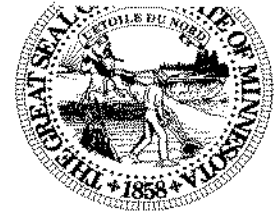




Office of the Minnesota Secretary of State

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

OK
 Per [signature]

1. File Number _____
2. Corporate Name: (Required) Dark Clouds GBC dba Wonderwall Collective
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 report approved by the board.

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

3/28/24
 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:

president@mnwonderwall.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:

Margaret Heyer 651-276-2164
 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

WONDERWALL COLLECTIVE

2024

WONDERWALL COLLECTIVE ANNUAL BENEFIT STATEMENT 2024

DARK CLOUDS GBC, DBA WONDERWALL COLLECTIVE
ANNUAL REPORT

**PREPARED BY:
MAGGI HEYER**





INTRODUCTION

Soccer is a game with the power to bring fans together throughout the world. Soccer fans organize around the love of the game to give voice to their passion, create works of art that express our devotion, and perhaps most importantly have a positive impact on our communities. The mission of the Wonderwall Collective is to support professional soccer, serve and build communities, and create a welcoming and inclusive culture around the sport in Minnesota. We accomplish this by creating tifo displays, giving voice to our passion with songs and drums, creating clothing and merchandise, and organizing travel to games across the country. Fans come together to represent Minnesota United, and the passion for this sport, this allows us to set aside differences and promote a culture within our supporters that is inclusive and welcoming to all.

The most important part of our mission goes well beyond matchday. We promote and support community events and activities that continue to build these relationships outside of the stadium. Volunteering and donating to worthy causes is at the heart of what we do. Through partnering with local organizations and supporting their work, either financially or through volunteer work we are able to extend the impact of our supporters groups. Often, these volunteer hours are where our strongest relationships are formed. Being part of a supporters group isn't just about cheering for 90 minutes on matchday, it's about a love of soccer, a passion for support, and a duty to do good in and continue to build the community around the game.



B IMPACT ASSESSMENT

The Board of Directors chose to utilize the B Impact Assessment to help us measure what we are excelling with and what areas we need to work on improving. We scored 125.9 overall on the B Impact Assessment for our work in 2023. This is an increase of almost 26.8 points over the previous year, with increases in almost all categories due to a renewed focus on charitable giving and work completed by the board to formalize processes and procedures. Highlights of the assessment follow.

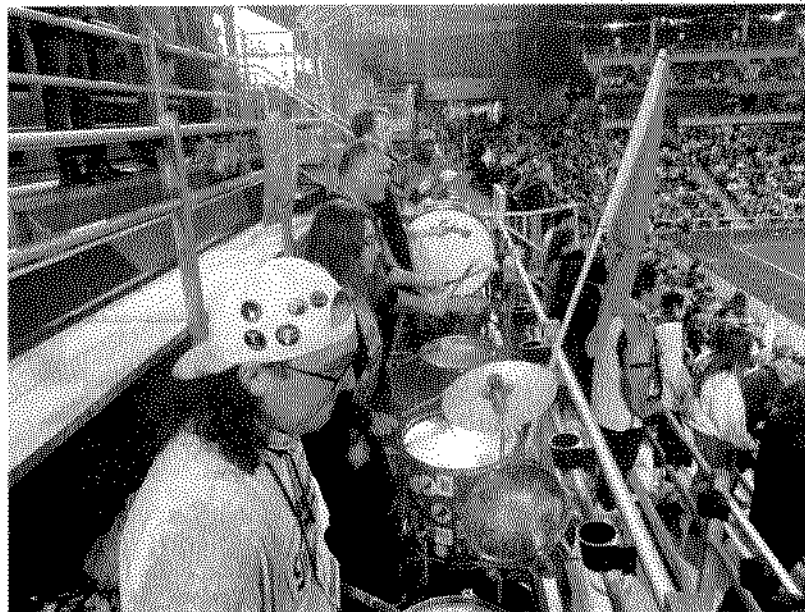
PARTNERSHIPS

One of our biggest partners has been and will continue to be Minnesota United FC. Without their support and commitment to providing an atmosphere for supporter groups to thrive we would not be able to continue to create the matchday experience and support for the team that we do. Additionally, we were able to piggyback off of some of their theme nights to create impactful tifos for both Native American Heritage night and Pride night. We also worked to help promote some of the team community efforts, such as a neighborhood clean-up and a Power Soccer All-Star game.

The supporters groups affiliated with the GBC have made an effort to engage with many local businesses in the Twin Cities. We have several long-standing relationships with local breweries and bars. We have continued or built new relationships with local businesses such as Malcolm Yards, The Black Hart of Saint Paul, Iron Door Pub, Pries Brewing, Summit Brewing and La Doña Cervecería to name a few. We worked with these businesses to

provide discounts to our members and to hold watch parties, pre- and post-game festivities, silent auctions, summits, fundraisers, and meetings.

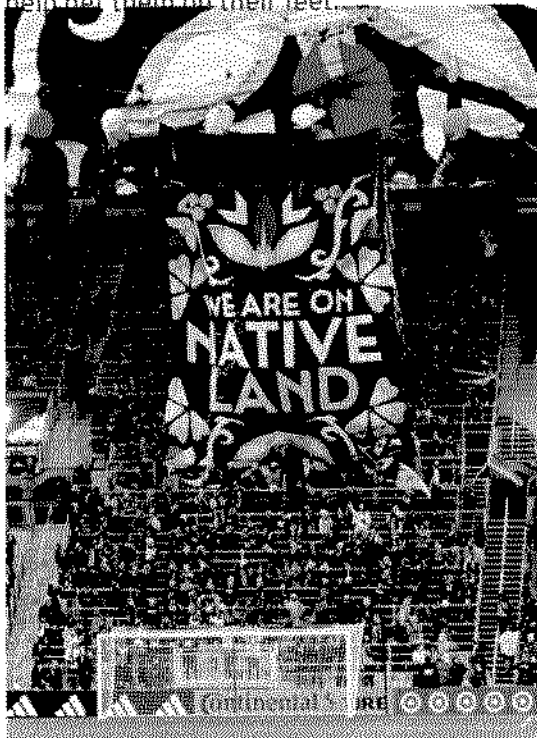
We also formed strong partnerships with Minnesota businesses to have a good portion of our merchandise made locally. We sourced almost all of the apparel that we sell from local printers, such as Phenom Print Studio, Antibroadcasting and General Sports. We also seek to use local designers where possible. We continue to expand our range of partners to include more local businesses.



SERVE OTHERS AND BUILD COMMUNITY

The Wonderwall Collective's affiliate supporters groups continue to do amazing work in the community, contributing more than 650 volunteer hours in the community, making more than \$19,000 in charitable donations and raising more than \$10,000 in directed donations through efforts like the Dark Clouds Charity Club Card, Twin Cities Octoberfest, Prideraiser and the Dark Clouds end of year auction.

A unique effort this past year was around a campaign to help support a teen soccer player from Ukraine who was injured in the conflict and was in Minnesota to receive treatment. When he and his mother came to Minnesota, they had very little to set up their apartment and we were able to organize a supply drive to help get them on their feet.



A new avenue for community engagement this year centered around using our tifo displays to not only show support for the team and the community but also using them as a catalyst for creating more good in the community. We did this with two Tifos this year, our Pride tifo and our Native American heritage night tifo. For our Pride tifo we launched a matching donation campaign with Avenues for Youth and were able to raise around \$2500 to help support their programming. For the Native American Heritage night display, we partnered with Sarah Agaton Howes to create a design for a "We are on Native Land" tifo. The design was then sold as a shirt, with all of the proceeds going to Wakan Tipi Awanyankapi to support their work. This campaign was one of the most successful we have had and contributed to more than \$19,000 in charitable donations made this year.



CONCLUSION

The soccer community is truly unique and harnessing the passion and generosity of that community will continue to be the life blood of this organization. As an all-volunteer organization we are constantly in awe of the dedication our volunteers and thankful for the time that they give. We could not do what we do without them.



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Original File Number 820017500024

STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
04/01/2024 11:59 PM

Steve Simon

Steve Simon
Secretary of State