



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) Professional Data Analysts, 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 attached

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.

[Signature]
 Signature of Public Benefit Corporation's Chief Executive Officer

3/16/2022
 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:

operations@pdastats.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:

Kelly Laurel 612-254-6033
 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

Public Benefit Corporation Report

2021 Activities



Prepared for
Minnesota Secretary of State

Prepared by
Professional Data Analysts



Professional
Data Analysts

WHO WE ARE

OUR MISSION

To create positive social impact by providing tailored data-centric solutions that move public health initiatives forward.

OUR VALUES

BE CURIOUS.

Encourage innovation, challenge assumptions, and create a culture of shared learning and continuous improvement.

DO GOOD.

Support our community, reduce our environmental impact, and provide opportunities for others to thrive.

EXCEL TOGETHER.

Work with each other and our clients to deliver insights and solutions that exceed expectations.

INSPIRE DATA EXCITEMENT.

Use data to create meaning and serve as a catalyst for action.

MAKE AN IMPACT.

Strengthen communities with equitable and effective data-centric solutions.

OUR TEAM

We're a team of passionate, driven, and creative individuals from a variety of backgrounds united by a common desire to improve communities with sound and effective data-centric solutions. We have expertise in public health initiatives including tobacco cessation, cancer control, chronic disease prevention, and youth development programs.

OUR CULTURE

We strive for impact, putting our knowledge and resources where we can make the most difference to our clients and in our communities. Curiosity and thirst for knowledge drive our culture of continuous improvement and inspire us to go above and beyond for our clients.



OUR WORK

We transform data into actionable insights, in partnership and through shared learning with our clients. We support health, wellness, and community initiatives through independent program evaluation, research, statistical consulting, and custom web development. We use data to create meaning and serve as a catalyst for action.

OUR COMMITMENT



As a Public Benefit Corporation in Minnesota and a Certified B Corporation, we are committed to considering the needs of all stakeholders. Our commitment to clients is objective, high quality data and innovative, cost-effective solutions. We provide a balanced work environment for staff that encourages professional growth, continual learning, teamwork, and healthy living. We support our local community through service and financial backing while reducing our environmental impact through carbon neutrality, near sourcing, and extensive recycling efforts. We are proud to be part of a global community using business as a force for good.

TESTIMONIALS

“ Florida’s successful tobacco cessation program was built on data and PDA’s evaluation recommendations. Florida found by including PDA during the planning process of evidence-based interventions, measurement became an important component of any new initiative. The collaboration between PDA and Florida resulted in Florida’s robust array of cessation services provided by Tobacco Free Florida.
—Jane Parker, Tobacco Free Florida’s retired Tobacco Cessation Manager

“ I have worked with PDA for nearly four years and have been consistently impressed with their customer relations and the level of professionalism within their organization. Our contract, though small in scale to others, is well-managed and always treated as a high priority among project staff. The work that PDA does for our project has been an essential component for improving the quality and delivery of services, and we value the time that the staff at PDA have spent to go above and beyond to ensure that they are meeting our needs.
—Brianna Longeway, MPH, Community Tobacco Treatment Coordinator | Minnesota Department of Health

“ The team of evaluators at PDA has in-depth expertise in both quantitative and qualitative methods and provides added value at every step of the evaluation process. They are particularly skillful at anticipating clients’ needs and proactively raising issues. We have found this level of forward-thinking to be crucial in implementing quality evaluations with high levels of respondent participation.
—Barbara A. Schillo, Ph.D., Vice President, ClearWay



March 16, 2022

Millie Cardinal
Business Analyst
Office of Minnesota Secretary of State, Steve Simon
60 Empire Drive, Suite 100
St. Paul, MN 55103

Dear Ms. Cardinal,

Professional Data Analysts, GBC (PDA) is dedicated to helping health initiatives succeed by offering our clients sound, effective data-centric solutions. As a Certified B Corporation, we are also committed to positively impacting our staff, vendors, community, and the environment.

PDA became a General Benefit Corporation in April 2019 as a way to pursue our mission of creating positive social impact. Not long after, PDA became a Certified B Corporation™. Our board of directors chose to use the B Corp certification because the assessment examines the overall positive impact of a company, including all stakeholders. This aligns well with the mission and values of PDA. Additionally, the certification offers third-party validation, public transparency, and legal accountability. We determined that B Lab™, the nonprofit that administers the B Corp Certification, is independent.

In 2021, we continued using the B Corporation assessment as a benchmark for our success in creating a public benefit. This standard was applied in a manner consistent with the application in our previous report.

We are pleased to present this report detailing the benefits created and challenges face in 2021. Please feel free to contact me with questions.

A handwritten signature in black ink, appearing to read 'Harlan Luxenberg'.

Harlan Luxenberg
President & CEO
612-623-9110

Introduction

2021 presented new opportunities and challenges for PDA. We continued to grow in projects and staff, moved to a hybrid model of working, and dealt with the ongoing pandemic. As in previous years, we leaned on our mission and values to help guide us through the uncertain times. Throughout the year, we adapted, grew, learned new ways to work together, and found new ways to support our staff and community.

PDA worked to create positive social impact for our staff, clients, community, and the environment throughout 2021. While we are a small company, the effect of our efforts is far reaching.

Staff

PDA strives to foster an inclusive environment where every individual has the resources and opportunities they need to grow, thrive, and succeed. In 2021, we continued the equity work we started in 2020 by sharing the results of our externally conducted equity audit, making many changes as a result of the audit, including increasing transparency and broadening the language in some of our policies, and offering DEI trainings to all staff. Additionally, we formed an internal



task force who is working to create an equitable practices document for PDA. We remain committed to social justice.

PDA offers exceptional benefits, a casual and flexible work environment, and professional development opportunities for staff. We also pay all employees at least the living wage for a family. We hired ten new staff members during 2021, including our first permanently remote staff, and worked hard to support their success at PDA.

Additionally, we met the challenges of 2021 in a few major ways.

Hybrid Work

As COVID-19 cases decreased in the summer of 2021, we welcomed staff into our newly finished office space on an optional basis. Most staff were eager to see each other in-person again but wanted to continue working from home part of the time, so we supported hybrid work by providing dual sets of computer peripherals and office supplies and offering continued flexibility on where staff worked. We made it easy to work anywhere in the office, including the multiple formal and informal meeting spaces, and simple to switch back and forth from home to office. When COVID numbers began to rise again in the fall, we allowed staff to work completely remotely once again.

Connection

With staff eager to connect in-person again over the summer, we offered outdoor lunches, happy hours, and social opportunities. We invested in outdoor seating at our office so staff could hold meetings and check-ins outside. We were also thrilled to welcome dogs back into our office. Recognizing that this continued to be a very stressful time, we continued offering support to all staff in the form of frequent check-ins and touch points.



Paid Leave

The challenges brought on by COVID-19, including school and daycare closures, continued in 2021. While the paid leave provision of the Families First Coronavirus Relief Act (FFCRA) expired at the end of 2020, PDA continued to offer it to our staff throughout 2021. We followed the guidelines of FFCRA but funded it ourselves, rather than getting reimbursement from the government program.

Staff appreciated being able to rest while sick and/or care for their loved ones without using up their own paid time off.

Our staff have thrived despite the challenges related to COVID-19. We lived our value of Excelling Together by supporting, helping, and caring for one another.

Challenges: With so much growth in projects and staff over the past few years, we are still in the process of developing better systems and infrastructure to support our new size. Additionally, stress remained high for all as COVID-19 persisted throughout the year.

Clients

PDA pursues public benefit in Minnesota and across the country by providing program evaluation, statistical consulting, and software development to clients whose programs seek to improve the health and wellbeing of individuals and communities. We work with government agencies, universities, medical institutions, and non-profits to assess and improve their programs. We're committed to delivering objective, high-quality data and innovative, cost-

effective solutions to clients. Our work is focused on tobacco cessation, chronic disease prevention, behavioral health, and other public health topics.

We proudly served **20** clients across **11** states in 2021.

- ✓ We take care to ensure we only work with clients and on projects that aim to produce or increase public benefit. We will never work with clients who sell tobacco products, participate in gambling, or cause unnecessary harm to the environment.
- ✓ Our evaluations support underserved populations by helping our clients better reach and serve ethnic minorities, low socio-economic status, uninsured, low educated and other groups with their public health programs. We prioritize discussing these populations and the impact of reaching them on client health equity initiatives.
- ✓ Our staff partner with clients to publish peer-reviewed articles on public health topics.
- ✓ In 2021, we added new projects related to infant feeding, COVID-19, active transportation, stroke prevention.

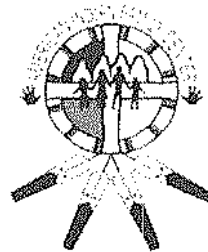
Challenge: We were busy this year! Despite adding staff, it was difficult to keep up with the project workload and, as a result, there were fewer opportunities to co-author articles or present our work to a broader audience with our clients.

Community

PDA is an avid supporter of our local community. Each year we strive for impact in the community through volunteerism, company financial donations, staff donation matching, and pro bono work. We support organizations that help our most vulnerable neighbors and advocate for social justice.

In 2021 we supported our community in a few primary ways:

- ✓ Launched a new community giving program in second quarter that allowed staff to nominate and vote for organizations to support. PDA doubled staff donations to the selected organizations, up to \$2,000 for the quarter. This program was very successful and resulted in over \$9,000 of donations to three worthy organizations: American Indian Family Center, Face to Face, and Reclaim.



RECLAIM

- ✓ Started a partnership with MIGIZI by making a financial donation towards their Cultural Camps, which are unique experiences that teach American Indian kids about citizenship of their tribal nations and the U.S. In the future, we plan to do volunteer events with MIGIZI.
- ✓ Made a large donation to the New Impact Fund, a community of philanthropic leaders who want to invest in and with Black, Indigenous, Latino, Asian, and Immigrant business owners in underinvested Twin Cities neighborhoods. This donation supported multiple local, people of color owned businesses. Additionally, PDA's President serves as an informal advisor to one of the organizations.
- ✓ Bought local. When ordering lunches for staff, hosting happy hours, or giving gifts to staff, we patronize local, people of color owned businesses. For example, as part of our year end event, we offered staff gift cards to several people of color or immigrant owned restaurants and shops near our office in NE Minneapolis.

Challenge: The continued threat of COVID-19 kept us from engaging in volunteer events which would have allowed more connection to the community.

Environment

As a Certified B Corporation, we include the environment as one of our stakeholders and make every effort to minimize our impact. In 2021, we continued many of the practices we followed in previous years.

- ✓ Buying only 100% post-consumer recycled paper products
- ✓ Paper, glass, cans, plastic, and e-waste recycling
- ✓ Using non-disposable dishware
- ✓ Composting of food scraps, paper towels, and other items
- ✓ Supporting restaurants and catering companies that utilize local and sustainable farmers
- ✓ Using non-toxic and sustainable cleaning supplies and hand soap
- ✓ Offering bus pass reimbursement to staff
- ✓ Onsite showers and indoor bike parking to support biking to work



Additionally, we made every effort to furnish our office in a sustainable way, including purchasing recycled flooring, chair upholstery, trash canisters, toilet paper dispensers, and wall

sconces. We also began the process of adding solar power to our office building and expect to be fully solar powered by mid-2022.

Challenge: The installation and set up of our solar panels was delayed, so we didn't begin using solar power in 2021 as we hoped.

Conclusion

PDA strives to maximize positive social impact in our community and the communities we work in while minimizing our impact on the environment. We do this through our project work, choice of vendors, treatment of staff, and intentional sustainability efforts. Additionally, we focus on equity and social justice by creating a diverse and inclusive workplace, building equity into our project work, and supporting businesses owned by people of color. We're proud of our accomplishments in 2021 and look forward to increasing our impact in 2022.



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Steve Simon

Steve Simon
Secretary of State