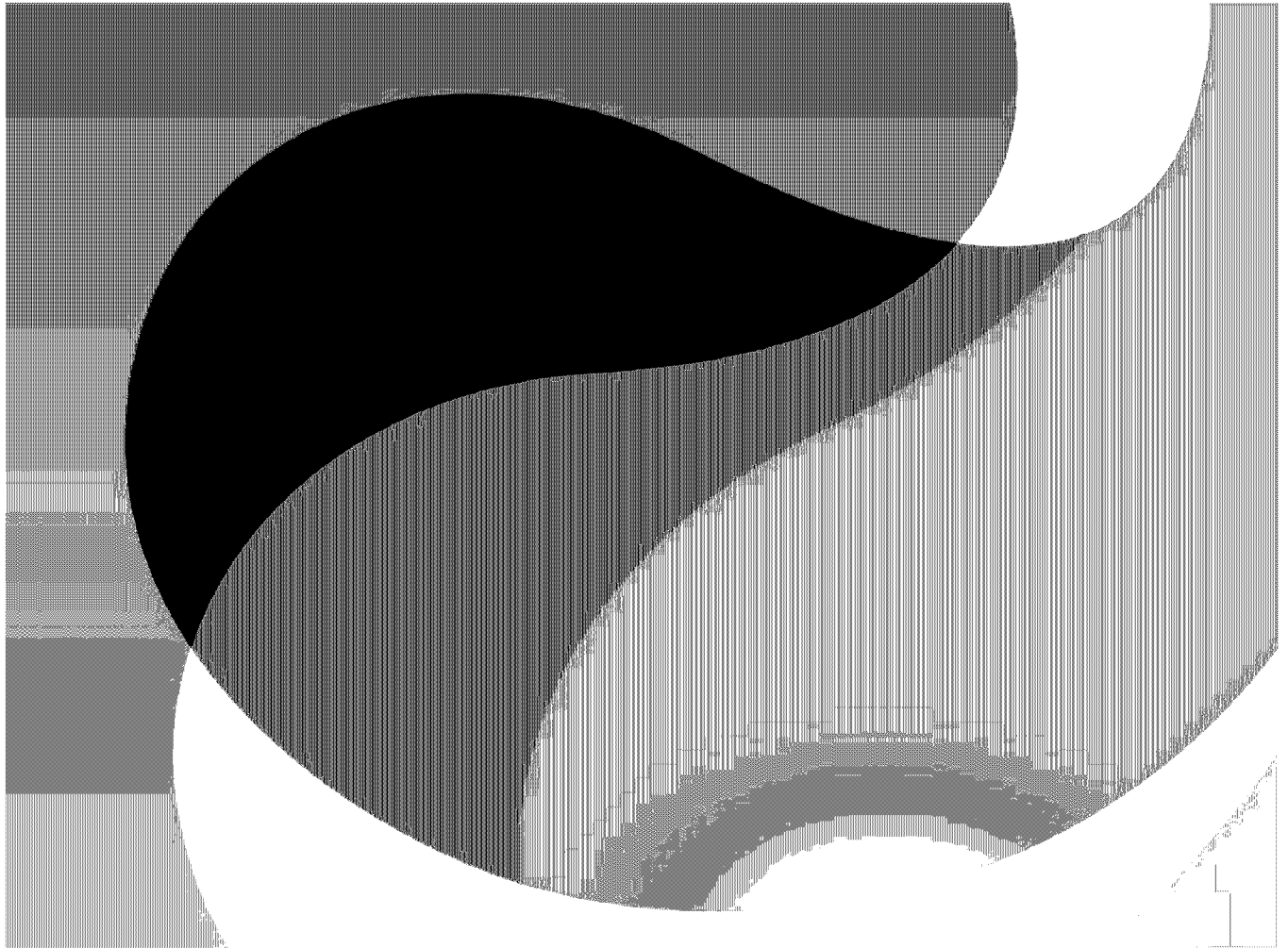


Public Benefit Report 2024



LOVE / HUMANITY / ECOLOGY / CONTEXT / LIBERATION / STEWARDSHIP

I want to share my heartfelt gratitude and a renewed sense of purpose for the work ahead. Software for Good is driven by a vision to leverage data and technology for all communities—building toward shared abundance, love, and liberation. This vision is not just a goal; it's a guiding principle that informs everything we do.

In 2024, we had the privilege of working with clients who believed in this vision and joined us in creating a world where technology serves humanity. Together, we tackled projects in body autonomy, food sovereignty, clean energy, and beyond—fields that embody the transformative power of technology when aligned with values. **These partnerships reinforced our belief that building technology with love is possible and necessary.**

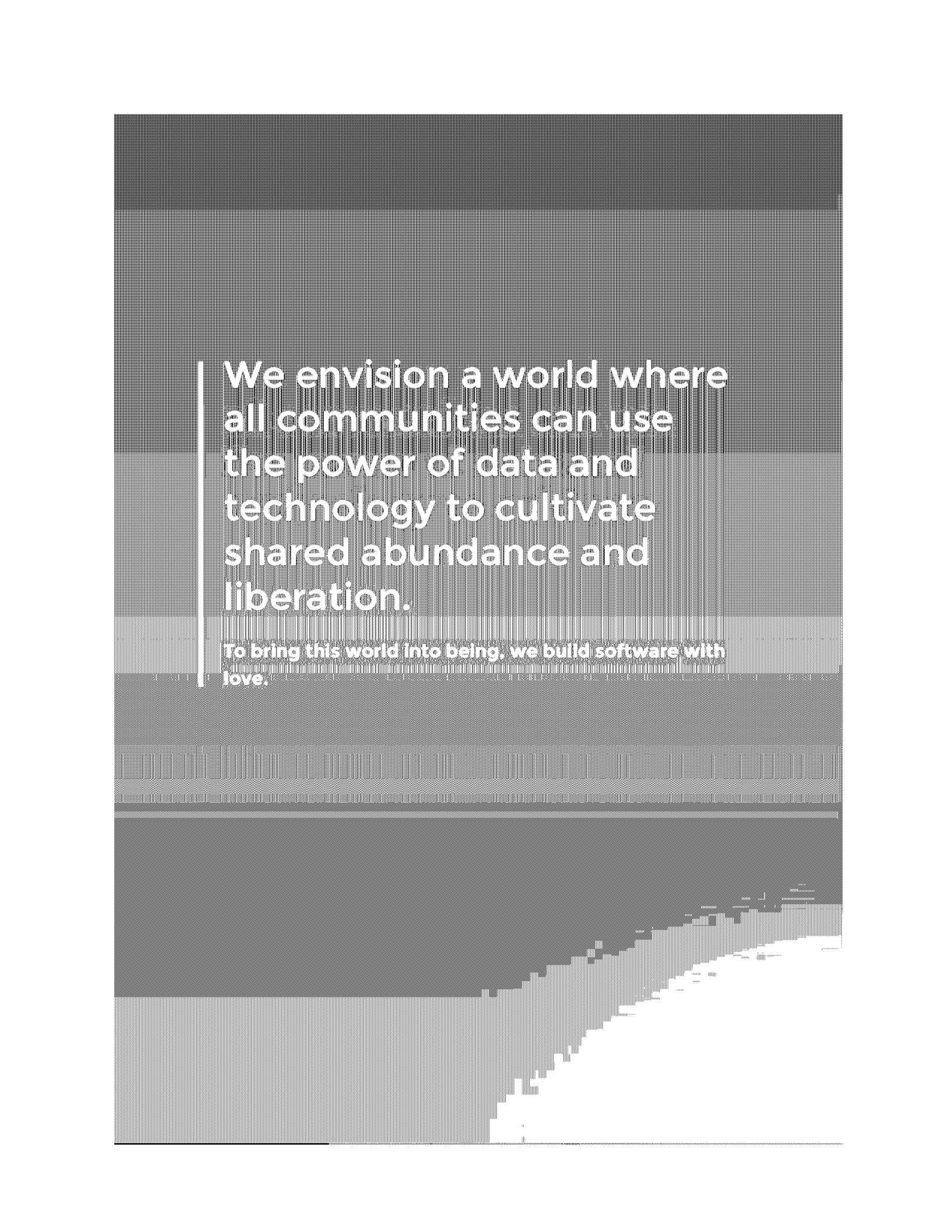
Why love?

In a time of increasing systemic inequities and urgent global challenges, building technology with love is a radical act of hope and purpose. Love ensures that the tools we create center humanity, honor the dignity of all communities, and nurture a more just and sustainable future. It means designing with care, considering the context, and stewarding resources for the greater good.

Our mission to build technology with love has never been more critical. We continue to lean into this ethos, expand our expertise, and deepen our commitment to tackling the most pressing issues of our time. We push boundaries, stretch our capabilities, and co-create solutions that make a more significant impact.

We are grateful to our clients and partners who inspire us to dream bigger. Thank you for sharing our vision and for allowing us to collaborate on building a future where everyone has the resources to live fully and freely.

In Solidarity,
Sharon Kennedy Vickers, CEO



**We envision a world where
all communities can use
the power of data and
technology to cultivate
shared abundance and
liberation.**

**To bring this world into being, we build software with
love.**

OUR VALUES



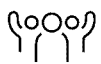
LOVE

Decision by decision, day by day, we choose to support the growth of human beings toward their own highest potential.



LIBERATION

We believe in liberation for everyone, so we use all the tools at our disposal to help human beings live freely.



HUMANITY

We structure our company and our work in ways that support the whole humanity of every member of our team.



CONTEXT

Our clients work in the real world, and so do the tools we build with them. That's why we take care to learn about the cultural, political and social contexts in which our clients do their work.



ECOLOGY

We take a systems view of everything we do, so we can reduce the potential for harm and foster harmonious collaboration at every scale.



STEWARDSHIP

By building technological tools in the context of social, cultural, political, and natural systems, we are moving the culture of software engineering toward a deeper and more responsible engagement with lived reality.

HOW WE WORK

Software for Good builds technology that liberates companies, nonprofits, and government agencies to do more good. Grounded in proven engineering methods like Agile and Lean, our approach builds on decades of experience working in solidarity with our clients and their communities. When we work together, you'll see our values at work in our unique approach to building software for good



HUMAN FROM THE START

Tech should serve human needs — never the other way around. Because those most affected by a problem know best how to solve it, our creative process is centered on the lived experience of your team and your communities. To sustain our focus on the people the project will serve, we'll meet with you every week (or more) to review work in progress, share feedback, ask questions, and set priorities. Our human-centered design and development process ensures that we're always solving the right human problems- even if what we learn makes custom software unnecessary.



RESPONSIVE TO CONTEXT

Your work happens in the real world, where change is constant — so our methods are built to flex and evolve with the context of your work. Our weekly project meetings let us keep pace with the changing ecology of your business, so we can adapt our work on the fly as conditions change. And because you know your context best, you'll always have control of your project's strategic direction, priorities, schedule, and budget.



EVOLVING BY DESIGN

By focusing on human needs and responding dynamically to context, our process gives our work the freedom to evolve. Rather than waiting for a big “reveal,” you and your stakeholders will interact with our work throughout the design and development process. That real-world feedback lets us continually improve the design, functionality, and user experience of the tech we build together. And by engineering every tool with long-term stewardship in mind, we create software that your team can maintain and improve sustainably.

Evolving to Meet the Moment

At Software for Good, we adapt our service offerings to meet the evolving needs and contexts of our clients. As their challenges shift, so do our solutions—ensuring we remain a trusted partner in driving mission-aligned, impactful technology.

Digital Transformation Strategy

Many of our clients faced an overwhelming portfolio of technology projects that were misaligned with their mission and community needs. We worked alongside them to assess and realign their digital tools and processes, ensuring their technology serves their goals and the people they impact. This work begins with articulating a clear vision and ends with a product roadmap that ensures sustainable, purpose-driven digital transformation.

AI & Ethical Technology Consulting

In 2024, AI was everywhere—many organizations felt pressure to adopt AI tools without fully understanding their purpose or impact. Rather than rushing into AI implementation, Software for Good took a thoughtful and intentional approach, helping clients explore ethical and equitable AI solutions. We guided organizations through assessing their needs first, identifying tools that could enhance their work without causing harm to the communities they serve.

Security & Digital Resilience

Nonprofits and startups often lack dedicated resources to secure their digital infrastructure, leaving them vulnerable to breaches and disruptions. To address this, we launched a lean, scalable security service designed to help organizations safeguard their digital assets without requiring extensive in-house expertise. By focusing on practical, mission-aligned security measures, we empower our clients to operate securely and sustainably.

Technology for Abundance & Liberation

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.

As a purpose-driven technology agency, we are committed to building with a love ethos—ensuring that the digital infrastructure we create serves communities, dismantles systemic barriers, and supports organizations doing the hard work of justice. Our approach is grounded in the belief that technology must be built in service to humanity, not just for profit or efficiency.

Deepening Our Expertise in Justice-Driven Technology

This year, we expanded our focus across multiple sectors, strengthening our expertise in justice-driven technology and partnering with organizations working toward equity and liberation:

- ☐ **Abortion Access** → Developing secure, privacy-conscious tools for reproductive justice organizations, ensuring safe and accessible resources.
- ☐ **Clean Energy** → Supporting climate-conscious initiatives with technology that advances sustainability and environmental justice.
- ☐ **Food Justice** → Partnering with organizations working to build equitable food systems and increase access to nourishing, culturally relevant food.
- ☐ **Education Tech** → Enhancing digital access to learning, ensuring that students and educators have the tools they need to thrive.
- ☐ **Alternative Health Delivery** → Expanding technology solutions for community-based healthcare, prioritizing holistic and accessible care models.
- ☐ **Museums & Cultural Institutions** → Elevating digital storytelling and public engagement through accessible, inclusive digital experiences.
- ☐ **GovTech** → Helping local and state governments implement digital transformation strategies that make public services more accessible and equitable.
- ☐ **Emerging Entrepreneurs & Researchers** → Assisting SBIR grant applicants in developing technology solutions that drive public good and innovation.

Technology in Action: Building a More Just & Liberatory Future

Technology has the potential to either reinforce existing inequities or create new pathways for justice. At Software for Good, we choose the latter. We are committed to designing technology that is ethical, human-centered, and built with the highest good in mind.

Through our work, we strive to protect fundamental rights, expand access to resources, and build tools that sustain movements for justice. Because in a world where technology is often wielded for harm, we choose to build with love, equity, and liberation at the center.

In 2024, Software for Good partnered with mission-driven organizations to design and build digital tools that advance equity and justice. Our work centers on building toward the highest good for all of humanity, using technology to drive systemic change and create a more just and equitable world. Below are highlights from a few projects that reflect our commitment to public benefit. Through human-centered design and ethical technology, we've helped organizations create shared abundance and lasting impact.

Bringing Science to Life Through Interactive Exhibits

The Science Museum of Minnesota (SMM) is a leader in designing and developing engaging educational exhibits for museums and non-profits nationwide and internationally. With its own robust exhibits program and deep understanding of the challenges museums face, SMM is uniquely positioned to create exhibits that educate, entertain, and inspire.

When SMM sought to create touchscreen interfaces for several interactive exhibits, they turned to Software for Good for our expertise in front-end development and human-centered design. Together, we've developed cutting-edge solutions that enhance learning experiences for museum visitors across the country.

Bridging Political Divides with Talking Sense for MPR

Minnesota Public Radio (MPR), in partnership with Braver Angels, launched *Talking Sense* to tackle the growing impact of political division. Combining MPR's expertise in political reporting with Braver Angels' experience in fostering constructive dialogue, the project empowers individuals to navigate political conversations without damaging personal relationships. By offering

online tools, in-person events, and educational outreach, *Talking Sense* aims to promote understanding, preserve relationships, and engage communities.

Fostering Healing and Connection with the Black Octopus Society

Resmaa Menakem, a leading voice in somatic abolitionism and healing racialized trauma, envisioned a digital platform to expand access to his transformative teachings and foster a sense of community among his growing audience. The goal was to create a private social network and accompanying websites that would deliver his content, engage his audience, and encourage meaningful interaction.

To realize this vision, Resmaa partnered with Software for Good to develop a product strategy, design and integrate a scalable platform, and organize a content strategy that would make his work accessible to a diverse and engaged community.

Making Energy Use Visible Across the U.S. and Canada

Sagiliti, a Minnesota-based international energy stewardship company, helps large-scale property owners across the U.S. and Canada turn utility-bill data into actionable insights for reducing energy consumption. Their mission is to empower clients to make positive environmental impacts by understanding and optimizing their energy use.

To achieve this, Sagiliti partnered with Software for Good to rebuild their utility-bill management system—a critical tool for managing data from thousands of utility providers across two countries. Together, we are designing a system that simplifies processes, enhances usability, and drives international energy stewardship.

Apprenticeship Program: Building the Next Generation of Ethical Technologists

Software for Good is cultivating the next generation of software engineers who approach technology with a love ethos and a commitment to the public good. Our Apprenticeship Program is a key part of this vision, designed to provide hands-on experience and mentorship while centering justice and equity in technology development.

With generous funding from Ramsey County and the City of Saint Paul, we partnered with New Vision Foundation to co-develop a curriculum that equips emerging technologists with the skills and mindset needed to create ethical and impactful software. Apprentices spend six months with New Vision learning to code, followed by four months at Software for Good, where they apply their knowledge to real-world client projects.

Cohort 1 had the opportunity to support work on Innocent Tech, founded by Alexs Pate. Innocent Tech builds on the foundation of Innocent Classroom, a program that helps educators transform their relationships with students—particularly Black and Brown children—by addressing implicit bias and fostering authentic connections. Through this work, apprentices contributed to developing digital tools that amplify the impact of Pate's groundbreaking approach, ensuring that technology serves as a force for liberation rather than oppression.

Our Apprenticeship Program is more than just a training ground for future engineers—it is an investment in a more just and equitable world, where technology is built with intention, care, and a deep sense of responsibility to the people it serves.

Community Engagement

At Software for Good, we recognize that building a just and equitable world requires showing up in spaces where technology intersects with social impact, equity, and systemic change. In 2024, our team engaged with key communities and thought leaders to share our expertise, learn from others, and advocate for ethical technology practices that serve the highest good for all.

Building Technology with a Love Ethos – Social Venture Institute at Hollyhock

Sharon Kennedy Vickers led a workshop at Social Venture Institute (SVI) at Hollyhock, a gathering of mission-driven entrepreneurs and changemakers. In her session, she introduced the concept of building technology with a love ethos, emphasizing the responsibility of technologists to create digital tools that center care, justice, and humanity. Given the growing influence of AI and automation, this session was crucial in equipping social impact leaders with frameworks to ensure technology serves people rather than profits.

Navigating Conflict in Product Development – EdFuel & City of Saint Paul

Cassi Johnson co-led a workshop in partnership with EdFuel and the City of Saint Paul on managing conflict in product development. Technology projects often involve diverse teams with differing priorities, which can lead to tension and misalignment. This session provided practical strategies for resolving conflicts in ways that uphold equity and inclusion, reinforcing our belief that the process of building technology is just as important as the outcome.

Advocating for Digital Security in Abortion Access – Panel with Abortion Access Fund Partners

Kevin Bullock joined a panel discussion with abortion access fund partners to discuss the urgent need for digital security and resilience in reproductive justice work. As laws restricting access to reproductive healthcare continue to escalate, organizations supporting abortion access face increasing threats, including digital surveillance and cyberattacks. Kevin's participation helped spotlight how Software for Good's expertise in secure, privacy-first technology can support these organizations in protecting their data, their work, and the people they serve.

Reinforcing Our Commitment to Business as a Force for Good – B Lab Summit in Vancouver

Sharon Kennedy Vickers attended the B Lab Summit in Vancouver, a convening of businesses committed to using their power for social and environmental good. As a

Public Benefit Corporation, Software for Good's presence at the summit reinforced our dedication to stakeholder-driven decision-making, ethical technology development, and advocating for corporate accountability.

Leadership in the Just Economy Movement – Justice Economy Fellowship

Sharon Kennedy Vickers was named a Justice Economy Fellow, a recognition that underscores our leadership in building an equitable digital economy. This fellowship connects us with other movement leaders working to challenge extractive economic models and replace them with ones that prioritize equity, dignity, and shared prosperity. By being part of this network, we deepen our ability to influence policies and practices that shape the future of ethical technology.

Through these engagements, Software for Good continues to advocate for technology that uplifts, protects, and empowers. By being present in these critical conversations, we ensure that ethical, justice-driven technology remains at the forefront of movements for systemic change

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 reproductive justice, 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 with responsibility and long-term impact in mind.
- Stewardship – We equip nonprofits with strategies to protect their digital infrastructure and future.

Technology can uphold injustice or drive transformation. We choose transformation. In 2025, we will continue building ethical, justice-driven technology that nurtures, protects, and empowers.

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 March 31, 2023. B Lab is a nonprofit organization whose main office address is 155 East Lancaster Avenue, Wayne, PA, 19087.

This selection is unchanged from last year, and the third-party standard is being applied in a consistent manner to our previous reports. Per B Lab, this certification is applicable for a two-year period.

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.

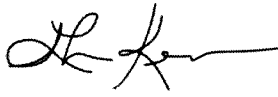
- Sharon Kennedy Vickers, Chief Executive Officer
- Casey Helbling, Founder and Chief Technology Officer
- Kevin Bullock, Vice President of Engineering
- Cassi Johnson, Vice President of Product Strategy

1. File Number: 800196100056

2. Corporation Name: **Software For Good, GBC**

3. Statement that board of directors has reviewed and approved this report.

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

3/28/2025

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:

hello@softwareforgood.com

- ☐ Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

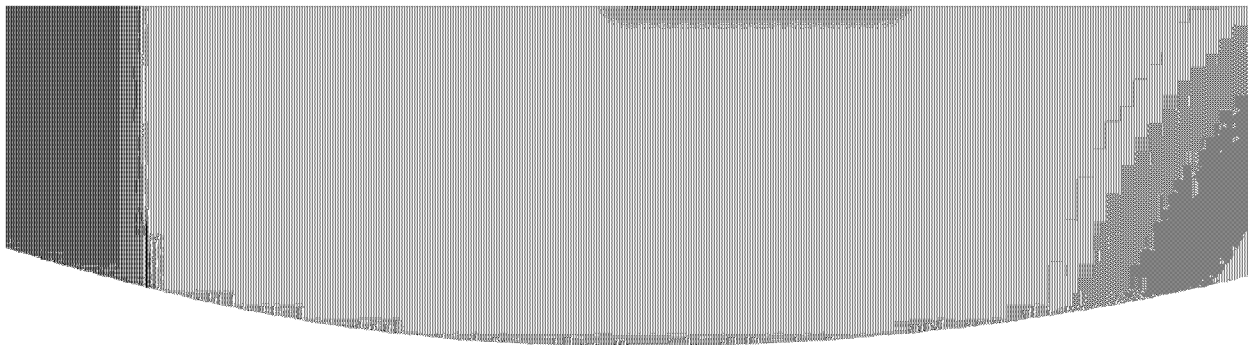
List a name and daytime phone number of a person who can be contacted about this form:

Sharon Kennedy Vickers
678.464.4447

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





Work Item 1553188300025
Original File Number 800196100056

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