



**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)

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)

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 of Public Benefit Corporation's Chief Executive Officer

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:

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:**

<input type="text" value="Laura Monn Ginsburg"/>	<input type="text" value="952-239-9150"/>
--	---

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



Apparatus GBC is a public affairs consultancy working at the nexus of natural, social, and built systems. We provide both client-oriented consulting services and engage in independent and sponsored projects and advocacy. We help clients from across industries and sectors promote social justice and advance the common good. We offer our services exclusively to organizations and projects that seek to improve our social, natural, and built environments.

Our services and methods are premised on enhancing meaningful and inclusive deliberation around issues that present opportunities and challenges for different segments of society. In conducting our work, we insist on maintaining the highest ethical standards for research integrity, community engagement, and professional and political activities.

Ways in which we pursued and created public benefit in 2020 include supporting a variety of organizations, issues, and campaigns that align with our mission. Some details of this work include:

- Managing an issue campaign that seeks justice and equity through the legalization of cannabis for adult use. Apparatus started Minnesotans for Responsible Marijuana Regulation in 2019 and continues to advocate on behalf of the cause at and around the MN Capitol. Apparatus maintains the [mnisready.org](http://mnisready.org) website, convenes stakeholders, works directly with legislators and other advocacy groups, and has been influential in the crafting of the policy introduced in the MN House. With individuals, the campaign has provided training, networking, and facilitation of legislator meetings to ensure those who have an interest in the issue – especially in viewing it as an equity issue – are empowered to tell their stories.
- Working with large municipal governments, such as the City of St. Cloud, to engage diverse groups of stakeholders around common areas of interest. For example, Apparatus worked with a Heritage Preservation Commission to update its community engagement and marketing plan with an eye toward being more inclusive, approachable, and welcoming to all residents and visitors.
- Representing a variety of clients at the Minnesota Capitol. As always, our direct government relations and lobbying work has aligned with our mission to promote social justice and equity and environmental sustainability. By design, Apparatus works with a small group of clients each year to ensure we provide comprehensive strategy, lobbying, communications, and media services. In 2020, we lobbied on behalf of education equity, craft business expansion, and environmental protection.
- Working with large public entities such as educational institutions and coalitions. By and large the project work Apparatus executed in 2020 in this area included developing and deploying effective, multimedia, multi-platform strategic communications plans.

While the list above is not exhaustive of the work Apparatus performs, it is illustrative of the ways in which we hold ourselves accountable to fulfilling our general benefit corporation status through the product of our client projects.



The Board of Directors of Apparatus adopted IRIS (<https://iris.thegiin.org/>) as our third-party standard and determined it to be independent. This is the same standard we used in our prior report and it was applied consistent to that report. We selected IRIS because its performance metrics are best suited to our work product, which lends itself better to qualitative assessment rather than quantitative measurements.

The Board selected the following IRIS Metrics to evaluate our performance:

- Sector to Influence: describes the sector(s) in which the organization focuses and seeks to influence.
  - Local Government/Public Sector
  - Technology
  - Energy
  - Education
- Social and Environmental Performance Reporting: indicates whether the organization reports its social and environmental performance to relevant stakeholders.
  - Apparatus provides transparent reporting of our work's social goals and impacts to partners, relevant stakeholders, and the public.
- Community Engagement Strategy: Indicates whether the organization implements a strategy to manage its interactions with local communities affected by its operations.
  - Community engagement is one of the three pillars of our organizational approach.
- Full-time Employees Female: Number of paid full-time female employees at the organization as of the end of the reporting period.
  - Our business is women-owned and predominantly female-staffed.
- Client Type: Describes the types of entities that are buyers or recipients of the organization's products/services.
  - Non-profit organizations
  - Advocacy groups and coalitions
  - Municipal governments
- Target Beneficiary Demographic: Describes the demographic groups of beneficiaries targeted by the organization.
  - Underserved or underrecognized communities

Respectfully Submitted by  
Laura Monn Ginsburg  
Owner & Principal

Reviewed and approved by Apparatus Board on 2/23/2021



**Work Item 1221452700030**  
**Original File Number 935055100056**

STATE OF MINNESOTA  
OFFICE OF THE SECRETARY OF STATE  
FILED  
**03/04/2021 11:59 PM**

*Steve Simon*

Steve Simon  
Secretary of State