



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. File Number 1304096400031
2. Corporate Name: (Required) Evergreen Collective 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)

See Attached

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.

Taylor J Hall
 Signature of Public Benefit Corporation's Chief Executive Officer
3/24/2023
 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:

eco.evergreenco@gmail.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:

Taylor Hall 763-234-9992
 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

First Annual Benefit Report

Evergreen Collective

A Minnesota General Benefit Corporation

March 30, 2023

History

Evergreen Collective was incorporated in March 2022 and opened its doors in September 2022 at 1104 Grand Avenue, St. Paul, MN 55103. Our store hours are Wednesday-Saturday: 10am-6pm, and Sunday: 10am-4pm.

Mission

Evergreen Collective is an in-person and eCommerce retail store that serves Minnesota's general benefit and the greater world. We focus on both sustainability standards and labor standards in the retail business.

Third-Party Standard

Green Business Bureau: Evergreen Collective's Board chose the Green Business Bureau as an independent third-party standard to determine that we have pursued benefits for the general public. We chose this as our standard because The Green Business Bureau allows us, as a small business, flexibility in how we achieve our goals and provides us with a framework on how to become more sustainable & accountable to the general public. In 2022 we achieved their *Gold Membership status*.

Values of Evergreen Collective

1. **Fair Labor:** Something we find is not talked about frequently in the sustainability movement is Fair Labor. That's why it's at the top of our list! Every brand carried at Evergreen Collective has been vetted for its ethical manufacturing practices.
2. **Low Waste:** Low waste; notice it's not zero waste. We are "progress over perfectionists" at Evergreen Collective. Always working to do what we can without feeling negative about ourselves, we encourage our customers to do the same. You'll find zero waste + low waste products at Evergreen Collective, but they all encourage us to live a more sustainable lifestyle in an approachable way.
3. **Transparency:** We strive to be as transparent as possible, so you know why we choose to carry each brand at Evergreen Collective. The website has a page dedicated to showcasing each brand's values to inform customers why they are stocked at Evergreen.

Management

Taylor Hall is the owner and CEO of Evergreen Collective. Since she was in high school, Taylor was always interested in how products are made and who makes the items we use in our everyday lives. After learning about human rights violations along the supply chain of common everyday items, she sought alternatives made by people who were fairly compensated and in amazing working conditions. This was not easy information to come across.

She noticed there was no one-stop shop where you could find all of our everyday household needs that meet these standards, at least not in person in her community then. So she got to work. While in college, and since then, Taylor has worked for various local businesses specializing in ethical consumption, including Spoils of Wear, Global Mamas, and Fair Anita. After working in various positions of operations, sales & marketing, Taylor felt she had gained enough experience to open up the store of her dreams.

Key Advisors Included:

Toni Catalano: Toni was instrumental in setting up the shop. She designed Evergreen Collectives logo and was instrumental in branding the shop, including helping design the website and store layout and being a sounding board whenever able.

Jill Erikson: Owner, Spoils of Wear

Joy McBrien: CEO, Fair Anita

Highlights of the Year

February 2022: Owner, *Taylor Hall*, **starts classes at Woman Venture** to build a business plan.

March 18, 2022: **Official Incorporation Day.**

August 8th, 2022: The day we **received keys** to our first brick-and-mortar location

September 8th, 2022: **Featured in Bring Me the News**, “Evergreen Collective, a shop for sustainable living, to open on St. Paul’s Grand Avenue.”

September 16th, 2022: The **official opening** of Grand Avenue Location!

October 2022: Partnered with **local ceramist Emma Konrad** to sell her functional pottery items.

October 2022: Featured in Minneapolis St. Paul **Home and Design Magazine**.

October 2022: **Launched a rewards program** to help reduce the cost of sustainable options for community members.

November 2022: Partnered with **local artist Sarah Norman** to carry Sarah Skapa candles and upcycled leather goods.

December 2022: Partnered with local artists **Beth Schneider and Toni Catalano** to sell their original artwork.

December 2022: **Exceed monthly sales goals** for the month of December!

Impact:

1. Fair Labor:

- a. Evergreen Collective partnered with a total of 51 local, national, and international brands that prove they follow fair labor standards along their supply chains.
- b. Evergreen Collective partnered with four local artists in-store.

2. Low Waste:

- a. Evergreen Collective started to carry low-waste cleaning solutions for customers. This included a refill station with donated jars from the community and cleaning products in recyclable/compostable containers.
- b. Evergreen Collective implemented a bag collection program, where we collect shopping bags from community members to give to customers who do not bring their own. This way, we do not give out new bags to customers.
- c. Evergreen Collective also donated cardboard boxes and packaging material collected from incoming inventory to local brand Fair Anita so they can reuse the materials when they send out shipments.
- d. Evergreen Collective used 100% reused materials in our eCommerce fulfillment.

3. Customer Testimonials

- a. An amazing store with a fantastic selection everything from home necessities to wonderful and unique sustainable gifts! The owner is the nicest person ever and is very committed to sourcing ethical home goods, and everything is very reasonably priced as well! I found no-waste shampoo and conditioner bars that smell AMAZING at half the price as I had purchased previously, which was very exciting! I also enjoyed all of the great gifts, this was perfect for my holiday shopping! - Alicia
- b. Sustainable cutlery-fairly priced. Beautiful accessories-I bought earrings to wear to the Lexington. Beautiful refillable containers and various bulk items to fill them with.Lovely scented candles, and fresh makeup that isn't Chuck full of chemicals. - Heather
- c. A very cute shop, and the owner was lovely to chat with! It can be difficult to sift through which companies are actually making sustainable efforts and which are "green-washing" online, but she was super helpful and could discuss the brands she stocked and why she liked their practices, which was SO helpful! - Kate
- d. What a wonderfully delightful shop! Warm and inviting space and I felt quite comfortable asking questions. Owner suggested to live sustainably, to start slowly. - Charlie

Strategic Directions for 2023:

1. *Events:* Plan more events to increase awareness and help educate customers on how to live more sustainably.
2. *Social Media:* Start implementing an improved plan on social media to grow awareness & educate customers on how easy it can be to switch to sustainable options, but at the same time, make space for imperfection.
3. *Open seven days a week:* We want to be more accessible to customers to make it even easier to live sustainably. To do this, we need to increase our hours.
4. *Hire 1st staff member:* Close to the holiday season; this will make it possible to be open seven days a week.
5. *Increase second-hand items in store.* The most sustainable options are the items that already exist. We want to curate useful second-hand objects in store to help make it more accessible to buy second-hand.

Certification of Board of Directors:

The undersigned, the board of directors of Evergreen Collective, hereby acknowledge and certify that we have reviewed and approved the enclosed 1st Annual Report.

A handwritten signature in cursive script that reads "Taylor Hall". The signature is written in black ink and is positioned below the text of the certification.

Taylor Hall

3/30/2023



Work Item 1383668700035
Original File Number 1304096400031

STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
03/31/2023 11:59 PM

Steve Simon

Steve Simon
Secretary of State