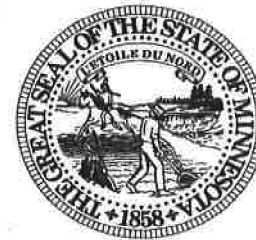


Office of the Minnesota Secretary of State

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) Russell Herder 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)

See annual report

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

3/10/22
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:

Carol@russellherder.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:

Carol Russell

612 455 2375

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

Russell/Herder

STATE OF MINNESOTA PUBLIC BENEFIT CORPORATION FILING: Russell Herder, GBC

March 10, 2022

CORPORATE NAME

Russell Herder, GBC

BOARD OF DIRECTORS HAS READ AND APPROVED

Officers of Russell Herder have reviewed and approved this filing, including the annual report.

REQUIRED 2021 INFORMATION

Please refer to the submitted 2021 Russell Herder annual report.

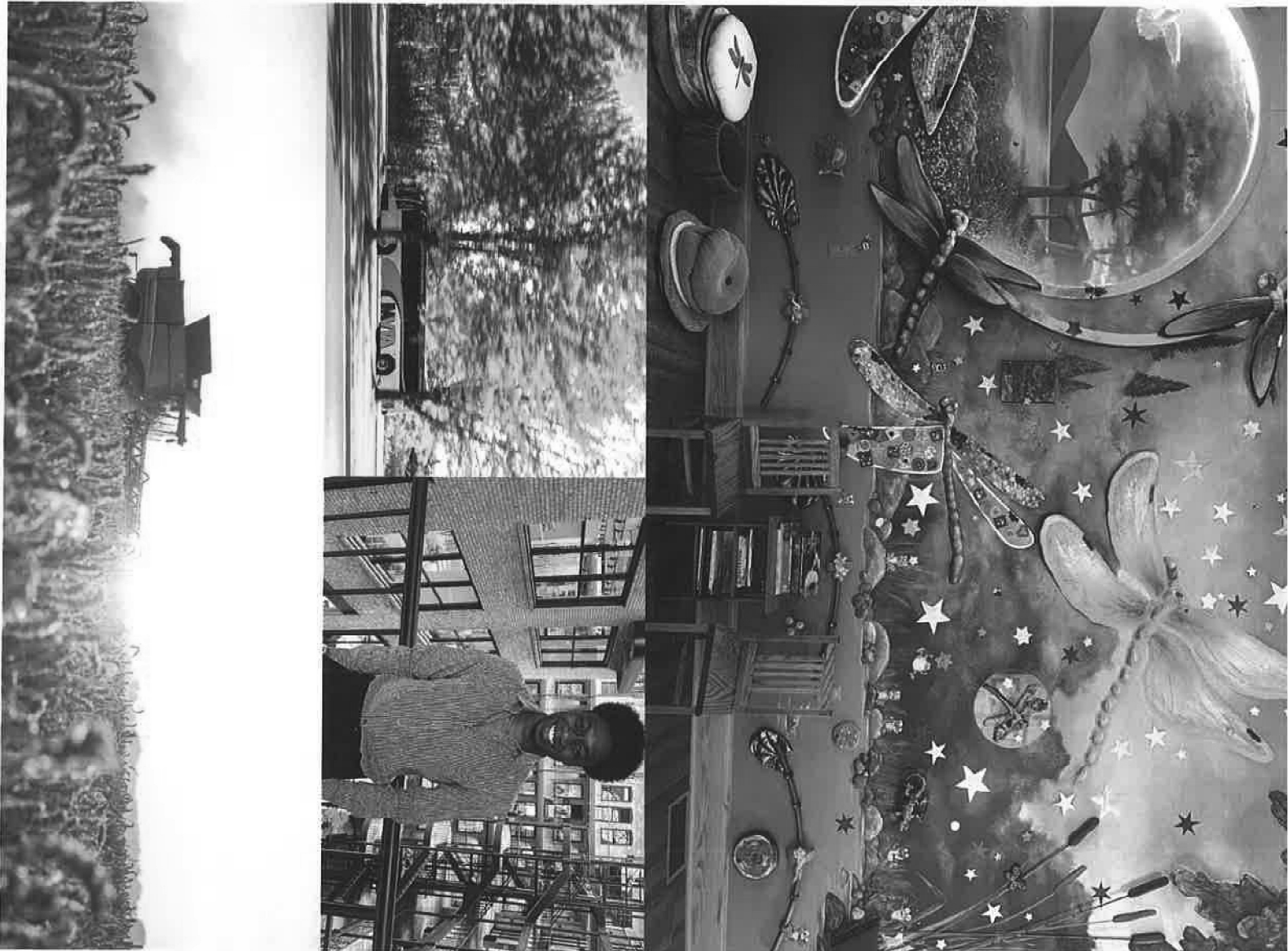
INFORMATION CONTINUED WITHIN IS CURRENT

All information contained within the annual report and this filing are current as of 12/31/21 and accurate.

OFFICERS OF THE BOARD

Carol Russell, President

Brian Herder, Vice President



Russell/Herder

2021 Annual Report

Certified



Corporation

Work that matters.

Contents

03	Stepping Up, Reaching Out
04	Our B Corp Journey
06	Progress That Matters
07	2021 Highlights
08	Our Work
15	B The Change



For 38 years, we
have believed in doing
work that matters.
It's not only what we
do, but how we do it.

Russell Herder

Stepping Up, Reaching Out

After finding our momentum amid the unexpected twists and turns of 2020, 2021 brought us even more opportunities to act upon bright ideas and create impactful work. Driven by our commitment to true listening and collaboration, we were excited to safely return to the office, where our team proved even more adaptable and determined than before.

Maintaining an environment that allows us to consistently put our heads together has always driven our creativity and ingenuity. In 2021, we had the team and tenacity to tackle even the greatest challenges, helping our clients exceed their goals through new and unanticipated avenues.

The uncertainty of these past months was a reminder of our responsibility to lend a hand – in our communities and beyond. Recognizing our team's talents as our greatest resource, we continued to apply our B Corp values. In 2021, providing \$240,500 toward pro bono work projects, with the intention of promoting a better future. In addition to our traditional for-profit clients, it's a privilege to also help organizations with altruistic missions, playing a role in

telling personal stories and connecting communities with critical resources.

We're more aware than ever that the future will inevitably bring disruptions, both good and bad. But the last year has also shown us the degree to which our team is able to find hidden opportunities and execute with success. There's always an innovative strategy or idea to be found, and as we do, we get even better in the process.

Russell Herder is one of numerous leaders around the globe changing the narrative around success, keeping values at the forefront to make an impact for business across the board. Progress is only made possible through the efforts of many participants. We thank each of our valued clients and partners

for being part of this journey. As a B Corp business, your guidance, support and trust allow us to create work that matters. Thank you for standing by our side.



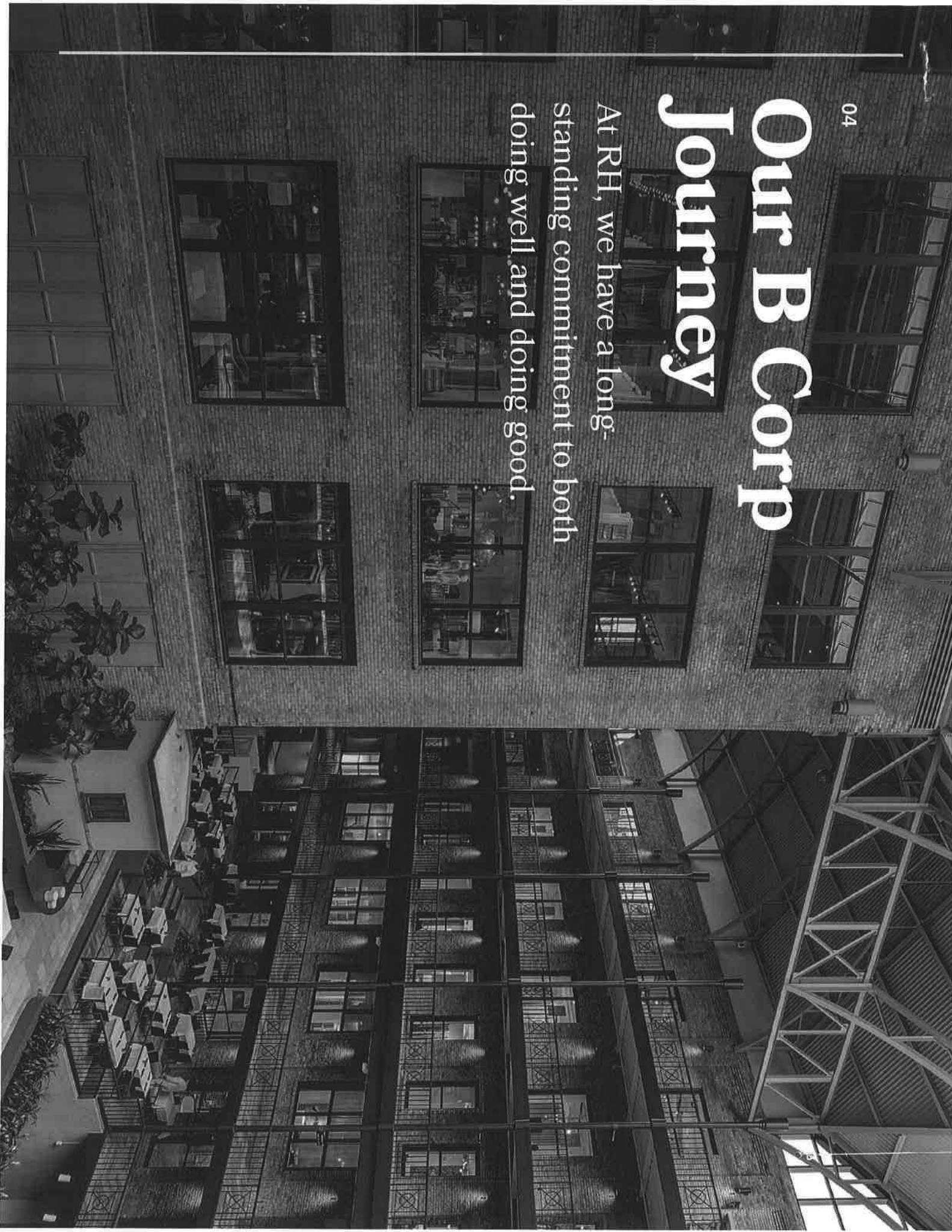
CAROL RUSSELL
CEO

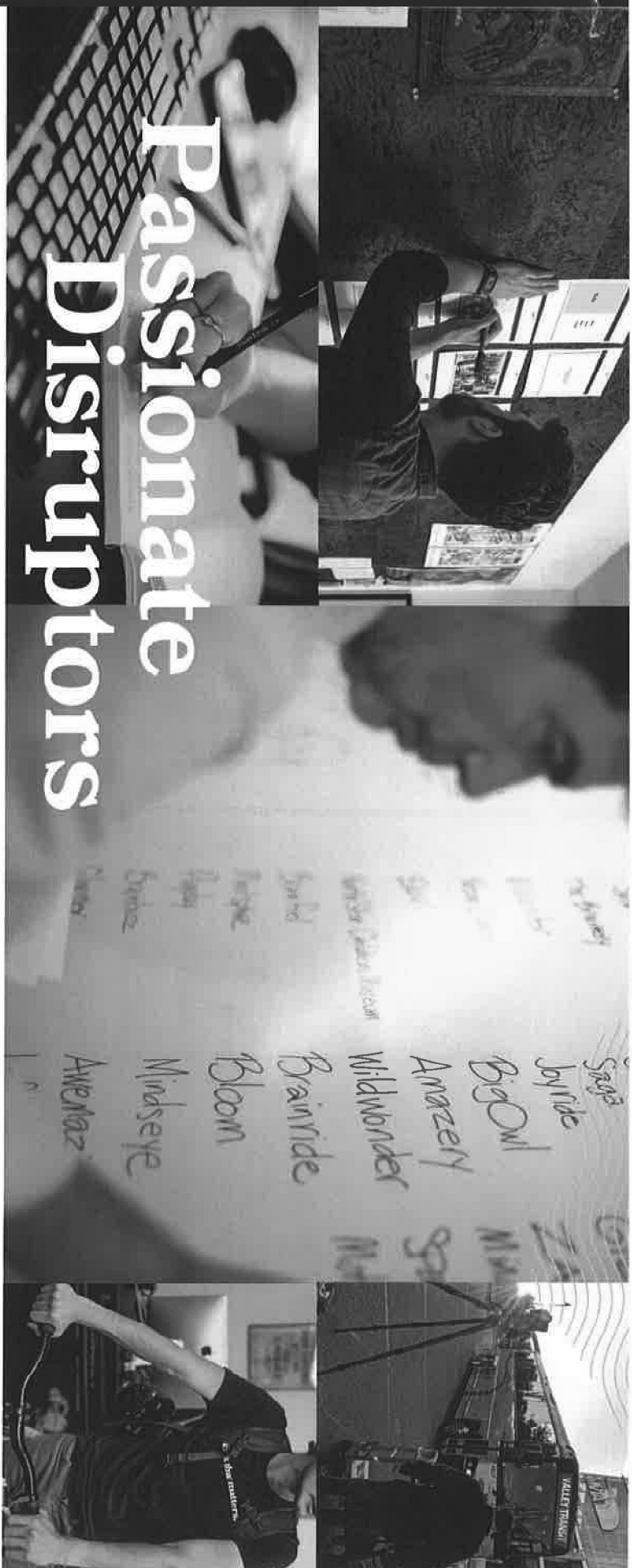


BRIAN HERDER
Chief Creative Officer

Our B Corp Journey

At RH, we have a long-standing commitment to both doing well and doing good.





Passionate Disruptors

Since our founding, we've made it a priority to do business that makes the world better, long ago making a commitment to achieving social and sustainability goals in tandem with profitable business objectives. It made sense then to evolve into becoming an internationally certified B Corporation®. B Corps are monitored closely by B Lab®, an independent and rigorous assessment group that measures impact on team members, clients, community, and the environment.

This is a designation we share with noteworthy companies inspiring change around the globe, including Patagonia and Athleta. It also attracts expert team members and innovative clients aligned with like-minded values, opening the door to new creative pathways that spark positive change.

There are currently 4,000 B Corps worldwide, in more than 70 countries and 150 industries. We are one of just 23 in Minnesota.

Taking this pathway isn't something that's done lightly. It's not always easy, but is definitely worth the effort.



Progress That Matters

Certifying as a B Corporation goes beyond the product or service-level certifications that exist in many industries.

B Corp Certification is the only certification that measures a company's entire social, economic sustainability and environmental performance.

Here's why.

The rigorous assessment evaluates every aspect of our organization's operations and the resulting impact on those we employ, our greater community, clients and those our clients serve. Quite simply, it ensures we are meeting the highest standards of verified performance.

More than just talk.

\$425,000

Over the past two years, we've contributed more than \$425,000 in pro bono work to well-deserving organizations to amplify their voices.

“
Leading an examined life in business is a pain in the ass. But I'm hoping to influence more companies to do the right thing.

— Yvon Chouinard, Patagonia founder



2021 Highlights

Last year, we increased our positive impact together.

With a team of dedicated clients and staff who wholeheartedly believe in the messages we share, our work created change with local, regional, and national reach.

Here's how.

\$240,500

in pro bono professional and creative services provided to organizations dedicated to economic sustainability, the arts, and health and wellness during 2021.

In addition to our client work, in 2021, we provided 17 organizations with strategic and creative contributions. The work we created for such entities as Hennepin County, Lakes Area Music Festival, and FAIR School for the Arts strengthens our community through campaigns that promote education, cultural engagement, and resource awareness. Our work for the Agricultural Utilization Research Institute (AURI) helps pave the way for a more efficient, sustainable agricultural system in Minnesota. And our ongoing contributions to Rotary support a better community and world by prioritizing economic growth and environmental protection in local areas. We're proud to deliver work that matters for these organizations and many others.



08

Our Work

In 2021, we moved forward with creative thinking, merging unconventional strategies with the tried and true. We've remained as committed to our clients as ever, embracing the unique challenges we've been tasked within an ever-changing landscape. We took on all types of work, from event promotion and signage to industry reports and videos, driving engagement and sparking change in local communities and beyond.

Whether creating an engaging social media presence or showing up to help educate in schools, we believe our work matters. Here's a snapshot of what we accomplished through savvy strategy and invaluable partnerships, and how it's made a difference.



Crescent Cove

One of just three children's hospices in the country, Crescent Cove is dedicated to supporting struggling families near the end of their child's life by providing a compassionate environment to be present together. We had the privilege of partnering with this organization to promote their 10th annual gala, creating event signage and programs to help raise essential funds that keep the organization thriving, with no out-of-pocket costs for families.



Saturday, January 29, 2022

Join us live online from 6:00-8:50 pm
at CrescentCove.org/LiveGala



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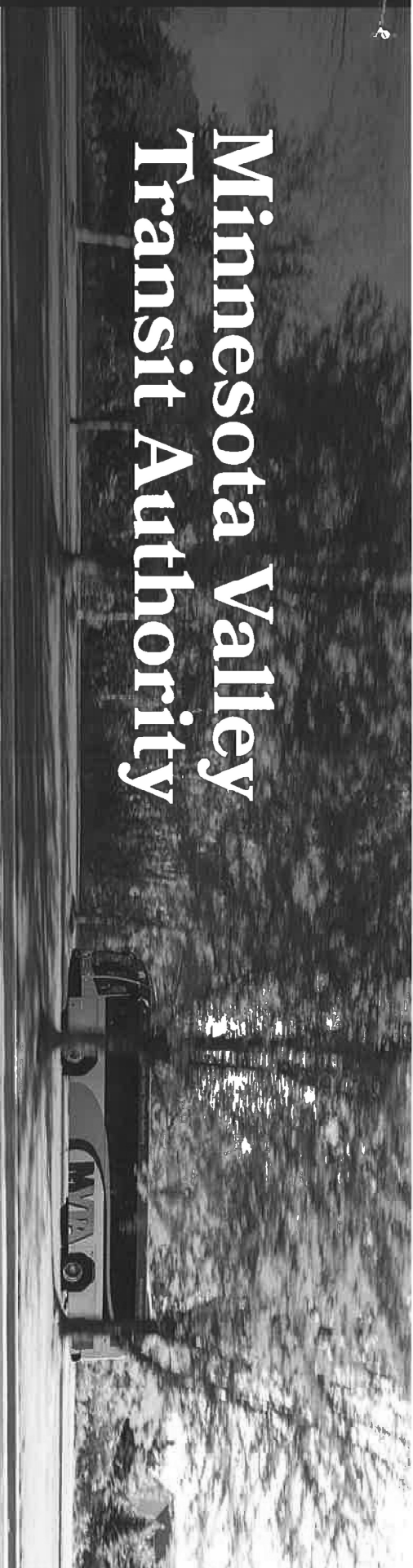
Niko, 9



Louren's Family

Presenting Sponsors





Minnesota Valley Transit Authority

Motivated by their desire to increase awareness of their offerings, our work with Minnesota Valley Transit Authority centered around the friendliness and approachability embedded in their service. We successfully breathed new life into their brand, crafting a social media strategy and website assets that promote the convenience and value their routes offer.







HOME | NEW BUSES | CUSTOMER SERVICE | ROUTES | MAKE A RIDE | PART | LIMITED MOBILITY BUSES

MMTA & THE MINNESOTA WAY

There's something about Minnesota. We think it's a place unlike any other, and even if you're not in our service area, we have you to pin us in celebrating the things we all share. From our holidays, excessive (but so nice!) potlucks and Midwest work ethic, we're a hearty bunch, especially when it comes to the weather. We're no stranger to challenges and we never fail to rise to the occasion.

At MMTA, we take a bit seriously, even though we like to have our fun. Since keeping our clients safe and happy is our top priority, we want to offer our appreciation for all those who keep everything moving, no matter what. Whether you're getting to work, school, or running on an emergency vehicle, be sure to offer a heartfelt thank-you when you can.

Because that's just the Minnesota way.





MMTA Trip Planner

Where can we take you today?

Starting Point:

Ending Point:

Time:


View

KNOW YOUR ROUTE


ORANGE LINK

CITIES SERVED:
Burnsville


DAYS OF OPERATION:
Monday - Friday



YEAR ESTABLISHED:
2021




FREQUENCY:
30-minute





THE Minnesota Way

MMTA.com/MINWay





FAIR School For the Arts

FAIR Senior High is a Minneapolis public high school focused on the arts, making it a natural fit for a mentorship opportunity. To lend a hand in our community, Russell Herder led a series of educational presentations about each discipline within marketing, from account management to brand planning. Then, we took it further with an interactive project guiding students through the step-by-step process of creating a compelling public health ad campaign.



Hennepin County Food Waste

In the fast-paced culture we live in, tossing uneaten food or letting it go bad is all too common. We worked with the Hennepin County Environment and Energy Department to identify the reasons and help put a stop to the excess waste through consumer qualitative research. We successfully used our findings to create a video shedding light on the problem and identifying strategies to solve it.

AURI Food Manufacturing Reports

The Agricultural Utilization Research Institute (AURI) is an essential force in Minnesota's agronomy industry, using science to innovate and improve the state's products and economy. In 2021 we created their Food and Beverage Manufacturing Report, Minnesota Aquaculture Report, and Annual Report, which offer comprehensive overviews of resources, trends, landscapes, and opportunities to amplify key information and promote best practices. We also provided Bold Open event support and created *Ag Innovation News*, AURI's quarterly newspaper.



Oct-Dec 2021, Vol. 30, No. 4

Ag Innovation News

The newspaper of the Agricultural Utilization Research Institute

AURI Digital Marketing Guide Pages 4-5

Aquaculture Report Pages 6-9

Sustainable Energy Pages 10-11

Food / Ag Ideas Week Back Panel

Tin Whiskers

We value our neighboring Twin Cities businesses and organizations, viewing local community members as partners. We were able to lend creative support to Tin Whiskers Brewery through a pro bono project, creating a rebrand with bright logos and consumer-facing language that enhance their visual appeal.

ARTFULLY ENGINEERED

TIN WHISKERS
BREWING COMPANY

ARTFULLY ENGINEERED

DREAM STATE

ORANGE
VANILLA CREAM ALE

ABV X.X% IBU XX.X

16 FL. OZ.

SAINT PAUL, MINNESOTA

BREWERS ASSOCIATION
INDEPENDENT
BREWING

BREWING & PACKAGING BY

TIN WHISKERS
SAINT PAUL, MN
ARTFULLY ENGINEERED
BREWING CO.

NEED REFRIGERATED

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

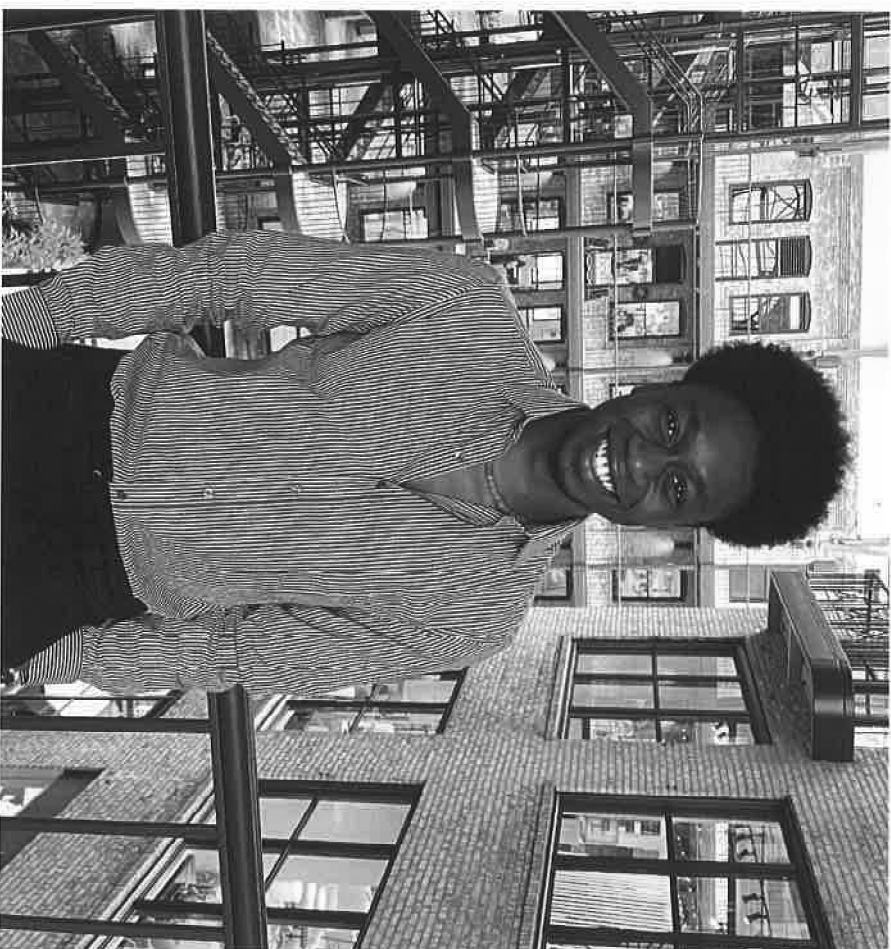


Meet Remi Banjoko, the first digital design apprentice in the U.S.

While everyone talks about bringing fresh talent into our profession, we did something about it. In 2021, we launched our federally registered digital design apprenticeship program with Apprenticeship Minnesota, part of the Minnesota Department of Labor and Industry. Our apprenticeship is the only one of its kind in the country. Between bringing fresh insight to the table and learning our industry, the apprentice essentially becomes an expert in creating work that matters.

Our first apprentice, Remi Banjoko, joined us in July 2021 with an impressive background, holding a Bachelor of Individualized Studies in three areas from the University of Minnesota. He quickly became an integral part of the Russell Herder team, bringing his creative lens to a broad range of work.

“Remi naturally has a conceptually creative mindset, but he also has a knack for and interest in diving into the details and problem-solving that come with the many forms of digital communication. That intersection of skills and interests will bring him far in this field. I’m grateful for the opportunity to work with him and see how he approaches new challenges as he grows.”



—Zach Spanton,
Senior Digital Art Director



B The Change

**Want to learn more about
Russell Herder? Just ask!**

Carol Russell carol@russellherder.com

Brian Herder brian.herder@russellherder.com

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in LinkedIn

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612-455-2360

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Work Item 1304444500034
Original File Number 4N-698

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OFFICE OF THE SECRETARY OF STATE
FILED
03/23/2022 11:59 PM

Steve Simon

Steve Simon
Secretary of State