16391725

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: 4N-698

2. Corporate Name: (Required) Russell Herder 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)

Russell Herder uses an independent, third party certification agency -B Lab -to ensure we meet benefit corporation standards. See attached for more detail.

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

2/25/26

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:

Carol@russellherder.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:

Carol Russell	218-820-3024
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 ☒

Print Reset

RUSSELL HERDER GBC

Russell Herder certifies that we meet requirements as a GBC in Minnesota and continue to utilize B Lab as our independent, third-party standard and evaluation entity. Our board of directors approves submittal of this report with regard to the 2025 calendar year. The following provides additional information.

For 42 years, Russell Herder has provided a comprehensive range of creative and strategic marketing solutions to businesses, government entities, and NGOs. Because our campaigns are designed to resonate with many diverse audiences, we're driven to produce work that is relevant, and results oriented. We plan and implement outreach for corporations, associations, service organizations, and public agencies, helping them achieve their goals with disciplined strategy, and purposeful creativity. To that end, we've spent decades honing our experience in the built-environment, finance, medical, legal and hospitality industries, among others.

For Russell Herder, 2025 was a year of deep collaboration and cocreation within select communities around key issues. we're a for-profit company and a B Corp, believing that business can be a force for good in the world, and donating our time and expertise in ways that positively impact the arts, sustainability, and wellness.

We became a B Corp because we believe that we have a responsibility to give back to the communities in which we work. While profit is important to paychecks, it's not the only thing that drives us, nor the only measure of success. In 2025, Russell Herder team members provided $268,000 in time, talent, and effort to B Corp initiatives for nonprofits, as well as B Corp-supplemented initiatives for other clients. As well, we were engaged in numerous hands on public service projects.

There have been no circumstances that hindered our efforts to pursue or create general public benefit. We, in fact, exceeded the positive outreach we undertook in calendar 2025.

Carol Russell and Brian Herder
Owners, Russell Herder GBC

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Original File Number 4N-698

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OFFICE OF THE SECRETARY OF STATE
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Steve Simon
Secretary of State