



Annual Benefit Report  
of  
Events by Lady K GBC  
A Minnesota General Public Benefit Corporation

March 21, 2018

Events by Lady K GBC was incorporated on January 7, 2016 as a General Benefit Corporation under Minnesota's Public Benefit Corporation Act (the "Act"). Pursuant to Section 304A.101 of the Act, general public benefit purpose as stated in its Articles of Incorporation is: to pursue a net material positive impact from the business and operations of a general benefit corporation on society, the environment, and the well-being of present and future generations.

The Events by Lady K GBC Board of Directors selected the following independent third-party standard:

Davis Law Office, PLLC B Corp Annual Assessment – Performance for Good.:  
<http://davismeanbusiness.com/content/uploads/2017/03/B-Corp-Annual-Assessment.pdf>

In accordance with this third-party standard, Events by Lady K GBC has done the following to pursue a general public benefit:

- Provided event-planning services to several non-profit organizations at below market rates throughout the year.
- Bringing people together to further good work, and have a great time!
- Our 2017 in numbers:
  - 87 events
  - 8,410 people engaged
  - \$304,800 raised for clients
  - \$80,025 in sponsorships (in-kind & cash) to community organizations

In accordance with this third-party standard, Events by Lady K GBC has created the following general public benefit:

- Events by Lady K uses a framework of Universal Design, centering the most marginalized identities of our planning processes, and building from there for an inclusive experience, celebrating differences instead of making them feel like exceptions.

The following circumstances hindered Events by Lady K GBC's efforts to pursue or create a general public benefit:

- Events by Lady K GBC is still in the early years of its existence. The traditional hindrances that face any startup (unpredictable cash flow, building a permanent employee base, finding a location from which to grow all aspects of the business) have faced Events by Lady K GBC in 2016.

Our board of directors reviewed several third-party standards and chose to use the enumerated third-party standard used because it was the most applicable to our specific business (more so than any other third-party standards reviewed).

## CERTIFICATION BY THE BOARD OF DIRECTORS

The undersigned, being the sole director of Events by Lady K GBC, hereby acknowledges and certifies:

- (1) I have chosen the third-party standard designated in this Annual Report;
- (2) I have determined that the organization that promulgated this third-party standard is independent; and
- (3) I have reviewed and approved the enclosed Annual Benefit Report.



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Ryan Kroening

### SUBMISSION:

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 provided all required information 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.



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Ryan Kroening  
President



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STATE OF MINNESOTA  
OFFICE OF THE SECRETARY OF STATE  
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*Steve Simon*

Steve Simon  
Secretary of State