“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has.”

— Margaret Mead
INTRODUCTION

I joined TOMS three and a half years ago, but it’s safe to say that I’ve been a fangirl for much longer. As we were putting the final touches on this report, I really started to think about what it means to build a movement, as well as our opportunity—perhaps even obligation—to continue our pursuit of a better tomorrow in new and innovative ways.

In 2006, TOMS® Founder Blake Mycoskie—together with some friends and interns—transformed his one-bedroom apartment in Venice, California into a little shoe company with a big idea: using business to improve lives. I’m not sure Blake ever meant to change the way we think about the power of a purchase, or to inspire hundreds of other companies to prioritize impact as much as they prioritize the bottom line. But that’s exactly what happened.

13 years later and 96.5 million lives impacted, I’m humbled and inspired by all the good our community has accomplished. Together, we’ve given shoes, sight, safe water, and impact grants, but beyond that, we’ve given health, hope, independence, and opportunity. This is our true impact. This is your impact.

And your impact is about to go a lot further, because we’re evolving our giving strategy. Why?

It’s no secret that the world is changing. The issues facing our communities are complex and evolving—but our commitment to using business to improve lives is stronger than ever.

So, we spent the last year asking ourselves some tough questions. Mainly, “Are we applying the power of every TOMS purchase in the most impactful way possible?” After several months of research and a bit of soul searching (see what I did there?), we knew it was time to evolve our giving. We made the decision to decouple our impact from the One for One® model we pioneered, and to expand our giving portfolio to include impact grants. This way, we can support organizations working to address some of today’s most pressing issues.

As you can imagine, we didn’t make this decision lightly. But, we’re motivated by the opportunity to have meaningful impact in some new issues areas—areas that are important to us, and to you. Truth be told, we haven’t quite figured everything out yet, but we do know that directing our shoe giving and grants towards the promotion of physical safety, mental health, and equality of opportunity is the right next step for TOMS.

All that said, we hope that this impact report inspires you, our incredible supporters, to continue this journey with us, because none of it would be possible without you. This is your impact, and we can’t wait to charge into the future together helping to create many, many better tomorrows.

With pride and gratitude,

Amy Smith, Chief Giving Officer

A Note From a Rebel Optimist

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Amy Smith, Chief Giving Officer

This note would not be complete without a great big THANK YOU! Thank you to everybody who had a hand in bringing this report to life—from the data crunching to the stunning images. It is because of the hard work from a passionate TOMS team that this all came together. I am grateful for your commitment to TOMS and I feel lucky to call you co-workers and friends.
YOUR IMPACT

Overview
13 Years of Giving at TOMS®

Our mission is using business to improve lives.

96.5 million lives impacted—and counting

Fig. 1

Lives Impacted

Number of Lives Impacted

Year


20,000,000 40,000,000 60,000,000 80,000,000 100,000,000

Top 3 Shoe Giving Benefits

1. Basic Protection
   TOMS Giving Shoes help to protect against infections, as well as injury and disease.

2. Greater Access to Education
   Families no longer need to spend money on shoes for school, and can focus on other needs.

3. Emotional Well-Being
   TOMS Giving Shoes help increase a sense of well-being and self-worth among recipients.

Number of Sight Restorations
780,000

Weeks of Safe Water Given
722,000

Amount Dedicated to Impact Grants:
$6.5 Million Committed

Your Impact / Overview

Our mission is using business to improve lives.
Where We’ve Given

List of Countries

Afghanistan
Albania
Algeria
Argentina
Armenia
Australia
Azerbaijan
Bahrain
Bangladesh
Belgium
Belize
Benin
Bolivia
Bosnia
Botswana
Brazil
Brunei
Bulgaria
Burkina Faso
Cambodia
Cameroon
Chad
Chile
China
Colombia
Costa Rica
Democratic Republic of the Congo
Dominican Republic
Lesotho
Liberia
Lithuania
Madagascar
Malawi
Mali
Mexico
Moldova
Mongolia
Mozambique
Nepal
Netherlands
Nicaragua
Niger
Nigeria
Pakistan
Palestine
Panama
Paraguay
Peru
Philippines
Romania
Rwanda
Senegal
Sierra Leone
Somalia
South Africa
Sudan
Tajikistan
Thailand
Timor-Leste
Togo
Turkey
Uganda
Ukraine
United Arab Emirates
United Kingdom
United Republic of Tanzania
United States
Uzbekistan
Vietnam
Zambia

Fig. 2

List of U.S. States

Alabama
Arizona
Arkansas
California
Colorado
Connecticut
Delaware
Florida
Georgia
Hawaii
Idaho
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Montana
Nebraska
Nevada
New Hampshire
New Mexico
New York
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island
South Carolina
South Dakota
Tennessee
Texas
Utah
Vermont
Virginia
Washington
West Virginia
Wisconsin
Wyoming

Fig. 3
Here’s how it all started.

After selling 10,000 pairs of shoes, TOMS founder Blake Mycoskie recruited some friends, some family, and hopped on a plane to Argentina. There, they distributed 10,000 shoes—one for one—to kids in need wherever they could be found.

Needless to say, a lot has changed since then.

In 2009, TOMS invested in building a team of international development, health, and nonprofit professionals, now known—appropriately, we think—as the Giving Team. Over the course of 10 years, this team has developed relationships with over 200 non-governmental and humanitarian organizations in 80 countries worldwide. We call these organizations our Giving Partners, and they are critical to the way that we give.

Working hand-in-hand with these organizations, we’re able to better understand the needs of the communities they serve. Additionally, we can help meet these needs by integrating TOMS resources into their existing programs.

No guessing. No winging it.

Just proven, effective, locally-driven impact.

In the beginning, this meant that our shoes could be given in support of health, education, and community development programs already in place, and working. But we quickly saw success and decided—fingers crossed—that we could do more.

So, in 2011, we launched TOMS Eyewear, partnering first with the Seva Foundation to expand the One for One® model. Through this partnership, we helped provide medical treatment, sight-saving surgery, and prescription glasses to those in need.

Again, the model had worked. Again, we tested it with the launch of TOMS Roasting Co®, in 2014. In partnership with Water For People, TOMS coffee sales helped to provide safe living conditions and economic prosperity to developing communities through sustainable water systems.

This impact—your impact—has brought health and hope to individuals, families, and entire communities around the world. And so, before we talk about how our model is changing, let’s take a moment to acknowledge and celebrate all the good that the TOMS community has accomplished. Because it’s very, very real.
13 Years of Giving: A Timeline

**TOMS is Born**
The original One for One company takes shape in a Venice, CA apartment.

**First Shoe Given**
Blake Mycoskie travels to Argentina with a small crew and 10,000 pairs of shoes in tow.

**One Day Without Shoes**
Our global community goes one day without shoes to raise awareness for children’s health and education.

**Giving Partners Join the Mix**
TOMS begins working with humanitarian organizations to integrate shoes into existing programs.

**1,000,000 Pairs of Shoes Given**

**Safe Water Giving Begins**
TOMS Roasting Co. launches, with every purchase helping to provide safe water to people in need.

**TOMS Giving Grows**
We begin to introduce products that support safe births, bullying prevention, and access to solar light.

**50,000,000 Pairs of Shoes Given**

**Sight Giving Begins**
TOMS Eyewear launches to help restore sight to those in need.

**TOMS Opens Offices in Europe**

**TOMS Becomes a Certified B Corp®**

**TOMS Opens Offices in Asia**

**TOMS Giving Grows**
We begin to introduce products that support safe births, bullying prevention, and access to solar light.

**Tomorrows Project Launches**
Each month, TOMS employees have the chance to donate $10k to a cause they care about.

**Impact Grants Start**
Our giving model evolves, and TOMS starts investing in strategic impact grants.

**#EndGunViolenceTogether Launches**
TOMS commits $5 million to organizations working to end gun violence in the U.S., rallying support for Universal Background Checks.

**95,000,000 Pairs of Shoes Given**

**TOMS Opens Offices in Asia**

**TOMS Becomes a Certified B Corp®**
YOUR IMPACT
Shoes
95+ million shoes given and counting.
TOMS® 2019 Global Impact Report

19 million Pairs of Shoes Given

Shoe Giving Partners

1 Kenya
2 India
3 Ethiopia

Top 3 Countries to Receive Giving Shoes

Sometimes, a better tomorrow is in the basics.

95 million Pairs of Shoes Given

167 Shoe Giving Partners

Where We’ve Given Shoes

82 countries
38 U.S. states

Fig. 4

Fig. 5

Fig. 6

Fig. 7
Why Shoes?

When TOMS started giving shoes in 2006, our main goal was to help protect people living in communities that are prone to foot-related infection, injury or disease. However, reports from our Giving Partners have shown that the impact of shoe giving is really threefold:

1. **Basic protection**
   More than 1.5 billion people (24% of the world’s population) have a soil-transmitted infection.1 Shoes help to protect against these infections, as well as injury and disease.2 In fact, 63% of our Giving Partners have reported that TOMS Giving Shoes help to protect recipients against foot infection and disease, and 70% have reported protection from injury.

   “Many communities report a drastic decrease in foot disease since the distribution of TOMS shoes. The decrease is, on average, over 60%.”
   — ChildFund, Zambia

2. **Greater access to education**
   Often, shoes that adhere to a specific dress code are a requirement for students to attend school. In addition to uniforms, books, transportation, and other fees, the cost of uniform shoes can be another financial roadblock.4 According to 88% of our Giving Partners, TOMS Giving Shoes help to reduce families’ financial burdens.

   “Teaching staff report that students are healthier and school attendance is more regular since TOMS shoes started being distributed.”
   — The Luke Commission, Eswatini

3. **A sense of well-being**
   A new pair of well-fitting, weather appropriate shoes can raise children’s confidence and help them realize their own potential. According to 80% of our Giving Partners, TOMS Giving Shoes have helped increase a sense of well-being and self-worth among recipients. And you made that possible.

   “TOMS Giving Shoes reduce discrimination among children that could not afford shoes.”
   — Partners in Health, Haiti

Local Manufacturing

We are committed to manufacturing Giving Shoes in the same places they’re given, supporting economic development along with shoe giving. Today, at least ⅓ of our Giving Shoes are manufactured in the same countries in which they’re given.

Refugee Support

There are 70.8 million forcibly displaced people worldwide.5 That’s about 1 in every 106 humans. We’re proud to partner with organizations that aid and protect those forced to flee their homes due to violence, conflict, or persecution.

3.7 million pairs of TOMS Giving Shoes were distributed to refugees in 17 countries, most commonly within Iraq, the Palestinian territories, and Uganda.
The thing about shoe giving? It isn’t just about shoes.
The Giving Effect

Since giving our first pair back in 2006, we’ve come to understand that each shoe represents health and progress, with a ripple effect that touches the recipient’s future, their family, and their community.

TOMS Giving Shoes provide three main benefits:

1. Basic Protection
2. Greater Access to Education
3. Emotional Well-Being

This, in turn, creates generational change.

How We Give Shoes

1. We plan
   Our Giving Team determines an allotment of Giving Shoes for the year ahead, considering partner needs, timing, program integration, and usage.

2. An order is placed
   For us, Giving Partners = customers. After our Giving Partner does a deep-dive into their community-specific needs, they place an order, selecting style, size, color, quantity, and the timing of delivery—just like you do when ordering your own TOMS shoes.

3. The Giving Team works its magic
   The delivery and all associated logistics are arranged and paid for by TOMS. This can be particularly tricky in countries impacted by conflict, political unrest, natural disasters, or heavy export / import restrictions, resulting in what can be a 6-month ‘order-to-delivery’ process.

4. Shoes are delivered
   Giving Partners take on the cost of storage and distribution, so TOMS helps to cover those expenses through a last mile contribution. A shoe is not truly considered given until it’s on a recipient’s foot.

5. We learn
   Our Giving Partners provide a yearly report. This report helps the TOMS Giving Team better understand the number of shoes that were successfully distributed, how the shoes are being used, and any challenges our Giving Partners might have experienced.

6. We do it all over again

The 4 Types of Shoes We Give

Using insights from our Giving Partners, we’ve developed a range of styles well-suited for their final destination, taking into account climate, terrain, and usage. Every shoe that’s given is new.

1 Canvas Slip-On

Our first Giving Shoe, and our most commonly distributed. After receiving feedback from our Giving Partners, we updated our original silhouette to increase comfort and durability. We offer our canvas slip-on in black, red, blue, grey, and green.

2 Wet Weather Slip-On

This water-resistant silhouette was designed to meet the needs of active children in tropical climates. We created this silhouette after receiving feedback from our Giving Partners in climates prone to heavy rains or wet seasons.

3 School Shoe

Available as a classic lace-up for boys and as a Mary Jane for girls, this silhouette was developed for integration into education programs and meets national school uniform requirements in many countries.

4 Athletic Shoe

A durable sneaker designed to meet the needs of Giving Partners distributing shoes as part of health, wellness, or sports programming, with both hook and loop and tie versions available.

2018 Silhouette Giving

- 1 Canvas Slip-On 71%
- 2 Wet Weather Slip-On 11%
- 3 School Shoe 11%
- 4 Athletic Shoe 7%

Karuna Trust / India
A New Milestone

The year 2020 marks 100 million shoes given.

That’s a BIG deal, because it also means basic protection, access to education, and emotional well-being given—100 million times over.

And all with the help of our community. So thanks 100 million.

Learnings in Giving

We’ve made a lot of updates to better reflect the cultural and social needs of beneficiaries. For example, we offer our canvas slip-on in a range of colors, as black shoes can be considered a symbol of mourning in certain communities. We also remove the TOMS flag from shoes destined for certain regions to eliminate the possibility of politicization.

“It was a simple concept: Sell a pair of shoes today, give a pair of shoes tomorrow. Something about the idea felt so right, even though I had no experience, or even connections, in the shoe business. I had been playing around with the phrase ‘Shoes for a Better Tomorrow,’ which eventually became “Tomorrow’s Shoes,” then TOMS.”

— Blake Mycoskie, Founder & Chief Shoe Giver
[Y]OUR IMPACT

Sight
780,000+ sight restorations.
253 million people worldwide are blind or visually impaired—80% of them don’t have to be.6,6

16
Sight Giving Partners

14
countries

Number of Sight Restorations
780,000

By the end of 2019, TOMS will have helped to establish 37 vision centers in Bangladesh, India, and Nepal.
Why Sight?

253 million people worldwide are blind or visually impaired—86% of them don’t have to be. Since limited access to care is a big part of the problem, our sight-focused Giving Partners seek out remote and underserved communities, delivering cost-effective treatment services through local vision centers that TOMS invests in. These services include comprehensive eye exams, prescription eyeglasses, emergency eye care, and referrals.

Without local vision centers in place, people in need will either go without care or travel to distant treatment centers—sometimes arriving too late. With local vision centers in place, people in need are able to seek timely, quality care, preventing permanent damage or unnecessary temporary blindness. With their sight restored, individuals can regain independence at home, in the classroom, or in the workplace.

Beyond providing care, these vision centers also create stable employment opportunities, boosting economic development in the same communities they serve. This is vital. Depending upon the environment, vision centers can become fully or largely self-sufficient within three years of opening.

“Thanks to a collaboration with TOMS, Seva and our partners have established more than 30 primary eye care vision centers that have already reached 150,000 people with needed eye care services—and will continue reaching many more far into the future.”

— Kate Moynihan, Executive Director, Seva Foundation

Sight-Saving Surgery

Each year, these vision centers will subsidize the cost of cataract surgery for a number of patients that have been referred to local hospitals for additional treatment.
How We Give Sight

Our community helps give sight by investing in the creation of vision centers. These are permanent facilities capable of addressing up to 80% of a community’s eye care needs. In order to distribute vision center grants responsibly, we work with two main Giving Partners, Seva Foundation and BRAC. These organizations communicate with local eye care institutes and hospitals to better understand where new vision centers are needed most.

1 Grants are awarded

TOMS shares available grants and a target number of vision centers with Seva and BRAC. These grants are used to establish vision centers in underserved communities. These centers are meant to be fully sustainable within three years.

2 Vision center locations are carefully considered

Seva and BRAC work with their partners to determine which rural and overlooked communities need vision centers. Many factors are taken into consideration, including eye care needs, the engagement level of community leaders, and their commitment to seeing a center thrive.

3 Vision centers are established, staffed, and equipped

Vision technicians with qualified training oversee daily operations at the center, where a target number of 10–20 patients will receive immediate eye care every day.

4 Community outreach begins

In addition to providing key screening and treatment services, vision center staff work to increase education and community awareness about eye health through local talks, literature distribution, school screenings, and other forms of outreach. Some vision centers will even employ full-time outreach staff members.
YOUR IMPACT

Water
722+ thousand weeks of safe water.
More than 785 million people do not have access to basic drinking water.

722,000

Weeks

Weeks of Safe Water Given*

3 Safe Water Giving Partners

Where Our Partners Work

More than 785 million people do not have access to basic drinking water.

3 Safe Water Giving Partners

Where Our Partners Work

Fig. 11

Fig. 12

List of Regions:
North America
South America
Sub-Saharan Africa
South Asia
Southeast Asia

Water

Fig. 11

Where Our Partners Work

Fig. 12

List of Regions:
North America
South America
Sub-Saharan Africa
South Asia
Southeast Asia

Mpilonhle / South Africa
Water For People / Rwanda
Guatemala
The opportunity is clear.

Photo Credit: Water For People / Guatemala
“TOMS has been an important supporter for WaterAid America as we work to equip people with clean water, decent toilets, and good hygiene. With all three, they can unlock their potential, break free from poverty, and change their lives for good.”

— Jennifer Colletti, Director for Corporate Partnerships, WaterAid America

**Why Water?**

More than 785 million people do not have access to basic drinking water. And yet, the minimum amount of safe water that one person needs for one day of drinking, eating, and washing is 20 liters.

As we were launching TOMS Roasting Co. in 2014, we learned that many of the communities in which we sourced our coffee beans also lacked access to safe water. In partnership with local Giving Partners, we could help provide long-term safe water solutions accessible to all—and owned by the community.

**How We Give Water**

By supporting WaterAid America and Water For People, TOMS is able to help fund safe water initiatives. Our Giving Partners have deep expertise in water, sanitation, and hygiene, not only establishing safe water systems in underserved communities but also working to make them accessible.
[Y]OUR IMPACT
Impact Grants
$6.5 million
committed to organizations working to build a better tomorrow.
TOMS invests in organizations focused on physical safety, mental health, and equal access to opportunities.

Impact Grants

$6.5 million

Impact Grants Committed to Partners

United States

$1.2 million

United Kingdom

$60,000

First Impact Grants Given

14 partners funded through impact grants
Why Impact Grants?
We launched impact grants in 2018 in order to address some of the regional and global issues we’re confident we can impact, and that our community cares most about. These issues include gun violence prevention, mental health, and female empowerment.

1 We listen
TOMS identifies an issue that our community cares deeply about.

2 We partner
TOMS partners with a committed non-governmental organization or social enterprise, selecting a clear project to invest in. We look for projects with the potential to give back long after the one-time grant.

3 Together, we take action
A local activation often accompanies the give. In many cases, TOMS will also partner with an influential person dedicated to championing the cause, drawing awareness to the issue.

4 Success is tracked and measured
Partners are required to report back to TOMS on a regular basis. These reports are a glimpse into all of the remarkable change taking place—change that’s directly linked to the TOMS community.

How Impact Grants Work
Our grant investments typically fund single-year projects with defined goals and measurable impact. While every grant is unique, there is a general process in place.
The United States and Gun Violence Prevention

100 Americans are killed by guns each day—that’s roughly four every hour. In 2018, TOMS launched the End Gun Violence Together® (EGVT) initiative, committing a total of $5 million over the next five years to gun violence prevention, intervention, and survivor support.

To help us navigate new and important territory, we initially selected six EGVT founding partners. Through a combination of expertise and patience, these partners guided us to a sound understanding of what we could do and who we should talk to.

Founding EGVT Partners:
- Black & Brown Gun Violence Prevention Consortium
- Everytown for Gun Safety Support Fund
- Faith in Action’s LIVE FREE Campaign
- Giffords: Courage to Fight Gun Violence
- March For Our Lives
- Moms Demand Action for Gun Sense in America

“When we started the March For Our Lives movement, we knew we needed bold and committed partners who believed in our vision for a safer America. TOMS has epitomized that kind of partnership and is a model of private sector leadership with lifesaving impact.”

– Natalie Fall, Director of Development at March For Our Lives
Impact grants do more than fund projects—they feed the soul of the community.
“With the investment from TOMS, the Helen Bamber Foundation has provided 33 female survivors of extreme human cruelty with a comprehensive care package. 33 women’s lives have been completely transformed as they move from a place of fear, social isolation, and trauma to a place of strength, freedom, and power.”

— Kerry Smith, CEO of Helen Bamber Foundation

Spotlight on Regional Impact Grants
EMEA and Survivor Recovery

The U.K.-based Helen Bamber Foundation works with more than 600 survivors of extreme cruelty each year, providing multidisciplinary support to men and women from Albania, Ghana, Iran, Eritrea, Sri Lanka, Afghanistan, Turkey, and Vietnam. This support includes everything from psychological and physical health services to expert legal, housing, and welfare assistance.

TOMS gave $100,000 to the Helen Bamber Foundation, helping to support 33 survivors through a range of vital services. Services include therapeutic care, medical assessment, creative arts, skills, and activities programs, as well as referral services for legal, welfare, and housing support.

“With the investment from TOMS, the Helen Bamber Foundation has provided 33 female survivors of extreme human cruelty with a comprehensive care package. 33 women’s lives have been completely transformed as they move from a place of fear, social isolation, and trauma to a place of strength, freedom, and power.”

— Kerry Smith, CEO of Helen Bamber Foundation

Spotlight on Regional Impact Grants
Asia Pacific and Homelessness

There are approximately 118,000 people in Australia experiencing homelessness—roughly 45,300 are under the age of 25.

HoMie is a Melbourne-based apparel company that dedicates 100% of its profits to providing new clothing, training, and job opportunities to young people experiencing homelessness or hardship. In 2019, TOMS gave $50,000 to HoMie to fund their work, supporting HoMie’s VIP Shopping Days, which provide a free lunch, clothing, and beauty or grooming services to young people experiencing homelessness as part of a dignified shopping experience.

— Kerry Smith, CEO of Helen Bamber Foundation
YOUR IMPACT

Yesterday, Today & Tomorrow
Countries Impacted: Bangladesh, Ethiopia, Haiti, and India

345,000 safe birth kits and training

Safe Births

With access to the appropriate training and resources, women giving birth are 80% less likely to develop an infection, and nearly half of newborn deaths can be prevented. Between 2015 and 2018, the purchase of TOMS handbags helped to fund safe birth kits and training for birth attendants.

Countries Impacted: Malawi, Nigeria, Tanzania, Uganda, Zambia

151,200 Years Worth of Solar Light Given

Solar Light

An estimated 1.1 billion people (14% of the global population) do not have access to electricity. From 2016 to 2018, the purchase of TOMS band for Apple Watch helped provide access to solar light, resulting in increased study time, increased economic opportunity, and a reduction in the cost of consumable energy sources, such as kerosene.

Bullying Prevention and Response

Nearly one out of every three students ages 12 to 18 in the United States reports being bullied. Being a target of bullying can have a wide range of mental health effects, including depression, suicidal thoughts, and anxiety. However, with the proper prevention and response techniques, we can help reduce bullying incidents.

From 2015 to 2018, the purchase of TOMS backpacks helped provide bully prevention and training for school staff, as well as training of crisis counselors for a free 24/7 crisis text line.

168,700 youth served through bully prevention and response programs

Previous Giving Areas

Over the years, we’ve applied the One for One model to a number of products and programs, eager to expand your impact. While we’ve chosen to retire some of these investments, our community’s impact in these areas is worth noting—especially from the perspective of all those who benefited.
Big news: our model is evolving.
TOMS has always stood for a better tomorrow. At first, that meant giving a new pair of shoes to a child in need for every pair sold. 13 years later and nearly 100 million pairs of shoes given, our communities face new and complex challenges, and we believe it’s our responsibility to do more.

We believe in building a tomorrow where humanity thrives.
To us, that means no matter who you are or where you live, you feel physically safe, mentally healthy, and have equal access to opportunities. So, moving forward, we will give both shoes and impact grants to local partners around the world who are working to create positive change across these three areas.

For every $3 we make, we give $1 away.
We are committed to dedicating at least one-third of our annual net profits to a giving fund managed by our very own Giving Team. We will then distribute shoes and grants according to an annual investment plan that reflects the needs of our Giving Partners, as well as the causes our community cares most about.

What does this mean for TOMS customers?
Every purchase supports a wide range of initiatives, impacting the lives of both individuals and communities.

What does this mean for TOMS Giving Partners?
We’ll continue our relationships with many of the same organizations, finding new and improved ways to partner together.

What does this mean for TOMS employees?
TOMS employees are passionate about helping humanity thrive. This is just a more nimble approach to creating the change we want to see in the world.
Giving Partners

How We Partner

As you know by now, TOMS partners with a lot of different non-profits, non-governmental organizations, and social enterprises.

One thing that is consistent is that they’re all incredible. We’re grateful for the knowledge and passion that they bring to our partnership, as well as the work they’re doing to build a better tomorrow in communities around the globe. Some organizations focus on a single country, whereas others are international agencies or research organizations.

What Does a Successful Partnership Look Like?

We polled 66 of our Shoe Giving Partners to better understand how partnering with TOMS benefits their programs.

- 66% Gain additional visibility and / or credibility within or outside of communities served
- 79% Serve a greater number of people or communities
- 68% Build or strengthen partnerships or collaborations with other organizations
- 44% Attract additional support, from volunteers to board members
- 41% Increase program interest and attendance

Giving Partner Qualifications

Each Giving Partner is brought into our network through a thorough process—one that involves an application, deep research, PR reviews, and interviews. Here are some of the qualities that our Giving Team looks for in a potential partner:

- **Local experts**
  - Our Giving Partners must have deep roots in the communities they serve and the work that they’re doing, drawing expertise from experience. They don’t rely on international volunteers to sustain their programs. They are local experts.

- **Sustainable programming**
  - Our Giving Partners work to address local needs in a way that will allow the community to meet its own needs in the future, empowering the population.

- **Opportunities for integration**
  - We work with organizations that are poised to integrate TOMS resources into their existing programs. We believe this creates a more sustainable relationship between ourselves and our partners, helping to maximize the impact already being created by existing programs.

- **Tracking capabilities**
  - We seek out partners with proven monitoring and assessment capabilities. Every Giving Partner must complete annual reporting so that we can see how TOMS resources are being utilized, and if we’re complementing the programs as intended.

- **Innovative, impactful solutions**
  - From non-profits serving small to midsize communities to larger, more established organizations launching new programs, we’re always looking for ways that we can help move the needle.
A Moment of Acknowledgment

Now that we’ve gotten through all of the technical stuff, we wanted to call attention to—and applaud—a truly remarkable, impactful network of Giving Partners. TOMS’ giving is not possible without our customers and our Giving Partners. We are truly grateful for and inspired by their work, their partnership, and their commitment to creating a better tomorrow.

Our Global Network of Giving Partners

(2018 only)

Shoe Giving Partners
Ahadi Kenya Trust
Americares
Anchor of Hope Charities
Anera
Baby2Baby
Bright Generation Community Foundation
Cambodian Children’s Fund
CARE
Children International
ChildFund International
COHESU
Convoy of Hope
Coprodeli
Dabaso Tujengane CBO
EDF Thailand
Feed The Children
Fundación Paraguaya
Goonj
Hai Hui
Hogar de Niños Enmanuel
ICDDR, b
IMA World Health
International Medalist Association
International Medical Corps
Joint Aid Management
Jhpiego
Karuna Trust
LA’s BEST Afterschool Enrichment Program
Los Angeles LGBT Center
Magic Bus
NaPAN
Partners In Health
Partnership With Native Americans
Project RENEW
Save the Children Federation
The Akshaya Patra Foundation
The Luke Commission
Together for Children
UAE Red Crescent Authority
USA for UNHCR
YouChange
Sight Giving Partners
Aravind Eye Care System
BRAC
Fundación Visión
Helen Keller International
Ispahani Islamia Eye Institute
LV Prasad Eye Institute
Quasem’s Mariam Eye Hospital
Sadguru Netra Chikitsalaya
Seva Foundation
Visualiza
Vivekananda Mission Asram
Netra Niramay Niketan
Safe Water Giving Partners
WaterAid America
Water For People
Safe Birth Giving Partners
ayzh
BRAC
Bully Prevention & Response Giving Partners
Crisis Text Line
No Bully
Solar Light Giving Partners
SolarAid
Solar Sister
Impact Grant Giving Partners
1Climb
Black & Brown Gun Violence Prevention Consortium
Centrepoint
Downtown Women’s Center
Eighteenx18
Everytown For Gun Safety Support Fund
Faith in Action’s LIVE FREE Campaign
Get Lit – Words Ignite
Giffords: Courage to Fight Gun Violence
Into Action
March For Our Lives
Moms Demand Action for Gun Sense in America
Rock the Vote
South Shore Drill Team
Think Outside Da Block
Giving Trips

**About TOMS Travels**

This is a really, really special program. Launched in 2010, TOMS Giving Trips are an opportunity to engage TOMS employees, stakeholders, and other guests in our giving firsthand, keeping them connected to and inspired by our mission.

Each Giving Trip is a fully-funded opportunity to travel to another country or state, and learn alongside our Giving Partners—giving shoes, witnessing sight giving in action, or learning about a community and issue area through a week-long immersion. After experiencing the programs and people we support, travelers always return with a clearer understanding of the work our community enables, and an even stronger commitment to our shared purpose. At present, 66% of our employees have traveled on at least one giving trip.

**Giving Trips**

We’ve funded 1,327 travelers from more than 20 countries.

**Number of Giving Trips**

126 trips with an average of 8–12 trips per year

**Top 3 Countries by Frequency:**

1 Peru
2 Honduras
3 Paraguay

**Where We’ve Traveled**

List of Countries

- Argentina
- China
- Colombia
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Haiti
- Honduras
- India
- Lesotho
- Lithuania
- Nicaragua
- Paraguay
- Peru
- Philippines
- South Africa
- Ukraine
- United States

*Project RENEW / Vietnam*
Tomorrows Project

Number of Projects

36 projects proposed by 36 different employees

Dollars Given from 2016–2018

$360,000 distributed across 36 programs

About the Tomorrows Project

When TOMS partnered with Bain Capital in 2014, Founder and Chief Shoe Giver Blake Mycoskie and his wife Heather Mycoskie pledged a portion of the proceeds of the transactions to support social entrepreneurship. The Tomorrows Project is an outcome of that pledge—and your continued support.

Think of Tomorrows Project as a platform that allows full-time employees to operate as advocates for the causes they care about. Each month, employees are invited to submit one idea for a project that will result in positive social impact, or call attention to an existing organization they’d like to support. Voting is then opened company-wide, and the project or organization that receives the greatest number of votes is awarded funding of $10,000. Other applicants can reapply in the months that follow.

Tomorrows Project in Action

In September 2019, TOMS employee Samii Hartman secured $10,000 in support of RAICES, an organization that connects recently detained migrants with information, assistance, and mental health resources. Specifically, TOMS funding will help cover cost of services such as health screenings, assessments, education, and counseling for migrants in San Antonio, Texas.
As a Certified B Corporation®,
We’re in Good Company

What’s a B Corp™?
Certified B Corporations (‘B Corps’) are for-profit companies that use business as a force for good. They also meet the highest verified standards of social and environmental performance, transparency, and accountability.13 To date, there are more than 3,000 B Corps® across 130 industries and 60 countries worldwide.15 TOMS is proud to join a community of businesses committed to redefining success, and to building a more inclusive and sustainable economy.

How it Works
Certified B Corps® achieve a minimum verified score of 80 points on the B Impact Assessment—a rigorous assessment of a company’s impact on its workers, customers, community, and the environment. This assessment is overseen by B Lab’s® Independent Standards Advisory Council.

Once certified, B Corps® amend their governing documents so that, by law, the decisions of their boards take into account an impact on employees, customers, society, and the environment.16

TOMS Gets Certified
TOMS became a Certified B Corporation® in 2018, with a total score of 96.3.18 In 2019, we earned a spot on B Lab’s “Best for the World” list, scoring in the top 10th percentile of all Certified B Corporations® for community impact.19 TOMS took the Transparency Pledge in August 2018, and our manufacturing details have been published on the TOMS.com website since September 2019. We are committed to reviewing and updating these details on a yearly cadence.

Additional Compliance & Accreditation
INTA
The International Trademark Association® (INTA) is a global association of brand owners and professionals dedicated to supporting trademarks and related intellectual property (IP) to foster consumer trust, economic growth, and innovation. Members include more than 7,200 organizations from 90 countries, contributing almost U.S. $12 trillion / €8.8 trillion / ¥73 trillion to global GDP annually.20 TOMS is proudly represented on the President’s Task Force, dedicated to providing leadership and guidance around the topic of building a better society through Brands. Our Senior Director of Intellectual Property & CSR, Jessica Murray, chairs the “Brands for a Better Tomorrow.”

ICAR
The International Corporate Accountability Roundtable (ICAR) is composed of an Advisory Board, General Members, and Partners on specific campaigns. ICAR’s objective through the Transparency Pledge is to help the apparel and footwear industry reach a common minimum standard for supply chain disclosures by getting companies to publish standardized, meaningful information on all factories in the manufacturing phase of their supply chain.21 TOMS took the Transparency Pledge in August 2018, and we are in the process of obtaining the accreditation that we’ve been invited to pursue. Upon successful completion of our application, TOMS will be presented as an accredited company to the FLA Board of Directors and be subject to a final vote. Our goal is to obtain full accreditation by 2020.

FLA
The Fair Labor Association® (FLA) is the leading social compliance organization in the world.22 Companies ranging in revenue from $30 million to $90 billion have joined the FLA, showing their commitment to transparency and accountability along their global supply chains. TOMS® application was accepted by the FLA in February 2018, and we are in the process of obtaining the accreditation that we’ve been invited to pursue. Upon successful completion of our application, TOMS will be presented as an accredited company to the FLA Board of Directors and be subject to a final vote. Our goal is to obtain full accreditation by 2020.

FLA Transparency in Supply Chain Act & Modern Slavery Act of 2015
California’s Transparency in Supply Chain Act is designed to combat slavery and human trafficking, by “ensuring that large retailers and manufacturers provide consumers with information regarding their efforts to eradicate slavery and human trafficking from their supply chains, educate consumers on how to purchase goods produced by companies that responsibly manage their supply chains, and improve the lives of victims of slavery and human trafficking.”23 The Modern Slavery Act of 2013 is similarly designed to combat modern day slavery in the United Kingdom (incl. England and Wales) through a number of provisions, including Transparency in Supply Chain Provisions, which require businesses to publish an annual statement confirming the steps taken to ensure slavery and human trafficking are not taking place in the business or business’ supply chain. Through TOMS’ Supply Chain Disclosure (available at https://www.toms.com/supply-chain-transparency), TOMS is compliant with the requirements of California’s Transparency in Supply Chains Act and the U.K.’s Modern Slavery Act of 2015. TOMS regularly evaluates our supply chain, seeking to ensure the enforcement of high standards across all aspects of the business.

United Nations Sustainable Development Goals
The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which seek to build on the Millennium Development Goals and complete what the MDGs did not achieve.24 Considering our company’s business and giving activities through the lens of supporting SDGs allows us to be a (small) part of this consolidated global effort to improve global conditions by 2030, to focus our investments on priority issue areas as defined by the UN and to bring credibility to the urgency of the selected issue areas.

Supported goals include:
#1 No Poverty
#2 Zero Hunger
#3 Good Health and Well-being
#4 Quality Education
#5 Gender Equality
#6 Clean Water and Sanitation
#8 Decent Work and Economic Growth
#10 Reduced Inequalities