

CAMPAIGN FINANCE REPORT OF RECEIPTS AND EXPENDITURES

As required by the Hennepin County Financial Disclosure Law: Minnesota Statutes 383B.041-383B.058

All information on this report is public. Type or print in black ink. Retain a copy of this report for your files.

1. Charter for Change
(Name of Committee or Fund)

2. Catherine Shreves CharterforChangeMPLS@gmail.com
(Treasurer's Name) (E-mail Address)

3. PO Box 24642, Minneapolis, MN 55424
(Treasurer's Mailing Address for Committee Business)

4. Treasurer's Daytime Phone Number: 612-293-9843

5. Change in Committee or Officer's Name, Address, Phone. (Attach new "Registration & Statement of Organization")

Received by Hennepin
County Elections
Jan 21, 2022

6. No activity since last Report. (Insert Beginning and Ending Balance at #9 & #12 below)

6a. No activity with 383B.041-.058 candidates, this reporting period. (Complete lines #9-#12 as applicable)

7. Termination of Committee - All debts must be paid and Ending Balance can be no more than \$100. Termination of committee registration.
If your committee is a state committee, please contact our office regarding termination.

8. 2021 ANNUAL REPORT DUE Monday January 31, 2022

REPORTING PERIOD: (check one)

2021 Candidates on the ballot
And Political Funds or Committees: From: 10/20/2021 Through: 12/31/2021
Candidates NOT on the ballot in 2021: From: 1/1/2021 Through: 12/31/2021

9. BEGINNING CASH BALANCE THIS REPORT: \$
(Insert Ending Cash Balance from last report)

	COLUMN A	COLUMN B	COLUMN C
	Activity Reported <u>this year</u> ,	ACTIVITY IN THIS REPORTING PERIOD	A + B = Total Activity for This Calendar Year
	<u>In previous reporting periods.</u>		
10. ADDITIONS:	<u>\$ 130,200</u> (Column C, Line 10 from Last Reporting period.)	<u>+ \$ 113,416</u> (Insert amount from line 25)	<u>\$ 243,616</u> (Insert total of line 10, columns A + B)
11. SUBTRACTIONS:	<u>\$ 130,200</u> (Column C, Line 11 from Last Reporting period.)	<u>- \$ 113,416</u> (Insert amount from line 34)	<u>\$ 243,616</u> (Insert total of line 11, columns A + B)
12. ENDING CASH BALANCE THIS REPORT:	<u>= \$ 0</u> (Line 9 + line 10(column B) - line 11(column B))		

SUMMARY OF IN-KIND DONATIONS & OUTSTANDING LOANS RECEIVABLE:

	COLUMN A	COLUMN B	COLUMN C
	Activity Reported on Last Report	ACTIVITY IN THIS REPORTING PERIOD	A + B = Total Activity for This Calendar Year
13. In-Kind Donations Received:	<u>\$</u> (Column C, Line 13 from Last Reporting period.)	<u>+ \$</u> (Insert total from line 36)	<u>\$</u> (Insert total of line 13, columns A + B)
14. Goods/Services Given to Others:	<u>\$</u> (Column C, Line 14 from Last Reporting period.)	<u>- \$</u> (Insert total from line 39)	<u>\$</u> (Insert total of line 14, columns A + B)
15. Current Balance of Outstanding Loans Receivable (loaned to others)		<u>></u>	<u>\$</u> (Insert total Current Balance from line 45)

SUMMARY OF OUTSTANDING DEBT:

16. Current Balance of Outstanding Loans Payable (loaned to you)	<u>></u>	<u>\$</u> (Insert total Current Balance from line 42)
17. Current Balance of Outstanding Unpaid Bills/Advance of Credit	<u>></u>	<u>\$</u> (Insert total Amount Owed from line 46)

CERTIFICATION: Any person who signs and certifies to be true a report or statement which the person knows contains false information or who knowingly omits required information is guilty of a gross misdemeanor.

I, (Print Name) Catherine Shreves, CERTIFY THAT THIS REPORT IS COMPLETE, TRUE AND CORRECT.

SIGNATURE OF TREASURER: Catherine Shreves DATE: 1.21.2022

File this report with:
Hennepin County Elections Division MC 012 Government Center, Minneapolis, MN 55487-0012 (612)596-7152

RECEIPT AND EXPENDITURES WORKSHEET FOR THIS REPORTING PERIOD ONLY

NAME OF COMMITTEE OR FUND: Charter for Change

DATE: January 21, 2022

ADDITIONS: (Income)

19. Total ITEMIZED Contributions: \$ 113,416
(Insert total from line 35)

20. Total NON-ITEMIZED Contributions: \$ _____ \$ 113,416
(Subtotal: lines 19 + 20)

21. Income from bank dividends, interest, etc: \$

22. New Loans Payable (loaned to you): \$
(Insert total from line 40)

23. New Repayments on Loans Receivable:
(loaned to others/repaid to you) \$
(Insert total from line 44)

24. Other: _____ \$ _____ \$
(Subtotal: lines 21+22+23+24)

25. **TOTAL INCOME:** \$ 113,416
(TOTAL lines 19 through 24. Transfer this amount to Line 10, Column B.)

SUBTRACTIONS: (Expenditures)

26. Total ITEMIZED Contributions to Others: \$
(Insert total from line 38)

27. Total NON-ITEMIZED Contributions to Others: \$ _____ \$
(Subtotal: lines 26 + 27)

28. Total ITEMIZED Operating Expenditures: \$ 113,416
(Insert total from line 37)

29. Total NON-ITEMIZED Operating Expenditures: \$ _____ \$ 113,416
(Subtotal: Lines 28 + 29)

30. Bank service charges, etc., paid by you: \$

31. New Repayments on Loans Payable:
(loaned to you/repaid to lender) \$
(Insert total from line 41)

32. New Loans Receivable (loaned to others): \$
(Insert total from line 43)

33. Other: _____ \$ _____ \$
(Subtotal: lines 30+31+32+33)

34. **TOTAL EXPENDITURES:** \$ 113,416
(Total lines 26 through 33. Transfer this amount to Line 11, Column B.)

Important information:

Addresses submitted on Schedule A are public data pursuant to the Minnesota Government Data Practices Act. This form is retained on file in the Hennepin County Elections Division. As a convenience, Hennepin County also displays Schedule A on the Hennepin County web site. Please check the box and initial the form on the line provided if you do not want the address of contributors to be displayed on the website. _____ If selected, please submit two versions of Schedule A, one with contributors' addresses and one without.

SCHEDULE A: INCOME FROM CASH (MONETARY) CONTRIBUTIONS and IN-KIND DONATIONS

NAME OF COMMITTEE OR FUND: Charter for Change DATE: January 21, 2022

You must disclose the date and amount of each monetary contribution or donation In Kind within the year that, in aggregate from any contributor, exceeds \$100 *, the name and address of the individual, committee or fund that made the monetary contribution or Donation In Kind, and the employer of the individual contributor. (**In the case of a contributor who is self-employed, that is, does not derive earned income as owner, partner, or employee of a corporation, partnership, or other entity, including a branch of government, you must list that contributor's occupation.)

*Political Funds must itemize contributions of members that, in aggregate in the year, exceed \$50.

If you submit a typed or computer-generated list, all items must be in the same order as they appear on Schedule A. Attach additional pages as necessary.

List contributions here for the current reporting period

				COLUMN A	COLUMN B	COLUMN B1	COLUMN C
Date Rcvd.	ALPHABETICAL ORDER! Contributor Name & Address	Contributor's Employer**	Description of In-Kind Donation	Previous Total For This Year	\$ Received This Period	\$ Value of In-Kind Donation	Total from Source Year to Date
11/1/21	Minneapolis Regional Chamber Development Foundation 81 S 9th Street #200 Minneapolis, MN 55402			130,200	113,416		243,616
11/11/21	Mpls Regional Chamber Development Fnd		Fiscal Agent Accounting Serv	7,500		2,500	10,000
12/31/21	Mpls Regional Chamber Development Fnd		Fiscal Agent Accounting Serv			2,500	2,500

Subtotal ITEMIZED Monetary Contributions received this period: \$ 113,416

Subtotal ITEMIZED Monetary Contributions received this period listed on previous page: \$

35. TOTAL ITEMIZED CONTRIBUTIONS RECEIVED THIS PERIOD: (Transfer this amount to Line 19) \$ 113,416

Subtotal ITEMIZED In-Kind Donations received this period: \$ 5,000

Subtotal ITEMIZED In-Kind Donations received this period listed on previous page: \$

Subtotal NON-ITEMIZED In-Kind Donations Received This Period: \$

36. TOTAL IN-KIND DONATIONS RECEIVED THIS PERIOD: (Transfer this amount to Line 13, Column B) \$ 5,000

SCHEDULE B: OPERATING EXPENDITURES and CONTRIBUTIONS MADE TO OTHER COMMITTEES

NAME OF COMMITTEE OR FUND: Charter for Change

DATE: January 21, 2022

You must disclose the name and address of each individual, business or committee to whom expenditures/contributions have been made, in an aggregate amount in excess of \$100 within the year, and the amount, date and specific purpose of the expenditure.

If you submit a typed or computer-generated list, all items must be in the same order as they appear on Schedule B.

Attach additional pages as necessary.

			List expenditures here for the current reporting period			
			COLUMN A	COLUMN B	COLUMN B1	COLUMN C
Date Paid	ALPHABETICAL ORDER! Vendor or Recipient Committee Name and Address	Purpose for Expenditure	Previous Total For This Year	Operating Expenditure s	Contribution s to Others	Total to Source Year to Date
See Attached Schedule B						
Subtotal ITEMIZED Operating Expenditures this period:				\$ 113,416		113,416
Subtotal ITEMIZED Operating Expenditures this period listed on previous page:				\$		
37. TOTAL ITEMIZED OPERATING EXPENDITURES THIS PERIOD: (Transfer this amount to Line 28)				\$ 113,416		113,416
Subtotal ITEMIZED Contributions to Others this period:					\$	
Subtotal ITEMIZED Contributions to Others this period listed on previous page:					\$	
38. TOTAL ITEMIZED CONTRIBUTIONS TO OTHERS THIS PERIOD: (Transfer this amount to Line 26)					\$	

Charter for Change						
Campaign Finance Report of Receipts and Expenditures						
Schedule B: Operating Expenditures- Attachment						
			Column A	Column B - Totals	Column B1	Column C
Date Paid	Vendor	Purpose of Expenditure	Previous Total	Operating Expenditures	Contribution to Others	Total to Source YTD
10/7/21	Goff Public 444 Cedar St, Suite 910 St. Paul, MN 55101	Public Relations Services *Led Weekly Meetings to discuss progress, hear upates and set goals *Identified proactive media opportunities for Charter for Change *Served as the primary media contact for Charter for Change *Requested and scheduled informational meetings with key reporters and editorial board meeting with the Star Tribune *Prepped Charter for Change spokespeople for individual media opportunities *Provided weekly digests of relevant media clips to Charter for Change team members *Stayed up to date on media coverage and recommended media relations strategies accordingly Provided strategic communications advice and writing services as needed *Collaborated with social media consultant on content, message development, and direction for mailer #2 *Researched options for GOTV text message campaign	\$ 22,942			\$ 22,942
10/19/21	Goff Public	Media Relations & Communcations Services *Led Weekly Meetings to discuss progress, hear upates and set goals *Identified proactive media opportunities for Charter for Change *Served as the primary media contact for Charter for Change *Provided a media training session for key Charter for Change spokespeople *Prepped Charter for Change Spokespeople for individual media opportunities *Provided weekly digests of relevant media clips to Charter for Change Team Members *Stayed up to date on media coverage and recommended media relations strategies accordingly *Provided strategic communications advice and writing services as needed *Collaborated with social media consultant on content and message development	\$ 11,666			\$ 11,666
10/31/21	Goff Public	Public Relations Services *Led Weekly Meetings to discuss progress, hear upates and set goals *Secured proactive media opportunities for Charter for Change, which included opinion columns and coverage in print, TV and radio outlets. *Served as the primary media contact for Charter for Change *Prep Charter for Change spokespeolpe for individual media opportunities *Provided weekly digests of relevant media clips to Charter for Change Team Members *Provided strategic advice and set direction for mailers *Developed a targeted social media advertising campaign (in coordination with Parenteau Graves), including content and message development. *Faciliated a get-out-the vote (GOTV) text message campaign, including strategy, message development, deploying the messaging and answering responses *Implemented a Google Ads campaign, effective Oct 5-Nov 2 *Produced a motion graphic video which was shared across digital channels *Developed and executed a pre-roll video ad		\$ 84,060		\$ 84,060

Charter for Change						
Campaign Finance Report of Receipts and Expenditures						
Schedule B: Operating Expenditures- Attachment						
				Column A	Column B - Totals	Column C
Date Paid	Vendor	Purpose of Expenditure	Previous Total	Operating Expenditures	Contribution to Others	Total to Source YTD
		campaign utilizing the motion graphic video				
9/30/21	Minneapolis Regional Chamber of Commerce 81 S 9th Street, Suite 200 Minneapolis, MN 55402	Merchant Fee - Credit Card Transactions	\$ 478			\$ 478
8/11/21	Mitchell, Gayle 12299 Flanders St, NE, Blaine, MN 55449	Office Exp Reimbursement	\$ 80			\$ 80
9/9/21	Mitchell, Gayle	Administrative Services	\$ 4,400			\$ 4,400
9/28/21	Mitchell, Gayle	Office Exp Reimbursement	\$ 107			\$ 107
10/5/21	Mitchell, Gayle	Administrative Services	\$ 2,170			\$ 2,170
10/31/21	Mitchell, Gayle	Administrative Services		\$ 960		\$ 960
10/31/21	Mitchell, Gayle	Office Exp Reimbursement		\$ 88		\$ 88
11/30/21	Mitchell, Gayle	Administrative Services		\$ 400		\$ 400
11/30/21	O'Brien, Kathleen	Reimbursed Expense: Victory Celebration for Volunteers @ Nicollet Island Inn		\$ 5,929		\$ 5,929
11/30/21	O'Brien, Kathleen	Reimbursed Expense: Flowers for Victory Party, Soderberg's Floral & Gift		\$ 302		\$ 302
9/30/21	Parenteau Graves 5315 Upton Ave So. Minneapolis, MN 55410	Website Maintenance PR/Communications Postcards, flyer Power point, social media strategy	\$ 10,756			\$ 10,756
		Reimbursed Expense: Ads: Northeast, MinnPost, Sahan Journal Square Space: web hosting Sticker mule: buttons Impact Printing - postcards Show & Tell: David Carey Videotaping				
9/28/21	Parenteau Graves	Reimbursed Expense: Postcard, mail prep and postage	\$ 18,884			\$ 18,884
10/5/21	Parenteau Graves	Reimbursed Expense: Postcard, mail prep and postage	\$ 23,663			\$ 23,663
10/5/21	Parenteau Graves	Website Maintenance PR/Communications: Ad Design, placement & negotiations, postcards, flyer update, PP update	\$ 11,476			\$ 11,476
		Reimbursed Expense: David Carey PPT video, Southside Pride, Impact Printing booklets & Lawn signs Minuteman sitckers, Square space hosting				
10/18/21	Parenteau Graves	Reimbursed Expense: Postcard, mail prep and postage	\$ 23,578			\$ 23,578
10/31/21	Parenteau Graves	Public Relations/Communications Services Reimbursed Expenses: Longfellow Messenger ad; The Circle Ad, Facebook ads, Twitter Ads, Squarespace website hosting +email charges, Minute- man press: one sheets, Adobe: photos for postcard		\$ 11,467		\$ 11,467
11/30/21	Parenteau Graves	Reimbursed Expense: Spokesman Recorder, Facebook, Twitter, Adobe Stock Photos, Squarespace: website & emails and Public Relations/Communications Services		\$ 5,018		\$ 5,018
12/31/21	Parenteau Graves	Reimbursed Expense: Annual Hosting Fee: Squarepace @ \$16 per month		\$ 192		\$ 192
10/31/21	WRNB FM Media, Inc: DBA Urban Mass Media Group 2214 Blaisdell Ave Suite 3 Minneapolis, MN 55404	Charter for Change Oct 2021 Video Produc- tion and placements: 30-60 minute filmed C4C show with 3 guests: host/studio/pro- ducer/camera crew/editing; 30-60 minute live stream C4C show 10/19/2021 (BMA Facebook; BMA 937 post broadcast place- mentes week of 10/25/21		\$ 5,000		\$ 5,000
Line 37	Total Itemized Expenditures this Period (Transfer to Line 28)		\$ 130,200	\$ 113,416		\$ 243,616

SCHEDULES C, D, E, and F (Attach additional pages if necessary for Schedules C, D, E, and F)

NAME OF COMMITTEE OR FUND: Charter for Change DATE: 1/21/2022

SCHEDULE C: GOODS AND SERVICES GIVEN TO OTHERS

You must disclose the total value of goods and services given to another committee, as well as any otherwise non-itemizable cash that, together with the goods and services, is in excess of \$100 within the year. You must also disclose the date, name and address of the recipient and a description of the goods or services given.

Date	Alphabetical Order Name & Address of Recipient	Description of Goods and Services	COLUMN A Previous Total for This Year	Goods & Services + Cash = \$100+ Given in Current Period		COLUMN C Recipient Total Year to Date
				COLUMN B Cash Given	COLUMN B1 Value of Goods & Services	

39. Total Goods and Services given in this period: (Transfer this amount to Line 14, Column B) \$

SCHEDULE D: NOTES AND LOANS PAYABLE (Loaned to You)

Date	Alphabetical Order Name, Address & Employer of Lender	COLUMN A1 Loan Balance Last Report	Loans Given to or Repaid by You in Current Reporting Period		COLUMN C1 Current Balance Owed by You
			COLUMN B Add New Loan \$ Received	COLUMN B1 Subtract Loan \$ Repaid	

40. Total New Loans Payable this period: (Transfer this amount to Line 22) \$

41. Total Repayment of Loans Payable this period: (Transfer this amount to Line 31) \$

42. Current Balance of Outstanding Loans Payable: (Transfer this amount to Line 16) \$

SCHEDULE E: NOTES AND LOANS RECEIVABLE (Loaned by You)

Date	Alphabetical Order Name, Address & Employer of Recipient of Loan	COLUMN A1 Loan Balance Last Report	Loans Given by or Repaid to You in Current Reporting Period		COLUMN C1 Current Balance Owed to You
			COLUMN B Add New Loan \$ Given	COLUMN B1 Subtract Loan \$ Repaid	

43. Total New Loans Receivable this period: (Transfer this amount to Line 32) \$

44. Total Repayment of Loans Receivable this period: (Transfer this amount to Line 23) \$

45. Current Balance of Outstanding Loans Receivable: (Transfer this amount to Line 15) \$

SCHEDULE F: UNPAID BILLS/ADVANCE OF CREDIT (Items or services received but not paid)

Date	Alphabetical Order Name & Address of Vendor of Goods or Services Received But Not Paid For	Current Balance Owed by You
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46. Current Balance of Outstanding Unpaid Bills/Advance of Credit: (Transfer this amount to Line 17) \$

47. The Treasurer is to sign this statement ONLY IF INDEPENDENT EXPENDITURES WERE MADE.

(Make notations on Schedules B or C where Independent Expenditures are itemized.)

INDEPENDENT EXPENDITURE: SWORN STATEMENT

I, (Print Name) _____, hereby certify that all independent expenditures made on behalf of other candidates and reported in this report were made **WITHOUT** the authorization or expressed or implied consent of, or in cooperation or in concert with, or at the request or suggestion of any candidate, candidate's campaign committee or agent.

Signature of Treasurer N/A Date _____