources for |
| Merchandise Marketing | players |
| A2 social media | Soccer operations |
| Game day photography | |

These internships provided meaningful experiences for many individuals considering a career in sports who might not otherwise have had an opportunity for entry-level experience.

(C) any circumstances that hindered efforts to pursue or create general public benefit;

The second half of 2024 saw Minnesota Aurora look to right size some of its operations and bring on additional investment follow a summer where a bid to become a professional team did not come to fruition. These internal transformations have examined the allocation of resources within the organization and looked towards sustainability for future years. As part of that, Minnesota Aurora is going to need to identify new and creative ways to finance some of the community engagement activities it has done in the past. Simply put, heading into 2025, human

and financial resources might be a limiting factor, but Minnesota Aurora leadership remains committed to its organizational values and its role within the community.

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OFFICE OF THE SECRETARY OF STATE
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A handwritten signature in black ink that reads "Steve Simon". The signature is written in a cursive, flowing style.

Steve Simon
Secretary of State