



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, \$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. Corporate Name: (Required) Russell Herder GBC

2. The public benefit corporation's board of directors has reviewed and approved this report.

3. 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 information attached plus our annual report for 2020.

4. 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.

Carol Russell, CEO

Signature of Public Benefit Corporation's Chief Executive Officer

032921

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 | 6124552375

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

Russell/Herder

STATE OF MINNESOTA PUBLIC BENEFIT CORPORATION FILING: Russell Herder, GBC

March 29, 2021

CORPORATE NAME

Russell Herder, GBC

BOARD OF DIRECTORS HAS READ AND APPROVED

Officers of Russell Herder have reviewed and approved this filing, including the annual report.

REQUIRED 2020 INFORMATION

Please refer to the submitted 2020 Russell Herder annual report.

INFORMATION CONTINUED WITHIN IS CURRENT

All information contained within the annual report and this filing are current as of 12/31/20 and accurate.

OFFICERS OF THE BOARD

Carol Russell, President

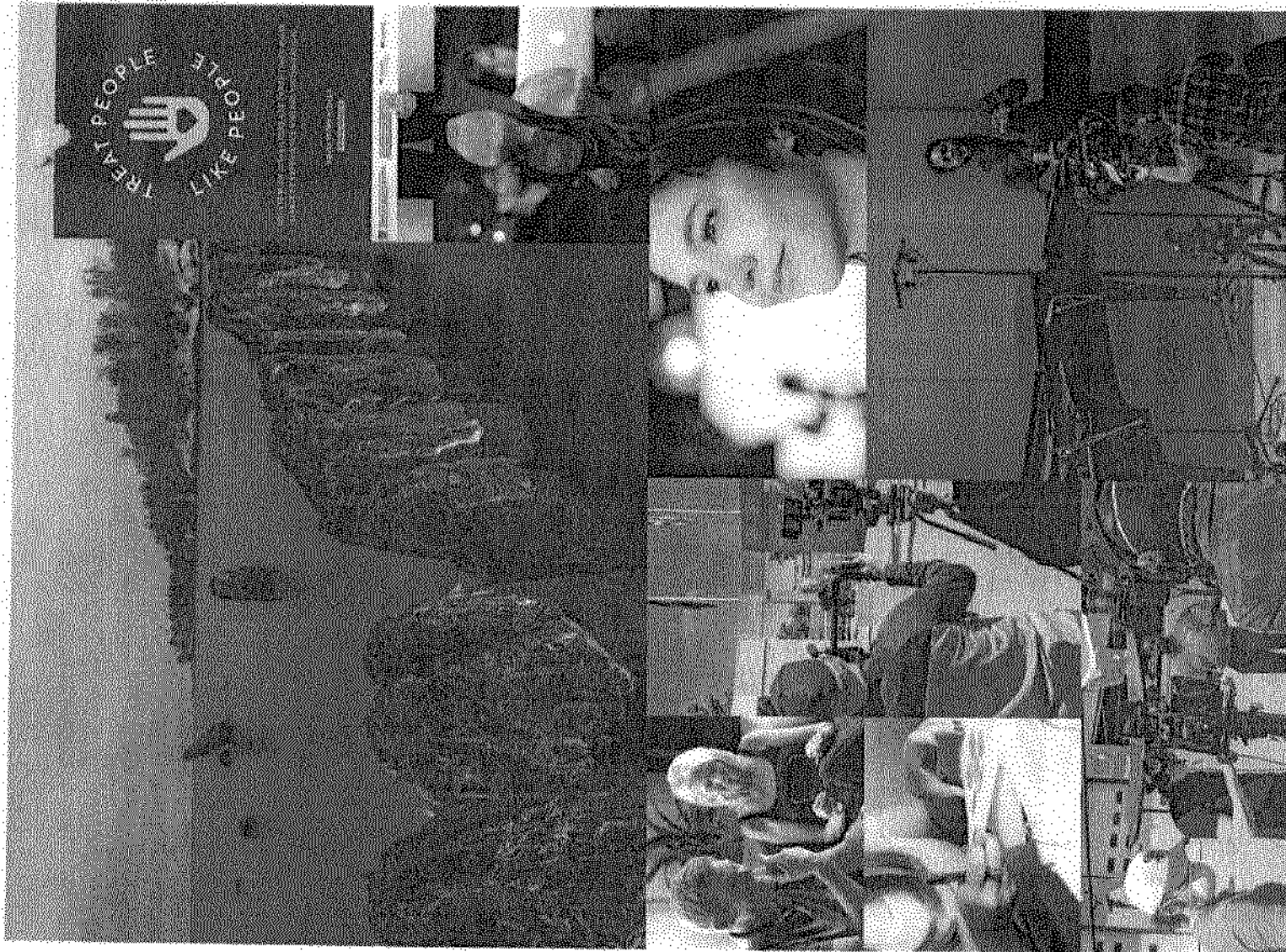
Brian Herder, Vice President

Russell/Herder

2020 Annual Report

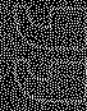


Work that matters.



Contents

- 03 Stepping Up, Reaching Out
- 04 Our B Corp Journey
- 05 Progress That Matters
- 07 2020 Highlights
- 08 Our Work
- 13 B The Change



For 38 years, we
have believed in doing
work that matters.
It's not only what we
do, but how we do it.

Small Business

Stepping Up, Reaching Out

In a year of unparalleled challenges, we all found ourselves suddenly plunged into a world of working from home, attending myriad Zoom meetings and trying to manage professional demands as well as the needs of family and community. If nothing else, we've all learned just how flexible we can truly be, and the power of ingenuity and optimism.

This past year was a chance to put our B Corp values to work, supporting vital interventions around opioid addiction, problem gambling, community empowerment and economic sustainability.

Despite concerns that the COVID-19 pandemic might stifle our efforts to create positive change, the opposite happened. Not only were needs even greater, but we were also speaking to largely captive audiences – highly in need and eager for help. Thankfully, we were able to respond in incredibly meaningful ways. Whether it was helping those with disabilities avoid abuse, further innovations in sustainable agriculture or advance the arts during a time when in-person performances were impossible, our amazing team stepped up and reached out.

Even with a global pandemic and social unrest, 2020 was a year of learning and success. We were delighted to find that, after a lot of hard work, our international B Corp rating jumped from 82.7 to 107.1.

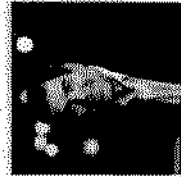
This means that our team has only grown better at recognizing and acting upon opportunities, from improving our own internal practices to identifying ways to help deserving organizations make a greater societal impact.

Together, with other leaders around the world, we will continue to redefine success in business. We cannot do it alone. Thank you to the clients and partners who have supported us along this journey.

Our transition to becoming and living as a B-Corp every day was—and is—only possible through your guidance, encouragement and collaboration. Again, thank you.



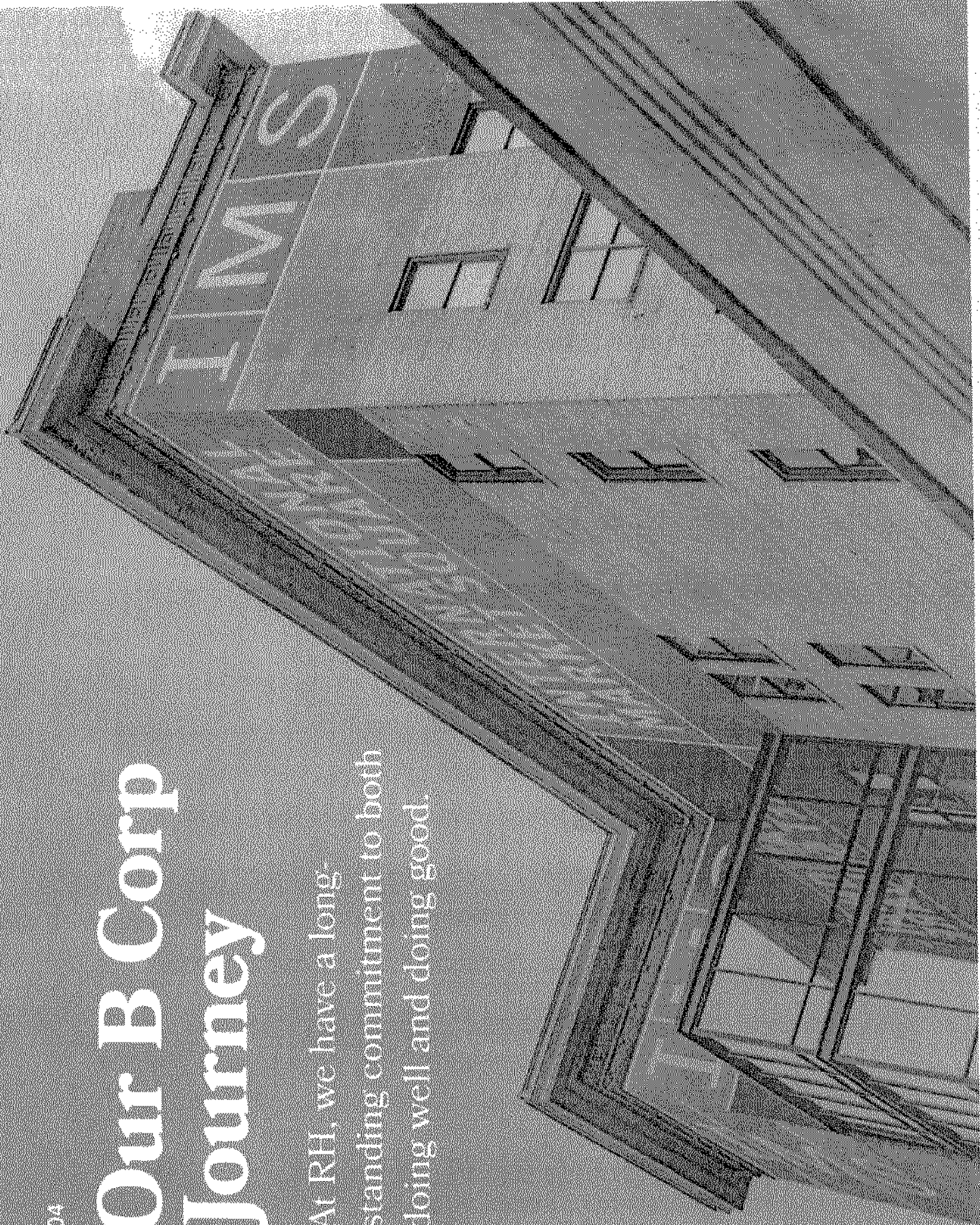
CAROL RUSSELL
CEO

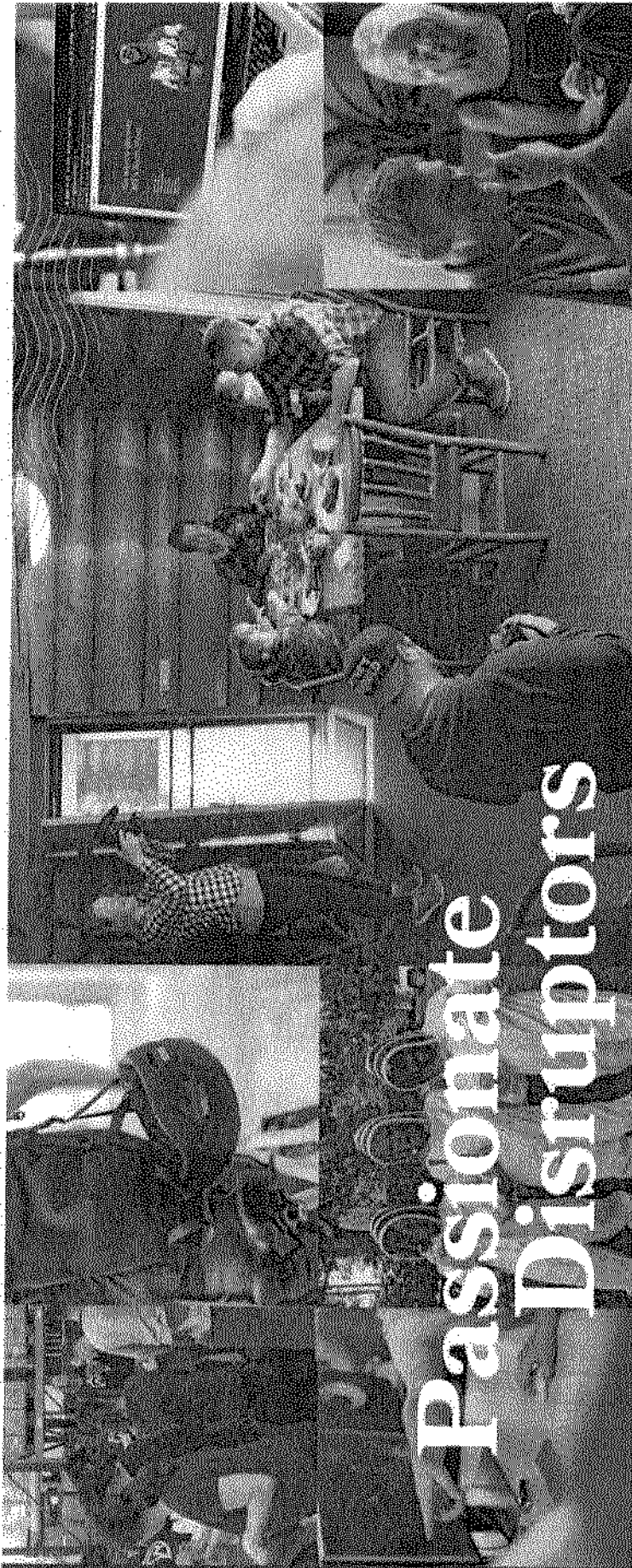


BRIAN HERDER
Chief Creative Officer

Our B Corp Journey

At RH, we have a long-standing commitment to both doing well and doing good.





Passionate Disruptors

It's been five years since we became a General Benefit Corporation. Our GBC status recognizes the value we place upon achieving social and sustainability goals in addition to maintaining a profitable bottom line.

In 2017, we took it a step further and became an internationally certified B Corporation® (B Corp™). B Corps are monitored closely by B Lab®, an independent and rigorous assessment group that measures the impact of all B Corps on team members, clients, community and the environment. One of the benefits of being a Certified B Corp is that it enables us to attract team members and clients who share our values and the belief that businesses can lead and influence change through action.

At the end of 2020, RH was one of 20 B Corps in Minnesota, among more than 3,800 worldwide, across 74 countries and 150 industries.

B Corp businesses like Russell Herder are committed to reaching high standards of accountability and altruism.

Gaining B Corp certification through completion of the 100+ question scrutiny is just the starting point. From there, companies like ours must live that commitment every day in our performance, accountability and transparency. Taking this pathway isn't something done lightly. It's not always easy, but is definitely worth the effort.



06

Progress That Matters

Certifying as a B Corporation goes beyond the product or service-level certifications that exist in many industries.

B Corp Certification is the only certification that measures a company's entire social, economic sustainability and environmental performance.

Here's why.

The rigorous assessment evaluates every aspect of our organization's operations and the resulting impact on those we employ, our greater community, clients and those our clients serve. Quite simply, it ensures we are meeting the highest standards of verified performance.



The proof is in the pudding.

82.7 → 107.1

Re-certification is required every three years and is something we recently completed. We're proud to share that we significantly increased our score by nearly 25 points. This was a major accomplishment and one we attest to a great team and outstanding, committed clients.



**Leading an examined life in
business is a pain in the ass.
But I'm hoping to influence more
companies to do the right thing.**

— Yvon Chouinard, Patagonia founder

07

2020 Highlights

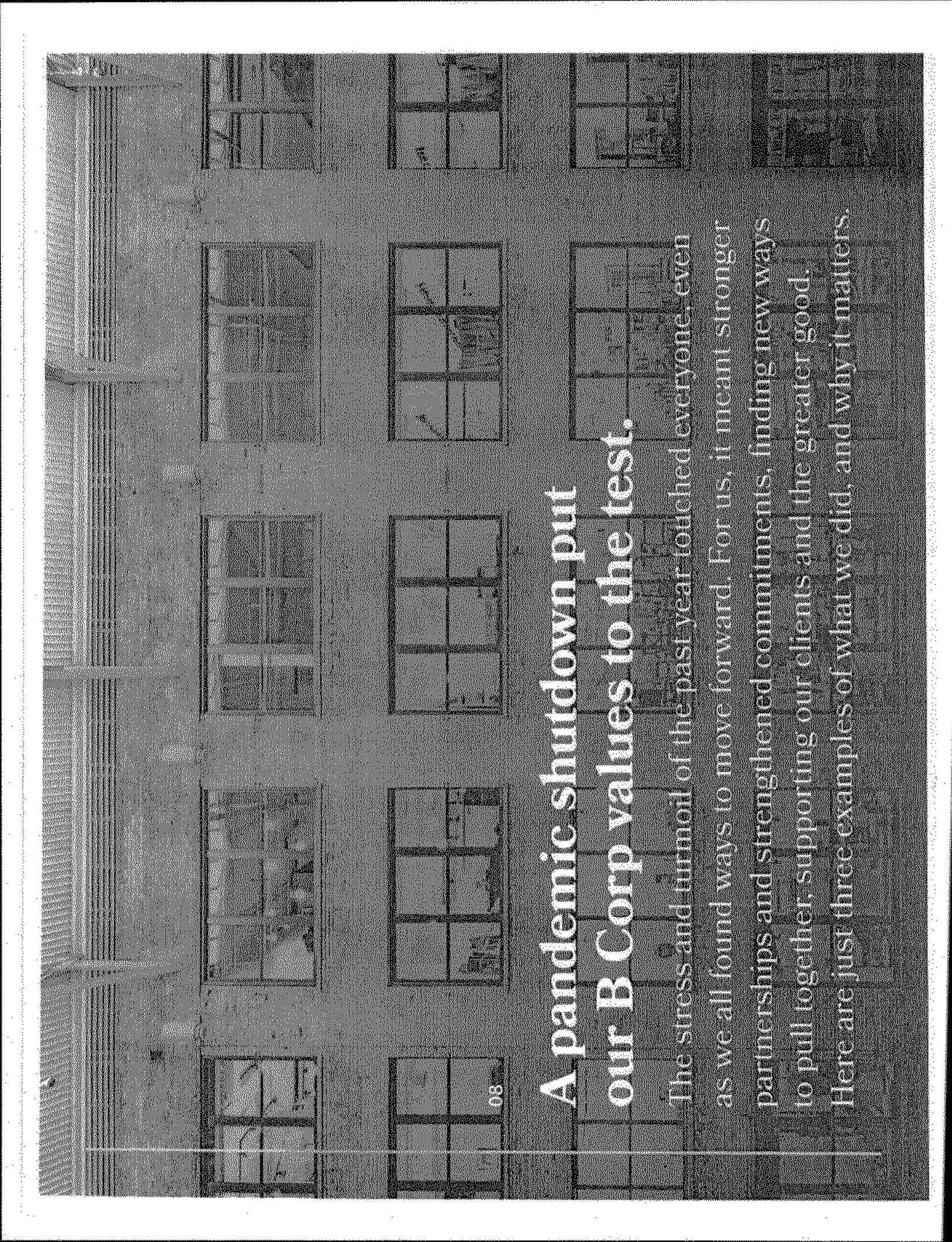
We made significant progress last year. Through a committed team and the shared philosophy of our clients, we impacted organizations, individuals and families locally, regionally and nationally.

Here's how.

\$173,500

in pro bono professional strategic and creative services provided to organizations dedicated to economic sustainability, the arts, and health and wellness causes such as these, among others:

Foundation for Cancer Care in Tanzania
Lakes Area Music Festival
ASID Minnesota
Rotary
Agricultural Utilization Research Institute
Apprenticeship Minnesota
Minnesota Office of Higher Education
Office of Ombudsman for Mental Health and Developmental Disabilities
AEON
Minnesota Department of Human Services
Minnesota Department of Labor and Industry
Crescent Cove Respite & Hospice Home for Kids



A pandemic shutdown put our B Corp values to the test.

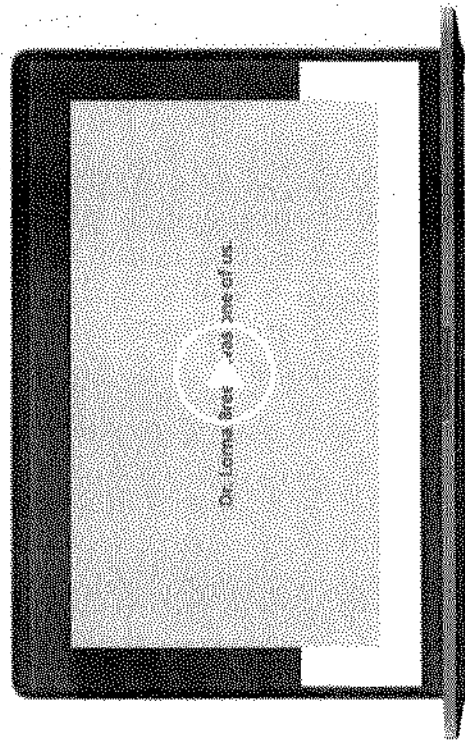
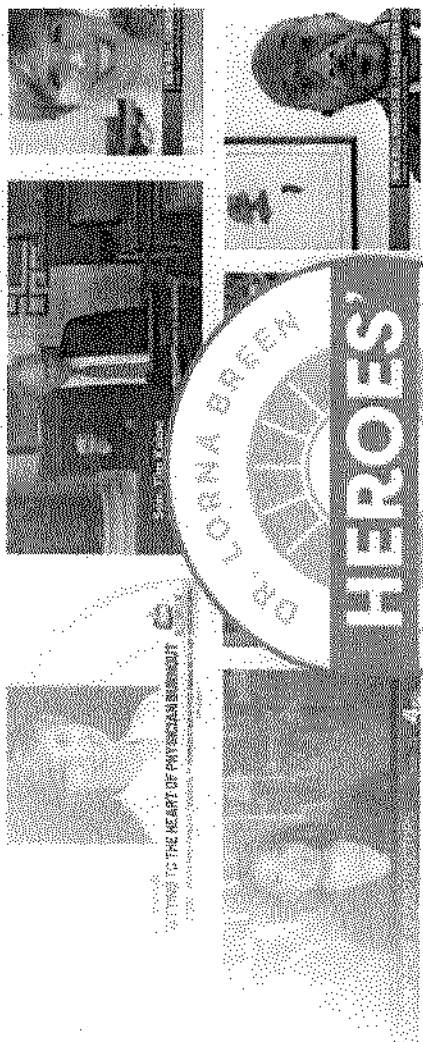
The stress and turmoil of the past year touched everyone, even as we all found ways to move forward. For us, it meant stronger partnerships and strengthened commitments, finding new ways to pull together, supporting our clients and the greater good. Here are just three examples of what we did, and why it matters.

Storytelling That Matters

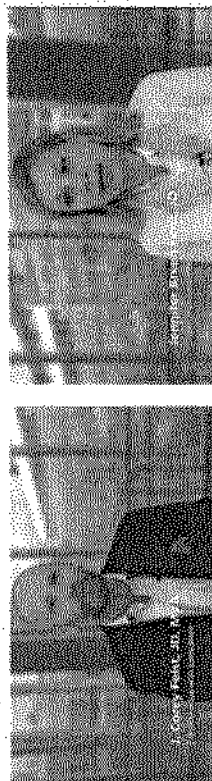
While we are all too aware that the coronavirus has challenged our healthcare system, our country and our world, the pressures physicians and health care workers faced even before the pandemic are complex and immense. They dedicate their careers to keeping people healthy, but too often do not receive the care they need to address their own well-being.

Physicians have a high rate of suicide with roughly **one doctor dying every day**, nearly double the rate of the general population. One study showed that depression affects an estimated 12 percent of male physicians and up to 19.5 percent of female physicians. Sixty-two percent of nurses and 42 percent of physicians have said that are feeling burned out while battling COVID-19.

Without question, this is a deeply troubling situation. Russell Herder was asked to assist the family of a brilliant physician who fell victim to this tragic trend. Dr. Lorna Breen was the medical director of the emergency department at upper Manhattan's New York-Presbyterian Allen Hospital. Struggling to grasp the breadth, depth and despair of her work in the early months of the coronavirus, she died by suicide at just 49 years of age. To her family and colleagues, and to us all, it was unfathomable. Producing a video to share her story across the country and **help prevent further such losses** was our deep honor.



View video at drlobnabreen.org



Dr. Lorna Breen was one of us.

If you need help, call the
National Suicide Prevention Hotline at:
800-273-8255
suicidepreventionlifeline.org

Education—and encouragement—for all.



In a year that saw the number of high school seniors completing FAFSA, the U.S. financial aid form, drop by 10 percent, it was clear the pandemic was impacting college plans for traditionally vulnerable students. And just one more reason the Minnesota Office of Higher Education needed to encourage students to complete their degrees, encourage lapsed students to return to college and help active students save money by graduating sooner. Supplementing OHE's limited budget with our own B Corp contribution, we created a simplified, user-friendly website for its vital MN Reconnect program, giving parents and college-level students quick access to a host of resources designed to advance their careers. By emphasizing clarity and ease of use, the website serves as an invaluable tool in the often confusing world of student financing.

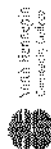


RECEIVE \$1,000 EACH SEMESTER AND UP TO \$1,800 TO RESOLVE FINANCIAL HOLDS THROUGH MN RECONNECT


YOU ONCE STARTED, MN RECONNECT CAN HELP YOU FINISH.

MN Reconnect is a program that we partnered with that's designed specifically for returning Minnesota adult learners, 25 and older, who completed 15 or more college credits without finishing, and are ready to complete a certificate, diploma or transfer degree within two years.

Whether you're just a few credits away or still in the beginning of your academic journey, MN Reconnect will help you achieve your academic goals and make sure you have the resources for a successful experience.



MN MINNESOTA
an education



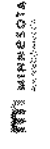
RECEIVE UP TO \$1,000 EACH SEMESTER AND UP TO \$1,800 TO RESOLVE FINANCIAL HOLDS THROUGH MN RECONNECT

WHAT IS YOUR MOTIVATION FOR GOING BACK TO COLLEGE?

YOU STARTED. NOW LET US HELP YOU FINISH.

As part of our commitment to education, we've designed a program specifically for returning Minnesota adult learners, 25 and older, who completed 15 or more college credits without finishing, and are ready to complete a certificate, diploma or transfer degree within two years.

Whether you're just a few credits away or still in the beginning of your academic journey, MN Reconnect will help you achieve your academic goals and make sure you have the resources for a successful experience.



MN MINNESOTA
an education

No one should have to ration a lifesaving drug.

For too many Minnesotans, the challenge of managing diabetes is compounded by the uncertainty of a steady, affordable insulin supply. Between rising prices and an economically uncertain landscape, even people who never thought they would need to worry about their insulin supply have struggled. It's a problem with life- and-death consequences. We partnered with the Minnesota Department of Health to spread the word about the MINSure Insulin Safety Net Program, a straightforward messaging campaign designed to protect potentially vulnerable individuals. Because the process required the testing of multiple messages with our target audience, we enhanced the budget with a B Corp time donation, arriving at clear, concise messaging. This was deployed across social platforms and points of contact in supermarkets and pharmacies.

UP TO 1 IN 4
OF THOSE DEPENDENT ON INSULIN HAVE RATIONED DUE TO RISING COSTS

Being short on cash shouldn't mean being short on insulin.

MINSure.org



AFFORDABLE INSULIN. NOW.

Being short on cash shouldn't mean being short on insulin.

330,000
MINNESOTANS ARE
DEPENDENT ON INSULIN

STRUGGLING TO AFFORD INSULIN

NO-DAY SUPPLY OF INSULIN

Minnesota Insulin Safety Net Program

Whether your need for affordable insulin is urgent or continuing, the Minnesota Insulin Safety Net Program can help.

STOP RATIONING INSULIN

MINNESOTA'S INSULIN SAFETY NET PROGRAM

LET THE MINNESOTA INSULIN SAFETY NET PROGRAM HELP

Urgent Need: A one-time, 30-day supply
Continuing Need: Up to 9 years' worth of insulin

- 1** TO APPLY, GO TO MINSURE.ORG
- 2** TAKE IT TO YOUR PHARMACY
- 3** GET YOUR INSULIN

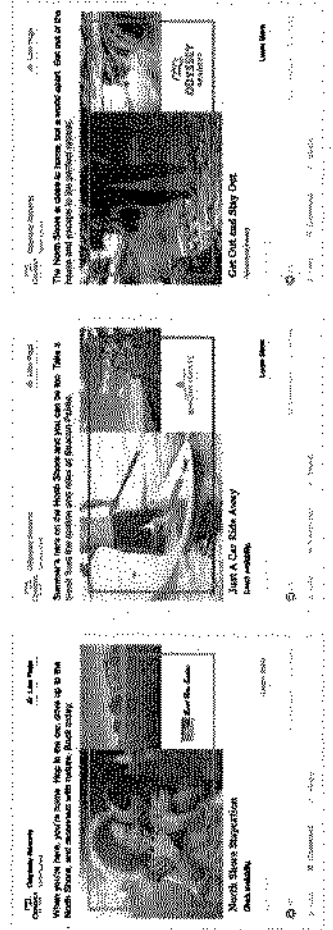
SEE: MINSURE.ORG

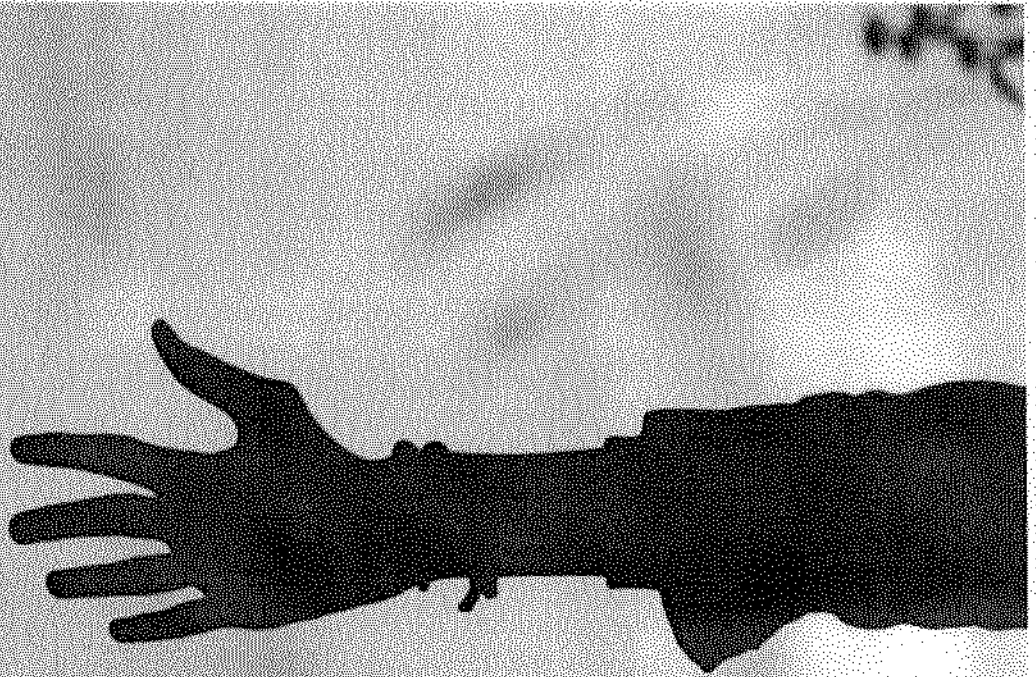
When partnership matters most.

As Minnesota's premier collection of North Shore properties, Odyssey Resorts is a partnership that celebrates our Minnesota heritage. We had already created comprehensive, distinct branding for six resorts, with full social advertising, video, website and email support when a pandemic shutdown threw even the best plans out the window. Overnight, the entire travel and tourism industry was focused on survival, and getting through the pandemic meant working smarter. It also meant putting skin in the game, so we supplemented essential budget cuts with an investment of B Corp hours to develop and deploy a new strategy to ensure economic sustainability, one that strengthened loyalty and assured past and future guests of a better tomorrow. While others fell back, Odyssey moved forward, increasing bookings, saving jobs and dramatically enhancing its brand impact.

ODYSSEY RESORTS

YOUR PERFECT GETAWAY BEGINS









B The Change

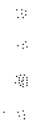
**Want to learn more about
Russell Herder? Just ask!**

Carol Russell carol@russellherder.com
Brian Herder brian@russellherder.com

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Steve Simon

Steve Simon
Secretary of State