

# 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. File Number \_\_\_\_\_

2. Corporate Name: (Required) Evergreen Collecting GBC

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

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.

Taylor J. Hall  
Signature of Public Benefit Corporation's Chief Executive Officer

3/29/2024  
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:

eco.evergreenco@gmail.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:

Taylor Hall 763-234-9992  
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

Second Annual Benefit Report

# **Evergreen Collective**

A Minnesota General Benefit Corporation

*March 30, 2024*

## ***History***

Evergreen Collective was incorporated in March 2022 and opened its doors in September 2022 at 1104 Grand Avenue, St. Paul, MN 55103. Our store hours are Wednesday-Saturday: 10am-6pm, and Sunday: 10am-4pm.

## ***Mission***

Evergreen Collective is an in-person and eCommerce retail store that serves Minnesota's general benefit and the greater world. We focus on both sustainability standards and labor standards in the retail business.

## ***Third-Party Standard***

**Green Business Bureau:** Evergreen Collective's Board chose the Green Business Bureau as an independent third-party standard to determine that we have pursued benefits for the general public. We chose this as our standard because The Green Business Bureau allows us, as a small business, flexibility in how we achieve our goals and provides us with a framework on how to become more sustainable & accountable to the general public. In 2023 we achieved their *Gold Membership status*.

## ***Values of Evergreen Collective***

1. **Fair Labor:** Something we find is not talked about frequently in the sustainability movement is Fair Labor. That's why it's at the top of our list! Every brand carried at Evergreen Collective has been vetted for its ethical manufacturing practices.
2. **Low Waste:** Low waste; notice it's not zero waste. We are "progress over perfectionists" at Evergreen Collective. Always working to do what we can without feeling negative about ourselves, we encourage our customers to do the same. You'll find zero waste + low waste products at Evergreen Collective, but they all encourage us to live a more sustainable lifestyle in an approachable way.
3. **Transparency:** We strive to be as transparent as possible, so you know why we choose to carry each brand at Evergreen Collective. The website has a page dedicated to showcasing each brand's values to inform customers why they are stocked at Evergreen.

## ***Management***

*Taylor Hall* is the owner and CEO of Evergreen Collective. Since she was in high school, Taylor has always been interested in how products are made and who makes the items we use in our everyday lives. After learning about human rights violations along the supply chain of common everyday items, she sought alternatives made by people who were fairly compensated and in amazing working conditions. This was not easy information to come across.

She noticed there was no one-stop shop where you could find all our everyday household needs that meet these standards, at least not in person in her community then. So she got to work. While in college, and since then, Taylor has worked for various local businesses specializing in ethical consumption, including Spoils of Wear, Global Mamas, and Fair Anita. After working in various operations, sales & marketing positions, Taylor felt she had gained enough experience to open up the store of her dreams.

### **Key Advisors Include:**

*Toni Catalano:* Toni was instrumental in setting up the shop. She designed Evergreen Collective's logo and was instrumental in branding the shop, including helping design the website and store layout and being a sounding board whenever possible.

*Jill Erikson:* Owner, Spoils of Wear

*Joy McBrien:* CEO, Fair Anita

## ***Highlights of the Year***

*April 2023:* Partnered with **Kaladascope Toy Library** for an Earth Day Event.

*September 2023:* Featured in **MSP Mag** along with Tare Market for making living green in the Twin Cities easier.

*September 2023:* Started partnering with **local brand HiBar** for solid bar shampoo and conditioners, and local brand **Sustain Yourself** for refillable deodorant.

*December 2023:* Saw a **growth of just over 20% for Q4** compared to our first year in business.

## **Impact:**

1. *Fair Labor:*
  - a. Evergreen Collective partnered with a total of 83 local, national, and international brands that prove they follow fair labor standards along their supply chains.
  - b. Evergreen Collective partners with five local makers in-store.
2. *Low Waste:*
  - a. Evergreen Collective carries low-waste cleaning solutions for customers. This includes a refill station with donated jars from the community and cleaning products in recyclable/compostable containers.
  - b. Evergreen Collective has a bag collection program, where we collect shopping bags from community members to give to customers who do not bring their own. This way, we do not give out new bags to customers.
  - c. Evergreen Collective uses 100% reused materials in our eCommerce fulfillment.
3. *Customer Testimonials*
  - a. On what we do well “Making sustainable shopping easy and not intimidating such as encouraging reuse of random bottles for your refillable products!”
  - b. On what we do well “Customer service was great! Super helpful when I came in and had questions to ask!”
  - c. On what we do well: I really love your expertise in regards to sustainability. Less packaging, refillable quality locally sourced products... continually refreshing product offerings. Thanks!”
  - d. “You are doing great, thank you for pouring your heart and soul into this wonderful store!”
  - e. “THANK YOU FOR BEING WHAT ALL SHOPS NEED TO BE!!!!!!♥♥♥♥♥♠♠”

## **Strategic Directions for 2024:**

1. *Events:* Plan more events to increase awareness and help educate customers on how to live more sustainably. Including a home goods swap.
2. *Social Media:* Start implementing an improved plan on social media to grow awareness & educate customers on how easy it can be to switch to sustainable options, but at the same time, make space for imperfection.
3. *Hire 1st staff member:* To help with inventory management

4. *Increase second-hand items in store:* The most sustainable options are the items that already exist. We want to curate second-hand kitchen goods in-store to help make it more accessible to find high quality gently used kitchen utensils.
5. *Partner with more local brands:* We want to work with more local brands that meet our value-based standards.

***Certification of Board of Directors:***

The undersigned, the board of directors of Evergreen Collective, hereby acknowledge and certify that we have reviewed and approved the enclosed 2nd Annual Report.

A handwritten signature in black ink that reads "Taylor Hall". The signature is written in a cursive style with a horizontal line above the first name.

**Taylor Hall**

3/30/2024





**Work Item 1466527100037**  
**Original File Number 1304096400031**

STATE OF MINNESOTA  
OFFICE OF THE SECRETARY OF STATE  
FILED  
**03/29/2024 11:59 PM**

*Steve Simon*

Steve Simon  
Secretary of State