

974505400035



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) Hanadi 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.

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

March 23, 2020
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:

info@HanadiSpeaksOut.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:

Hanadi Chehabelaine 612 353 7405
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

Annual Benefit Report, 2019



HANADI
CHEHABEDDINE

Report Date: March 23, 2020

Corporate Name: Hanadi sbc

Address: 6236 Chatham Way, Eden Prairie, MN 55346

Hanadi sbc was incorporated on November 18, 2017 as a specific benefit corporation that pursues the following purpose: to educate people about Islam in order to establish a better understanding of the Muslim community in America and help eliminate the well-endorsed hate through public speaking, consulting and media intervention for an accurate portrayal of Muslims in the mainstream media. Here's a progress report on the covered period:

1) From the end of 2018 till the end of 2019 we have been able to:

(i) Create awareness about the need to have conversations about Muslims in the workplace and acquire more clients who are seeking to learn about this minority. Among the most important tasks was to build partnerships with companies that have a list of clients that they serve. Hanadi sbc has helped such consulting companies build curriculums on the Muslim experience that will eventually be promoted to their list of clients. Among such companies are: Language and Culture Worldwide, a global company, The BrandLab, which mainly operates in Minnesota and one last school equity organization that is in the works. In addition to maintaining relationship with previous clients, a new client list was added to the old one. Among those clients are: Working Mother Media, The National Credit Union Administration, American Association of University Women, Hennepin County, Workplace Forum, SHRM Rochester and Fusion Hill. The nature of the engagement was mostly a keynote or training but also included panels, trainings and consulting. The size of the audience for each event varied between 20 to 300 people as was the case of EmERGe Conference in New Jersey. The number of people who benefitted from such conversation amounts to 870 people in total.

(ii) Hanadi sbc continues its relentless efforts to dispel myths, create conversations and build bridges within our various communities. We have been able to make a remarkable impact by creating 52 episode of "Diversity Watch" with CBS Radio in Philadelphia broadcasting Muslims' prophetic ethics as a way to foster cultural competence and create understanding and inclusion. The host Susan Rocco offered this sponsored spot on her show "Women to Watch" to Hanadi Chehabeddine, as a way to amplify the voice of minority women. The episodes started

broadcasting in September of 2018 and ended in 2019. The estimated number of listeners tuning in to this show, according to the Radio Station, is a cumulative of 6000 people per week. In total, the estimated number of people who have listened to these messages is 312,000.

Another concerted effort was to establish a two-day-booth at the largest Diversity and Inclusion conferences in the country, The Forum on workplace inclusion, to spread the word about the topics that Hanadi covers. Promoting Hanadi as a speaker and trainer was accomplished by partnering with Tour De Force Speakers.

Another honorable community acknowledgement was being nominated the MN Mother of the year of 2019, by American Mother Inc. The organization awards American Mother pioneering social causes and making a remarkable impact. Accepting the award was an in-person invitation to Washington D.C. over a three-celebratory days that ended with gala dinner in the presence of local and regional political and social figures. Hanadi sbc is gaining more recognition outside the local boundaries and is moving towards national grounds.

(iii) The word is out and clients are reaching out to know more. As more clients knock our doors, the need for a solid marketing strategy has become urgent. The biggest challenge at this point is establishing a robust system by which clients requests are processed. Hiring digital marketers to trigger some of these requests in an automated and continuous way is a main objective moving forward.

2) I, Hanadi Chehabeddine, Chief Executive Officer of Hanadi sbc and the sole member of the board of directors, certify that I reviewed and approved this report.





Work Item 1150933700031
Original File Number 974505400035

STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
04/01/2020 11:59 PM

Steve Simon

Steve Simon
Secretary of State