



# 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) Dedicated Financial GBC
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)

Additional sheets are attached hereto and incorporated herein by reference.

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.

Digitally signed by  
Shawn Smith

Signature of Public Benefit Corporation's Chief Executive Officer

2/11/2022 | 12:36 PM PST

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:  
jnelson@dedicatederi.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:

Jonathon Nelson

(651) 829-2694

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

**Minnesota Public Benefit Corporation / Annual Benefit Report -- Additional Sheets**

Pursuant to Minn. Stat. § 304A.301 subd. 3, the annual benefit report of Dedicated Financial GBC includes the following.

The undersigned certifies that the Board of Directors of Dedicated Financial GBC has chosen the third-party standard of B Lab's B Impact Assessment. Minn. Stat. § 304A.301 subd. 3 (1)(i) and (2)(i). Said standard is:

- I. Comprehensive in that it assesses the effect of the business and its operations upon:
  - a. The employees and workforce of Dedicated Financial GBC, its subsidiaries, and suppliers;
  - b. The interests of customers to the extent they are beneficiaries of the general or specific benefit purposes of Dedicated Financial GBC;
  - c. The local community and society, including the interest of each community in which offices or facilities of Dedicated Financial GBC, its subsidiaries, or suppliers are located; and,
  - d. The local and global environment.
- II. Developed by an entity that is independent of Dedicated Financial GBC and satisfies the following:
  - a. Not more than one-third (1/3) of the members of the governing body of the entity are representatives of any of the following:
    - i. An association of businesses operating in a specific industry whose members' performances are assessed against the standard;
    - ii. Businesses from a specific industry or an association of businesses in that industry; or,
    - iii. Businesses whose performance are assessed against the standard.
  - b. The organization is not materially financed by an association or business defined, above.
- III. Credible in that it has been developed by an entity that both:
  - a. Has access to necessary expertise to assess overall corporate social and environmental performance; and,
  - b. Uses a balanced multi stakeholder approach including a public comment period of at least thirty (30) days to develop the standard.
- IV. Transparent in that the following information is made publicly available:
  - a. About the standard:
    - i. The criteria considered when measuring the overall social and environmental performance of a business; and,
    - ii. The relative weightings of those criteria.
  - b. About the development and revision of the standard:
    - i. The identity of the directors, officers, material owners and the governing body of the organization that developed and controls revisions to the standard;
    - ii. The process by which revisions to the standard and changes to the membership of the governing body are made; and,
    - iii. An accounting of the sources of financial support for the organization, with sufficient detail to disclose any relationships that could reasonably be considered to present a potential conflict of interest.

The undersigned certifies that the Board of Directors of Dedicated Financial GBC has determined, based upon the foregoing, that:

- I. B Lab is independent from Dedicated Financial GBC (Minn. Stat. § 304A.301 subd. 3(1)(ii));
- II. B Lab's B Impact Assessment standard was brought to the Board's attention by a shareholder that was passionate about changing the world (Minn. Stat. § 304A.301 subd. 3(3); first annual benefit report filed by Dedicated Financial GBC); and,
- III. Said standard was selected by the Board because it is comprehensive (considers shareholders and stakeholders), developed by an independent entity (B Lab), credible (B Lab's expertise and prior certification of corporations such as Allbirds, Inc.), transparent (publicly available), and meets the definition of "third-party standard" in Minn. Stat. § 304A.021 subd. 10 (Minn. Stat. § 304A.301 subd. 3(3); first annual benefit report filed by Dedicated Financial GBC).

Dedicated Financial GBC elected to become a general benefit corporation on November 12, 2021. However, Dedicated Financial GBC has, at the direction of its shareholders, pursued a general public benefit for the entirety of the 2021 calendar year. The pursuit of a general public benefit is in the best interests of Dedicated Financial GBC.

I. Dedicated Financial GBC has pursued a general public benefit in the following areas, in the following ways, and to the following extents (Minn. Stat. § 304A.301 subd. 3(2)(ii)(A) and (B)):

a. Governance

- i. **Mission & Engagement:** treating social and environmental impact as a primary measure of success and prioritizing it even in cases where it may not drive profitability, committing to social and environmental responsibility, training employees on social and environmental issues, utilizing manager job descriptions that incorporate social and environmental performance, incorporating social and environmental issues in performance reviews, utilizing executive job descriptions that incorporate social and environmental performance, reviewing social and environmental performance with the Board of Directors, implementing a stakeholder engagement plan, reporting stakeholder engagement publicly, tracking impact metrics developed through the mission, setting performance goals for all stakeholder impact areas, measuring social and environmental outcomes produced by performance, and identifying starvation and slavery as material issues to resolve.
- ii. **Ethics & Transparency:** utilizing a formal organization chart and job descriptions for every employee, implementing management meetings to strategize, creating internal financial controls, monitoring all communications to ensure tone and substance is appropriate and in compliance with the mission, instructing all employees on the code of ethics, segregating accounts and record keeping, restricting access to software systems and bank information to appropriate employees, making company information public, and sharing social and environmental scorecards.
- iii. **Mission Locked:** electing to become a Minnesota general benefit corporation.

b. Workers

- i. **Financial Security:** paying all employees more than a living wage, significantly exceeding the legal minimum wage paid to all employees, matching employee contributions to 401(k) plans up to 4%, directly depositing wages for all employees, offering financial management tools and coaching to all employees, and providing tuition reimbursement for any employee that wishes to attend Financial Peace University.
- ii. **Health, Wellness, & Safety:** offering affordable healthcare plans with minimal deductibles and co-payments, ensuring that all employees are aware of benefits and how to enroll, facilitating a gym membership reimbursement program that results in no cost to employees, offering behavioral health counseling services to all employees, and providing no-cost chiropractic services to all employees.
- iii. **Career Development:** implementing a formal onboarding process for new hires, ongoing training on core job responsibilities, encouraging internal promotions, offering cross-skills training for career advancement, providing non-career-specific life-skill training, facilitating professional development opportunities, and utilizing an regular performance review process.
- iv. **Engagement & Satisfaction:** including a comprehensive suite of policies in the employee handbook, providing both primary and secondary parental leave, allowing all employees flexible work schedules, utilizing employee feedback and complaint mechanisms, implementing an open door policy, tracking feedback and complaint usage, calculating and benchmarking employee attrition rate to outperform industry benchmarks, and providing more than 16 days of paid time off.

c. Community

- i. **Diversity, Equity, & Inclusion:** committing to DEI in job postings, analyzing job descriptions to ensure inclusivity and equitable communication of opportunity, employing people from ethnic and racial minority groups, employing a large number of women and being led by women, promoting age diversity, and employing managers from underrepresented social groups.

- ii. Economic Impact: adding positions to employ more people, permitting non-accredited investor ownership, promoting local ownership, hiring and recruiting local managers, engaging local suppliers, and utilizing a local bank committed to serving the community.
  - iii. Civic Engagement & Giving: promoting civic engagement through monetary donations and volunteering, partnering with charitable organizations to increase their donation revenue, organizing company service days, providing paid time off for volunteering, setting and achieving service goals, exceeding formal company donations commitments, implementing measurement mechanisms for company investments into community, matching individual employee contributions, donating to registered charities, and working with stakeholders to improve social and environmental performance.
  - iv. Supply Chain Management: paying independent contractors more than a living wage.
  - v. Designed to Give: committing to donate more than 20% of profits to charity each year, encouraging employee volunteers to be in leadership roles within charitable organizations, defining outcomes sought through donations to charities, ensuring 100% positive impact outcomes resulting from donations to charities, and allowing customers to contribute to the improvement of the lives of charitable beneficiaries.
- d. Environment
- i. Environmental Management: inhabiting facilities certified to meet the requirements of an accredited green building program, implementing energy efficient improvements, and encouraging virtual office stewardship.
  - ii. Air & Climate: monitoring renewable energy usage, promoting energy conservation, and adhering to programs designed to reduce environmental footprint.
  - iii. Water: conserving water through low-flow appliances.
  - iv. Land & Life: producing zero waste to landfills and oceans, engaging in recycling programs, and responsibly disposing of hazardous waste.
- c. Customers
- i. Customer Stewardship: utilizing third party quality certifications or accreditations, utilizing formal quality control mechanisms, utilizing customer service feedback and complaint mechanisms, monitoring customer satisfaction, assessing outcomes produced for our customers through the use of our services, adhering to written policies for ethical marketing and customer engagement, and managing the privacy and security of customer data.
- II. The circumstances that hindered the efforts of Dedicated Financial GBC to pursue or create a general public benefit are as follows (Minn. Stat. § 304A.301 subd. 3(2)(ii)(C)):
- a. Net revenue flowing into the corporation;
  - b. Investments in people and technology to prepare to scale the corporation; and,
  - c. Issues related to and arising from the COVID-19 global pandemic.



**Work Item 1297609400037**  
**Original File Number 805127900022**

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*Steve Simon*

Steve Simon  
Secretary of State