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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) My Sister, SBC

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.

Mandy

Signature of Public Benefit Corporation's Chief Executive Officer

3-30-2017

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:

NAF @ MYSISTER.ORG

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:

Nicole Fende

Contact Name

281-705-1529

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

Second Annual Benefit Report
of
MY SISTER, SBC
a Minnesota Specific Benefit Corporation

March 30, 2017

History of MY SISTER, SBC

- Incorporation date;
 - January 1, 2015
- Founders;
 - Wayne Zink and Mandy Multerer
- How the concept came about;
 - Co-founder and chairperson, Wayne Zink, was the former president of a socially responsible chocolate company, Endangered Species Chocolate, which raises millions to protect endangered species around the world, plus provide fair trade employment in those communities for local farmers. His determination to help children become strong, thriving adults, drove him to use a similar business model for fighting sex trafficking and providing a better future for children and women trapped in that life.
 - Sex trafficking has been a serious issue for too many years. And one that doesn't get enough attention. It impacts over 4 million children and women a year. Trafficking will keep growing exponentially if we don't start taking action against it, prompting our socially responsible business structure. By offering an everyday product and leveraging business opportunities and relationships, we can offer a sustainable source of funding and support to non-profits and groups fighting trafficking all over the world. We connect to local communities to educate citizens on what is happening in their area. Informing those around us on the issue and introducing them to the non-profits providing after-care, are important first steps in the fight against trafficking.

Key Management

- Wayne Zink - Chairperson - Former president of Endangered Species Chocolate, a socially responsible chocolate company, and philanthropist in the arts and theater community. Very involved in Project Success, a local non-profit focusing on helping children in the community build self-esteem and a healthy and bright future.
- Mandy Multerer - CEO - Extensive background in design, marketing and photography and a strong desire to make the future for girls and women a better one. Connected with groups of girls and women to develop the MY SISTER brand, and currently runs and guides the day-to-day operations and creative direction and product development.
- Nicole Fende - CFO + COO - Experienced finance professional with a strong operations background. Over two decades of experience forwarding women's issues and working in conjunction with nonprofits to effect positive social change.
- Maria McGinty - Director of Marketing - Savvy marketing and branding professional with an eye for reaching the millennial demographic.

Highlights of the Year

- February 2016
 - Launched relationship with MartinPatrick3 men's retailer to carry entire men's line in Minneapolis store.
 - March 2016
 - Featured on HuffingtonPost.com.
 - April 2016
 - Hosted movie screening with MSP Film Society for the movie SOLD. Raised \$4,500 in 15 minutes for non-profit partner Maiti Nepal.
 - Launched two exclusive shirts with PRIMP boutiques.
 - Held a Buy One Shirt and We Give One Shirt To A Youth or Woman at our non-profit partner campaign.
 - July 2016
 - Opened first storefront in Minneapolis, MN and had over 150 people visit the store in two days.
 - Granted \$25,000 to WATCH (watchmn.org) through owner-funded foundation to support the sex trafficking project that includes specific recommendations for amending sex trafficking statutes, instituting a charging protocol for sex trafficking cases and re-thinking sentencing practices. WATCH works with legislators, prosecutors, law enforcement, and judges to make these recommendations come to fruition.
 - Held a Buy One Shirt and We Give One Shirt To A Youth or Woman at our non-profit partner campaign.
 - October 2016
 - Worked with JUUT SalonSpa to offer two survivors of trafficking a makeover and rejuvenation experience. JUUT SalonSpa also carries MY SISTER products in their salons nationwide.
 - November 2016
 - Held the #TeesForAiyana Campaign and raised enough funds to provide Aiyana at our non-profit partner, The Link (thelinkmn.org), with nearly 400 hours of work!
 - December 2016
 - Donated 632 new hats, pairs of socks, and gloves to youth and women in need.
 - December 31, 2016
 - Since launching in May 2015, we have raised over \$85,500 for our non-profit partners!
 - Testimonial from a non-profit partner.
 - From non-profit partner The Link:
"Thank you for creating a brand that promotes and empowers victims of trafficking. As a non-profit partner we have been able to offer additional
-

support to youth who have been sexually exploited because of the support of MY SISTER. From financial support to increase employment opportunities for survivors (#teesforaylanna) to multiple in-kind donations of basic needs and clothing, we have been able to work together to support youth who have been exploited in our community. MY SISTER truly lives their mission and we are grateful to be a partner with a company who not only strives for awareness and prevention to minimize commercial sexual exploitation but one that reinvests into the local community. Thank you for the work you do!"

MY SISTER pursued the specific benefit purpose stated in its articles of incorporation in the following ways:

To help victims of sex trafficking and those threatened by sex trafficking, and to promote freedom and empowerment to the women of the world through the following:

Annually distributing donations totaling a minimum of six percent of MY SISTER's gross sales from the previous fiscal year among non-profit organizations that MY SISTER determines are dedicated to helping the victims of sex trafficking; and

While we've continued to support Maiti Nepal (maitinepal.org) in 2016, our focus has shifted to the U.S. with an emphasis on Minnesota. The non-profits we've chosen must provide and support a well-rounded and holistic program for victims and survivors of sexual exploitation. They must support and provide prevention, awareness, education, street outreach, policymaking, housing, legal services, therapy, career services and more. We have continued to work with MN Girls Are Not For Sale (wfmn.org) and one of their key grant recipients, The Link (thelinkmn.org). We also have relationships with Breaking Free and Cornerstone and have provided in-kind donations on several occasions.

- Since launching in May 2015, we have raised over \$85,500 for our non-profit partners!
- Educating the public about sex trafficking and exploitation of women and girls in order to reduce the demand for victims of trafficking
- Proactive involvement in the community to raise awareness with youth, women and men.
- Get conversations started and educate the general public on statistics of trafficking in Minnesota, the US and abroad.
- Promoting MY SISTER's core value of love in all business activities and practices, between employees, to all customers, and to the rest of the world
- Grant grace with our team and event staff. Also work to inspire and coach them on educating the public and being advocates.
- Ensure that customers are always happy with our product and work as best we can to create a return customer. Every happy customer is an advocate for the cause.
- Engaging in business activities and practices that will promote freedom and empowerment to the women of the world.
- Offer above minimum wage pay to all employees and contractors to promote sustainable living outside of MY SISTER.

- Ensuring all our products are sweatshop-free.

The following is a description of how we believe we succeeded in achieving the goals of our specific benefit purpose.

- Accounting for all given and fueled donations, the total has exceeded the 6% and has been equivalent to nearly 50% of gross sales.
- Online, we have had the following reach:
 - 61,341 unique website visitors
 - 27,739 Facebook followers
 - 5,662 Instagram followers
- In 2016, our non-profit partner MN Girls Are Not For Sale granted \$237,500 to fight sex trafficking in Minnesota.
- Donated 632 new hats, pairs of socks, and gloves to youth and women in need.
- We've achieved a great level of PR for the fight against sex trafficking and socially responsible businesses. Articles and featured include:
 - WCCO
 - KARE 11
 - Minnesota Monthly
 - City Pages
 - Southwest Journal
 - A number of bloggers and influencers

Strategic Direction for 2017

In 2017, we will be focusing on an action-inspiring movement, employment for survivors and product development improvements.

Action-inspired Movement

- Create education packs for schools, groups, parents and communities.
- Lead an action-plan and pledge for the general public, offering everyday ways that *each person can combat human trafficking*.
- Utilize the pledge as a donation tool to financially support non-profits combatting sex trafficking.

Employment

- Create survivor-developed and lead internship and employment programs.
- Developing ways to offer products where survivors are employed in our supply chain, at a manufacturing level and fulfillment level.

Product Development

- Expand product offering beyond screen printed t-shirts.
- Design exclusive silhouettes and create more transparency in our supply chain.

We will also be refining our branding and messaging to focus on consumers taking more action and how our company makes an impact with every purchase.

CERTIFICATION BY THE SHAREHOLDERS (ACTING IN LIEU OF BOARD OF DIRECTORS)

The undersigned, being all the shareholders of MY SISTER, SBC, hereby acknowledge and certify that we have reviewed and approved the enclosed Second Annual Report.

Wayne Zink

Wayne Zink

Mandy Multerer

Mandy Multerer

SUBMISSION:

I, the undersigned, certify that I am the CEO of this specific 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.



Mandy Multerer