

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 or online, \$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) Evergreen Collective 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

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.

Taylor J. Hall
Signature of Public Benefit Corporation's Chief Executive Officer

2/27/2025
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:

evergreen.eco@evergreenco@gmail.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:

Taylor Hall
Contact Name

763-234-9992
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 ☒

Third Annual Benefit Report

Evergreen Collective

A Minnesota General Benefit Corporation

February 26, 2025

History

Evergreen Collective was incorporated in March 2022 and opened its doors in September 2022 at 1104 Grand Avenue, St. Paul, MN 55103. Our store hours are Wednesday-Friday: 11am-6pm, Sunday 10am-6pm and Sunday: 10am-4pm.

Mission

Evergreen Collective is an in-person and eCommerce retail store that serves Minnesota's general benefit and the greater world. We focus on both sustainability standards and labor standards in the retail business.

Third-Party Standard

Planet & People First Verified: Evergreen Collective's Board chose the Green Business Bureau as an independent third-party standard to determine that we have pursued benefits for the general public. We chose this as our standard because ThePlanet & People First Verified allows us, as a small business, flexibility in how we achieve our goals and provides us with a framework on how to become more sustainable & accountable to the general public.

Values of Evergreen Collective

1. **Fair Labor:** Something we find is not talked about frequently in the sustainability movement is Fair Labor. That's why it's at the top of our list! Every brand carried at Evergreen Collective has been vetted for its ethical manufacturing practices.
2. **Low Waste:** Low waste; notice it's not zero waste. We are "progress over perfectionists" at Evergreen Collective. Always working to do what we can without feeling negative about ourselves, we encourage our customers to do the same. You'll find zero waste + low waste products at Evergreen Collective, but they all encourage us to live a more sustainable lifestyle in an approachable way.
3. **Transparency:** We strive to be as transparent as possible, so you know why we choose to carry each brand at Evergreen Collective. The website has a page dedicated to showcasing each brand's values to inform customers why they are stocked at Evergreen.

Management

Taylor Hall is the owner and CEO of Evergreen Collective. Since she was in high school, Taylor was always interested in how products are made and who makes the items we use in our everyday lives. After learning about human rights violations along the supply chain of common everyday items, she sought alternatives made by people who were fairly compensated and in amazing working conditions. This was not easy information to come across.

She noticed there was no one-stop shop where you could find all of our everyday household needs that meet these standards, at least not in person in her community then. So she got to work. While in college, and since then, Taylor has worked for various local businesses specializing in ethical consumption, including Spoils of Wear, Global Mamas, and Fair Anita. After working in various positions of operations, sales & marketing, Taylor felt she had gained enough experience to open up the store of her dreams.

Staff

Kyrsten Hornfeldt: Kyrsten joined the team in 2024 to provide friendly, knowledgeable, and stellar customer service to our community.

Key Advisors Included:

Toni Catalano: Toni was instrumental in setting up the shop. She designed Evergreen Collective's logo and was instrumental in branding the shop, including helping design the website and store layout and being a sounding board whenever able.

Jill Erikson: Owner, Spoils of Wear

Joy McBrien: CEO, Fair Anita

Highlights of the Year

December 2024: Started hosting **Home Goods Swap** to encourage a circular economy

March 2024: Featured on **KSTP** for our Home Goods Swap

March 2024: **Donated unused makeup** to the local OWL school theater program, and **solid conditioner bars** to students in need

April 8th, 2024: Hosted **Bamboo Switch** for a Sip and Switch

April 2024: Hosted **Kaleidoscope** Toy Library for Trashy Art Project

June-September 2024: Partnered with **Stoney Owl Farms** as a local pick-up spot for their weekly CSA.

June-September 2024: Partnered with **The Good Acre Farm** as a local pick-up spot for their weekly CSA.

July 2024: Hosted a **Bottle Swap Challenge** to encourage more community members to make the swap to plastic-free home and body products.

August 2024: Offered a **student discount** to our local college students to make swapping to sustainable goods more accessible.

August 2024: Hired our **first staff member**, who is absolutely amazing and working to educate and serve our community through stellar customer service in-store.

September 2024: Officially started our Partnership with **Junket: Tossed and Found**, a local organization that finds quality items that have been discarded and gives them a brand new useful life

September 2024: Started building out Evergreen Collectives line of **second-hand and vintage goods**.

October 2024: Started a **Refill Party** program to allow our community members to take a tour of the shop, invite their friends and save 10% on their refill purchases that same day.

November 2024: Raised money for **The Good Acre** by offering a round-up option at checkout from the 1st to the 12th of November during our 12 days of Green Gifting. (\$55.44 donated)

November 2024: Donated 10% of sales to **The Good Acre** on Wednesday, November 6th. (\$79.80 donated)

November 29, 2024: Donated 10% of sales for Evergreen's first **Give Back Friday** to a local non-profit **The Neighborhood House**. (\$137.74 donated)

November 2024: Started a new program called **"Points with Purpose"** to allow our community to donate the accumulated monetary value of their rewards points to the local nonprofit partner we are working with at the time. Between the end of November and December, we donated to The Neighborhood House. (\$196 donated)

December 2024: Started a new program called **Swap and Support Night**, and partnered with parents from Saint Paul's School of Northern Lights to raise funds for the school. (\$101 donated)

Impact:

1. Fair Labor:

- a. Evergreen Collective partnered with a total of **81** local, national, and international brands that prove they follow fair labor standards along their supply chains.
- b. Evergreen Collective partnered with **three local artists** in-store.

2. Low Waste:

- a. Together, by shopping at Evergreen Collective, our customers have saved an estimated **3,679 bottles** from going into landfills in 2024
- b. Evergreen Collective started to carry low-waste cleaning solutions for customers. This included a **refill station with donated jars** from the community and cleaning products in recyclable/compostable containers.
- c. Evergreen Collective continues to run our **bag collection program**, where we collect shopping bags from community members to give to customers who do not bring their own. This way, we do not give out new bags to customers.
- d. Evergreen Collective used **100% reused materials** in our eCommerce fulfillment.

3. Customer Testimonials

- a. So appreciate Evergreen Collective making it easy to buy ethical and sustainable products! Taylor does the research for us. And I appreciate the approach that a sustainable swap of any size is valuable. A lovely shop with a wonderful mission. - Sarah
- b. A very relaxed, unique store with home decor, bath and body products, and household products like hand soap, laundry

detergent, and body wash that can be purchased by the ounce package free! If you are on the fence about stopping in for the first time: try it! Invest in a pretty glass soap dispenser to bring in and fill up, and you will never have to buy plastic soap bottles or dish soap bottles again. They also have a good rewards program where you earn points for spending money in the store. Evergreen Collective is a great business/service to have in our neighborhood; stop in and support it! - *Karen*

- c. Have slowly been making transitions to sustainable products over time. I've tried several items from big box stores recommended by friends and was not impressed with how they worked. On a whim I stopped in Evergreen one day and had such a positive experience! I wish I would've stopped in a long time ago. The owner is very knowledgeable about the products, steered me towards items that were the most for my money and I have been so pleased! I'll be returning soon to restock on my plastic free dishwasher tablets (Myni!) and refill soap containers. I'm also loving the clothing detergent. Check out Evergreen! We're so lucky to have this store in St. Paul. - *Allison*
- d. I love shopping at Evergreen Collective! I was skeptical to try bar shampoo but I ended up loving the ones they sell there! To the point where I went back to get one more thing, one more thing, and now I'm hooked on toothpaste tabs, the sunscreen with bug repellent in it, soap, shampoo/conditioner... plus, every time I go in I know I'm just going to have a lovely positive interaction and look forward to it. ♥ - *Meredith*

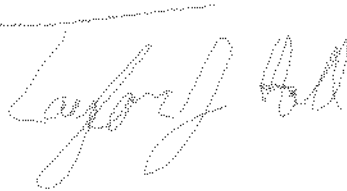
Strategic Directions for 2025:

1. *Events:* Plan even more events to increase awareness and help educate customers on how to live more sustainably.
2. *Social Media:* Start implementing an improved plan on social media to grow awareness & educate customers on how easy it can be to switch to sustainable options, but at the same time, make space for imperfection.

3. *Increase second-hand items in store.* The most sustainable options are the items that already exist. We want to curate useful second-hand objects in store to help make it more accessible to buy second-hand.
4. *Focus on making an impact in our community:* Towards the end of 2024, we started actively engaging with our community looking for ways to give back. We hope to continue that and increase our actions in 2025.

Certification of Board of Directors:

The undersigned, the board of directors of Evergreen Collective, hereby acknowledge and certify that we have reviewed and approved the enclosed 1st Annual Report.

A handwritten signature in cursive script, appearing to read "Taylor Hall", written in dark ink.

Taylor Hall

2/26/2024



Work Item 1546824300030
Original File Number 1304096400031

STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
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A handwritten signature in black ink that reads "Steve Simon". The signature is written in a cursive, flowing style.

Steve Simon
Secretary of State