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 800196100056

2. Corporate Name: (Required) Software for Good, 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.

Signature of Public Benefit Corporation's Chief Executive Officer

2026-03-26

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:

mnsos@softwareforgood.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:

Casey Helbling	612-207-6622
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 ☒

INSTRUCTIONS

This form is intended merely as a guide for filing and is not intended to cover all situations. Retain the original signed copy of this document for your records and submit a legible image for filing with the Office of the Secretary of State.

Before April 1, a public benefit corporation must file an annual benefit report covering the 12 month period ending on December 31 of the previous year. If a public benefit corporation fails to file, before April 1 of any calendar year, the corporation's status as a public benefit corporation will be revoked by the Office of the Minnesota Secretary of State. The report must be in the possession of the Office of the Secretary of State on or before March 31.

1. File Number: Provide the file number issued by the Minnesota Secretary of State.
2. Corporation Name: (Required) List the business name on file with the Office of the Minnesota Secretary of State.
3. Statement that board of directors has reviewed and approved this report.
4. Enter your information for the public benefit corporation's specific or general benefit corporation in this section. Please provide an attachment if there is not enough room to complete this section.

For a specific benefit corporation, the annual benefit report must contain:

(1) with regard to the period covered by the report, a narrative description of:
- (i) the ways in which the corporation pursued and created the specific public benefit stated in its articles;
- (ii) the extent to which that specific public benefit purpose was pursued and created; and
- (iii) any circumstances that hindered efforts to pursue or create the specific public benefit; and

(2) a certification that its board of directors has reviewed and approved the report.

For a general benefit corporation, the annual benefit report must:

(1) certify that its board of directors has:
- (i) chosen the third-party standard designated pursuant to clause (2), item (i);
- (ii) determined that the organization that promulgated the third-party standard is independent; and
- (iii) approved the report;

(2) with regard to the period covered by the report:
- (i) identify a third-party standard determined by the board; and
- (ii) with reference to that third-party standard, describe:
  - (A) how the corporation has pursued general public benefit;
  - (B) the extent to which and the ways in which the corporation has created general public benefit; and
  - (C) any circumstances that hindered efforts to pursue or create general public benefit;

(3) if the report is the first delivered for filing by the general benefit corporation, explain how and why the board chose the third-party standard identified under clause (2), item (i);

(4) if the third-party standard identified under clause (2), item (i), is the same third-party standard identified in the immediately prior report:
- (i) state whether the third-party standard is being applied in a manner consistent with the third-party standard's application in the prior reports; and
- (ii) if the third-party standard is not being so applied in a consistent manner, explain why;

(5) if the third-party standard identified under clause (2), item (i), is not the same as the third-party standard identified in the immediately prior report, explain how and why the board chose a different third-party standard; and

(6) if the general benefit corporation has also stated a specific public benefit purpose in its articles, the information required in subdivision 2, clause (1).

5. A signature is required by the Public Benefit Corporation's chief executive officer.

Email Address for Official Notices. This email address may be used to send annual renewal reminders and other important notices that may require action or response. Check the box if you wish to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime telephone number of a person who can be contacted about this form.

Filing Fee payable to the Minnesota Secretary of State: There is a filing fee for filing the annual benefit report of $55 for expedited service in-person or online and $35 if submitted by mail.

A corporation that has had their public benefit status revoked by our office for failure to file an annual renewal, may reinstate the public benefit status by filing the current year's annual benefit report within 30 days of when we issue the revocation and paying a $540 fee is submitted by mail and $560 for expedited service in-person.
Note: The second time the public benefit's status is revoked, the corporation will be unable to reinstate for three years.

NOTE: After revocation of public benefit status, failure to reinstate coupled with failure to change the name to conform to chapter 302A results in automatic expiration of corporate duration 30 days after revocation of public benefit status.

Please submit all items together and mail to the address below:

FILE IN-PERSON OR MAIL TO:
Minnesota Secretary of State - Business Services
First National Bank Building
332 Minnesota Street, Suite N201
Saint Paul, MN 55101
(Staffed 8 a.m. – 4 p.m., Monday - Friday, excluding holidays)

Phone Lines: (9 a.m. - 4 p.m., M-F) Metro Area 651-296-2803; Greater MN 1-877-551-6767

All of the information on this form is public. Minnesota law requires certain information to be provided for this type of filing. If that information is not included, your document may be returned unfiled. This document can be made available in alternative formats, such as large print, Braille or audio tape, by calling (651)296-2803/voice. For a TTY/TTD (deaf and hard of hearing) communication, contact the Minnesota Relay Service at 1-800-627-3529 and ask them to place a call to (651)296-2803. The Secretary of State's Office does not discriminate on the basis of race, creed, color, sex, sexual orientation, national origin, age, marital status, disability, religion, reliance on public assistance or political opinions or affiliations in employment or the provision of service.

2025 MN Public Benefit Report

Software for Good, GBC



Who We Are & What We Do

Software for Good is a Certified Minnesota General Benefit Corporation (GBC) committed to building technology that enables a better world. Our vision is that all communities can leverage data and technology for shared abundance and liberation. Our mission is to design and build technology with love — towards the highest good for all of humanity.

We are a fully remote digital agency founded in Minneapolis. We develop web and mobile applications, digital transformation strategies, AI governance consulting, and technology solutions for clients, including social enterprises, nonprofits, foundations, startups, and educational and government entities.

A Letter from Our CEO

I'm honored to share Software for Good's Public Benefit Report for 2025 – a year that challenged us, shaped us, and deepened our commitment to building technology for the public good.

At Software for Good, we have always believed that technology should serve humanity, not the other way around. That belief has never felt more urgent. As AI tools proliferate, as communities face new digital divides, and as the organizations doing the hardest justice work need reliable technology partners more than ever, we've leaned further into our purpose.

In 2025, we expanded our service offerings to include Responsible and Ethical AI Consulting, helping organizations navigate the complexities of AI adoption with a framework rooted in our core values of love, liberation, humanity, context, ecology, and stewardship. We developed a comprehensive AI Governance Framework and conducted internal workshops to ensure our own practices reflect the same rigor we bring to client work. This wasn't just a new business line – it was a direct response to what we were seeing in the field. Mission-driven organizations were being told to adopt AI without guidance on how to do so responsibly. We stepped in because we believe that who builds the technology matters, and how it's built matters just as much.

We deepened our partnerships with organizations working toward food sovereignty, environmental stewardship, legal access, education equity, and cultural engagement. Through the Elevate Hennepin program, we brought technology strategy consulting directly to small business owners in Hennepin County, many of whom are people of color building businesses that serve their communities. And through our work with LegalCORPS, we built an AI-powered tool that helps nonprofits protect themselves amid heightened political scrutiny – a project that sits at the exact intersection of technology, justice, and care that defines our work.

I'm proud of what our team accomplished in 2025, and I'm grateful to the clients and partners who trust us to build alongside them. Together, we're proving that technology built with love is not just possible; it's essential.

With gratitude and purpose,



Casey Helbling

Founder/CEO

Expanding Our Service Offerings

At Software for Good, we adapt our services to meet the evolving needs of the communities and organizations we serve. In 2025, we expanded into several new areas while deepening our existing capabilities.

Responsible & Ethical AI Consulting

In 2025, we launched our Responsible and Ethical AI Consulting practice — a new business line born from our conviction that AI adoption must be guided by values, not just efficiency. We developed a comprehensive AI Governance Framework that provides both internal adoption policies and client recommendation guidelines. The framework is built around our core evaluation criteria: safe and effective systems, algorithmic discrimination protections, data privacy and security, transparency and explanation, human alternatives and fallback, digital autonomy and exportability, and environmental and social impact.

We conducted a series of internal AI workshops, bringing our full team together for values mapping exercises, governance policy development, and hands-on evaluation of AI tools against our ethical criteria. These workshops ensured that every member of our team can thoughtfully guide clients through AI decisions — helping them assess readiness, evaluate tools, and implement AI in ways that center the communities they serve.

Our AI consulting services include AI readiness assessments, governance framework development, community impact evaluation, and ongoing implementation support. We help organizations ask the right questions before adopting AI: Does this advance your mission? Have the communities most affected been consulted? Can you maintain human oversight and agency?

Digital Transformation Strategy

Many of the organizations we work with have acquired technology tools over time that no longer serve their mission or their teams well. We help them audit their existing technology stack, identify redundancies and gaps, and build prioritized technical roadmaps that align their digital tools with their goals and the communities they serve.

Security & Digital Resilience

Nonprofits and mission-driven startups often lack dedicated resources to secure their digital infrastructure. We continued to offer lean, scalable security services designed to help

organizations safeguard their digital assets, including privacy-focused migration support and cybersecurity strategy for organizations facing targeted threats.

Industries & Areas of Focus

Why We Do This Work

At Software for Good, we believe in the power of technology as a tool for liberation — one that should be designed with intention, care, and a deep commitment to improving the human condition. Technology should not be a force of harm, exclusion, or exploitation, but rather a means to foster equity, resilience, and shared abundance.

Deepening Our Expertise in 2025

This year, we expanded our focus across multiple sectors, strengthening our expertise in justice-driven technology:

- **Food Sovereignty & Regenerative Agriculture** – Partnering with organizations building equitable food systems and advancing regenerative agricultural practices.
- **Clean Energy & Environmental Stewardship** – Supporting the Minnesota Department of Commerce and other energy-focused organizations with digital tools that advance sustainability and environmental justice.
- **Legal Access & Justice** – Providing technology strategy to organizations expanding access to legal services for underserved communities.
- **Education Technology** – Continuing our long-standing work helping education-focused nonprofits build tools that connect talent with opportunity.
- **Museums & Cultural Institutions** – Elevating digital storytelling, interactive exhibits, and public engagement through accessible, inclusive digital experiences.
- **Alternative Health Delivery** – Supporting community-based healthcare and mental health organizations with technology solutions that prioritize holistic and accessible care.
- **GovTech** – Helping local and state governments implement digital solutions that make public services more accessible and equitable.
- **Small Business Technology** – Through the Elevate Hennepin program, providing technology strategy consulting to small business owners in Hennepin County.
- **Ethical AI** – Launching a new practice area helping organizations adopt AI responsibly, with frameworks rooted in equity, transparency, and community voice.

Projects We'd Like to Highlight

In 2025, Software for Good partnered with mission-driven organizations to design and build digital tools that advance equity and justice. Below are highlights from projects that reflect our commitment to public benefit.

Regenerative Agriculture Foundation – Ethical & Responsible AI Workshops

The Regenerative Agriculture Foundation (RAF) works to advance regenerative agricultural practices that heal the land, strengthen rural communities, and build resilient food systems. In 2025, Software for Good partnered with RAF to develop and deliver Ethical and Responsible AI workshops — helping their team and network of agricultural organizations understand how to adopt AI thoughtfully and equitably. These workshops drew on our AI Governance Framework to guide participants through values-aligned evaluation of AI tools, community impact assessment, and governance policy development. This partnership represents the intersection of two of our deepest commitments: ecological stewardship and responsible technology.

EdFuel – Talent Playbook Monetization

EdFuel is a nonprofit dedicated to strengthening the talent pipeline in education. Software for Good has been EdFuel's technology partner for several years, building and maintaining their Talent Playbook platform. In 2025, with grant funding secured, we designed and built a monetization framework for the Talent Playbook, enabling EdFuel to create organizational subscriptions, team accounts, and a sustainable revenue model to support the platform's long-term viability. This project exemplifies our commitment to building technology that doesn't just serve a mission today, but sustains it for the future.

Elevate Hennepin – Small Business Technology Assistance

Through a partnership with Hennepin County, Software for Good provided technology strategy consulting to small businesses through the Elevate Hennepin program. In 2025, we served over 20 small businesses and community organizations — including Raicas Latinas, The New Northern, Your Literacy Lighthouse, Nature's Syrup, Basic Needs, Diverge, and many more. Clients spanned industries from food and agriculture to education, logistics, health care, and the arts. Each business received a customized technology roadmap tailored to its unique needs and goals. This program embodies our belief that equitable access to technology expertise is essential for community economic empowerment.

Science Museum of Minnesota – Interactive Exhibit Development

The Science Museum of Minnesota (SMM) is a leader in designing and developing engaging educational exhibits for museums and nonprofits nationwide and internationally. Software for Good continued our partnership with SMM in 2025, developing interactive digital experiences,

including a new microsite. Our work brings cutting-edge front-end development and human-centered design to exhibits that educate, entertain, and inspire museum visitors across the country — making science accessible and engaging for all.

Our Justice – Elevate Partnership

Our Justice works to expand access to justice and legal resources for communities historically underserved by the legal system. Through our Elevate program, Software for Good provided technology strategy support to Our Justice, helping them leverage digital tools to advance their mission of making the justice system more equitable and accessible.

LegalCORPS – AI-Powered Communications Analysis Tool

LegalCORPS provides free legal assistance to entrepreneurs and nonprofits across Minnesota, connecting them with volunteer attorneys to address legal barriers that might otherwise prevent them from starting or sustaining their organizations. In 2025, Software for Good partnered with LegalCORPS to design and build a privacy-focused AI tool that helps nonprofit organizations assess risk in their public-facing communications. During a time of heightened political scrutiny of nonprofit language and funding, this tool gives LegalCORPS a new way to protect the organizations it serves proactively. This project represents the kind of work we believe in most: using AI not for its own sake, but to protect vulnerable organizations and the communities they serve.

American Museum of Natural History – Mobile App

Software for Good continued development of a mobile application for the American Museum of Natural History (AMNH), one of the world's preeminent cultural and scientific institutions. This project brings world-class natural science and cultural heritage to visitors' fingertips, enhancing the museum experience through thoughtful, accessible digital design.

MN Department of Commerce – Energy Resource Site

In partnership with the Minnesota Department of Commerce, Software for Good is building an energy resource site designed to make clean energy information accessible to all Minnesotans. This ongoing project supports the state's clean energy goals by ensuring residents and businesses can find the resources they need to make informed energy decisions — advancing both environmental sustainability and energy equity.

Responsible & Ethical AI: A New Chapter

In 2025, Software for Good made a deliberate choice to lead in the space of responsible and ethical AI. Rather than simply adopting AI tools for efficiency, we took a values-first approach — developing a comprehensive AI Governance Framework that governs both our internal AI use and our client recommendations.

Our framework is organized around our six core values: love, liberation, humanity, context, ecology, and stewardship. Every AI decision – whether internal or client-facing – is evaluated against these values and a rigorous set of criteria covering safety and effectiveness, algorithmic discrimination protections, data privacy and security, transparency, human alternatives, digital autonomy, environmental impact, and quality and necessity.

We ran a series of all-staff AI workshops in early 2025 and into 2026, bringing our entire team through values-mapping exercises, tool-evaluation frameworks, and governance policy development. These sessions weren't just about learning to use AI; they were about ensuring our team can help clients navigate AI with the same care and intentionality we bring to all our work.

This new practice area represents a natural evolution of Software for Good's mission. As AI reshapes every sector, mission-driven organizations need partners who understand not just the technology but the values at stake. We're proud to be that partner.

Equity Is a Practice

At Software for Good, equity is not an add-on — it's the foundation of our work. We believe that technology should serve the highest good of all people, not just those with the most resources. That means building digital tools that reduce harm, expand access, and center those most impacted by systemic injustice.

Our commitment is reflected in how we build, hire, and partner:

- **Love & Humanity** – We design technology that centers care, accessibility, and the well-being of all people.
- **Liberation** – We build tools that support food sovereignty, legal access, racial healing, and equitable public services.
- **Context** – We co-create solutions with those most impacted, ensuring technology serves real needs.

- **Ecology** – We recognize the interconnectedness of digital and physical ecosystems, building responsibly and with long-term impact in mind.
- **Stewardship** – We equip nonprofits, foundations, and small businesses with strategies to protect and sustain their digital infrastructure.

Technology can uphold injustice or drive transformation. We choose transformation. In 2026, we will continue building ethical, justice-driven technology that nurtures, protects, and empowers.

Certified B Corporation

Standards version
1.6

Headquarters
Minnesota, United States

Certified Since
April 2016

Industry
Computer programming services

Sector
Service with Minor Environmental Footprint

Operates In
United States

Website
www.softwareforgood.com

Software for Good, GBC

Software for Good brings people and technology together to solve complex world problems. Since 2004, their experienced team of engineers, designers, and strategists has developed software applications for organizations working toward positive As a public benefit corporation, Software for Good subscribes to the Triple Bottom Line: People, Planet, Profit. They put people and planet first Ñ operating sustainably, investing in their community, and donating their time, money and support to causes like Earth Island Institute's iMatter Now campaign, the Cystic Fibrosis Foundation, Minnesota Ovarian Cancer Alliance, and Twin Cities Pride. They care about the financial health of their organization and team, but they don't work to line their pockets. The Software for Good team is driven by a shared passion for contributing to the communities in which they live and work. B Corps are voluntarily held to a higher standard of purpose, accountability, and transparency, which perfectly aligns with our mission, values, and commitment to the Triple Bottom Line.

Overall B Impact Score

Based on the B Impact assessment, Software for Good, GBC earned an overall score of 95.9. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 95.9 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

Governance Workers Community Environment Customers

Customers 19.4

Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.

Customer Stewardship	2.5
+ Support for Underserved/Purpose Driven Enterprises	**13.1**
+ Serving in Need Populations	**3.7**

What is this? A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers.

General Benefit Certification

The Software for Good Board of Directors certifies that we have designated B Lab to provide the independent third-party standard for our General Benefit Corporation certification for the 12-month period ending on December 31, 2025 https://www.bcorporation.net/en-us/find-a-b-corp/company/software-good-gbc/. B Lab is a nonprofit organization whose main office is at 155 East Lancaster Avenue, Wayne, PA 19087.

This selection is unchanged from last year, and the third-party standard is being applied consistently to our previous reports.

As we've shown in this report, Software for Good has pursued a general public benefit by helping organizations across sectors use data and technology to cultivate shared abundance and liberation.

Casey Helbling, Founder/CEO

Kevin Bullock, CTO

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Original File Number 800196100056

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OFFICE OF THE SECRETARY OF STATE
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03/30/2026 11:59 PM

Steve Simon
Secretary of State