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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) SHIL KICKIN 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

03/08/2021
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:

lindsay@shilkickin.co

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:

LINDSAY WENNER 612-669-6937
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 REPORT 2020

STILL KICKIN SBC

A LETTER FROM NORA

2020 was our first year of Still Kickin SBC, a year where our plan was always to invest in growth. The exact month the SBC began operations... came COVID-19, shutdowns, stay-at-home orders and uncertainty as far as the eye could see. Then it was George Floyd's murder in our hometown of Minneapolis, a civil rights uprising and a whole lot of work on our own accountability.

Still Kickin's purpose is to help people through the hard things, and 2020 was an opportunity to live into that purpose. And while we could have scaled back and slowed down and conserved our energy and money for a "safer" time, we pushed forward on the plans we had for the year that helped us live into our core values. Because I know there is a cost to doing things right, and I believe that if we can't bear that cost, we shouldn't be a business.

So what did that look like? It looked like asking a lot of hard questions and being honest about the answers.

- **How can we be a good place to work and ensure our core values are not just lived in the work we do but also within our work organization?**
- **How do we live up to our equity value?**
- **How can we truly support our community, and are we the people to do it?**



CONTINUED...

In short, we survived 2020! By the skin of our teeth, maybe, but still with a lot to feel good about. Even in a year where there was *no* profit, we donated almost \$28,000 in cash to the Still Kickin non-profit organization, which is our specific purpose, as well as supporting them with hundreds of donated hours by our SBC staff.

We aren't done, of course. And this year's goal is, again, to make it. The budget we just combed through, puts us at break even.

Still Kickin has grown and evolved a lot this year. And we could not have done it without the community of people who have shown up for us and for one another, and we are so proud to still be here. Here's to more years and growing in the right ways.

Xo,

Nona McInerney



CORE VALUES

We have been trying our best to live out our core values this year. A year when tossing those aside to push forward into capitalism to survive would have been the easier route. Our values are in all of the work we do and in every task our team is accountable for. We encourage reminders of our core values every day by every employee — because we are all accountable to try and do better.

IMPROVEMENT OVER PERFECTION

Perfect? Never. What's the point? Things change. We're human. We do our best and try to get better.

EMPATHY OVER PITY

Pity is free and easy to find. It also feels gross. Nobody wants your pity, so stop throwing it at them like sad confetti! Empathy requires sitting with someone's pain and letting yourself feel with them. Empathy is hard work, but we're up for it.

ACTION OVER INTENTION

We have feelings as much as anyone else (a lot), but what we DO matters. Is it always going to be perfect? Heck no! Improvement over perfection, remember!

EMPOWERMENT OVER INSPIRATION

We're here to help a human out. But an important part of that is helping humans help themselves. We trust and support the autonomy of our heroes, our customers and our team.

EQUITY OVER EQUALITY

Life is hard for everyone. But systemic realities mean that life is harder for some people than it is for others. Equality doesn't cut it when systemic realities make life harder for some people than it is for others. Equity means that we see and honor those differences, and act accordingly.

2020 ACCOMPLISHMENTS

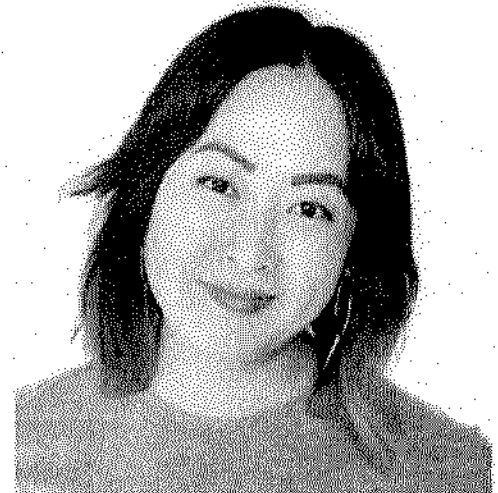
At Still Kickin, our primary reason for existing is to cultivate resilience and economic relief for people experiencing difficult things using retail sales, live events and digital experiences.

2020 pushed us like we never expected as our first year as an SBC. We received no federal or state funding for COVID, since we had not been in business long enough. And we did not take the easy route to make it — we took the route that lived up to our values.

We learned many valuable business lessons, and we pushed ourselves to do more. To care for our employees. To be there in this unprecedented time for our community. To build a more inclusive and equitable space. We did all of this work with an approach of, "How can we help?" We are proud of what we accomplished during a year that was so challenging.

STAFF AND EMPLOYEES

- Our team is actively participating in ongoing Diversity and Inclusion evaluations and training led by Black individuals.
- All of our employees start at \$15/hour.
- Eligible employees get access to health benefits, including life insurance.
- ALL employees, no matter how many hours they work, are eligible for a matching 401K.
- We hired mental health professionals to be in this work with us.

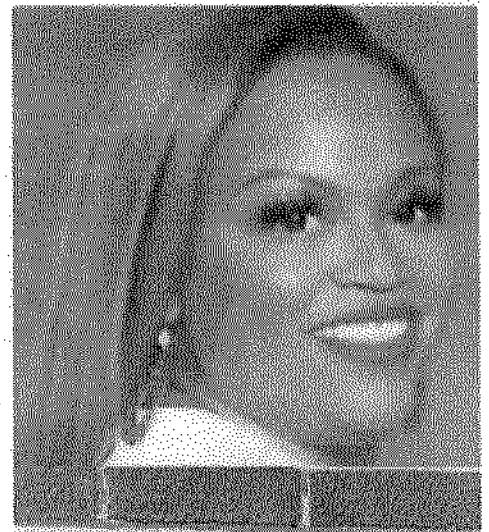


PRODUCTS AND PROGRAMS

- We spent time this year sourcing more inclusive products and more diverse vendors, like Black-owned manufacturer Shon Simon Co.
- We have been developing more content with BIPOC individuals to help further establish them as the outstanding content creators they are and help them build the wealth they deserve.
- We were able to give out 112 scholarships to our programming and digital events.
- We were able to provide free spots to 757 folks in the Hot Young Widows Club community, many whom had lost their partner during the pandemic.
- We've sold our merchandise products in all 50 states and 21 countries.
- We started a new podcast to share our approach of practical application — not just inspiration — on how to get through the hard things.
- We adjusted our approach as a company from talking about macro and systemic issues passively and instead we have put those issues front and center in the work we do.
- We curated additional resources on our website, which allow individuals to seek out and share the resources that best suit them.
- We began an online community since we couldn't meet in person or travel. We now have members from all over the U.S. and several other countries.

SUPPORT TO THE STILL KICKIN NON-PROFIT

- We helped the non-profit in their fundraising efforts to bring direct economic relief to Black individuals and families living in North Minneapolis as well as all of their efforts throughout the year.
- We were able to donate almost \$28K to the Still Kickin non-profit.
- Our staff donated 250 hours time to support the non-profit organization's marketing and fundraising efforts



LOOKING FORWARD TO 2021

2021 is going to be a time for us to continue to live into our core values. It is also another year we expect to be an investment in our bigger longer-term goals as a company. Some highlights of our plan:

SHARING

We will be sharing our journey deep into the work of diversity, equity and inclusion with other small businesses.

CREATING

We will be developing more e-courses and offering more workshops to support more people through the continued challenges that life brings.

EXPANDING

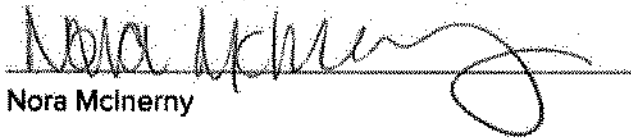
We will be working with corporations to get the content created by our team to as many of their employees who could use the support as we can.

SUPPORTING

We will be hiring, creating more space and lifting up Black, Indigenous and people of color within the work we are doing.

CERTIFICATION

I, the undersigned, certify that I am the chief executive officer 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 the document under oath.


Nora McInerney

3/11/2021
Date



Work Item 1225022900031
Original File Number 1138167700030

STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
03/18/2021 11:59 PM

Steve Simon

Steve Simon
Secretary of State