

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) APPARATUS 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)

Please see supplied 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.

Laura M Ginsburg
Signature of Public Benefit Corporation's Chief Executive Officer

11/12/2019
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@apparatusmn.org

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

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:

- **Sector to Influence:** describes the sector(s) in which the organization focuses and seeks to influence.
 - Transportation
 - Housing
 - Technology
 - Energy
 - Public Sector
- **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.
 - 100% of our employees are full-time female.
- **Client Type:** Describes the types of entities that are buyers or recipients of the organization's products/services.
 - Non-profit organizations advocating on behalf of the environment or multi-modal transportation; progressive political candidates; legislators; technology developers
- **Target Beneficiary Demographic:** Describes the demographic groups of beneficiaries targeted by the organization.
 - People of color, people with disabilities, seniors, all who breath the air and drink the water



**Public Benefit Annual Report
Apparatus**

Respectfully Submitted by
Laura Monn Ginsburg
Owner & Principal

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Reviewed and approved by Apparatus Board
1/3/2019

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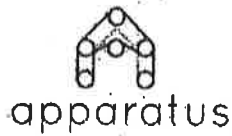
Summary:

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 2018:

- Jacob Frey for Minneapolis
 - Developed and executed a series of events, *Around our City*, in conjunction with inauguration activities. These events highlighted all four quadrants of the city, included entertainment and food, and brought together communities to learn and connect with one another.
 - Approximately 500 attendees across four events
 - Events held at Bakken Museum, Minneapolis American Indian Center, Lundstrum Performing Arts Center, and the Firefighter Museum
 - Events were designed to be free, accessible, and welcoming to residents of all ages
 - Other local elected officials (such as city council members) were also invited to attend and connect with residents
 - Assisted with the planning, promotion, and execution of the January 2018 inauguration party at First Ave.
 - Ensured residents throughout the city had the opportunity to request a free ticket to the January 13 party held at First Ave. in downtown Minneapolis.
 - Assisted with details and operations throughout the planning and execution of the event including designing email invitations, online ticket reservations, programs, PR, etc.
- Joe Radinovich for Congress
 - Created web content sharing the vision of Joe Radinovich, candidate for U. S. House of Representatives for MN Congressional District 8.



- **Lelli Fatehi for MN House**
 - Led all campaign communications for the Lelli Fatehi for MN House of Representatives for District 63B.
 - Developed campaign website: <https://www.elliifatehi.org>
 - Developed, executed, and managed all campaign correspondence including email, video, social media
 - Working with the campaign manager, coordinated events, appearances, speeches, convention prep, etc.

- **Patricia Torres Ray for Congress**
 - Managed all campaign activities for Patricia Torres Ray for U.S. House of Representatives for MN Congressional District 5
 - Communications – Website content, social media
 - Creative oversight/management – Videos, emails
 - Appearances – Talking points, event preparation
 - Media – Press releases, press management
 - Staff – Day to day management and oversight

- **Jon Tollefson for State Auditor**
 - Led all campaign communications for Jon Tollefson for MN State Auditor
 - Developed campaign website
 - Developed, executed, and managed all campaign correspondence including email, video, social media
 - Working with the campaign manager, coordinated events, appearances, speeches, state convention prep, etc.

- **Community Power**
 - Researched and wrote the first thorough legal analysis on the feasibility of a pay-as-you-save approach to financing energy efficiency upgrades for low income utility customers under Minnesota statutes and regulations. The purpose of the report was to inform the decision-making of the City of Minneapolis' Clean Energy Partnership.



Work Item 1061177100031
Original File Number 935055100056

STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
01/10/2019 11:59 PM

Steve Simon

Steve Simon
Secretary of State