



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) The Improve Group, 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

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

3/30/22
 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:

leah@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:

Leah Goldstein Moses 651 315 8916
 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 2021, 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 2021:

- Over the course of the year, \$577,135 went to support building relationships in the form of sharing contract dollars with our partners.
- Of the 80 projects we worked on in 2021, 58% included direct community engagement and 30% included partners.
- Of those 80 projects, 71% were focused on advancing equity.
- At the end of the year, staff described increased confidence in using equity-focused evaluation principles and practices in our consulting work. They also reported a shift in thinking that a strong equity approach should inform all our work—not just some projects.
- Our staff worked in collaboration with wise partners to develop an [equity statement](#) that we are using to guide our work and hold ourselves accountable.
- 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 used more equity-focused hiring, employment, and advancement practices. For example, we expanded the networks and posting sites we use to get the word out about our opportunities, moved to a “green posting” process where anyone can apply for our jobs at any time, and paid additional attention to what skills we were hiring for to avoid unnecessary credentialing barriers.
- We continued our practice of introducing more people to the evaluation field by hiring alumni of the Minneapolis Step Up program for our internship.
- We continued our practice of purchasing from vendors that are owned or led by protected-class groups, including for our staff and client year-end gifts.
- Shared leadership showed up in policy revisions, where individual staff led and contributed to changes in paid time off, work from anywhere, 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 87 possible projects, ensuring we considered whether team member interests and experiences strategically aligned with the work before deciding to pursue 59 (68%) of the projects.
- We changed the way we supported employee giving in 2021, moving from a matched-donation practice to every staff member having a budget for giving. As a result, we went from 8 staff participating in employee giving to 12 staff participating.

Circumstances hindering our public benefit

We experienced circumstances in 2021 that hindered our ability to pursue our public benefit:

- Like other businesses, the need for additional operational adjustments in light of the pandemic challenged our organization and our team. We have not seen the high numbers of resignations that other businesses are seeing, but we have had trouble filling vacancies and keeping up with rising wages.
- 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 diverse employees.

Our officers have approved and certified this report on March 30, 2022.



Work Item 1306580600038
Original File Number 851252-2

STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
03/31/2022 11:59 PM

Steve Simon

Steve Simon
Secretary of State