

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



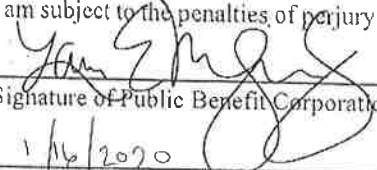
Read the instructions before completing this form
Must be filed by March 31
Filing Fee: \$55 for expedited service in-person, \$35 if submitted by mail

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) Apparatus 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 full report submitted with this document

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

1/16/2020

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:

laura@apparatusmn.org

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:

Laura Monn Ginsburg, 952.239.9150

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

Summary:

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 2019:

- Minnesotans for Responsible Marijuana Regulation
 - Created, launched, and lobbied at the Capitol for responsible legalization and regulation of recreational marijuana for Minnesota adults.
 - Built and maintained the website mnisready.org as well as all corresponding social media profiles.
 - Worked with other advocacy groups (both those focused on marijuana as well as those focused on other aspects of social justice and equity) to collectively amplify messages about the pernicious effects of marijuana prohibition.
 - Lobbied legislators, helped with bill language, organized testifiers, and partnered with various legislative staff to advance substantive discussion about legalization.
 - Provided free education opportunities for individuals, volunteers, and advocates about the ways they could activate their networks to support legalization through a social justice lens.

- Decoding Dyslexia
 - Led government relations and messaging for the Decoding Dyslexia group working to pass policies that support Minnesota students with dyslexia and their families.
 - Led a postcard drive that brought in thousands of responses from students, caregivers, and teachers statewide about their personal issues dealing with dyslexia in the school system.
 - Engaged directly with lawmakers and other education focused entities about policy proposals to support screening, teacher education, and ongoing educator instruction.

- Homes for All
 - Worked on a multi-month project funded by the McKnight Foundation to assess the strategic underpinnings of the Homes for All coalition of 270+ housing focused organizations working throughout the state of Minnesota.
 - Spent hundreds of hours interviewing stakeholders statewide about their work on and perspectives about housing in Minnesota to create a comprehensive view of the current strengths, opportunities, and weaknesses of a coalition addressing the full spectrum of housing.
 - Created several go-forward scenarios for the coalition's leadership team to consider. Work continues into 2020 to finalize this project.

- Social Enterprise Alliance
 - Worked with the SEA Twin Cities chapter to assess its board structure, output, and best methods for honing its future work.
 - Led a daylong retreat to review the group's mission, vision, and foundation as a governing body.

- Down Syndrome Association MN
 - Worked with DSAMN to promote its work advocating for support of individuals and families with Down syndrome.
 - Created a media strategy in support of DSAMN's World Down Syndrome Day activities, including at the MN Capitol.

The Board of Directors of Apparatus adopted IRIS (<https://iris.thegiin.org/>) 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:

- **Sector to Influence:** describes the sector(s) in which the organization focuses and seeks to influence.
 - Housing
 - Technology
 - Energy
 - Public Sector
 - Education
- **Social and Environmental Performance Reporting:** indicates whether the organization reports its social and environmental performance to relevant stakeholders.
 - 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.
 - 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.
 - 100% of our employees in 2019 identify as women.
- **Client Type:** Describes the types of entities that are buyers or recipients of the organization's products/services.
 - Non-profit organizations advocating on behalf of marginalized communities; promoting equity and social justice in the workplace; housing and education equality; etc.
- **Target Beneficiary Demographic:** Describes the demographic groups of beneficiaries targeted by the organization.
 - Underserved or underrecognized communities



*Public Benefit Annual Report
Apparatus*

Laura Monn Ginsburg
Respectfully Submitted by
Laura Monn Ginsburg
Owner & Principal

Reviewed and approved by Apparatus Board
1/13/2020



Work Item 1137076600037
Original File Number 935055100056

STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
01/24/2020 11:59 PM

Steve Simon

Steve Simon
Secretary of State