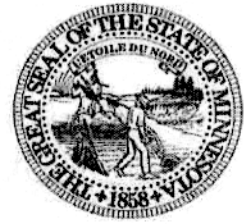


93505510056



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. File Number _____
2. Corporate Name: (Required) APPARATUS GBC
3. The public benefit corporation's board of directors has reviewed and approved this report.
4. 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)

Please see supplemental report enclosed.

5. 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

3.2.2023
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:

laura@apparatusgbc.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:

Laura Monn Ginsburg 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 2022 include supporting a variety of organizations, issues, and campaigns that align with our mission. Some details of this work include:

- Advocating for strong voter engagement in elections taking place at all levels of government from School Board in the Greater Metro to statewide legislative offices.
- Continuing our management of an issue campaign that seeks justice and equity through the legalization of cannabis for adult use. Apparatus started Minnesotans for Responsible Marijuana Regulation (MRMR) in 2019 and continues to advocate on behalf of the cause at and around the MN Capitol. In 2022, MRMR entered its new phase as MN is Ready. Through its work to turn out voters to elect a pro-cannabis legislative majority, build a statewide coalition of advocates supporting local candidates, and its continued work to review and improve the previously passed House File 600 should it make another debut at the Capitol, MN is Ready successfully kept up the momentum it built and saw great success in November.
- Boosting small businesses in new spaces. After last summer's new laws went into effect around hemp and low-dose THC products in Minnesota, Apparatus's dba Blunt Strategies launched a series of educational sessions aimed at helping small businesses navigate and succeed in the newly expanded cannabis industry. As always, particular emphasis was given to designing and facilitating expert content that was approachable and usable especially for those historically disadvantaged in the business community such as women- and BIPOC-owned businesses.
- Working with community-focused nonprofits to further their strategic objectives. In 2022, we:
 - o Started a new project with a downtown-focused transportation nonprofit to help it reimagine its work, audience, and impact with a focus on designing for broadened and measurable diversity, equity, and inclusion principles.
 - o Continued our work with a nonprofit that reimagines public/private healthcare to empower patients to break free from cycles of ineffective and siloed care.
 - o Started a new engagement with an organization focused on meeting the Twin Cities' challenges around housing supply, affordable housing, and strategic mechanisms to improve shared housing goals.
 - o Started a new relationship with an education advocacy organization focused on ensuring all kids – and especially BIPOC kids – get access to fulfilling and challenging academic opportunities in whatever format best suits their needs.



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:

- Categories to Influence: describes the sector(s) in which the organization focuses and seeks to influence.
 - Local Government/Public Sector
 - Diversity and Inclusion
 - 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 2/24/2023



Work Item 1379129500033
Original File Number 935055100056

STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
03/09/2023 11:59 PM

Steve Simon

Steve Simon
Secretary of State