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**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) Software for Good, 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 Attached

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.

*Casey Helbling*

Signature of Public Benefit Corporation's Chief Executive Officer

2020-03-31

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:

casey@softwareforgood.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:

Casey Helbling

612-207-6622

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

# 2019 Annual Benefit Report



Software for Good

# Pairing Cause with Craft

Software for Good brings people and technology together to solve complex world problems. Since 2004, our experienced team of engineers, designers, and strategists has developed software applications for organizations working toward positive environmental and social change. We intentionally partner with those who share our belief that technology has the power to engage and motivate people to solve critical global issues: climate change, hunger, human rights, clean water, renewable energy, healthcare, and education.

As a general benefit corporation, Software for Good subscribes to the Triple Bottom Line: People, Planet, Profit. We put people and planet first — operating sustainably, investing in our community, and donating our time, money, and support to causes like climate action, affordable housing, and inclusion for people with disabilities. We care about the financial health of our organization and our team, but we don't work to line our pockets. The Software for Good team is driven by a shared passion for using technology to make a positive impact on the communities in which we live and work.

# A Team Effort

Our people are the heart of Software for Good. We have thoughtfully grown our team over time, hiring professionals who are as passionate about our mission as they are skilled in our trade. In 2019, we continued to support our employees' full selves with unlimited paid time off, generous parental leave, and funding for professional development. Our team grew with the addition of two senior software engineers, Sarah Sprague and Chris Warren, and project manager Laney Barhaugh.

We also expanded our leadership team, as longtime senior application architect Kevin Bullock became our Director of Engineering. Kevin now leads our development team, continues to provide mentorship to fellow programmers, and helps shape our company's goals and decisions alongside CEO Casey Heibling and Director of Product Strategy Liz Tupper.

While we strive to maintain a flat structure that gives everyone on the Software for Good team a voice in our organization's growth and impact, we rely on the leadership and counsel of this small team committed to maintaining the balance of People, Planet, and Profit. Their work is guided by the expertise and experience of outside advisors within the business, technology, and social enterprise sectors.



# Defining & Living Our Values

As a team, we stay grounded in shared values like caring for people and the planet, and giving back to our communities. As Software for Good has grown and evolved, however, we've felt the need to more clearly define those ideals and goals.

In August, we gathered as a team to share our own personal values and suggest the principles that should drive the company. Through brainstorming and clustering ideas by themes, followed by voting, we created this list:

1. **Open & honest communication**
2. **Holding ourselves & others accountable for high-integrity work**
3. **High employee quality of life**
4. **Collaboration**
5. **Social justice & inclusion**

Besides our regular projects and giving program, our values have led us to community involvement such as:

- Sponsoring a conversation on diversity and inclusion in the tech industry hosted by Congresswoman Ilhan Omar, as part of **Minneapolis Black Business Week**
- Attending and sponsoring the **Trans Equity Summit** in Minneapolis alongside our client JustUs Health
- Participating in **Tech Impact Day**, a day of skills-based volunteering that pairs tech industry professionals with nonprofit organizations
- Being part of **World Usability Day**, where our Director of Product Strategy Liz Tupper spoke about our empathy-driven work with The Arc Minnesota
- Marching in the **Twin Cities Pride** parade with other companies and organizations representing the Minnesota tech industry
- Volunteering at **The Sheridan Story**, which provides meals to schoolchildren and their families facing food insecurity
- Hosting a coffee hour for **benefit corporations** and social enterprises, in partnership with fellow B corp Next Day Animations



# Supporting the Next Generation of Tech for Good

Our Giving Program entered its third year, with four interns joining us over the summer to learn and practice hands-on skills of software development, project management, and working with clients and teams. Gauri, Meghraj, Tianna, and Yasmeen worked together to build **STEMscape**, a web application created by Community Building Tutors to match classrooms of college students with grade schoolers for tutoring.

Our internships would not be possible without **SciTechsperience**, a program of the Minnesota High Tech Association that hosts a job board for STEM internships and provides wage matching to help us pay our interns. In February, we got to share the value that SciTech offers us and the tech workforce: Our CEO Casey Helbling and intern-turned-full time developer Annie Tran spoke in support of the program in front of the Minnesota House Jobs and Economic Development Finance Commission at the state legislature.

We also formed a new partnership this year that allows us to provide tech training and mentorship to students as early as elementary school. We connected with **ANEW BAM**, a nonprofit that provides educational programs for African American youth, when we hosted a mini-hackathon with their summer STEM program. Our interns and staff led the youth through activities to imagine, sketch, and code their own apps, while sharing how we use technology for social impact.

In the fall, we launched a longer-term program with ANEW BAM, hosting four middle school and high school students at our office each week to learn and practice web development skills. Through a connection with our client Binary Bridge and the Minnesota-based NGO Matter, we worked on a website for a hospital, school, and rescue center in Nairobi called **Cana Family Life**. The students gained hands-on experience and confidence in their ability to pursue careers in technology — and the chance to use their skills for good.

# Civic Tech for Good

Our work with the **City of Saint Paul** deepened and expanded in 2019, as we worked with the city to:

- Build a new application for managing the Right Track youth employment program
- Support the launch of College Bound, a new initiative to create a college savings account for all children born in Saint Paul
- Explore the Department of Safety & Inspections' content and user experience, with input from residents about business licensing, construction permits, and more
- Make urgent fixes to the city's mobile app for snow emergency alerts
- Offer tech mentorship and consulting to the city's growing team of developers

Through this work, we've continued to dive into the world of civic tech, a movement of government officials, technologists, nonprofit professionals, and more who are driven by a desire to make government services work better for people and communities.

Many government tech tools are limited by outdated systems and poor user experience — which can have a huge negative impact on users trying to, say, apply for food assistance or pay a water bill. One leader in transforming government for the better is Code for America, a nonprofit that builds tools, conducts research, and stewards a network of local volunteer groups.

In May, our CEO Casey Helbling and content strategist Colleen Powers attended the Code for America Summit in Oakland alongside colleagues from the City of Saint Paul. The summit gave us an opportunity to connect with civic technology leaders from around the country and see how local, state, and federal agencies are using tech for good.

We also got to work on civic tech ideas through Code Switch, the community-focused hackathon we co-host with Open Twin Cities (a local brigade of Code for America) and Techquity. This year's event coincided with the National Day of Civic Hacking, an initiative by Code for America. CfA senior program manager Veronica Young joined us in Saint Paul for the occasion and participated in the hackathon.

More than 60 students, tech and nonprofit professionals, and other enthusiasts built projects over the course of the weekend. Ideas ranged from a platform for tech professionals from marginalized communities, to a policy proposal aimed at solving homelessness. With a focus this year on creating ideas with real-world impact — not just what can be coded in a weekend — Code Switch engaged people across industries in using technology and data for good.

# We bring people and technology together to solve complex world problems.

\$1,045,388

value of work for mission-based projects

198

average number of PTO hours logged by each SfG team member

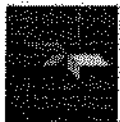


Software for Good's Liz Tupper featured speaker at World Usability Day

## PROJECT HIGHLIGHTS

- Partnered with the **City of Saint Paul** on a variety of projects, including their digital transformation and new tools to improve resident engagement and delivery of services.
- Built a mobile app to help the **Alliance for a Better Minnesota** investigate the money behind political ads.
- Helped **MinnPost** increase donations and engagement with their nonprofit journalism through user research, strategic user experience improvements, and Salesforce updates.
- Transferred an online parenting course for military families, **ADAPToonline**, to a new platform, and built a registration portal for participants.
- Supported the **Epilepsy Foundation of Minnesota** with a newly designed website, plus Salesforce integrations to drive the clothing donations that provide much of their funding.
- Invited future AmeriCorps members to explore opportunities for service with a new website for **ServeMinnesota**.
- Showcased **Eureka Recycling's** work and zero waste advocacy with a newly designed website, including an app integration to help users answer, "Can I recycle this?"
- ... plus ongoing projects furthering work in areas like LGBTQ healthcare, community solar power, patient care for burn victims, animal welfare, and forest conservation.

## CAUSES WE'VE SPONSORED





# Board of Directors Certification

The Software for Good Board of Directors certifies that the independent third-party standard has been designated as B Lab for the 12-month period ending on March 31, 2020. B Lab is a nonprofit organization whose main office address is 155 East Lancaster Avenue, 2nd Floor, Wayne, PA 19087. This selection is unchanged from last year, and the third-party standard is being applied in a consistent manner to the previous reports. Per B Lab, this certification is applicable for a two-year period. Software for Good's re-certification is currently pending.

Software for Good has pursued a General Public Benefit by building software for organizations whose mission, products, or services positively impact the public—typically in regards to social and environmental causes. This market remains a challenging one in that the demand for custom software development fluctuates significantly from month to month, and many projects are sourced from nonprofit organizations with limited budgets.

The Software for Good Board of Directors approves this report.



*Casey Heibling*

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Casey Heibling, Founder and CEO



*Liz Tupper*

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Liz Tupper, Director of Product Strategy



*Kevin Bullock*

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Kevin Bullock, Director of Engineering



**Work Item 1151600200034**  
**Original File Number 800196100056**

STATE OF MINNESOTA  
OFFICE OF THE SECRETARY OF STATE  
FILED  
**04/01/2020 11:59 PM**

*Steve Simon*

Steve Simon  
Secretary of State