



**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) Professional Data Analysts, 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 report.

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.

He [Signature]  
 Signature of Public Benefit Corporation's Chief Executive Officer

3/18/2021  
 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:

operations@ddastats.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:**

Kelly Laurel 612-254-6033  
 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

# Public Benefit Corporation Report

2020 Activities



**Prepared for**  
Michigan Secretary of State

**Prepared by**  
Professional Data Analysts



Professional  
Data Analysts



# WHO WE ARE

## OUR MISSION

To create positive social impact by providing tailored data-centric solutions that move public health initiatives forward.

## OUR VALUES

Encourage innovation, challenge assumptions, and create a culture of shared learning and continuous improvement.

Support our community, reduce our environmental impact, and provide opportunities for others to thrive.

Work with each other and our clients to deliver insights and solutions that exceed expectations.

Use data to create meaning and serve as a catalyst for action.

Strengthen communities with equitable and effective data-centric solutions.

## OUR TEAM

We're a team of passionate, driven, and creative individuals from a variety of backgrounds united by a common desire to improve communities with sound and effective data-centric solutions. We have expertise in public health initiatives including tobacco cessation, cancer control, chronic disease prevention, and youth development programs.

## OUR CULTURE

We strive for impact, putting our knowledge and resources where we can make the most difference to our clients and in our communities. Curiosity and thirst for knowledge drive our culture of continuous improvement and inspire us to go above and beyond for our clients.



## OUR WORK

We transform data into actionable insights, in partnership and through shared learning with our clients. We support health, wellness, and community initiatives through independent program evaluation, research, statistical consulting, and custom web development. We use data to create meaning and serve as a catalyst for action.

## OUR COMMITMENT



As a Public Benefit Corporation in Minnesota and a Certified B Corporation, we are committed to considering the needs of all stakeholders. Our commitment to clients is objective, high quality data and innovative, cost-effective solutions. We provide a balanced work environment for staff that encourages professional growth, continual learning, teamwork, and healthy living. We support our local community through service and financial backing while reducing our environmental impact through carbon neutrality, near sourcing, and extensive recycling efforts. We are proud to be part of a global community using business as a force for good.

## TESTIMONIALS

“ Florida’s successful tobacco cessation program was built on data and PDA’s evaluation recommendations. Florida found by including PDA during the planning process of evidence-based interventions, measurement became an important component of any new initiative. The collaboration between PDA and Florida resulted in Florida’s robust array of cessation services provided by Tobacco Free Florida.

—Jane Parker, Tobacco Free Florida’s retired Tobacco Cessation Manager

“ I have worked with PDA for nearly four years and have been consistently impressed with their customer relations and the level of professionalism within their organization. Our contract, though small in scale to others, is well-managed and always treated as a high priority among project staff. The work that PDA does for our project has been an essential component for improving the quality and delivery of services, and we value the time that the staff at PDA have spent to go above and beyond to ensure that they are meeting our needs.

—Brianna Longeway, MPH, Community Tobacco Treatment Coordinator | Minnesota Department of Health

“ The team of evaluators at PDA has in-depth expertise in both quantitative and qualitative methods and provides added value at every step of the evaluation process. They are particularly skillful at anticipating clients’ needs and proactively raising issues. We have found this level of forward-thinking to be crucial in implementing quality evaluations with high levels of respondent participation.

—Barbara A. Schillo, Ph.D., Vice President, ClearWay



March 15, 2021

Millie Cardinal  
Business Analyst  
Office of Minnesota Secretary of State, Steve Simon  
60 Empire Drive, Suite 100  
St. Paul, MN 55103

Dear Ms. Cardinal,

Professional Data Analysts, GBC (PDA) is dedicated to helping health initiatives succeed by offering our clients sound, effective data-centric solutions. As a Certified B Corporation, we are also committed to positively impacting our staff, vendors, community, and the environment.

PDA became a General Benefit Corporation in April 2019 as a way to pursue our mission of creating positive social impact. Not long after, PDA became a Certified B Corporation™. Our board of directors chose to use the B Corp certification because the assessment examines the overall positive impact of a company, including all stakeholders. This aligns well with the mission and values of PDA. Additionally, the certification offers third-party validation, public transparency, and legal accountability. We determined that B Lab™, the nonprofit that administers the B Corp Certification, is independent.

In 2020, we continued using the B Corporation assessment as a benchmark for our success in creating a public benefit. This standard was applied in a manner consistent with the application in our previous report.

We are pleased to present this report detailing the benefits created and challenges face in 2020. Please feel free to contact me with questions.

Harlan Luxenberg  
President & CEO  
612-623-9110

## **Introduction**

2020 was a difficult year for everyone. COVID-19 changed life as we know it, including our work lives. The murder of George Floyd and resulting unrest in Minneapolis and across the world brought discussions of race and equity to the forefront but also caused personal anguish for many. Additional factors impacting PDA this year were moving to a new office and experiencing growth in projects and staff. We leaned on our mission and values to help guide us through the uncertain times. Throughout the year, we adapted, grew, learned new ways to work together, and found new ways to support our community.

Although 2020 was a challenging year, PDA worked to create positive social impact for our staff, clients, community, and the environment. While we are a small company, the effect of our efforts is far reaching.

## **Staff**

PDA strives to foster an inclusive environment where every individual has the resources and opportunities they need to grow, thrive, and succeed. In 2020, we hired an equity consultant to conduct an equity audit of the company. The audit included interviews and focus groups with staff and an internal document review. The resulting report will provide direction and action steps we can take to become a more equitable, inclusive, and diverse organization. The audit was the first of many steps demonstrating our commitment to social justice.



PDA offers exceptional benefits, a casual and flexible work environment, and professional development opportunities for staff. We also pay all employees at least the living wage for a family. We hired eight new staff members during 2020 and did not need to lay anyone off due to lack of work. We maintained salary and benefit levels throughout the year, including continuing our matching SIMPLE IRA contributions and contributing to staff HSA accounts.

Additionally, we met the challenges of 2020 in a few major ways.

### ***Remote Work***

Beginning in March 2020, we allowed all staff to work from home in order to mitigate the risks of COVID-19. To support staff working remotely, we:

- ✓ Delivered technology, including monitors, headsets, keyboards, and more to individual's homes, and offered remote tech support.



- ✓ Allowed staff to bring home their office chairs, desks, and anything else they needed to create comfortable office space at home.
- ✓ Offered fun ways to connect with one another while working remotely, including virtual happy hours, coffee breaks, game playing, and escape rooms.
- ✓ Increased "touch points" like more frequent check-ins from supervisors and HR.
- ✓ Onboarded new staff remotely by creating a more robust IT orientation, scheduling virtual meet and greets, and assigning an onboarding buddy.



### ***Paid Leave***

The challenges brought on by COVID-19, including school closures, called for more paid leave. PDA responded by informing staff of their options under the Families First Coronavirus Relief Act and assisting them with adjusting their work schedules. While the requirement to provide leave under FFCRA expired on December 31, 2020, we are continuing to offer it to our staff in 2021.

Additionally, we advanced PTO accruals for all staff in April for six months and again in September for four months to ensure everyone had the time off they needed when they needed it. We waived the maximum accrual limits so those who weren't using their PTO would not lose it.

Our staff have thrived despite the challenges related to COVID-19. We lived our value of Excelling Together by supporting, helping, and caring for one another.

Challenge: This year, many conferences were cancelled due to COVID-19. This meant our staff couldn't partake in as many professional development opportunities as they normally would. Many staff still participated in virtual activities but lost the opportunity to present at conferences and participate in live networking.

### **Clients**

PDA pursues public benefit in Minnesota and across the country by providing program evaluation, statistical consulting, and software development to clients whose programs seek to improve the health and wellbeing of individuals and communities. We work with government agencies, universities, medical institutions, and non-profits to assess and improve their programs. We're committed to delivering objective, high-quality data and innovative, cost-

effective solutions to clients. Our work is focused on tobacco cessation, chronic disease prevention, active transportation, and other public health topics.

We proudly served **18** clients across **9** states in 2020.

- ✓ We take care to ensure we only work with clients and on projects that aim to produce or increase public benefit. We will never work with clients who sell tobacco products, participate in gambling, or cause unnecessary harm to the environment.
- ✓ Our evaluations support underserved populations by helping our clients better reach and serve ethnic minorities, low socio-economic status, uninsured, low educated and other groups with their public health programs. We prioritize discussing these populations and the impact of reaching them on client health equity initiatives.
- ✓ Our staff partner with clients to publish peer-reviewed articles on public health topics.

Challenge: Many of our clients are state health departments and they have had a busy year! Understandably, some of our projects were slowed down or paused so the departments could focus on COVID-19.

## Community

PDA is an avid supporter of our local community. Each year we strive for impact in the community through volunteerism, company financial donations, staff donation matching, and pro bono work. We support organizations that help our most vulnerable neighbors and advocate for social justice.

In 2020 we supported our community in a few primary ways:

- ✓ Sponsored both the Northeast Minneapolis Farmer's Market and Neighborhood Roots, the non-profit that operates several farmer's markets in South Minneapolis.
- ✓ Donated over 45 games, crafts, and activities to The Link, a non-profit that supports youth in Minneapolis struggling with poverty and homelessness. The games were used in their shelters and given to families at the holidays.
- ✓ Partnered with other Minnesota B Corporations to raise funds for Every Meal (formerly Sheridan Story), who fights hunger by filling the food gaps children experience on the weekends and in the summer. With so many kids out of school in 2020, the demand on





Every Meal was greater than ever. Thirteen of our staff members donated a total of almost \$2,000, which was matched by PDA.

- ✓ Matched staff donations to charitable organizations, up to \$200 per person for the year.
- ✓ Gave staff paid time off to bring supplies and help with the cleanup efforts in Minneapolis following the murder of George Floyd.
- ✓ Continued two pro bono evaluation projects that started in 2019.

- **House of Charity:** We completed a literature review on outcomes and measurement tools for supportive housing programs and created a logic model to assist with data collection and evaluation of their on-site supportive housing program. This project was put on hold part-way through the year due to COVID-19, but we hope to continue it in 2021.



- **Volunteers of America:** We continued evaluation work on VOA's pilot aftercare program for youth with co-occurring substance use and mental health disorders. PDA met monthly with the VOA team to design the evaluation and study instruments and adapted the evaluation when COVID disrupted VOA's residential treatment program.

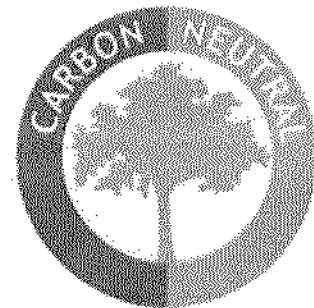


Challenges: COVID-19 limited our ability to do in-person group volunteer events like we have done in previous years. It also impacted our pro bono work as their programs were disrupted and their staff were focused on addressing the immediate needs of their clients. Additionally, we remodeled and moved into a new office this year and construction costs reduced our ability to make financial donations.

## Environment

As a Certified B Corporation, we include the environment as one of our stakeholders and make every effort to minimize our impact. In 2020, we continued many of the practices we followed in previous years.

- ✓ Carbon neutrality – we partner with Native Energy to offset our carbon usage
- ✓ Buying only 100% post-consumer recycled paper products
- ✓ Paper, glass, cans, plastic, and e-waste recycling



- ✓ Using non-disposable dishware
- ✓ Supporting restaurants and catering companies that utilize local and sustainable farmers
- ✓ Using non-toxic and sustainable cleaning supplies and hand soap
- ✓ Offering bus pass reimbursement to staff



Additionally, we installed 100% recycled carpet and eco-friendly flooring in our new office space. Once staff begin using the office, we will offer composting of paper towels, food scraps, and other items.

Challenge: Due to COVID-19, our staff were not using our office for most of the year. This meant we couldn't allow staff to bring their e-waste, plastic bags, and bulky mailers from home to the office for recycling like we have done in previous years.



**Work Item 1227662100031**  
**Original File Number 9L-996**

STATE OF MINNESOTA  
OFFICE OF THE SECRETARY OF STATE  
FILED  
**03/31/2021 11:59 PM**

*Steve Simon*

Steve Simon  
Secretary of State