

ATTACHMENTS TO FORM 1023

Applicant: Benefit Corporation Standards Institute, Inc.

Part I, Item 7: Authorized representative is Mark Alcorn, Alcorn Associates Law Offices, 1000 Q Street, Suite 120, Sacramento, California 95811. Telephone 916-444-5959. Facsimile 916-443-6719. E-mail: mark@alcornlaw.com.

Part II, Item 1: Articles of Incorporation are attached hereto as ATTACHMENT II.1.

Part II, Item 5: Bylaws are attached hereto as ATTACHMENT II.5.

Part IV, Narrative Description of Activities:

Past Activities:

Benefit Corporation Standards Institute, Inc. (hereinafter "BCSI" or "the Institute") is a new organization and has no past activities.

Current Activities: Current activities are focused on organizing, incorporating and obtaining a tax exemption. All services and activities are being conducted by volunteer participants, almost always in their places of business or at meetings in various places such as restaurants and hotel meeting rooms.

The mission statement of the Institute is as follows:

*The mission of Benefit Corporation Standards Institute, Inc.
is to facilitate and promote the use of benefit corporations
to improve society and the environment.*

Future Activities: Future activities of the will involve five areas, as follows:

1. STANDARDS DEVELOPMENT

The Institute will devote time to establishing appropriate, reasonable and meaningful standards of social and environmental benefit for entities whose purposes include having a material positive impact on society and the environment. Standards development will be conducted by "standards development committees" organized by the Institute. The Institute will be ISO 65 compliant. The standards development committees will consist of volunteer participants from the Institute and appropriate trade groups, professional groups, coalitions and experts. The committees will develop and recommend an appropriate set of standards for a given kind of business. It is anticipated that this process will result in numerous sets of standards, each applicable to a particular kind of business enterprise. All standards will be available to the public at no charge.

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Committee members will not be compensated for their services. In the event that expert input is required in order to obtain expert services not available on a volunteer basis, it is possible that fees might be required to be paid on occasion in the future.

Standards will be available for review and use by the public at no charge via the Institute's website.

Approximately 30% of total Institute resources will be devoted to these activities. These services and activities will be conducted by volunteer participants, almost always in their places of business or in meetings at various places such as restaurants and hotel meeting rooms. These activities further the objectives of the Institute by providing appropriate standards for "benefit corporation" entities to adopt and implement in accordance with laws enacted in various jurisdictions. Adoption of these standards will then, in turn, benefit society and the environment.

2. FUND DEVELOPMENT

In order to build capacity and sustainability of standards setting for "benefit corporations," the Institute will attempt to raise funds through soliciting grants from social benefit foundations, associations, other nonprofit and for profit business enterprises, and individuals. Institute volunteers will begin by contacting trade and professional associations to persuade them to encourage their members to become "benefit corporations," to participate in the development of standards on a "standards development committee" on a volunteer basis, and to make a contribution to the Institute to offset the cost of standards development. Similar activities will be conducted with individual businesses, except that the Institute will not permit an individual to participate in standards development if the resulting standard would apply to their own business interests.

Fundraising efforts will include the following steps:

1. Develop long-term relationships with individuals, organizations and stakeholders to enlist a commitment to the Institute's mission and an investment of support.
2. Develop grant writing expertise.
3. Develop database of Institutes and grant opportunities.
4. Develop timeline for obtaining grants.
5. Develop fundraising collaterals in support of grant applications.
6. Implement marketing and financial systems to facilitate individual and corporate contributions and Institute grants.

Approximately 25% of total Institute resources will be devoted to these activities. These services and activities will be conducted by volunteer participants, almost always in their places of business or in meetings at various places such as restaurants and hotel meeting

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rooms. These activities further the objectives of the Institute by providing financial resources and relationships to promote and implement “benefit corporations,” in accordance with laws enacted in various jurisdictions. Adoption of these standards will then, in turn, benefit society and the environment.

3. PROMOTION OF BENEFIT CORPORATIONS

The Institute will position itself as a trusted source for benefit corporation standards and information.

Objectives:

1. Create public awareness of the role of benefit corporations and the Institute.
 - A. Conduct a public relations effort on the roll-out of the Institute.
 - B. Establish a Web presence for the Institute (www.bcorpoinstitute.com).
2. Develop public relations and media plan to promote research outcomes and the placement of educational articles relating to benefit corporations and the Institute within select venues such as association publications and business journals.
3. Capitalize on professional speaking opportunities to increase the visibility and “spread” of benefit corporations.

Approximately 20% of total Institute resources will be devoted to these activities. These services and activities will be conducted by volunteer participants, almost always in their places of business or in meetings at various places such as restaurants and hotel meeting rooms. These activities further the objectives of the Institute by increasing public awareness of, and business adoption of benefit corporation status. Adoption of these standards will then, in turn, benefit society and the environment.

4. RESEARCH

The Institute will gather and compile research relating to “benefit corporations,” and their positive effects on society and the environment. This research will be made available to the public via the Institute’s website at no charge.

Approximately 15% of total Institute resources will be devoted to these activities. These services and activities will be conducted by volunteer participants, almost always in their places of business or in meetings at various places such as restaurants and hotel meeting rooms. These activities further the objectives of the Institute by providing credible information relating to benefit corporations. This will, in turn, benefit society and the environment.

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5. ADMINISTRATIVE ACTIVITIES

Administrative activities include accounting, maintaining books and records, organizing meetings, coordination of volunteers and similar activities.

Approximately 10% of total Institute resources will be devoted to these activities. These services and activities will be conducted by volunteer participants, almost always in their places of business or in meetings at various places such as restaurants and hotel meeting rooms. These activities further the objectives of the Institute by maintaining the legal status of the organization, and ensuring its continuing existence.

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Part V, Item 1a, Officers and Directors

Michelle Alcorn, CAE, 1000 Q Street, Suite 120, Sacramento, California 95811
Chair/President and Director

Stanley (Rob) Gustafson, CAE, 3176 Industrial Boulevard, West Sacramento, California
95691
Secretary and Director

John Dane, CAE, 3176 Industrial Blvd., West Sacramento, California, California 95691
Vice President and Director

Charles Eley, FAIA, PE, 3176 Industrial Blvd., West Sacramento, California, California
95691
Treasurer and Director

Current resumes of the officers and directors are included with this packet.

No officers or directors receive compensation for their service as an officer or director.

Part V, Item 2a: All of the members of the Board of Directors are related through past business associations. Mark Alcorn is not a director, but serves as legal counsel and has provided legal services to other directors in the past with respect to matters unrelated to the Institute. Mark Alcorn and Michelle Alcorn are business partners and spouses.

Part V, Item 5a: The Coalition's Conflict of Interest Policy is set forth in
ATTACHMENT V.5.a

Part VI.1a: As noted in the Narrative Description of Activities above, the Institute will provide standards and information that will be available to business corporations to use in becoming and maintaining status as a "benefit corporation." The standards and information will be available to businesses and the public at no charge.

Part VI.1b: As noted in the Narrative Description of Activities above, the Institute will provide standards and information that will be available to business corporations to use in

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becoming and maintaining status as a “benefit corporation.” The standards and information will be available to businesses and the public at no charge.

Part VIII, Item 4a: As noted in the Narrative Description of Activities above, Institute grant and fundraising plans will be implemented. The organization does not anticipate hiring fundraising professional or organizations at this time.

Part VIII, Item 10: The Institute will develop standards, articles, databases and other forms of intellectual property which will be copyrighted, and certain information, such as the identities of contributors, will not be subject to public disclosure. As noted above, the public will be licensed to use the standards and information provided on the Institute’s website, but it will not permit those materials to be republished or used for any commercial purpose other than qualification as or maintenance of a “benefit corporation.”

Part VIII, Item 11: The Institute may accept contributions that may be used to further its charitable purposes. There are no policies at this time limiting the kinds of contributions that may be accept, or imposing conditions on such contributions. No such contributions have been made as of the date of this application.

Part VIII, Item 12a: The Institute may, in the future, establish and maintain standards relative to foreign “benefit corporations,” in the same manner described in the Narrative Description, but no such activities are underway at this time, and it is anticipated that all such activities will take place from the Institute’s offices, not in foreign offices.

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