

**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) Dark Clouds GBC, dba Wanderwall Collective

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 approved by the board

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]  
Signature of Public Benefit Corporation's Chief Executive Officer

03/12/25

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:

mn.wanderwall@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:

David Zeller

612-242-5914

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 ☒

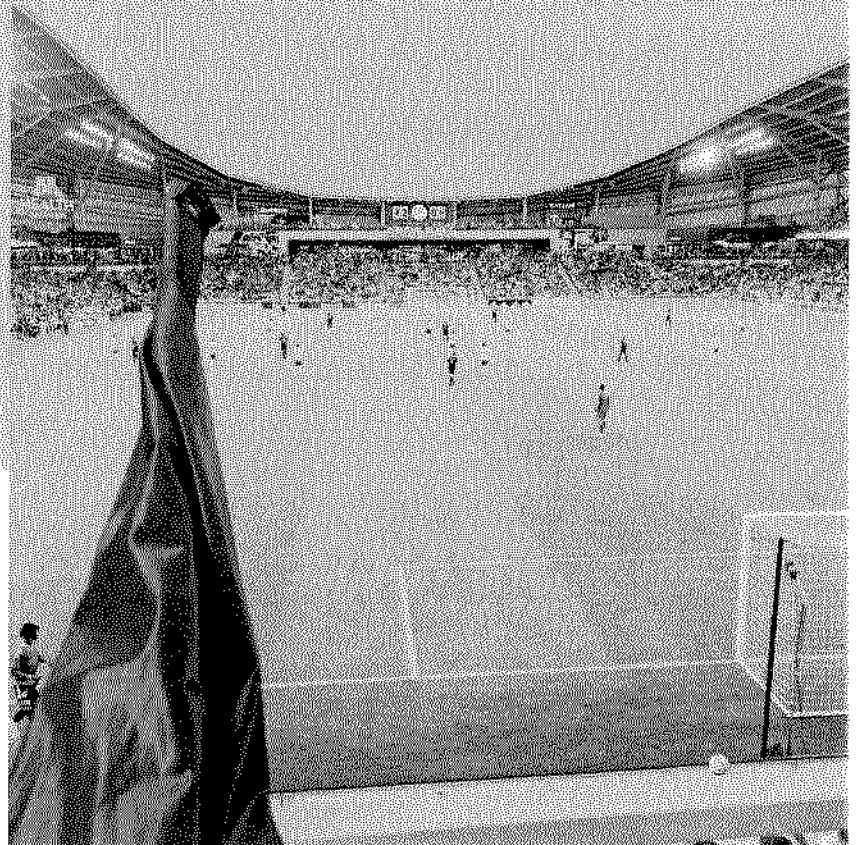
WONDERWALL COLLECTIVE

2025

# WONDERWALL COLLECTIVE ANNUAL BENEFIT STATEMENT 2025

DARK CLOUDS GBC, DBA WONDERWALL COLLECTIVE  
ANNUAL REPORT

PREPARED BY:  
MAGGI HEYER





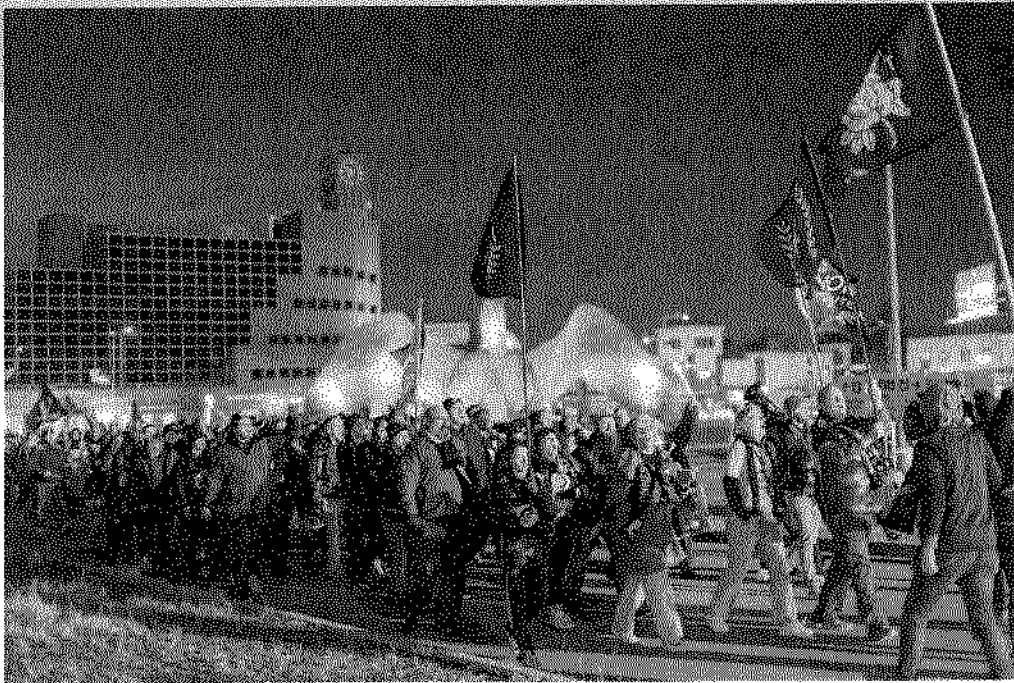
# A WORD FROM THE OUTGOING PRESIDENT

As I step away from leading the Wonderwall Collective I wanted to take a moment to reflect on how far we have come. Over the last two years we have formalized many of our processes, strengthened our financials, engaged with new and old volunteers, and perhaps most importantly we are starting to feel like a collective. We have continued to use our collective voices and passion to build and inclusive, diverse and welcoming community. Something that is more important now than ever before. I am confident that I am leaving this organization better then when I joined.

None of this growth is possible without the tireless efforts of our board, supporters groups and their leadership and the countless volunteers that keep us loud on matchday and involved in the greater community.

MAGGI HEYER  
PRESIDENT





## INTRODUCTION

Soccer is a game with the power to bring fans together throughout the world. Soccer fans organize around the love of the game to give voice to their passion, create works of art that express our devotion, and perhaps most importantly have a positive impact on our communities. The mission of the Wonderwall Collective is to support professional soccer, serve and build communities, and create a welcoming and inclusive culture around the sport in Minnesota. We accomplish this by creating tifo displays, giving voice to our passion with songs and drums, creating clothing and merchandise, and organizing travel to games across the country. Fans come together to represent Minnesota United, and the passion for this sport, this allows us to set aside differences and promote a culture within our supporters that is inclusive and welcoming to all.

The most important part of our mission goes well beyond matchday. We promote and support community events and activities that continue to build these relationships outside of the stadium. Volunteering and donating to worthy causes is at the heart of what we do. Through partnering with local organizations and supporting their work, either financially or through volunteer work we are able to extend the impact of our supporters groups. Often, these volunteer hours are where our strongest relationships are formed. Being part of a supporters group isn't just about cheering for 90 minutes on matchday, it's about a love of soccer, a passion for support, and a duty to do good in and continue to build the community around the game.

## HISTORY

The Dark Clouds were formed 20 years ago, during the 2004 Minnesota Thunder season where a small group of like-minded soccer fans recognized each other around the stadium. They began to gather to organize cheering (and some heckling), tailgates, away trips and more. As the team was named "The Thunder," they decided to refer to themselves as "Dark Clouds," an amusing in-joke to the good natured, welcoming group that had come together. It was a moniker that couldn't be farther from the true character of the founding fans.

The US soccer landscape can be turbulent, though, and the pro teams in Minnesota have changed names multiple times since 2004, but whatever the name, supporters have been there. This passion led to the formation of Blue Sky Soccer LLC to provide merchandise to Dark Cloud fans, and proceeds from that merchandise were donated to worthy, soccer-related causes like Nothing But Nets, Grassroot Soccer, and the Sanneh Foundation. Eventually the LLC was reformed as Dark Clouds GBC.

More recently the popularity of soccer in Minnesota has grown significantly with now Minnesota United moving to MLS in 2017. We have seen the formation and growth of new supporters groups like True North Elite and Red Loons. These groups, which have their own unique identities but the same goal of supporting Minnesota soccer, were brought under the umbrella of the GBC to form the Wonderwall Collective. These groups partnered with the Dark Clouds supporters group to both create an exciting game day experience in the stands and serve our community through volunteer and fundraising efforts.

Beginning this year we have begun using this name Wonderwall Collective. Our GBC aims to be a conduit by which the supporter groups can coordinate, expand and grow in both their support of the game and the community. By using the word collective in our name we make it clear that when we come together the Wonderwall is more than the sum of our parts.



## B IMPACT ASSESSMENT

The Board of Directors chose to utilize the B Impact Assessment to help us measure what we are excelling with and what areas we need to work on improving. We scored 145.9 overall on the B Impact Assessment for our work in 2024. This is an increase of almost 20 points over the previous year. This increase was due to efforts around sustainable packaging and better understanding the suppliers and customers for the merch our supporters groups create.



# B IMPACT ASSESSMENT

## B Impact Assessment

[PRINT PDF](#)
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This management tool, used by over 50,000 businesses worldwide, including over 3,000 Certified B Corporations, helps companies assess their impact on various stakeholders, including their workers, community, customers, and the environment.

OVERALL SCORE:

145.9

COMPLETION:

100%

EMPLOYEE SCORE:

53.0

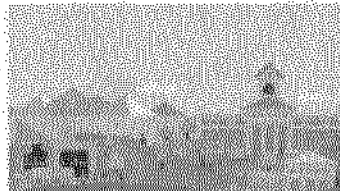
WORKPLACE:

85.9

ENVIRONMENT:

7.0

### Impact Areas



IMPACT AREA

Governance

SCORE

17.6

Learn what your company can do to enhance policies and practices pertaining to its mission, ethics, accountability and transparency.

QUESTIONS ANSWERED

17/17

[VIEW](#)


IMPACT AREA

Community

SCORE

120.9

Learn what your company can do to contribute to the economic and social well-being of the community in which it operates.

QUESTIONS ANSWERED

49/49

[VIEW](#)


IMPACT AREA

Environment

SCORE

5.5

Learn what your company can do to improve its overall environmental stewardship.

QUESTIONS ANSWERED

27/27

[VIEW](#)


IMPACT AREA

Customers

SCORE

1.6

Learn what your company can do to improve the value that you create for your direct customers and the consumers of your products or services.

QUESTIONS ANSWERED

5/5

[VIEW](#)


IMPACT AREA

Disclosure  
Questionnaire

SCORE

0.0

Identify any potentially sensitive information, practices, outcomes or disclosures of your company that we not explicitly called out in the rest of the assessment.

QUESTIONS ANSWERED

51/51

[VIEW](#)

## PARTNERSHIPS

One of our biggest partners has been and will continue to be Minnesota United FC. Without their support and commitment to providing an atmosphere for supporter groups to thrive we would not be able to continue to create the matchday experience and support for the team that we do. This year we were able to formalize the membership agreement we have with the team, as well as assume responsibility for managing the supporters group affiliation process for season ticket holders in the Wonderwall section. This has allowed an additional layer of independence from the team for our supporter groups

provide discounts to our members and to hold watch parties, pre- and post-game festivities, silent auctions, summits, fundraisers, and meetings.

We also formed strong partnerships with Minnesota businesses to have a good portion of our merchandise made locally. We sourced much of the apparel that we sell from local printers, such as Phenom Print Studio, Antibroadcasting and General Sports. We also seek to use local designers where possible. We continue to expand our range of partners to include more local businesses.

The supporter groups affiliated with the GBC have made an effort to engage with many local businesses in the Twin Cities. We have several long-standing relationships with local breweries and bars. We have continued or built new relationships with local businesses such as Midway Saloon, The Black Hart of Saint Paul, Socialable Cider, Pryes Brewing, Summit Brewing and La Doña Cervecería to name a few. We worked with these businesses to





# PURSUIT OF MISSION

At our core we strive to grow soccer in our community, make it more accessible and inclusive and provide enthusiastic support to our professional team. In 2024 we have continued to be loudly, visibly and boldly inclusive. We continue to look for new ways to involve other fans.

Our matchday support is entirely volunteer run and in 2024 we continued to try to strengthen the core of volunteers for our matchday team. We displayed several tifos last year, including another one in support of Native American heritage night and our annual Pride night celebrating the LGBTQ+ community. Tifo is not only a way to show support for the players on the pitch but also an important way to show support and solidarity for causes important to us.

Support during matches continues to be loud and passionate, drawing the eye and the ear of all those in Allianz Field. The Thunderwall, our volunteer drummers, continues to grow in their numbers, offering even more people a way to get involved in the matchday atmosphere. This year they made a point to be present for many of the MNUFC2 games as well.

This year, at the end of the season we returned to the tradition of marching to the matches together, using the new "The Calling" statue as an impressive and visible gathering point.

A new effort was made this year to try to track the volunteer hours spent supporting the organization. We tracked more than 500 volunteer hours but know that this number is in fact much higher. We'll continue to grow this effort in coming years.



# SERVE OTHERS AND BUILD COMMUNITY

The Wonderwall Collective's affiliate supporters groups continue to do amazing work in the community, contributing more than 764 volunteer hours in the community, making more than \$12,000 in charitable donations and raising more than \$20,000 in directed donations through efforts like the Charity Club Card, Twin Cities Oktoberfest, Prideraiser and the Dark Clouds end of year auction.



One area of growth this year has been Dark Clouds growing relationship with Common Bond, a housing non-profit organization that works in the Midway area. Common Bond has been the recipient of their Charity Card Club donations. This year they worked to also run several supply drives to outfit families moving into the housing complex near the stadium which focuses on stable housing for chronically unhoused. Additionally, Dark Clouds has pledged a multi-year donation of some of the proceeds from their end of year auction to Como Park High School's soccer team to ensure they have the equipment they need to be successful long-term.



# DIRECTION FORWARD

## FROM INCOMING PRESIDENT DAVID ZELLER

In the next year these are some of the high-level goals we seek to accomplish:

- Continue to build a sustainable organization with clear expectations, processes and transparency, as well as explore our corporate structure to ensure we are as efficient as possible, including a more robust communications program
- Continue our partnership with DGS Foundation 501(c)3 and partner with them to find new ways to do good in our community
- Increase our involvement with youth development partner organizations such as Sanneh Foundation and Sol to grow the next generation of players and supporters and identify new ways we can reach out into the community

We finalized our passthrough arrangement with MNUFC this year and now have full control of the process. This gives us an even greater opportunity to further engage with our members and direct them to the work that our philanthropic and volunteer groups are engaging with monthly (if not more).

We are focused on making sure our affiliated supporter groups have the resources that they need to make cool-ass merch and support organizations throughout the Twin Cities. We are wholly committed to this by offering cross-supporter group resources available (including women and BIPOC owned businesses). We are also working on making as much of the profits from Supporter Merch can be donated to local non-profit organizations.

We have also continued to foster our relationship with the DGS Foundation, a separate 501(c)(3) whose mission aligns closely with ours. This includes having a meeting with all major stakeholders to assess and project forward the work that we all can do together. We have identified some aggressive targets for collaboration and where the soccer community can make a difference. The Wonderwall is committed to this work.





# CONCLUSION

The soccer community is truly unique and harnessing the passion and generosity of that community will continue to be the life blood of this organization. As an all-volunteer organization we are constantly in awe of the dedication our volunteers and thankful for the time that they give. We could not do what we do without them.





**Work Item 1553502700034**  
**Original File Number 820017500024**

STATE OF MINNESOTA  
OFFICE OF THE SECRETARY OF STATE  
FILED  
**03/31/2025 11:59 PM**

A handwritten signature in black ink that reads "Steve Simon". The signature is written in a cursive, flowing style.

Steve Simon  
Secretary of State