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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 8034349000058

2. Corporate Name: (Required) FAIR ANITA SBC

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.

Signature of Public Benefit Corporation's Chief Executive Officer

3/13/26

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:

JOY.MCBRIEN@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:

JOY MCBRIEN — 651 338 3842

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 ☒

11th Annual Benefit Report of

FAIR ANITA,

A Minnesota Specific Benefit Corporation

March 13, 2026

OUR MISSION

We're on a mission to build a company that's good for the world: both people and the planet. We do this by creating space for individuals, especially women, to feel safe, valued, and respected—no matter their geography.

This mission has led us to work with 8,000+ change-making women around the world, who are on their own missions to improve their lives, children, and communities.

At Fair Anita, we are committed to creating economic self-sufficiency for women. Our work takes root from working with survivors and has long been at the heart of what we do. We believe that economic opportunity benefits not only women but the world.

The United Nations states that for every dollar a woman makes, between 80-90 cents is reinvested into her family and communities, as opposed to 30-40 cents by men. Women, in particular, work diligently to create better lives for their children; making sure they are fed and clothed, sending them to school, and even putting them through college.

Women's economic empowerment and leadership are one of the keys to overall economic growth and prosperity. We are fortunate to partner with so many of these changemakers.

FAIR ANITA AS A SOCIAL ENTERPRISE

Fair Anita is a social enterprise that supports women in marginalized communities through dignified jobs and fair trade relationships. We sell cute + ethically made + affordable products handcrafted by female artisans in 9 countries.

We invest in women to create a positive impact globally. The sale of our products provides income to over 8,000 talented women.

Through our partnerships, we are giving women the resources they need to improve their lives while providing the chance for consumers to contribute to conscious supply chains through their purchases.

We envision a shopping experience where customers can go to a store and know where the products come from. To us, all products should be mission-based, which means that no product should exploit people in the process.

Our goal is for our customers to have the opportunity to make fashion-forward purchases that empower people rather than exploit them. Fair Anita is opening up a fair trade supply chain so that products that consumers love can also do good in the world. Dignified relationships all around.

HISTORY OF FAIR ANITA

Fair Anita was incorporated as a Minnesota Public Benefit Corporation on January 2, 2015.

After falling victim to rape and sexual violence, Joy became very passionate about women's rights. Feeling compelled to take action on the issue, she moved to Chimbote, Peru, and worked alongside local leaders to build the city's first battered women's shelter; working to heal herself while helping others tackle the same issue.

After years of traveling and meeting with women from around the world, Joy McBrien founded Fair Anita as a way to provide economic opportunity to the women who need it most. Financial insecurity is the #1 reason women stay in abusive partnerships, and economic abuse affects 99% of women experiencing domestic violence. Sustainable jobs have the potential to create a big impact on women's lives and their communities. This is why Joy started Fair Anita, to address the clear need for a platform for these women to sell their products.

MANAGEMENT

Joy McBrien is the Founder and CEO of Fair Anita. She is a global learner who is passionate about creating opportunities for women and girls. She has worked with thousands of women around the world, using her empathetic nature to understand circumstances and develop creative solutions.

Joy is a graduate of the University of Minnesota in Entrepreneurship Studies, Nonprofit Management, and Design. Fair Anita combines her passions and strengths. She has been recognized for her leadership in this space, with awards including Top Ten Outstanding Young Minnesotans 2015, Open Hands Initiative Fellow 2016, Minnesota Business Magazine's 35 Entrepreneurs Under 35, Real Power 50 award, and others.

At Fair Anita, Joy is responsible for overseeing and implementing growth activities, such as sales/marketing, artisan relationships, and product development; in addition to setting the company's vision and making goals to create a more inclusive economy for women.

Our 2025 Board of Directors includes:

- May Swenson: operations, inventory, and supply chain expertise
- Joy McBrien: Fair Anita CEO & Founder
- (unofficial) Anita Caldas, namesake of Fair Anita
- (unofficial) Jim Anderson, Next Level Partners

A NOTE ON 2025

Similar to 2024, 2025 involved a lot of relying on hope to get us through the year. It was a hard one for so many of us, especially with inflation, tariffs, political chaos, and ongoing division. Discretionary spending has been dramatically down as people hold their purse strings a little tighter and wait for the next "breaking news" disaster.

Our sales were pretty stable in comparison to 2024, but down overall. As we shared last year, this issue was made worse by a major bookkeeping error, which consistently showed revenues at 20% higher than actuals. After ending 2024 in debt, 2025 required some steep cost cutting, including many of our beloved team members. We managed the year with a super small team, highly limited budget, and the goal of "stopping the bleeding and turning the ship around" to gain traction and stability within the business so we can best carry out our mission-driven work. I'm proud to say that we did turn the ship around, and now we are slowly rebuilding.

Our artisan partners are absolutely seeing the effects of this global economic downturn, especially tariffs that unfairly impact their handcrafted work. They have also, inevitably, felt the dramatic challenge caused by our cash flow issues. This year's report isn't quite as feel-good as prior years, but it is transparently honest.

We have faith these patterns will shift (but, when?)— bringing us back to consumers who care about their impact on the planet and ethical manufacturing. We know that our community is still here: people who choose to shop their values because they know that where they spend their money matters. Resilience is easier in community. Thanks for being a part of ours.

OUR SBC MISSION:

Empowering under-resourced women throughout our supply chain and business operations.

PURSUIT OF MISSION

With regard to the period covered by this report, January 1, 2025, to December 31, 2025, Fair Anita pursued the specific benefit purpose stated in its articles in the following ways:

- **Selling fair trade products**. As a business, our main activity is the creation and selling of fair trade products made by over 8000 women in 9 countries. The sale of these products provides fair incomes, good working conditions, and sustainable jobs to women around the world. Part of our mission is to fill a gap in consumer markets by sourcing fair trade goods that are designed to appeal to a younger and/or more mainstream demographic and at lower prices than are average for fair trade consumers. This brings a new demographic to ethical, fair trade purchasing, which ultimately increases the opportunity for our artisan partners to create and sell their products. Resources devoted to this include staff time, marketing, website development and maintenance,

order fulfillment, shipping products, off-site sales, building wholesale partnerships, creating relationships with customers, and managing an authentic brand.

- **Increasing capacity** in design and business of artisan groups. Fair Anita not only buys and sells products from fair trade artisan groups, but we work with the women to increase their competencies, supporting their business growth, and hiring additional artisans. We work with them on design skills, which helps us be able to sell more products and increase their sales. We regularly work on business acumen as well, making sure all costs are accounted for in their pricing strategies and figuring out the best ways to improve the supply chains.

- **Providing mentorship** and guidance to entrepreneurs across the U.S. and globally. We worked with hundreds of entrepreneurs, primarily those looking to start mission-driven businesses, to help them prepare, launch, and/or scale. We worked primarily with young entrepreneurs, often meeting with students to help them think critically about their business models.

- **Anti-Racism work** focused both abroad and here in the U.S. At Fair Anita, we believe that anti-racism work is absolutely critical to the feminist movement. As a social enterprise (primarily led by white women) working with artisans in 9 countries, it is of utmost importance that we are always pushing ourselves further in our understanding of anti-racism work. Joy is a founding member of the Fair Trade Federation's JEDI (justice, equity, diversity, inclusion) Committee to further anti-racism work within the larger fair trade movement, and we continue to further these conversations with our customers.

- **Donating to causes** that align with Fair Anita's mission. We made donations, both in-kind and otherwise, to nonprofit organizations that support women around the world and in the Twin Cities. These include (but aren't limited to): *Dress for Success, Women Venture, Breakthrough Twin Cities, Mill City Farmers' Market, and Gifts for Seniors.*

IMPACT

Fair Anita is creating an impact in Minnesota and across the world. Here's how we succeed in meeting the goals of our specific benefit purpose:

By selling fair trade products:

- **Impact of selling products on earning opportunities for women.** We did our best to maintain steady income for our partners, despite our financial challenges for the year. In 2025, Fair Anita generated income for women employed by our primary artisan partners in the following countries:
    - India: $74,154
    - Peru: $16,762

- Mexico: $11,235
- Vietnam: $7,500
- Chile: $2,850
- Cambodia: $680
- ***Total sent to artisan partners in 2025:*** *$113,180*
  - All-time total $2,327,515.37 (1/2/2015-12/31/2025)

- **Impact of selling products on improving the lives of artisan partners**. These jobs provide a path to economic independence for at-risk or marginalized women.
  - **Providing sustainable jobs.** We are committed to longevity, continuity, and reliability in our fair trade fair relationships. These characteristics allow our artisan partners to be forward-thinking in a number of ways, including employing additional artisans.
    - 10% of artisans reported that working with Fair Anita has allowed them to employ additional artisans. This number is lower than in previous years as a result of the current economic landscape, as well as continuing effects of the COVID-19 pandemic.
  - **Increasing organizational capacity.** Our artisan partners strive to produce more than fair trade goods, they seek to create stable and inspiring opportunities for women in society. By paying artisans fair wages and committing to long-term partnerships, we support artisan groups' work to invest in production and organizational development simultaneously.
    - Artisans report growing capacity, creating more jobs, and educating clients as their goals for the future. We are committed to helping our partners realize those goals.
  - **Improving women's status in the community.** We believe that investments in women are investments in the community. The results of employing groups of women with fair wages and long-term opportunities spread beyond the artisan cooperatives themselves.
    - 100% of artisan groups strongly agree that fair and sustainable jobs improve women's status in their community.
    - 95% of artisan groups agree that economic opportunity is essential for women experiencing domestic abuse.
    - Artisans reported a strong desire to focus on their ability as cooperatives to support their neighbors and community, as many had expanded their programs with the COVID pandemic. We are committed to supporting artisan partners in making this goal a reality.
  - **Artisan testimonial**
    - "We are grateful for this work so that artisans with different abilities can have fair payment and feel useful, especially as those who suffer physical and psychological violence are excluded by the society in which we live and especially within their family environment. They can enjoy their fair wages and spend them as they choose, without having to ask anyone. Artisans with

disabilities feel emotional when they realize they can work, and for some, it helps them be less shy and serves as physical therapy, especially hand therapy." – Peru

- **Impact of selling products for our customers.** Fair Anita successfully marketed and sold products to customers in 50 states in U.S., Canada, Australia, and across parts of Europe in 2025. We used our online analytic data, as well as in-person conversation and deduction, to provide these results.
    - **Reaching a younger demographic**. The majority of our customers are under the age of 45, indicating our client base is significantly younger than the average fair trade demographic (women 65-80). We continue to sell our products to people of all ages, but our sales records show that our goal of engaging a younger market in fair trade has been successful in 2025.
        - Our 2025 Google Analytics show our most frequent website visitors are ages 25-34, followed by 18-24 and then the 35-44 age group. This data aligns with anecdotal information from pop up events.
    - **Selling fair trade goods at an affordable price point**. At pop up events and trade shows, we get lots of feedback on our pricing being "just right": more affordable than most handmade brands, but higher than mass-produced factory products. Our average product price is currently $28 retail.
    - **Competing with free market firms**. We regularly hear from our customers that they purchase Fair Anita products as substitute goods that they would otherwise purchase in the free market, meaning they chose our mission-based product over other options.
        - A smaller group of our customers, typically closer to 15%, note purchasing Fair Anita products as an act of philanthropic giving, meaning they potentially purchased the product solely because of the associated mission.
    - **Reaching new customers.** About 15% of our customers in 2025 were new to Fair Anita.
        - We partnered with new retailers to get Fair Anita products to a wider audience.
        - We sold to over 512 new online customers in 2025.
        - We sold to over 1800 new retail customers at pop-up events in 2025.
    - **Communicating our mission as a social enterprise.** While our customers purchase our products for a variety of reasons (price, design, mission, convenience, etc.), it is clear that they are aware of our mission.
        - About 80% of our entire customer demographic understand the term "fair trade." 100% of our online survey respondents understood this term.
    - **Customer testimonials**
        - "I LOVE this company!!! It's my go-to for jewelry!"

- "I love the gorgeous diverse models you work with!"
- "Unbeatable customer service"
- "Love your products...Love your mission and Joy's story."
- "Thanks for making it easy to look cute and support others!"
- "I've been a long-time customer and things just keep getting better and better. Thank you for doing this work and making jobs available for women. I will always support this organization and wear the jewelry proudly!"
- "I love that your company is local and woman owned."
- "Love so many of your pieces and the prices are perfect for gift-giving to make more people aware of your mission."
- "Nothing more than simply feeling great about the company and loving what they support, represent, and the products that they offer."
- "I admire the hard work you do. You wake up and choose to stay open and serve your community."

By increasing capacity:

- **Impact of capacity building by attracting new markets to increase sales.** Fair Anita provides consultation to artisan partners on product designs, creating products that are more likely to appeal to younger US consumers. Nationally, this is a new and emerging market for fair trade, as fair trade products are traditionally sold to women ages 60-75. According to leaders from 8 of our artisan partners, this opened up a totally new demographic, allowing them to increase production and sales.

A note on measuring impact.

- We understand that the women we are working with are capable, competent people, who, like all women, are trying to create better lives for themselves and their families. We cannot (and should not) attribute all of their successes solely to the opportunities that Fair Anita has created, as they are likely exploring multiple approaches to improve their livelihoods. Some of the languages we've used above (including our stated mission) are the legal terminology needed for this legally-binding report. We used a mixed methods approach, gathering both qualitative and quantitative information, to determine the impact of Fair Anita. Some of our artisan partners work with other distributors for their products, so oftentimes, the impact on artisans' lives can be attributed to more than one organization. That being said, we're proud to contribute to the happiness, safety, income stability, and respect that these women are achieving.

Strategic Directions for 2026
In order to scale Fair Anita sales and impact, we've determined the following goals for the next year:

- **Debt reduction.** We are moving forward with some steep cost reductions to stabilize our organizational finances and make sure we can continue to provide market access to our artisan partners into the future.
- **Consolidate SKUs and revitalize collections.** We have been working to reduce the number of product variations we have available, with the goal of introducing new designs to existing best-selling collections.
- **Revamp product packaging, focusing on messaging and branding that is fully rooted in our feminism.** The Fair Trade Federation has also rebranded, so it's time to update our product packaging and make sure it's loudly communicating our values to customers!

CERTIFICATION BY THE BOARD OF DIRECTORS
The undersigned, being all of the directors of Fair Anita, hereby acknowledge and certify that we have reviewed and approved the enclosed Eleventh Annual Report.



Joy McBrien, CEO & Founder



May Swenson, Board Member

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