

100093400028

# Office of the Minnesota Secretary of State

## Minnesota Public Benefit Corporation / Annual Benefit Report

Minnesota Statutes, Chapter 304A



13688974



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. File Number 10000 934000028

2. Corporate Name: (Required) LIVING PROOF ADVOCACY, INC.

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)

SEE ATTACHED

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.

John Capocci

Signature of Public Benefit Corporation's Chief Executive Officer

1.17.23

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:

JOHN @ LIVINGPROOFADVOCACY.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:

JOHN CAPOCCI

612-229-8894

Contact Name

Phone Number

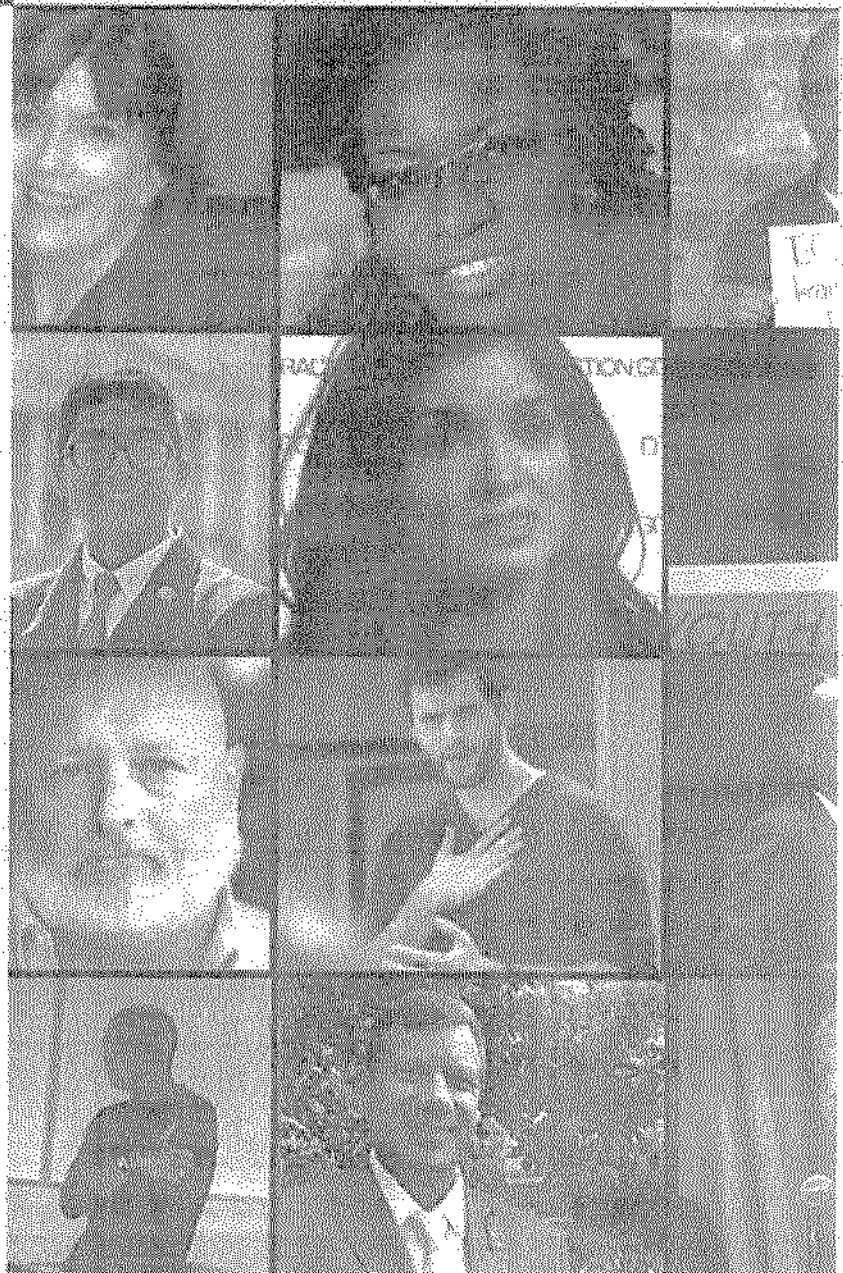
Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?

Yes  No

Living  
**PROOF**  
advocacy

**IMPACT  
REPORT  
2022**



# July 2020.

We were on a Zoom call with the executive director of an advocacy organization we work with, just four months into the pandemic and two months after the murder of George Floyd. We wondered together, "What happens now?" She said, "Well—the work doesn't stop."

Since then, you—our clients, partners, friends and colleagues—have provided living proof of that statement.

You demonstrate daily that the work you do—advocating for the arts, community, health and safety, the environment, equity, justice, peace and anti-racism—indeed, does not stop. We are proud to support you in this work.

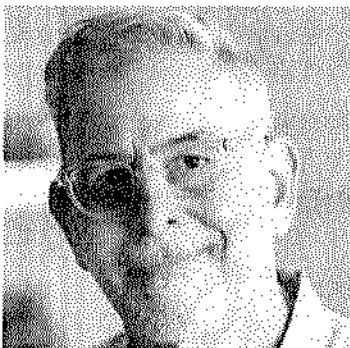
The past two and a half years have been a time of considerable growth for Living Proof Advocacy. While Zoom sessions are no substitute for in-person gatherings—especially when it comes to working with personal narratives—shifting to virtual delivery of our programs has enabled us to provide coaching, consulting and certification training to more individuals and organizations than ever before—in the U.S. and around the world. And while we continue to offer remote programs, we're very happy to be conducting hybrid and in-person sessions once again.

We've also used the time for deep reflection on how we as a company can best make an impact moving forward.

That's meant:

- stating more clearly what we stand for, personally and organizationally, as well as being more intentional about how we live out our values and goals.
- ensuring that Living Proof Advocacy not only supports those who are working to make the world healthier, safer, more just and equitable—but also actively contributes to those goals. Converting Living Proof Advocacy into a public benefit corporation (PBC)\* was a recent step toward doing so.

This is our first impact report as a PBC, and we hope you see in it the steps we're taking to reach our organizational goals. And if you have questions or new ideas for how we can continue to work together for change or see ways that we can better support you and your goals, please let us know.



John Capecci

A handwritten signature in cursive script that reads "John".

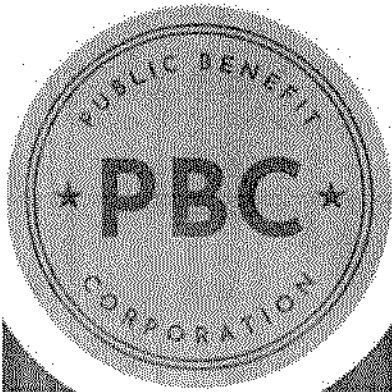


Tim Cage

A handwritten signature in cursive script that reads "Tim".

### \*What's a PBC?

A public benefit corporation is a for-profit corporation that commits to generating social and public good, and to operate in a responsible and sustainable manner. Some well-known examples include Patagonia, Ben & Jerry's and Kickstarter.



**We are proud to announce that Living Proof Advocacy is now recognized as a Public Benefit Corporation, joining thousands of companies that are doing business to do good.**

### **Our Mission**

We help purpose-driven organizations and individuals harness the power of spoken first-person stories to drive positive change. We do so by providing coaching, consulting and training services to organizations working on today's most important issues.

### **Our Responsibilities**

- Do values-driven work.
- Provide opportunity.
- Support communities.

# DO VALUES-DRIVEN WORK

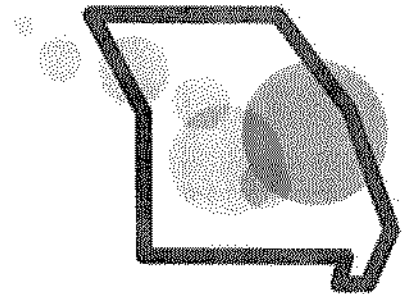
We are dedicated to the success of advocates and organizations that promote the arts, communication, community, health and safety, environmentalism, equity, peace, justice and anti-racism.



LPA helped advocates from the Foundation for Sarcoidosis Research speak to the FDA at a FDA Listening Session, advocate for their community in the media and reach underserved communities such as African Americans.

# 2022

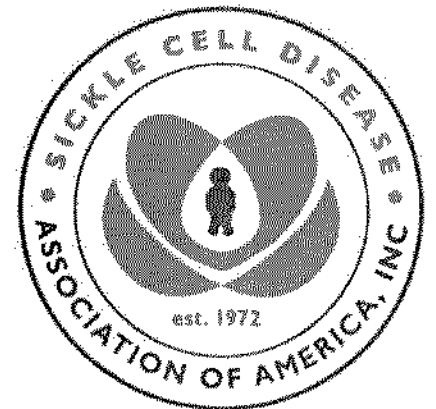
We doubled the number of values-driven organizations we partnered with or served. Here are just a few.



*Missouri Foundation  
for Health*

*a catalyst for change*

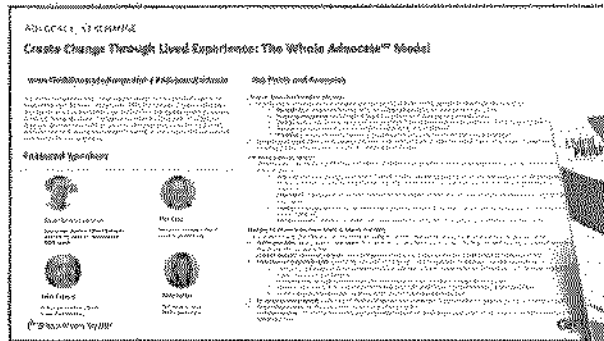
Health advocates from organizations across Missouri explored how LPA principles could help challenge dominant narratives.



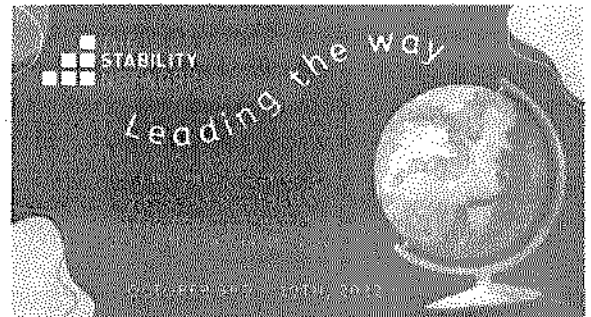
LPA helped Sickle Cell Disease Warriors get ready to share their stories on Capitol Hill.

# DO VALUES-DRIVEN WORK

**250+**  
advocates received  
direct coaching  
from LPA.



We shared insights from our published white paper "Improving the Quality of Patient Engagement by Centering the Advocate" with members of The Advocacy Exchange.



For the 20th year, LPA greeted and trained the newest class of WomenHeart Champions, women with heart disease making a difference by sharing their experiences.



**WOMENHEART**  
THE NATIONAL COALITION FOR  
WOMEN WITH HEART DISEASE

Mental health advocates from The Stability Network, trained in LPA methods, shared their stories in honor of World Mental Health Day.



Board members from Little Free Library tapped the power of their personal narratives to advocate for increased book access.



**Little Free Library.**



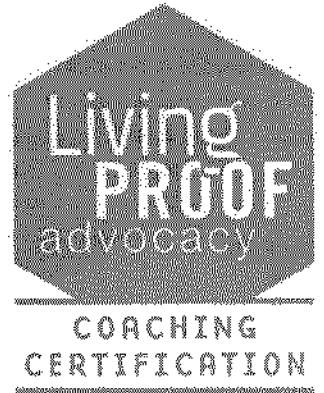
Advocates from Street Voices of Change received LPA coaching before sharing their stories of being unhoused or homeless in forums throughout Minneapolis.



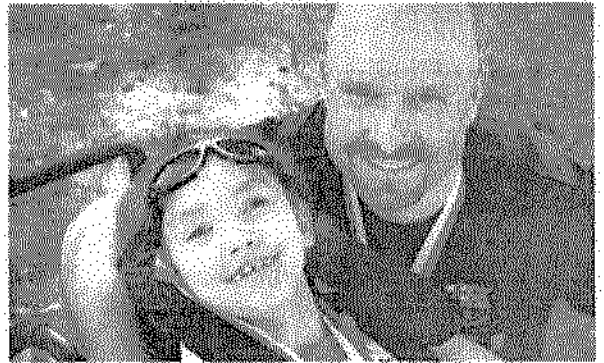
# PROVIDE OPPORTUNITY

8

**new coaches became LPA-certified and are using their skills to lift up the voices of rare disease patients and caregivers, and to change the narrative around mental health.**



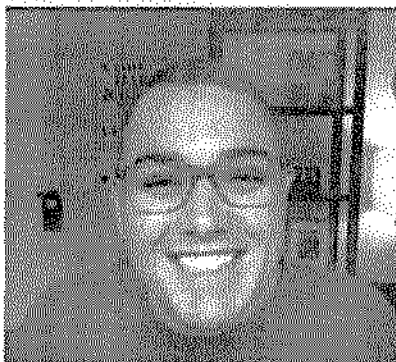
**Laura Murphy and Stuart Siedman,  
Chiesi Global Rare Diseases**



**Jeremy Kredlo, with granddaughter Kylee,  
Fierce Advocacy, LLC**



**Mindy Buchanan and Tricha Shivas,  
The Foundation for Sarcoidosis Research**



**Kyle Elliott, Stacy Thrall and Donna Hardaker, The Stability Network**

# PROVIDE OPPORTUNITY

The LPA Professional Development Program will offer pro-bono training, professional development and collaboration opportunities to early- and mid-career communication professionals who are members of populations historically and currently underrepresented in the communications field. This includes people with disabilities and individuals who identify as Black, Indigenous, Hispanic/Latino/a/x, Asian American, multiracial/multi-ethnic and transgender, gender non-conforming or two-spirit.

# 9

advisory board members are helping us launch the LPA Professional Development Program in 2023.



**Taymy Caso, Ph.D.,**  
Assistant Professor,  
Counseling Psychology,  
University of Alberta



**Andrés Treviño  
Fernández,** Patient  
Advocacy, Chiesi  
Global Rare Diseases



**Celina Gorre, CEO,**  
WomenHeart: The  
National Coalition for  
Women with Heart  
Disease



**LeDerick Horne,**  
Speaker, Poet,  
Disability Rights  
Advocate



**David Song,** Executive  
Director, The Stability  
Network



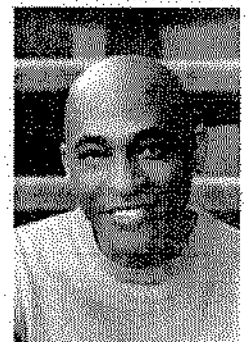
**Christina Sparrock,**  
Founder, Person-  
Centered Intervention  
Training Mental Health  
Response Program



**Vincent Stephens,**  
Associate Dean,  
Diversity and Inclusion,  
College of Arts and  
Sciences at Boston  
University



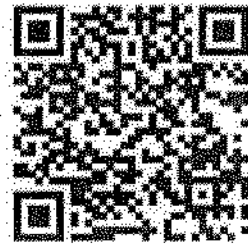
**Kelly Hall Tompkins,**  
Violin Soloist at  
Cadenza Music  
and Founder, Music  
Kitchen-Food for the  
Soul



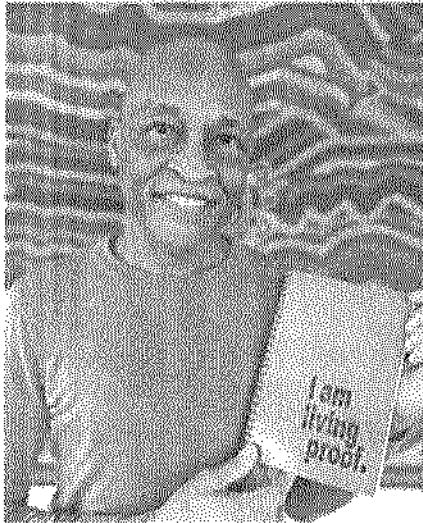
**Mikael Wagner,**  
Director of Marketing,  
Public Relations and  
Communications,  
Promotions West



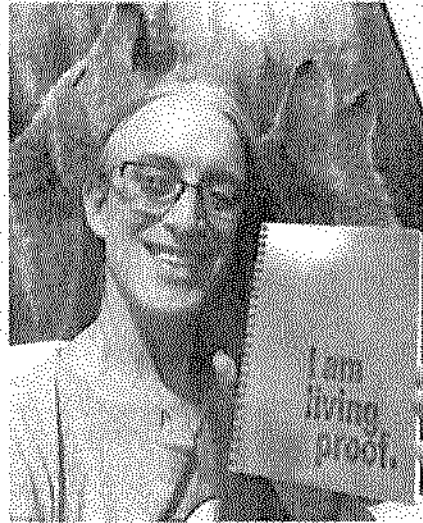
9 organizations received pro-bono services and/or financial support generated in part by proceeds from sales of *I Am Living Proof* notebooks.



**ORDER  
YOURS  
HERE!**



**Mikael Williams,  
Social Justice Advocate**



**Katie Willingham,  
HIV/AIDS Awareness Advocate**



**Alicia Diggs,  
HIV/AIDS Awareness Advocate**

**Americans for the Arts**

**American Tinnitus Association**

**Color of Change**

**Feeding America**

**Gilda's Club Twin Cities**

**Holy Trinity/Bach Vespers**

**We (Heart) Lake St.**

**Center for Disaster  
Philanthropy**

**New Jersey Coalition to End  
Homelessness**

**SUPPORT COMMUNITIES**

We shared more advocates' six-word reasons  
than ever before via a new landing page.  
#MYSIXWORDS



SHARE  
YOURS  
HERE!

MY 6 WORD REASON #MySixWords

Farmers organizing saved  
my family's farm.

Brandi Davis, Mission for ICR's Center  
Living PROOF

MY 6 WORD REASON #MySixWords

Not everyone can see  
like me.

Mary Criswell  
St. Louis Society for the Blind and Visually Impaired  
Living PROOF

MY 6 WORD REASON #MySixWords

For my lost  
brothers and sisters.

C. J., HIV/AIDS-Awareness Advocate  
Living PROOF

MY 6 WORD REASON #MySixWords

I love reading and  
sharing books.

Jake Adams, Little Free Library Advocate  
Living PROOF

MY 6 WORD REASON #MySixWords

Love is what  
makes my family.

Sam Wells, Non-discriminatory Advocate  
Living PROOF

MY 6 WORD REASON #MySixWords

Speaking out  
can bring us silence.

John Decker, Family Engagement Advocate  
Living PROOF

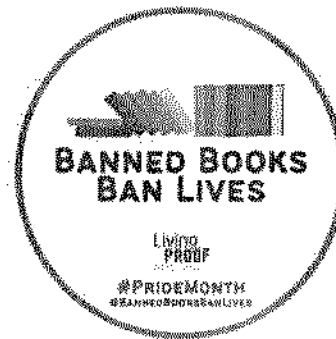
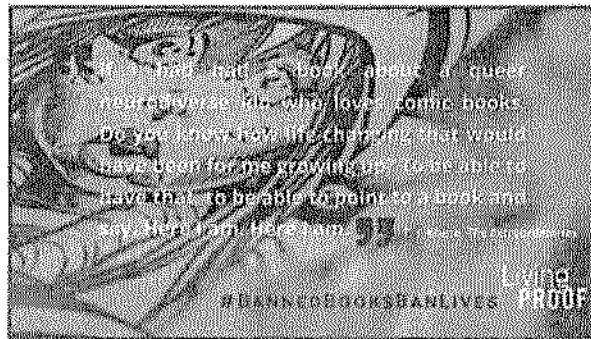
SUPPORT COMMUNITIES

# SHARING THE LPA STORY

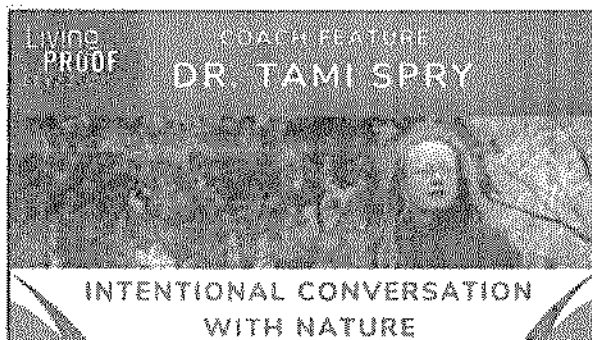
In 2022, we invested in a talented support team that helped us shore up the LPA infrastructure and extend our reach through targeted communications and—you guessed it—storytelling.



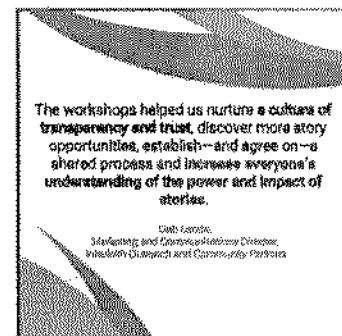
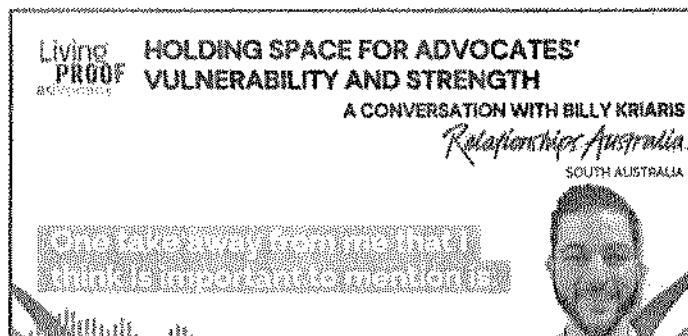
Katy Spencer Johnson, Social Media Strategist, Educator, Digital Marketing and Communications Consultant, KSJ Consulting



**JUNE:** For Pride Month, we focused on the danger of banning books and silencing the voices of lived experience.



**AUGUST:** The diverse work of LPA-certified coaches was featured in a month-long campaign.



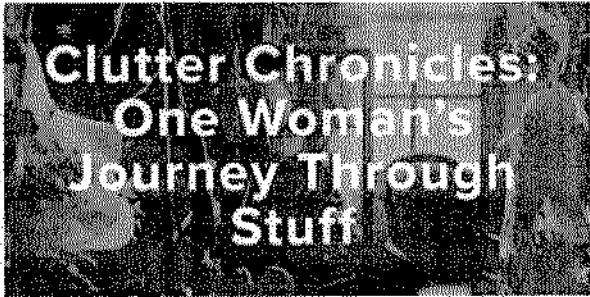
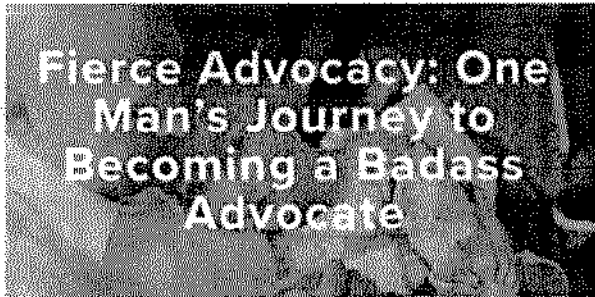
**SEPTEMBER:** We shared audiograms of an interview with Billy Kriaris, who uses *Living Proof* to work with Australians living with gambling addiction.

**4-digit percentage growth in engagement**

**More than 4,000 new individuals visited LivingProofAdvocacy.com and viewed our pages more than 8,000 times.**

Our blog shares the stories of advocates, coaches and organizations, and offers tips for how to tell stories to make a difference.

## Story + Advocacy



**Opening Up About Tinnitus**  
John Capecci · Advocate Stories

Listening to it nonstop for more than a decade, even in the background of my consciousness, is exhausting. I want the noise to stop.

[Read More](#)

Tagged: #tinnitus, #hearinghealth, #TinnitusWeek

2 Comments · 3 Likes · [Share](#)

**Avoiding the "Story Game"**  
Tim Cage and John Capecci · Tips

Getting caught in the Story Game is a trap that's easy to fall into because it's built on a fact we're all aware of on some level: stories compete with one another.

[Read More](#)

Tagged: #storytelling, @advocacy, #livedexperience

1 Comment · 1 Likes · [Share](#)



Bev Bachel, Content Strategist and Freelance Writer, is the author of some of our most popular posts.



Zeb Scanlan, UX/UI Designer, is ensuring the LPA website is accessible across modalities and platforms.

In March, we celebrated the 10-year anniversary of *Living Proof: Telling Your Story to Make a Difference* by thanking the hundreds of advocates and organizations who've contributed their insights over the past decade.

## Thank You

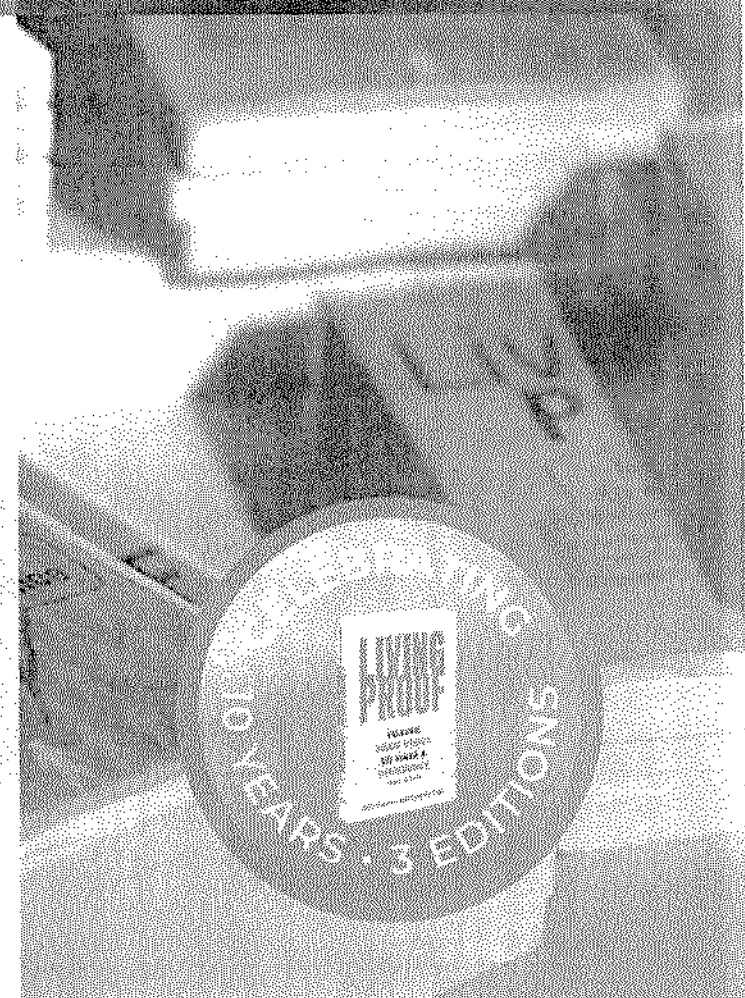
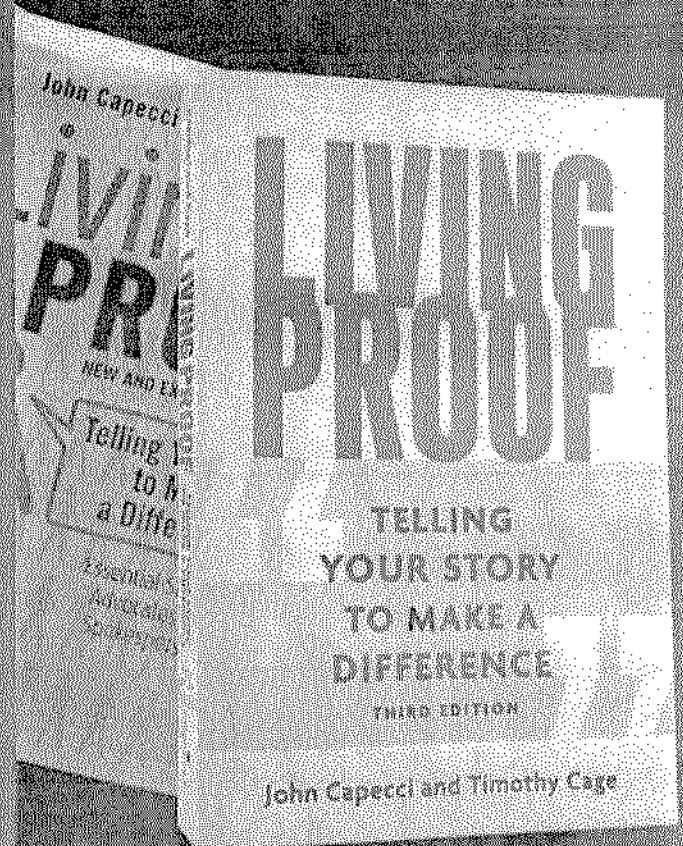
We are grateful to the individuals and organizations highlighted in this impact report and all of our clients, colleagues and partners.

Special thanks to those responsible for this report:

**Katy Spencer Johnson,**  
content creation and consulting

**Plus Public LLC,**  
design

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Minneapolis, MN 55414  
[www.livingproofadvocacy.com](http://www.livingproofadvocacy.com)  
[info@livingproofadvocacy.com](mailto:info@livingproofadvocacy.com)





We are pleased to present our first report since becoming a general benefit corporation in 2022.

We certify that

- the directors of Living Proof Advocacy, Inc., GBC (LPA) have chosen an independent third-party standard—the B Impact Assessment provided by B Labs, 15 Waterloo Ave., Berwyn, PA 19312—and has approved the report.
- the directors chose this third-party standard as it is well-known and respected. It is also the first step toward our goal of becoming a certified B-Corp.

With reference to that third-party standard, the corporation has pursued general public benefit in the follow ways, as stated in our articles:

- helping values-driven organizations and individuals harness the power of spoken first-person stories to drive positive change. We are dedicated to the success of advocates and organizations that promote the arts, communication, community, health and safety, environmentalism, equity, justice and anti-racism.

The extent to which and the ways in which the corporation has created general public benefit—featured in the attached Impact Report—include:

- doubling the number of values-driven organizations we served or partnered with in 2022
- delivering direct coaching services to more than 250 individual advocates
- certifying eight individuals in LPA coaching methods so they can use their skills to lift up the voices of rare disease patients and caregivers, and to change the narrative around mental health
- assembling an advisory board to help launch the LPA Professional Development Program for members of populations historically and currently underrepresented in the communications field
- supporting nine organizations through pro bono services and/or financial support in areas of the arts, health, anti-racism, food security, the arts, community and homelessness.

No specific circumstances hindered our efforts to pursue or create general public benefit.

John Capecci, cofounder

Dated: January 17, 2023

Timothy Cage, cofounder

Dated: 17 January 2023



**Work Item 1368897400030**  
**Original File Number 1000934000028**

STATE OF MINNESOTA  
OFFICE OF THE SECRETARY OF STATE  
FILED  
**01/25/2023 11:59 PM**

*Steve Simon*

Steve Simon  
Secretary of State