

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 2023 include supporting a variety of organizations, issues, and campaigns that align with our mission. Some details of this work include:

- Establishing the School Board Integrity Project (<https://www.schoolboardintegrityproject.org/>), a 501c4 that provides training, resources, and information to current and potential school board candidates as they run for office across Minnesota. The mission of SBIP is to recruit, train, and retain school board members statewide who value integrity, excellence, respect, belonging, and trust within our public schools. We provide candidates with the tools, information, and capacity they need to run strong campaigns that will ensure we have elected school board members who will value the freedom to learn and who will benefit all Minnesota students.
- Continuing our management of an issue campaign that seeks justice and equity through the legalization of cannabis for adult use. Apparatus started Minnesotans for Responsible Marijuana Regulation (MRMR) in 2019 and worked for several years to make cannabis a mainstay issue at the Minnesota Legislature. In 2022, MRMR entered its new phase as MN is Ready where its coalition and PAC educated and turned out voters to elect a pro-cannabis legislative majority. 2023 was a banner year for MN is Ready as it led the charge at the Capitol to finally legalize cannabis. After over twenty committee hearings and a lengthy conference committee session, we were proud to stand alongside Governors Walz and Ventura and myriad advocates and legislators as cannabis legalization was signed into law on May 31, 2023.
- Boosting small businesses in new spaces.
 - o Since 2019, and renewed with vigor in 2023, Blunt Strategies (the cannabis division of Apparatus) has led and facilitated the Minnesota Women's Cannabusiness Network as an accessible, approachable way to bring together women and non-binary folks looking to build their businesses in Minnesota's vast cannabis industry. With a mailing list of several hundred and bimonthly meetings offered at our offices, the group continues to grow and thrive.
 - o Blunt Strategies manages the Minnesota Cannabis Growers Co-Operative & Industry Council as it paves the way for a collaborative and connective industry throughout Minnesota.

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:

- Categories to Influence: describes the sector(s) in which the organization focuses and seeks to influence.
 - Local Government/Public Sector
 - Diversity and Inclusion
 - 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.
 - Our business is women-owned and predominantly female-staffed.
- Client Type: Describes the types of entities that are buyers or recipients of the organization's products/services.
 - Non-profit organizations
 - Advocacy groups and coalitions
 - Municipal governments
- Target Beneficiary Demographic: Describes the demographic groups of beneficiaries targeted by the organization.
 - Underserved or underrecognized communities



Respectfully Submitted by
Laura Monn Ginsburg
Owner & Principal

Reviewed and approved by Apparatus Board on 2/24/2023



Work Item 1465617000033
Original File Number 935055100056

STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
03/27/2024 11:59 PM

Steve Simon

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Secretary of State