

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 851252-2
2. Corporate Name: (Required) The Improve Group, SBC
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)

See attached

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.

Leah Goldstein Moses

Signature of Public Benefit Corporation's Chief Executive Officer

3-6-23

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:

beckys@theimprovegroup.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:

Becky Stewart

(651)315-8917

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

The Improve Group's public benefit

The Improve Group strives to create a specific public benefit by helping mission-driven organizations make the most of information, navigate complexity, and ensure their investments of time and money lead to meaningful, sustained impact.

Pursuing our public benefit

In 2022, The Improve Group pursued its public benefit by:

- **Building and sustaining relationships** with community members; individual and organizational partners; and public, philanthropic, and nonprofit clients.
- Adjusting our services and internal operations so they more **fully center and focus on equity**.
- Adopting **self-management and shared leadership** practices.

Extent of our public benefit

Below are some tangible ways we realized our public benefit in 2022:

- Over the course of the year, \$705,380 went to support building relationships in the form of sharing contract dollars with our partners.
- Of the 66 projects we worked on in 2022, 39% included direct community engagement and 42% included partners who helped us bring a more community/context responsive team to the project.
- Of those 66 projects, 76% were focused on advancing equity.
- On a post-project feedback survey, 90% or more of partners scored IG a "4" or "5" out of 5 on engagement, inclusion and collaboration.
- As the year ended, we paid land taxes, to the Santee Sioux Nation, which we learned were some of the Indigenous inhabitants of our local area before forced removal. We calculated the amount by looking up property taxes for our office location and dividing the total by the amount of the building we rent.
- We integrated deeper equity-focused practices during recruitment and hiring. For example, we reshaped our qualifications emphasizing lived experiences as well as welcoming work and academic related experiences outside the field of evaluation. In addition, we removed negotiation from our new employment offers setting a specific salary for the position rather than a range.
- We continued our practice of introducing more people to the evaluation field by participating in the Girls Taking Action internship program (planning in 2022, placement in 2023).
- We served as a practicum site for a field-building initiative committed to diversifying evaluation and elevating culturally responsive and equitable evaluation (CREE).
- We designated two staff to participate in the Ramsey County Inclusive Workplaces Cohort

- We continued our practice of purchasing from vendors that are owned or led by protected-class groups, including for events and staff gifts.
- Shared leadership showed up in policy revisions, where individual staff led and contributed to changes in office closures, dress code and other policies.
- Self-management showed up as staff helped decide what projects they worked on and how we teamed projects. For example, staff weighed in on 102 possible projects, ensuring we considered whether team member interests and experiences strategically aligned with the work before deciding to pursue 70 (69%) of the projects.
- Employees designated contributions of over \$3,000 to nonprofits of their choice through our giving program.

Circumstances hindering our public benefit

We experienced circumstances in 2022 that hindered our ability to pursue our public benefit:

- Like other businesses, macroeconomic trends challenged our organization and our team. We saw several staff leave for career shifts or school, and took longer than anticipated to fill the vacancies. New staff bring fresh perspectives but also means that we need to revisit some training and foundational knowledge building for inclusion and equity practices work.
- As a majority-white firm working in a field that has been influenced by the white supremacy and inequity of our larger culture, we have needed to be thoughtful about our role in advancing equity and invest time and resources into learning and growth. We are humble about what kinds of projects we are prepared to lead and where we are better suited to show up in a support role. We are working hard to overcome that context to help us attract and retain diverse employees and partners.

Our officers have approved and certified this report on March 6, 2022.



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OFFICE OF THE SECRETARY OF STATE
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Steve Simon

Steve Simon
Secretary of State