



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

2. Corporate Name: (Required)

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)

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.

Signature of Public Benefit Corporation's Chief Executive Officer

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:

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:

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

Memorandum

To: Minnesota Soccer Holdings, GBC
From: Board of Directors
Date: March 25, 2024
Re: 2023 General Benefit Corporation Annual Report

INTRODUCTION

Minnesota Soccer Holdings, GBC, doing business as Minnesota Aurora, FC (“Minnesota Aurora”), was incorporated as a general benefit corporation under Minnesota Statutes 302A and 304A on March 17, 2021. Minnesota Aurora is a women-led, community-owned pre-professional women’s soccer team that competed in the United Soccer League’s W-League since 2022.

This is Minnesota Aurora’s third general benefit report and the first one following a year in which it has at least a portion of its front office functions filled by full time staff. As Minnesota Aurora continues to transition towards a full-time professional staff, the corporation has made plans to incorporate additional components of the *B-Lab’s Impact Assessment* in its internal evaluative processes. This will allow for a more robust and comprehensive annual report for the community owners and the public. This will be a valuable way for the community ownership (via their duly elected board representatives) to ensure Minnesota Aurora consistently makes progress on its public benefit initiatives.

ANNUAL GENERAL BENEFIT ANALYSIS

The following summarizes how Minnesota Aurora pursued the public benefit during the period between January 1, 2023 and December 31, 2023.

(A) How the corporation has pursued general public benefit;

As a women-led and community-owned organization, Minnesota Aurora has sought to pursue the general public benefit by creating opportunities for individuals, particularly women, who might not have had the same opportunities as others in sports. However, Minnesota Aurora strives to push further and incorporate its principles (<https://www.mnaurora.com/the-principles/>) in all elements of our day-to-day operations as well as our long-term planning.

In the last year, Minnesota Aurora has worked to transition its day-to-day operations away from the nine co-founders and towards a full-time professional staff. This has created opportunities to be more intentional and start the process of building an organization where the club’s values are permanently woven into its DNA. One example of that has been Minnesota Aurora’s efforts to center a conversation about values in discussions about potential community partnership,

internship, or volunteer roles. Minnesota Aurora's staff strive to build personal relationships that are not simply transactional. We receive a significant number of requests for partnership meetings, internships, and volunteer opportunities and have developed a practice of setting aside significant time (generally an hour) so that we can screen for values and conduct a discovery process. This is integrated into our application forms and interview processes, our player recruitment efforts, and our vendor selection process across the club.

Additionally, Minnesota Aurora has invested significant time in developing a new internship program that will create opportunities for individuals looking to start a career in sports that may otherwise have struggled to get a foot in the door at other organizations. The new program seeks to create flexibility and remove barriers to entry by incorporating flexible start states, hybrid/remote options, and ensuring all applicants get an interview. Minnesota Aurora also began partnering with the City of St. Paul Right Track program to support paid internships for high school aged interns. These initial steps have been incredibly successful as Minnesota Aurora received 27 internship applications in the last two months of 2023.

Lastly, Minnesota Aurora spent significant time in 2023 planning a series of youth camps for 2024 and organizing the formation of Minnesota Aurora 2, the organization's second team competing in the United Premier Soccer League (UPSL). These projects will create significant new on-field opportunities for local players to develop skills, build confidence, and compete at a high level. Further, each camp and Aurora 2 match will create an additional community engagement opportunity in 2024 where we can feature our community partners and engage an even broader swath of the Twin Cities community.

(B) The extent to which, and the ways in which, the corporation has created general public benefit; and

Minnesota Aurora continued its incredible on-field success in 2023 with an undefeated regular season played in front of some of the largest crowds in the league. This gave the organization an incredible platform to promote its values and advocate for good in the community. Some of this came in the form of Minnesota Aurora's "theme nights" (Pride, Black Lives Matter, Women of Inspiration) which were developed in collaboration with a broad variety of stakeholders. These special events created new opportunities for merchandise collaboration with intentionally sought out artists/designers who were representative of the theme and allowed Minnesota Aurora to amplify their work. Further, Minnesota Aurora sought suggestions for nonprofit partners from the broader community as it developed an array of gameday activities and other components of the events.

One of the other ways that Minnesota Aurora created public benefit was by leveraging its brand and the growing community interest in women's soccer in support of other values-aligned community organizations. During 2023, Minnesota Aurora's staff and others donated nearly 1,000 hours in support of various community organizations, including attending 78 community events. Additionally, Minnesota Aurora donated roughly \$7,600 worth of merchandise to approximately 76 organizations in support of their fundraising and other efforts. Minnesota

Aurora staff held community partnership meetings with 237 organizations and created opportunities for 46 nonprofits to table at Minnesota Aurora home games in front of thousands of fans. This intentional amplification of voices outside of Minnesota Aurora seeks to support and expand the public good of others.

(C) any circumstances that hindered efforts to pursue or create general public benefit;

To date, the primary hindrance to Minnesota Aurora's efforts continues to be staff capacity and the pace at which the organization continues to grow. While Minnesota Aurora has been successful in transitioning the vast majority of day-to-day operations to a fulltime staff, the pace at which the organization is evolving means it remains difficult to slow down and institutionalize some of the values-led processes Minnesota Aurora has employed to date. However, as the Board of Directors continues to transition away from operational decisions making, it will have the opportunity to engage in a more long-term strategic process. This will not only center on the future of the organization, but also on the structure and practice of the corporation. It will also result in the development of internal evaluation processes that will better allow Minnesota Aurora leadership to assess its effectiveness and report back to community owners.



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OFFICE OF THE SECRETARY OF STATE
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Steve Simon

Steve Simon
Secretary of State