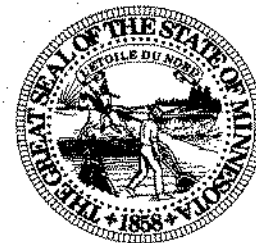




Office of the Minnesota Secretary of State
Minnesota Public Benefit Corporation / Annual Benefit Report
Minnesota Statutes, Chapter 304A



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. File Number 91-996
2. Corporate Name: (Required) Professional Data Analysts, GBC
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 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.

Hee fhs
 Signature of Public Benefit Corporation's Chief Executive Officer

3/2/2023
 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@pdastats.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 612-623-9410
 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

2022 Activities

Prepared for
Minnesota 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

BE CURIOUS.

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

DO GOOD.

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

EXCEL TOGETHER.

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

INSPIRE DATA EXCITEMENT.

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

MAKE AN IMPACT.

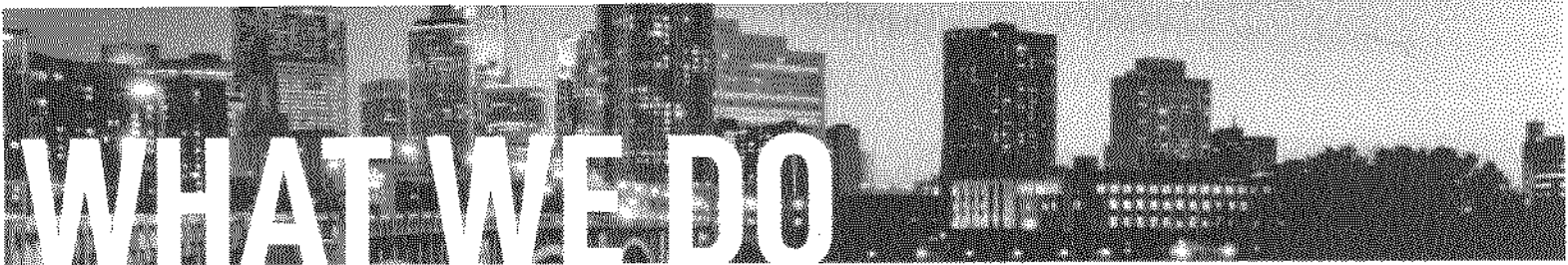
Strengthen communities with equitable and effective data-centric solutions.

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.



WHAT WE DO

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

Introduction

In 2022, PDA continued to grow our project work and expand our footprint by hiring staff in additional states. We worked hard to support our staff by expanding our structure, continuing to refine our hybrid work model, and launching a Mental Health and Wellbeing Committee. As in previous years, we leaned on our mission and values to help guide us. Throughout the year, we adapted, grew, learned new ways to work together, and found new ways to support our staff and community.

PDA worked to create positive social impact for our staff, clients, community, and the environment throughout 2022.

Staff

PDA strives to foster an inclusive environment where every individual has the resources and opportunities they need to grow, thrive, and succeed. We offer exceptional benefits, a casual and flexible work environment, and professional development opportunities. We also pay all employees at least the living wage for a family.



In 2022, we welcomed thirteen new staff members, including three staff living in other states. To better support our growing team, we expanded our organizational structure to include two evaluation divisions, better defined project roles, and new groups such as committees and task forces to improve communication and tackle special projects. Additionally, we supported our growing workforce in a few major ways.

Hybrid Work

We continue to offer hybrid work and let staff choose when to work in the office and when to stay home. In addition to providing local staff with a dedicated workspace and height-adjustable desks at the office, we offer computer peripherals and office supplies for home offices. We have a "virtual first" meeting policy to ensure that remote staff or those working from home can fully participate in all meetings. To support connection building in the office, we provided catered lunches on several occasions and encouraged staff to eat together in our conference room. We also planned a few virtual events for remote staff to build connections with each other.

DEI Training

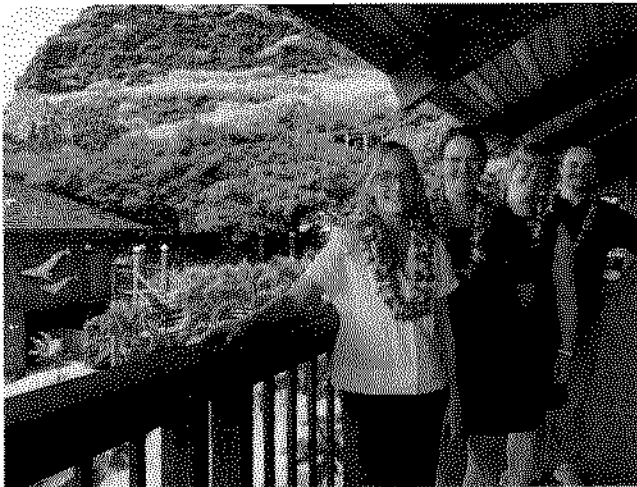
PDA remains committed to social justice and building an inclusive culture. We engaged a local person of color, woman, and LGBTQ+ owned consultant to offer five training sessions for our staff. The topics included identity & bias, culture & communication, race & racism, and more.

Mental Health

In 2022, PDA founded an internal Mental Health and Wellbeing Committee who planned events to support staff mental health. This included a focused two-week period in March with events ranging from virtual bingo to a mindfulness session to an open conversation about therapy. The focused period ended with one and a half days off for all staff. This allowed staff to take time for themselves to do any activities that best support their mental health and wellbeing. Staff reported feeling less guilty about completely unplugging during that time because their co-workers were off as well.

In-person Conferences and Professional Development

2022 saw the return of in-person conferences and our staff were more than ready. We sent a dozen staff to the National Conference on Tobacco or Health in New Orleans last summer, many



of whom had a presentation or poster to share. PDA hosted a well-attended happy hour for our staff, colleagues, and friends during the conference. It was wonderful to connect and network in person again. PDA also attended and presented at the American Evaluation Association conference and multiple SAS conferences. Additionally, we resumed in-person site visits with clients, traveling to Florida, Hawaii, and North Dakota.

In 2022, we lived our values of Inspiring Data Excitement and Making an Impact by sharing our work at conferences and with clients in person. We also Excelled Together as we honed our practices around hybrid work and supported one another's mental health.

Challenges: We said farewell to some staff this year as our long time Bookkeeper retired and a few staff left to pursue different career paths. In a small company, every departure makes an impact, and we were challenged with picking up their work and missing trusted coworkers.

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 are committed to delivering objective, high-quality data and innovative, cost-effective solutions to clients. Our work is focused on tobacco cessation, chronic disease prevention, behavioral health, and other public health topics.

We proudly served **22** clients across **11** states in 2022.

- ✓ 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 people of color, people living on low incomes, uninsured people, those with limited education, 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, living our value of Excel Together.

Challenge: Due to limited staff capacity, we were unable to pursue as much new work as we would have liked in 2022. However, we are fortunate to have long-term clients, many of who expanded their scope of work with us this year.

Community

PDA is an avid supporter of our local community. Each year we contribute to 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 2022 we supported our community in a few primary ways:

- ✓ Continued our community giving program, which allowed staff to nominate and vote for Minnesota-based organizations to support. PDA doubled staff donations to the selected organizations, up to \$2,000 for the quarter. This program was very successful and resulted in over \$9,000 of donations to four worthy organizations: The Food Group, Alight, Minnesota Freedom Fund, and People Serving People.
- ✓ Volunteered at Neighborhood House, where we packaged and distributed almost 5,000 pounds of produce to 117 families.
- ✓ Donated over 40 toys and gifts to People Serving People, the largest and most comprehensive emergency shelter for families in Minnesota. The gifts were given to the children and families during the holidays.
- ✓ Continued our support of MIGIZI by purchasing supplies for their trip to the Boundary Waters Canoe Area where American Indian youth learned about the importance of protecting water and our environment.
- ✓ Made a large donation to the New Impact Fund, a nonprofit composed of community of philanthropic leaders who want to invest in and with Black, Indigenous, Latino, Asian, and Immigrant business owners in underinvested Twin Cities neighborhoods. This donation supported multiple local, people of color owned businesses. Additionally, PDA's President serves as an advisor to this nonprofit.
- ✓ Expanded our internship program, which strives to provide opportunities for underrepresented individuals to learn about evaluation and statistics. PDA welcomed two wonderful summer interns in 2022.
- ✓ Bought local. When ordering lunches for staff, hosting happy hours, or giving gifts to staff, we patronized local, people of color owned businesses.

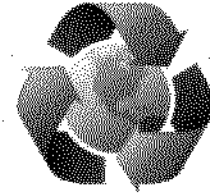


Challenge: As we hire more staff outside of Minnesota, our definition of local changes. PDA remains committed to supporting the Minneapolis community but must also provide staff with opportunities to support their home communities.

Environment

As a Certified B Corporation, we include the environment as one of our stakeholders and make every effort to minimize our impact. In 2022, we continued many of the practices we followed in previous years.

- ✓ Buying only 100% post-consumer recycled paper products
- ✓ Paper, glass, cans, plastic, and e-waste recycling
- ✓ Using non-disposable dishware
- ✓ Composting of food scraps, paper towels, and other items
- ✓ 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
- ✓ Onsite showers and indoor bike parking to support biking to work



Additionally, we installed solar panels on our building, which became operational in March 2022. They supply enough energy to offset our office operations and keep us carbon neutral.

Challenge: Adding staff in more states increases our footprint and results in additional shipping of supplies.

Conclusion

PDA strives to maximize positive social impact in our community and the communities we work in while minimizing our impact on the environment. We do this through our project work, choice of vendors, philanthropy, and sustainability efforts. Additionally, we are committed to building a diverse workforce and inclusive environment where every individual has the resources and opportunities they need to grow, thrive, and succeed.



Work Item 1379545700037
Original File Number 9L-996

STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
03/14/2023 11:59 PM

Steve Simon

Steve Simon
Secretary of State