

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)

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)

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

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:

☒ 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:

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 ☒

"Attachment"



We are pleased to present our third report since becoming a general benefit corporation in 2022.

We certify that

- the directors of Living Proof Advocacy, Inc., GBC (LPA) have chosen an independent third-party standard—the B Impact Assessment provided by B Labs, 15 Waterloo Ave., Berwyn, PA 19312—and has approved the report.
- the directors chose this third-party standard as it is well-known and respected. It is also the first step toward our goal of becoming a certified B-Corp.

With reference to that third-party standard, the corporation has pursued general public benefit in the follow ways, as stated in our articles:

- helping values-driven organizations and individuals harness the power of spoken first-person stories to drive positive change. We are dedicated to the success of advocates and organizations that promote the arts, communication, community, health and safety, environmentalism, equity, justice and anti-racism.

The extent to which and the ways in which the corporation has created general public benefit—featured in the attached Impact Report—include:

- introduced the LPA Leader designation to recognize organizations doing excellent work with storytelling for advocacy
- delivering direct coaching services to more than 250 individual advocates
- certifying 20 individuals in LPA coaching methods so they can use their skills to lift up the voices of advocates and to support a range of health and racial equity initiatives in their home communities
- conducted the first full year of ALL VOICES, a free Professional Development Program for members of populations historically and currently underrepresented in the communications field
- launched a new initiative to provide free resources to youth advocates
- supported four organizations working in the arts and humanities through pro bono services and/or financial support

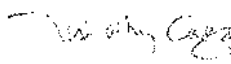
No specific circumstances hindered our efforts to pursue or create general public benefit.

A handwritten signature in cursive script that reads "John Capecci".

John Capecci, cofounder

Dated: Feb. 3, 2025

Living
PROOF


Timothy Cage, cofounder

Dated: Feb. 3, 2025

Living
PROOF
advocacy



LPA-BEYOND celebrates the Arts & Humanities, p. 7

IMPACT REPORT 2024

FOCUS.

Focus is the first of our Five Qualities of a Well-Told Advocacy Story and with good reason: because advocating powerfully with stories from lived experience starts with focusing on intent.

Lose focus and intent dissolves, and advocacy stories risk remaining...just stories.

Throughout 2024, we were continually inspired by what you—our clients, partners and colleagues—do in order to maintain your advocacy focus often in the face of dispiriting circumstances:


- when a solution, cure or even a path forward appears nowhere in sight
- when priorities shift and attention turns away from your day-to-day realities
- when voices rise to say your voices don't matter, are dangerous, should be silenced

But your determined focus and resolve—to which we are honored to offer our support—nonetheless enabled us to close 2024 “pointing to the positive” (another of our Five Qualities).

We're happy to share in this annual report the good work we have been able to do together by maintaining our focus, including the news of:

- LPA Advocacy Leaders who are DOUBLING-DOWN on investing in and supporting their advocates' voices
- 20 new LPA-certified coaches who are taking their passion for driving change around the world
- young advocates who are showing those of us from earlier generations that their voices bring hope for the future

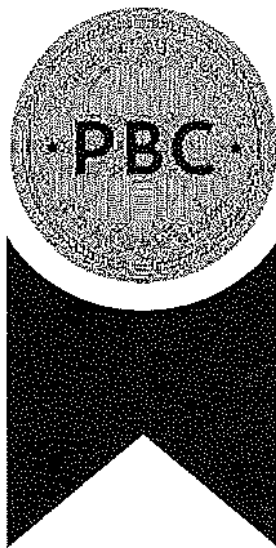
Thank you—clients, partners and colleagues—for helping us head into 2025 with continued focus (that we're all going to need) and positivity (that we all know is possible and attainable).



Tim Cage & John Capecci
Co-founders



Living Proof Advocacy is a public benefit corporation, a for-profit corporation that commits to generating social and public good, and to operate in a responsible and sustainable manner.



OUR MISSION

We help purpose-driven organizations and individuals harness the power of spoken first-person stories to drive positive change. We do so by providing coaching, consulting and training services to organizations working on today's most important issues.

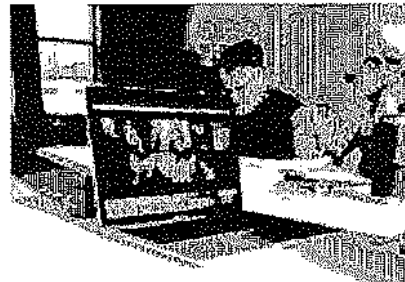
OUR RESPONSIBILITIES

- Do values-driven work.
- Provide opportunity.
- Support communities.



One of the new groups we were introduced to in 2024 was the wonderfully named Social Tinkering, a Vermont-based nonprofit focused on combating social isolation through the creation of community and meaningful relationships.

While we always prefer to be in person when working with advocates, we were delighted to know that our remote workshop inspired their community members.



"One of our folks had the opportunity to share his story at a public forum on peoples' experience using housing resources.

He was so excited. He had been using the workshop to help him craft his story, and the forum hosts put him at the very end of the event, knowing he had a crafted story to tell. He worked really hard on it.

After sharing his story, he received a standing ovation, this huge round of applause from everyone there who really felt the story and appreciated it. It just made him so happy to have that kind of success in the first space that he told his story. He's so excited to take that and run with it, and do much more."

— Jeanette
Langston,
founder,
Social
Tinkering



2024

We remain dedicated to the success of advocates and organizations that promote the arts, communication, community, health and safety, environmentalism, equity, peace, justice and anti-racism.

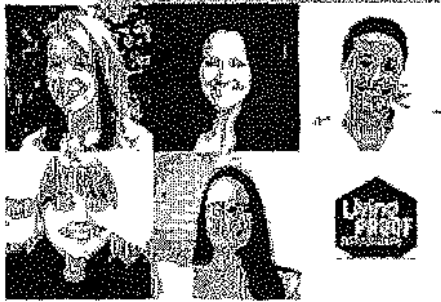


This year we introduced the LPA Advocacy Leader designation, which recognizes organizations that have committed to deeply integrating into their work best practices for amplifying voices of lived experience.



WOMENHEART
THE NATIONAL COALITION FOR
WOMEN WITH HEART DISEASE

WomenHeart celebrated their 25-year history this year, one that is entwined with our own. They were the first organization to ask us to help train their advocates to share their stories powerfully. One thousand-plus WomenHeart Champions later, they are going strong and have left an indelible mark on the landscape of women's heart health.



CANCER

Andrea Roman
Shawn Van Rosendorn
Anna Tobin
Sherry Frederick
Raele Holcomb
LPA Staff Members

In 2024, the Fanconi Cancer Foundation (FCF) launched a three-year initiative with LPA to build a robust and sustainable patient advocacy program on behalf of the Fanconi anemia community. With five FCF staff certified as LPA coaches, they head into 2025 ready to prepare a second cohort of advocates, support board members and prepare a train-the-trainer program.



FANCONI
CANCER
FOUNDATION



FOUNDATION FOR
SARCIDOSIS RESEARCH

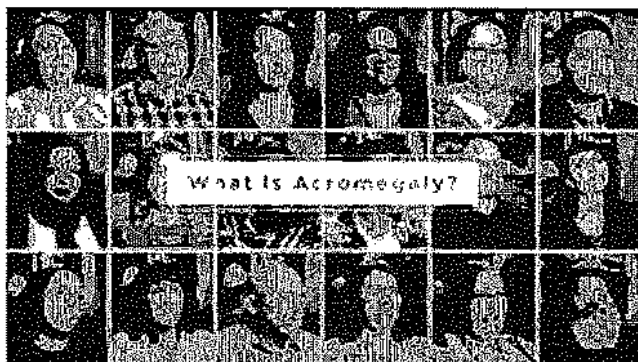
The Foundation for Sarcoidosis Research (FSR) centers community voices and stories in all it does on behalf of sarcoidosis patients and their families. In 2024 we were delighted to meet long-time FSR partners in person and help them prepare for a golden opportunity to share their stories with the FDA.



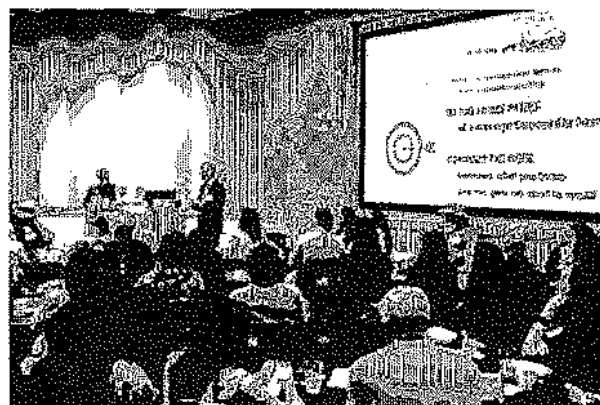
→ Chiesi

global rare diseases

Chiesi Global Rare Diseases has committed to certifying its entire U.S. and international Patient Advocacy team in LPA coaching methods. In 2024, two team members introduced LPA to the Acromegaly disease community at the WORLDSymposium, where LPA cofounders prepared community members to share their stories for a video to raise awareness of this rare disease.



Watch the video



LPA workshop at WORLDSymposium

ISSUES OUR CLIENTS AND COACHES ADDRESSED IN 2024

- Cancer
- Community Activism
- Environmentalism
- Film Preservation
- Food Access
- Health Equity
- Heart Disease
- LGBTQIA+ Rights
- Mental Health
- Music Education
- Parent Caregivers
- Racial and Economic Disparities
- Rare Diseases
- Social Isolation
- Substance Use
- Ultra-Rare Diseases
- Veterans' Issues
- Youth Development



× 250

Individuals Received
Direct Coaching



× 4

Organizations Received
Pro Bono Support

20 NEW COACHES IN 2024

2024 was marked by a record number of individuals becoming certified in LPA coaching methods—and in a diverse range of areas.



We launched All Voices, our free professional development program, aimed at diversifying the pool of trained coaches in communication-related fields.



Established by the Stability Network
The original community-led, community-run

The Mental Health Advocacy Fund, established by leaders of The Stability Network, enabled certifications earmarked for mental health advocates.

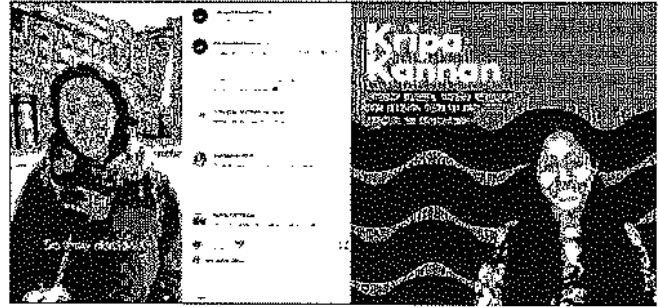
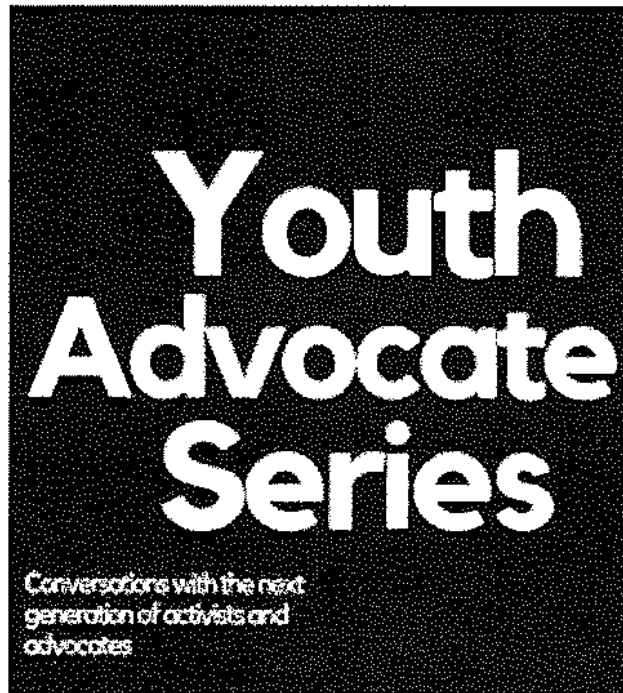


Two organizations committed to certifying multiple staff members: Chiesi Global Rare Diseases and the Fanconi Cancer Foundation.



Together, these 20 newly certified coaches represent 12 different advocacy areas—from environmental issues to LGBTQ+ equity—and are working in the U.S., Canada, Europe and Africa.

The voices of young advocates are the voices of our future. For this reason, we launched Youth Advocacy Resources, a suite of tools to support young people making a difference.

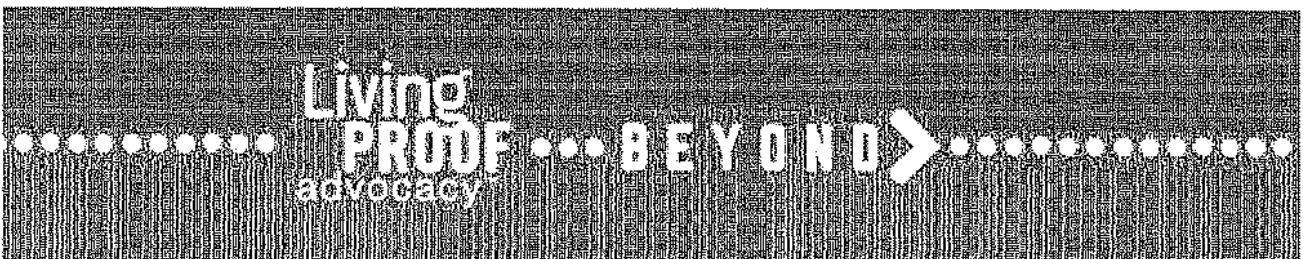


LPA intern Sofía Treviño interviewed Kripa Kannan, 19-year-old advocate for mental health and education accessibility.



LPA Tips and Tools offer short guides for young advocates.

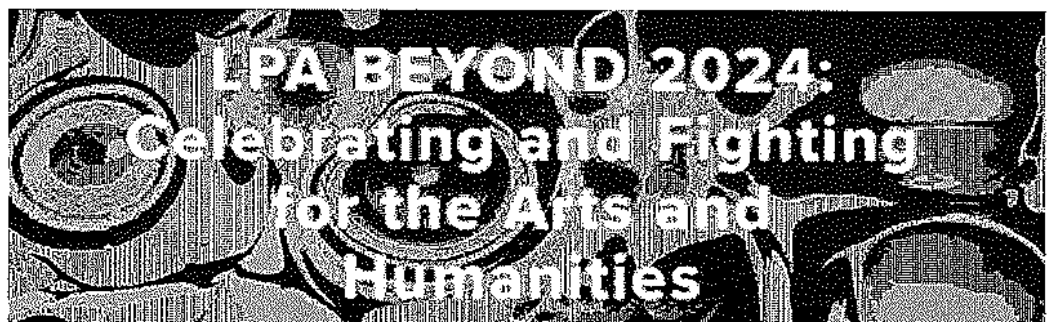
Visit Youth Advocacy Resources



LPA-BEYOND, our annual pro bono program, supported organizations advocating for the arts and humanities, providing free storytelling-for-advocacy support.



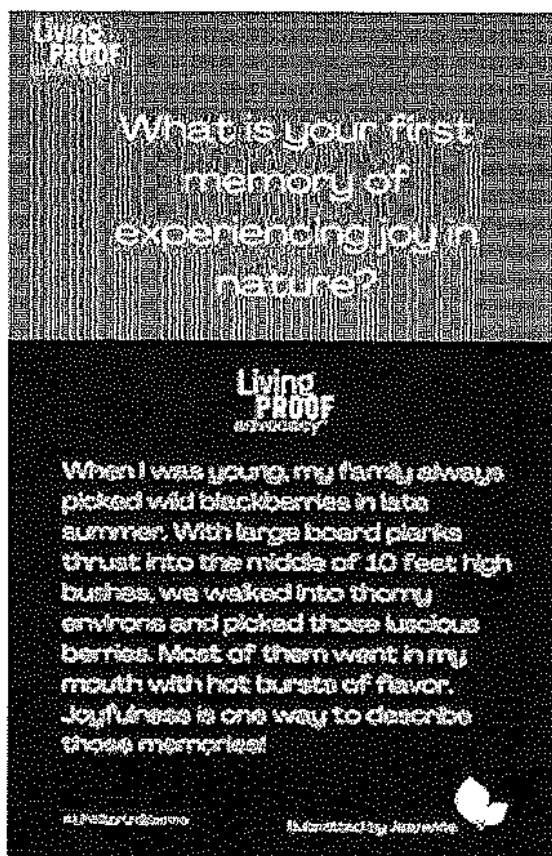
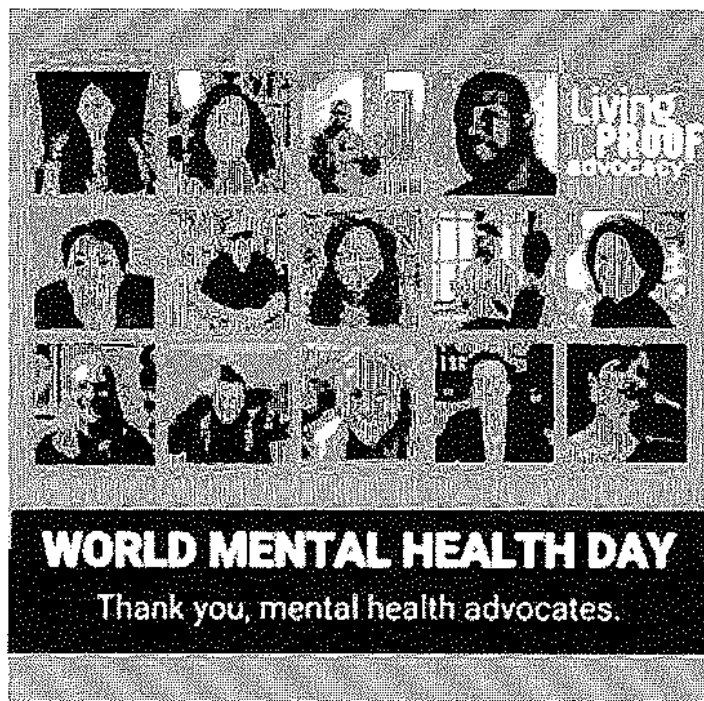
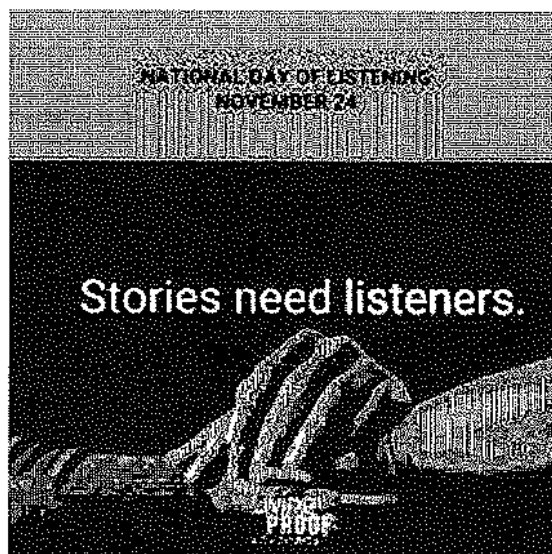
Read more about LPA BEYOND



MARKETING AND COMMUNICATIONS

LPA Marketing and Communications campaigns throughout the year drew attention to important communities and causes. Through ongoing social media content, we also highlighted our clients' impact, celebrating their successes and the advocacy milestones they've achieved.

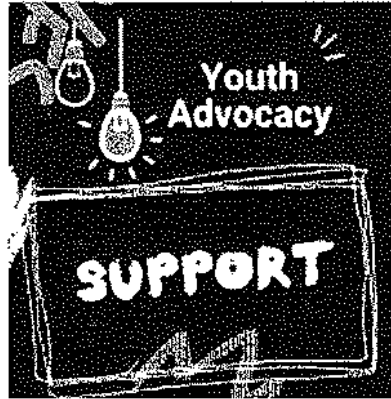
LPA recognized Pride Month with featured highlights of organizations supporting and preserving LGBTQIA+ stories. For a third year in a row, LPA also celebrating Earth Day partnering with Tami Spry to offer dynamic prompts that encouraged us to explore our connection with Nature.



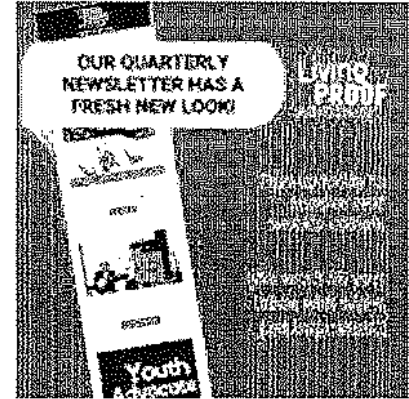
This year, we focused the LPA brand communications on staying true to our mission and values as a public benefit corporation.



We aligned our commitment to ethical engagement and transparency.



We reached out in targeted spaces to young advocates to create opportunities.

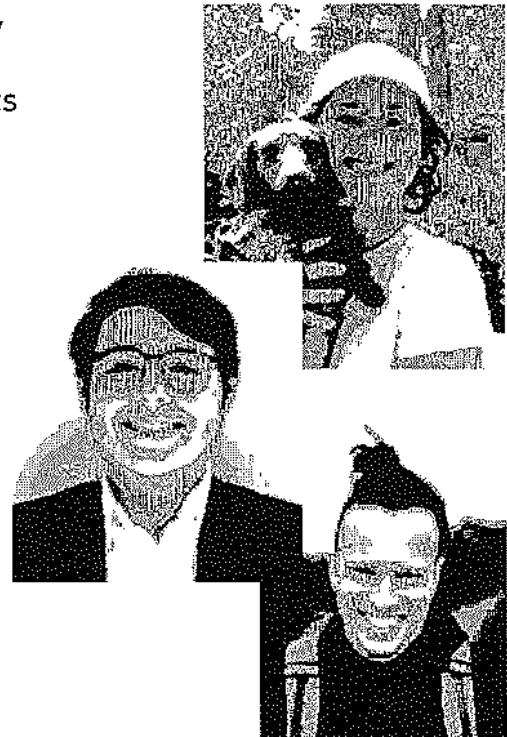
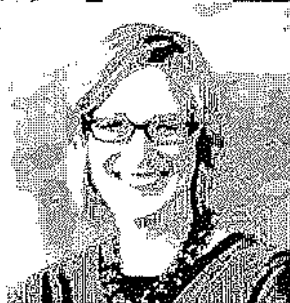


We delivered more value to our community, reducing noise and clutter.

We maintained our core organizational structure, with co-founders John and Tim leading and collaborating with a team of dedicated specialists and project-based consultants.

This approach continues to enable us to support clients directly while consultants handle critical behind-the-scenes work.

We could not do it without them!



Bev Bachel, writer
Jack Clark, communications consultant
Katy Spencer Johnson, marketing consultant
Zeb Scanlan, UX/UI consultant
Tami Spry, coach
Sofía Treviño, 2024 intern

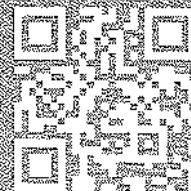
LOOKING AHEAD TO 2025

- An updated version of *Living Proof: Telling Your Story to Make a Difference* and a new version for young advocates
- New offerings and platforms in support of LPA-certified coaches
- Supporting more organizations via LPA BEYOND

VISIT US ONLINE TO

- Access free resources
- Read our blog, *Storytelling for Advocacy*
- Get your copy of *Living Proof* or an LPA notebook

Contact us to let us know how we can support your advocacy or the advocacy of your organization.



THANK YOU

We are grateful to the individuals and organizations highlighted in this impact report and all of our clients, colleagues and partners.

Special thanks to those responsible for this report:

**Katy Spencer Johnson, KSJ Consulting
Plus Public LLC**

Living Proof Advocacy, Inc. PBC
2811 University Ave. SE #14445
Minneapolis, MN 55414
www.livingproofadvocacy.com
contactus@livingproofadvocacy.com



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

Steve Simon
Secretary of State