



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) Finley's Barkery SBC
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 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.

[Signature]
 Signature of Public Benefit Corporation's Chief Executive Officer

3/18/2022
 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:

Angie@finleysbarkery.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:

Angie Callus (952) 994-0676
 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

Finley's

ELEVATING PEOPLE & PETS

2021 Annual Report for Finley's Barkery SBC

Mission

Finley's is the feel good, do good dog treat company combating the nearly 80% unemployment rate of people with disabilities through our employment and giving initiatives. Over 1 Billion people around the world are impacted by a disability. Since 2016, our mission has created over 12,000 hours of paid work experience opportunities to 42 individuals with disabilities where Finley's products are sold. In addition, we've contributed over \$120,000 to advance our employment and giving initiatives to those in need since 2016.

This report covers the period from January 1st, 2021 to December 31st, 2021. Finley's Barkery SBC operated at a financial loss for 2021, resulting from strained supply chain challenges and cost increases due to the impact of Covid, volatile retail climate resulting in delays getting products to market. Despite those challenges, we were able to expand our distribution, and brand ambassador initiative as detailed in the highlights. With the addition of new retailers, customers, product lines, and collaboration opportunities with our non profit partners, we're excited to expand our brand ambassador initiative to impact more individuals and communities for 2022.

Highlights

- In 2021, Finley's ambassador teams were able to return to live, in store demos with our retail partners in Minnesota and Iowa, after a year long break due to COVID 19.
- Finley's ambassadors participated in sales presentations both in person and over Zoom. They presented to major retailers about our mission and products. They helped us secure a partnership with Hy-Vee stores, as well as opening up new distribution to natural grocery partners in California and Texas in partnership with KeHE and UNFI, natural grocery distributors.
- Finley's launched in-store partnership with 4 SKUS in select Target stores nationwide.

- Finley's hired a VP of Marketing and Director of Sales to grow brand awareness and increase distribution across all channels.
- In 2021, Finley partnered with the Ability at Petco Network to present to over 700 executives about our mission and the importance of Inclusion in the workplace. Finley's launched with all products on petco.com in 2021.
- Finley's grew our ambassador network outside of Minnesota to employ forty-two (42) individuals with disabilities throughout Minnesota and Iowa.
- Finley's ambassador team continued bi-weekly hangout meetings to focus on mental health, friendships, health and wellness and overall support of our team members.
- Finley's partnered with Best Buddies Minnesota and participated in the Best Buddies Buddy Walk, raising over \$3000 for the organization.
- Finley's continued partnerships and advocacy with our vendor partners to include the hiring of individuals with disabilities in their business model.
- Finley's partnered with Bethel University BUILD, Rise Inc., Vocational Rehabilitation Services, Pujols Family Foundation and Best Buddies Minnesota.
- Finley's secured retail partnerships to bring our products and expand our mission in Iowa through their vocational and rehabilitation program for individuals with disabilities.
- Finley's launched social media campaigns with partners in the disability community to bring awareness to our mission and products. These paid partnerships furthered our mission of inclusion and will expand for 2022.

What Our Fans Are Saying

"I love seeing the success of this brand!"

- Eva Blumenfeld, Buyer at Petco

"Our dog loves Finley's! We have tried many of the flavors and they are all well liked. These are a bit larger but easily can be broken down for a smaller sized dog. Our dog has allergies and these work for her restrictions as they are wheat, corn and soy free! The fact that the company gives back 50% of profits to support people with disabilities, is just the icing on the cake!!"

- Target Customer, November 2021

"Finley's brings awareness for people with disabilities. I have also made lifelong friends"

- Lucy Haugland, Finley's Brand Ambassador/Bethel University BUILD Program

Strategic Goals For 2022

In order to scale Finley's sales and impact, we've determined the following goals for the next year:

- Increase distribution with retailers and distributors in a multi-channel approach focused on natural food/grocery, pet specialty, home/boutique, & ecommerce.
- Increase staff capacity to include dedicated team members in sales, marketing, logistics and operations. Currently we have 3 full time employees, with additional contractors supporting areas of operations, finance, and accounting.
- Increase collaborations with purpose driven retailers and businesses to scale marketing efforts to include the disability community. A segment least represented in marketing in advertising, yet comprising one of the largest segments of consumers with discretionary spending.
- Expand our brand ambassador initiative to create jobs for people in need in key markets added for 2022; Texas and Southern California pilot programs will be executed.

CERTIFICATION BY THE BOARD OF DIRECTORS

The undersigned, being all the directors of Finley's Barkery SBC, hereby acknowledge and certify that we have reviewed and approved the enclosed 2021 Annual Report.

DocuSigned by:

Kyle Gallus

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Kyle Gallus, CEO & co-founder

DocuSigned by:

Angela Gallus

637BA50022606488

Angie Gallus, President & co-founder

DocuSigned by:

Thomas G. Kamp

7A758E7B699E41B

Thomas G. Kamp, Board Member

DocuSigned by:

Phil Huff

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Phil Huff, Board Member

DocuSigned by:

Peter D. Espinosa

F.D/82AD525E D44E

Pete Espinosa, Board Member



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STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
03/28/2022 11:59 PM

Steve Simon

Steve Simon
Secretary of State