



# TOMS® IMPACT REPORT

# 2019-2020

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**We'd like to extend a huge thank you to Niece Borges and Amber Podratz.**

Niece is a Brazilian-born and Brooklyn-based designer and illustrator. While we were unable to capture 2020 through photography, her illustrations have brought your impact to life in a new and extraordinary way.

Amber Podratz is an LA-based designer who has led the development of this report, as well as our 2019 Impact Report. Twice now, she's shown us what our impact really looks like, and it's a beautiful thing.

Thank you, Niece and Amber, for making this report sing.



## A LETTER FROM OUR CHIEF STRATEGY &amp; IMPACT OFFICER

# Before We Begin

At TOMS, we believe in a future where all people have a chance to thrive. This belief is core to who we are. It always has been. In 2006, we pioneered a new way of doing business, bringing profit and purpose together. Think about it: a little shoe company, changing the world for the better. Was it an ambitious idea? Sure. But it's exactly what we've done.

## And we've done it BIG. 100 million big.

Together, we've had a positive impact on over 100 million lives, giving shoes, sight, safe water, and impact grants. For that, we're so grateful, and we're proud. So, let's keep going right? Yes, of course.

BUT—

we've been using business to improve lives for almost 15 years now, and it's taught us a lot. That experience, plus a whole lot of research and a bit of sole searching, has led us to a new and powerful way of giving back. And so, with great optimism and the entrepreneurial spirit that is TOMS, I'm excited to share that we're evolving the One for One® model. Using the learnings and the resources it's given us, we're throwing all of our weight into a model that allows us—and you—to support progress at the local level. In short, we've committed to giving  $\frac{1}{3}$  of our profits in support of grassroots good, creating change from the ground up.

## Let's break that down.

We want to do more—to have an even greater impact. We know that communities are in tune with what they need, and we know that local leaders have a deep understanding of the challenges and opportunities that their communities face. These leaders also have the knowledge, the network, and the vision to create lasting change—they just don't always have the financial resources to bring their solutions to life.

## That's where we can help.

We can help by supporting the grassroots organizations and leaders working in and with their communities to create safer, healthier, and brighter futures. We do that by creating deep two-way partnerships, really listening to the needs of the community, and taking smart risks on big ideas.

It may not always work, and that's okay—we've never known innovation to be easy, but it's gotten us this far.

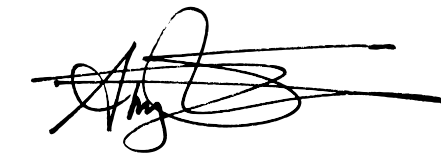
I'm so inspired by these grassroots organizations, their leaders, and our commitment to support the work they're doing. If the last year has taught me anything, it's that change finds us, whether we're ready for it or not—so we might as well drive it.

The journey to impacting another 100 million lives has officially begun. Let's throw on our TOMS, and let's keep moving forward!

## With gratitude,

**Amy Smith**

TOMS Chief Strategy & Impact Officer






Brave Trails / U.S.



BRAC / Bangladesh



Giffords: Courage to Fight Gun Violence / U.S.



Homeboy Industries / U.S.



Cities United / U.S.



Self Help Graphics & Arts / U.S.



Americares / U.S.



LIFE Camp, Inc. / U.S.



Helen Keller International / U.S.



LIVE FREE / Faith in Action / U.S.



# LOOKING BACK

# 2019 & 2020 in Review

It's been a minute since we took some time to pause, reflect, and celebrate all that we've achieved together. Which, as it turns out, is a lot—both in 2019 and in 2020, when it felt like the world stopped. But the truth is it didn't, and in a way, we hope this report is proof—proof that the giving kept going, even when business as usual couldn't. For that, we have you, our community, and a truly outstanding group of partners to thank.

Now, let's have a look.

**WE GAVE  
7,049,436  
PAIRS OF  
SHOES**



**WE GAVE  
\$4,436,000  
IN GRANTS  
TO OUR  
PARTNERS**

## HERE'S WHO WE PARTNERED WITH AND WHERE THEY ARE LOCATED

**A Hand Up to Success** / U.S.

**Americares\*** / El Salvador, U.S.

**Anera** \* / Palestine

**Aravind Eye Care System** / Benin

**Ashoka Germany** / Germany

**Batonga Foundation\*** / Benin

**Black & Brown Gun Violence Prevention Consortium** / U.S.

**BRAC** / Bangladesh

**Brady Center** / U.S.

**Centrepoint** / U.K.

**ChildFund International\*** / Gambia, Zambia

**Children International\*** / Colombia, Honduras, Philippines, Zambia

**Cities United** / U.S.

**Community Justice Action Fund** / U.S.

**Community & Youth Outreach** / U.S.

**Convoy of Hope\*** / U.S.

**Coprodeli\*** / Peru

**CRIBS Foundation** / Philippines

**Crisis Text Line** / U.S.

**Cure Violence Global** / U.S.

**Educational Volunteers Foundation of Turkey\*** / Turkey

**En Avant Toute(s)** / France

**Environmental Defense Fund** / U.S.

**Feed The Children\*** / Honduras, Philippines

**Fundación Paraguaya\*** / Paraguay

**Fundación Visión** / Paraguay

**Give Something Back to Berlin** / Germany

**Goonj\*** / India

**GRYD Foundation** / U.S.

**Hand Up To Success** / India

**Helen Bamber Foundation** / U.K.

**Helen Keller International\*** / Vietnam, U.S.

**Hogar de Niños Emmanuel\*** / Honduras

**Homeboy Industries** / U.S.

**HoMie Australia** / Australia

**International Medical Corps** / Burundi, U.S.

**Ispahani Islamia Eye Institute** / Bangladesh

**La Maison des Femmes** / France

**La Rue Tourne** / France

**LA's BEST\*** / U.S.

**LIFE Camp, Inc.** / U.S.

**LIVE FREE/Faith in Action** / U.S.

**Los Angeles LGBT Center\*** / U.S.

**LV Prasad Eye Institute** / India

**Magic Bus\*** / India

**Partners In Health\*** / Haiti

**Partnership With Native Americans\*** / U.S.

**Plan International\*** / India

**Project Fearless** / Netherlands

**Project RENEW\*** / Vietnam

**Quasem Marium Eye Hospital** / Bangladesh

**RAINN** / U.S.

**ReachingU** / Uruguay

**De Regenboog Groep** / Netherlands

**Sadguru Netra Chikitsalaya** / India

**Save Money Save Life** / U.S.

**Save the Children\*** / U.S.

**Self Help Graphics & Art** / U.S.

**Seva Foundation** / Nepal

**The Mix** / U.K.

**Think Outside Da Block** / U.S.

**Together for Children\*** / Greece

**U.S. Fund for UNICEF\*** / Benin

**UAE Red Crescent Authority\*** / United Arab Emirates

**USA for UNHCR\*** / Burkina Faso, Uganda

**Vivekananda Mission Asram Netra Niramay Niketan** / India

**Water For People** / Guatemala

**WaterAid America** / Columbia

**Yamba Malawi\*** / Malawi

**YouChange\*** / China

**Young Chicago Authors** / U.S.

\*Partners that received shoes from TOMS. In some cases, this is in addition to a grant.

# 71

PARTNERS

# 28

COUNTRIES



# A Snapshot of TOMS Giving Partners

Here's the thing: they're all amazing, and the work that they do helps people all over the world work towards safe, healthy, and fulfilling lives. Their methods are smart, and their impact is both humbling and inspiring. Below, a closer look at two partners, and what they were able to achieve through funding from TOMS.

## CENTREPOINT

Centrepoint became a TOMS Giving Partner in 2018. Based in the UK, Centrepoint provides a bespoke path from homelessness to independence for some of society's most vulnerable young people. Their long-term, holistic model offers housing and support to young people experiencing homelessness in London, Manchester, Yorkshire, and the North East. Ultimately, their goal is to help young people achieve independence through steady employment and a place to call home.

With financial support from TOMS, Centrepoint was able to expand their engagement programs in Manchester, launching their first-ever arts program to ensure young people have opportunities equal to those available in London. This programming was designed to support youth experiencing homelessness through a variety of workshops and activities, providing stimulation, a creative outlet, and skills training in preparation for employment. Thanks to the success of this arts program, Centrepoint will soon launch a nationwide initiative, the intent being to help inspire and motivate Centrepoint's young people to positively transform their lives.



## LIFE CAMP, INC.

Founded in 2002 by activist Erica Ford, LIFE Camp, Inc., operates on the frontlines of gun violence prevention in Queens, New York. In addition to providing real-time gun violence intervention, LIFE Camp works to develop young leaders in the community, providing youth and their families with positive alternatives to violence, bullying, and other forms of antisocial behavior.

LIFE Camp became a TOMS Giving Partner in 2019. Initially, LIFE Camp used funding from TOMS to scale their organization. However, after 30+ local shootings, Life Camp pivoted, reallocating the funds to support emergency response efforts, including the temporary relocation of 7 high-risk young people who were targeted for retaliation, peacekeeping services across 3 funerals, therapeutic services for 50+ people, and more.

# TOMS Giving Trips

Giving trips are one of the lesser known, but truly spectacular things that happen here at TOMS. Each year, we send groups of eligible employees to the places our partners call home, from Tennessee to China. Then, we get to work. Observing. Learning. Doing.

For days, we take part in the very work that TOMS supports, getting to know the communities our partners serve so that we can better understand the obstacles, the opportunities, and our impact.



The U.S. (Tennessee & Illinois) with Save the Children, LIVE FREE/Faith in Action, Save-MoneySaveLife, Giffords: Courage to Fight Gun Violence, Think Outside Da Block, Young Chicago Authors, and South Shore Drill Team



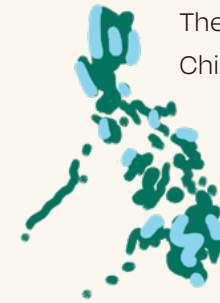
Paraguay with Fundación Paraguaya & Fundación Visión



Honduras with Hogar de Niños



Ecuador with Children International



The Philippines with Children International



China with YouChange

It's one thing to hear or read about a TOMS Giving Partner, but to actually experience an organization's work in person is beyond.

Our partnerships are about commitment. They're about building a deep understanding of why our partners do what they do and how TOMS can play a small role in that work, finding creative ways to amplify their efforts.

These trips give our employees a chance to learn more about our partners, the needs of their communities, and how their day-to-day at TOMS contributes to a much larger impact. When employees come back from their trip, they're energized by the experience and even better advocates for our partners. This helps to deepen the connection between TOMS and our Giving Partners, allowing for continued growth, trust, and a true sense of commitment.

**Natasha D'Agrosa**

Senior Manager, Global Giving Partnerships & Experiences

# The Tomorrow's Project

Each month, all of our employees have a chance to bring forward an organization they feel passionately about. Then we cast votes, helping to decide which organization will receive \$10,000 from TOMS to further their work the local level.

Beyond the \$10,000 in funding, it's an amazing opportunity to learn more about some of the lesser-known organizations operating in our own backyard, the causes TOMS employees care about, and the communities we belong to.

## FEBRUARY, 2019

**Lauren Strebel** is a Giving Experience and Engagement Specialist based in our Los Angeles office. As part of the Tomorrow's Project, Lauren secured a \$10,000 grant for The South Bronx Early College Academy (SBECA). SBECA is a non-profit Title 1 Public Charter School located in the South Bronx, NY, which is currently ranked as one of the unhealthiest neighborhoods nationwide.

The \$10,000 grant was used to fund initiatives directly related to health and wellness, like giving students the tools they need to build healthy habits, and providing a clean, safe, and welcoming space for over 330 middle school students.

## JULY, 2019

**Edward Correa** is a Men's and Eyewear Site Merchandising Manager based in Los Angeles. As part of the Tomorrow's Project, Edward obtained a \$10,000 grant for FLUX, an organization that aims to raise the profile of the (POC) trans and gender non-conforming community through social events, safe spaces, educational programs, and innovative advocacy initiatives.

The grant was used to fund several free financial literacy classes for trans veterans and trans youth. It was also used to create video content that highlights the growing number of trans deaths every year and trans people without jobs, likewise showcasing the life of trans people in the workforce and the discrimination they face every day. These videos play across the country in spaces like AHF, Out of the Closet, LGBTQIA fundraisers and several LGBTQIA HIV/STD testing centers.

# ACTIVISM WITHIN OUR WALLS

# \$180K

IN PROJECT GRANTS

# 28

UNIQUE PROJECTS SUBMITTED



# Key Initiatives

A lot has happened since our last impact report. Here's a handful of initiatives, some planned and some not so expected, that highlight the shared values and the strength of our community.

## TOMS COVID-19 GLOBAL GIVING FUND

We launched the TOMS COVID-19 Global Giving Fund in April 2020. For 5 months, we directed  $\frac{1}{3}$  of the net profit from every product sold to the fund, generating over \$2 million in support of global relief efforts. These funds are being utilized by partners on the frontlines of the pandemic, including Americares, BRAC, Crisis Text Line, International Medical Corps, Partners in Health, The Mix, and WaterAid.

Thus far, organizations have used the \$2 million in funding to ensure access to free and accessible mental health support, provide testing and treatment for COVID-19 patients, deliver supplies to health care workers in hard-hit low-resource areas, and more. BRAC, for example, was able to provide 54,000 reusable masks to underserved communities in Bangladesh.

**\$2M** towards  
COVID-19 relief efforts



## VOTE LIKE YOU MEAN IT

100 million eligible voters did not vote in 2016. We didn't want to see that happen again in 2020, during an election year with so much at stake. So, in partnership with Vote.org, TOMS launched Vote Like You Mean It—a campaign designed to help voters navigate a particularly chaotic election year. Visitors used the Vote Like You Mean It landing page to check their registration status, register to vote, request mail-in ballots, share voting resources with others, and more.

In partnership with Vote.org, we helped 1,981 people exercise their right to vote, and we think that's a pretty cool thing.

## GIVING TUESDAY AT TOMS

You might already know a thing or two about Giving Tuesday. In short, it's a global event that happens each year—a day dedicated to doing good and reconnecting with your community through acts of volunteerism. TOMS participates every year (for the past 4 years) by closing shop for a day so that all of our employees can take part in a range of volunteer opportunities hosted by the organizations in our community. This includes activities like cooking and serving meals at the Los Angeles Downtown Women's Center, or conducting mock interviews with people who were formerly incarcerated and now searching for employment.

It takes a lot of planning, passion, and patience to pull off, but it's an event we refuse to miss—even in 2020, when Giving Tuesday went virtual.

Each year, TOMS strives for 100% employee participation. As a result, TOMS employees completed 2158+ volunteer hours across two Giving Tuesdays, participating in 47 different projects total.

**2158+** volunteer hours



## RACIAL JUSTICE

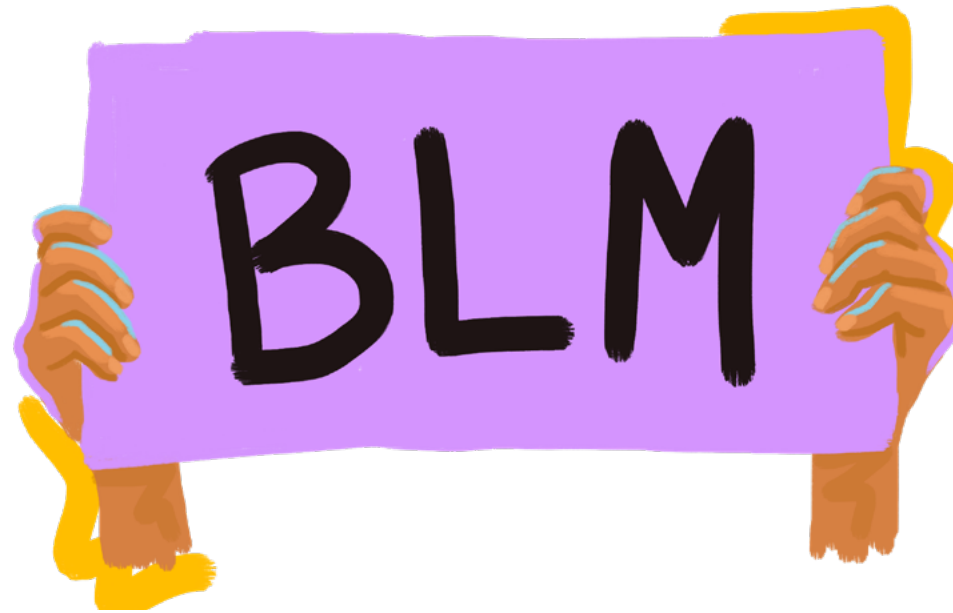
In June 2020, TOMS committed \$105,000 to organizations working to combat racial injustice. For years, these organizations have been on the frontlines providing effective and immediate support.

- \$5,000 donation to Black Lives Matter
- \$25,000 grant to LIVE FREE/Faith in Action
- \$25,000 grant to Cities United
- \$50,000 grant to Community Justice Action Fund

Funding from TOMS was used to support everything from voter registration in Black and Brown communities to fellowship opportunities for 16 young Black leaders from across the United States.

TOMS also gave an additional \$5,000 (\$30,000 in total) to 6 Giving Partners serving Black and Brown communities through work related to structural racism and gun violence, like Think Outside Da Block—an organization that's focused on nurturing the skills and interests of Black youth in Englewood, Chicago.

**\$135,000**  
supporting racial justice



## DIVERSITY, EQUITY, INCLUSION, AND ANTI-RACISM AT TOMS

TOMS has always been in business to improve lives, and for nearly fifteen years, we've invested in creating a better tomorrow—one where all people have a chance to thrive.

Systemic racism threatens this vision because none of us can truly thrive until all of us thrive. We have a responsibility to our employees, our customers, and our communities to actively combat historical systems of oppression and marginalization that lead to inequitable outcomes. That's why we've begun the journey to become an anti-racist organization.

And so, in partnership with passionate employees and external experts who can help shape our path forward, we're building a comprehensive DEIA (Diversity, Equity, Inclusion, and Anti-Racism) roadmap that addresses employment practices, learning and training, business practices, leadership, and giving.

We are committed to moving quickly but thoughtfully, holding ourselves accountable and remaining transparent with our employees, our partners, and our community about progress and learnings. We'll continue to communicate these learnings through our website and annually through this report.

**We know that ground-up change starts with us. We are dedicated to doing the work—to doing and being better.**

# Sustainability at TOMS

We've always been in business to improve lives. It's our mission, really—one that we know goes hand-in-hand with taking good care of the place we all call home. So, in 2020, we decided to establish a strong set of commitments that would continue to guide us towards decisions that benefit you, our employees, and the planet, from the materials and the vendors we use to the way we bring each product to you.

Over the next **5** years, we're expanding our use of sustainable practices across key areas of our business.



## OUR COMMITMENTS

### 1 EXPAND EARTHWISE™

We've begun developing products that are rooted in earth-friendly materials and processes—and we intend to make more.

### 4 KEEP PERFECTING OUR PACKAGING

We source 100% of our packaging materials from sustainably managed forests. Plus, each package is made with at least 80% recycled materials.

### 2 CONTINUE RISING TO THE CHALLENGE

Our B Corp certification means we're in good company. Still, we've worked hard to increase our environmental score by reducing waste and energy use. As a result, our score has nearly doubled from 2018 to 2020.

### 5 REDUCE OUR CARBON FOOTPRINT

An interesting challenge for a shoe company, but the goal is to bring it down year over year, measuring and tracking our progress.

### 3 USE MORE SUSTAINABLE COTTON

We plan to be sourcing 100% sustainable cotton by 2025.

### 6 KEEP IT REAL

Sustainability is a journey, not a sprint. We'll be transparent about our progress—our challenges and our wins—using this annual impact report as a routine check-in.

# Greener Product, Greener Packaging

So, now you know that earthwise™ is a stamp for products that are rooted in earth-friendly materials and processes. Here, we thought we'd talk a little more about the materials and processes we're referring to, and what makes earthwise™, well—earthwise™.

First and foremost, to qualify as an earthwise™ offering, at least one or more of a product's main components must be considered earth-friendly. For a shoe, that might mean the upper, or the sole. For eyewear, that might mean the frame.



## OUR EARTH-FRIENDLY MATERIALS

### 100% Organic Cotton

- Grown without the use of toxic chemicals or genetically modified seeds

### REPREEVE® Recycled Polyester

- Made with post-consumer plastic bottles

### Eco-Fiber

- Sort of a catch-all term for materials like jute, hemp, and linen—all of which require less water and fewer chemicals than traditional fibers

### TENCEL™ Lyocell Fiber

- A fiber made from wood pulp, which is harvested from sustainably managed forests

### GREEN EVA Outsole

- Carbon negative and derived from sugarcane

### OrthoLite® Insole

- Made with recycled materials, like rubber

### Recycled Strobel Board

- Made from 70–80% recycled polyester

### Mineral Glass Lenses

- Made from natural silica and soda ash

### Bioplastic Frames

- Biodegradable plant-based frames

## OUR EARTH-FRIENDLY PROCESSES

### Plant Dye

- Chemical-free dyes derived from natural botanicals

### Eco Dye Process

- A dyeing process that reduces energy and water usage

### Eco Digital Printing

- A printing process that also reduces energy and water usage

# B Corp Certified, but Far From Finished

Certified B Corps are defined as businesses that balance profit and purpose by meeting the highest standards of verified social and environmental performance, public transparency, and legal accountability.



In other words, we—as a certified B Corp—consider the impact of our decisions on our workers, customers, suppliers, community, and the environment. We also get a score every 3 years, which tells us how well we’re doing, and all the ways in which we can improve.

In 2018, TOMS received a score of 96.3—putting us in the top 10% of B Corp businesses in the community category in 2019.

In 2020, we received a score of 121.5, which is 25.2 points higher than our score in 2018.

**OUR  
B CORP  
SCORE  
IS 121.5**



There are 5 categories used by B Corp to evaluate a business's total score. Below, we highlight how and what we're doing across three.

## ENVIRONMENT

We've done a lot over the past year to improve our environmental performance. For example, 50–74% of the products or materials we purchase have third-party social or environmental certifications or approvals. This includes materials like leather, which we source from factories certified by the Leather Working Group, and our packaging materials, which we source from sustainably managed forests.

In fact, we're working with a lot more sustainable materials in general—much of which is integrated into a growing selection of earth-friendly shoes and eyewear. We've also made efforts to improve our supply chain, setting expectations with suppliers and providing incentives and resources for them to strengthen their own environmental performance.

As a result, our environmental B Corp score has almost doubled, increasing from 11.8 in 2018 to 22.4 in 2020.

## COMMUNITY

Community has always been our strong suit. In 2019, we were ranked among the top 10% of B Corps' Best for the World: Community Honorees, meaning our business had a positive impact on our community. We continue to maintain a high score in this category because our model is founded in charitable giving, and because we are committed to diversity and inclusion, civic engagement, and local involvement.



## GOVERNANCE

We've always been in business to improve lives. From the beginning, this has guided us to consider our impact and our ethics alongside any efforts to maintain a profitable business.

Transparency is a big part of governance. Our impact report is an opportunity to share information about our social and environmental performance on a consistent, annual basis. Here, we highlight our impact using specific, quantifiable data, and we set public goals—tracking any progress that's been made.

**Our environmental B Corp score has almost doubled, increasing from 11.8 in 2018 to **22.4** in 2020.**

# 100 Million Lives Impacted

A really big and amazing thing happened in 2020. Together, we have officially had a positive impact on over 100 million lives, giving shoes, sight, and safe water in communities around the world.

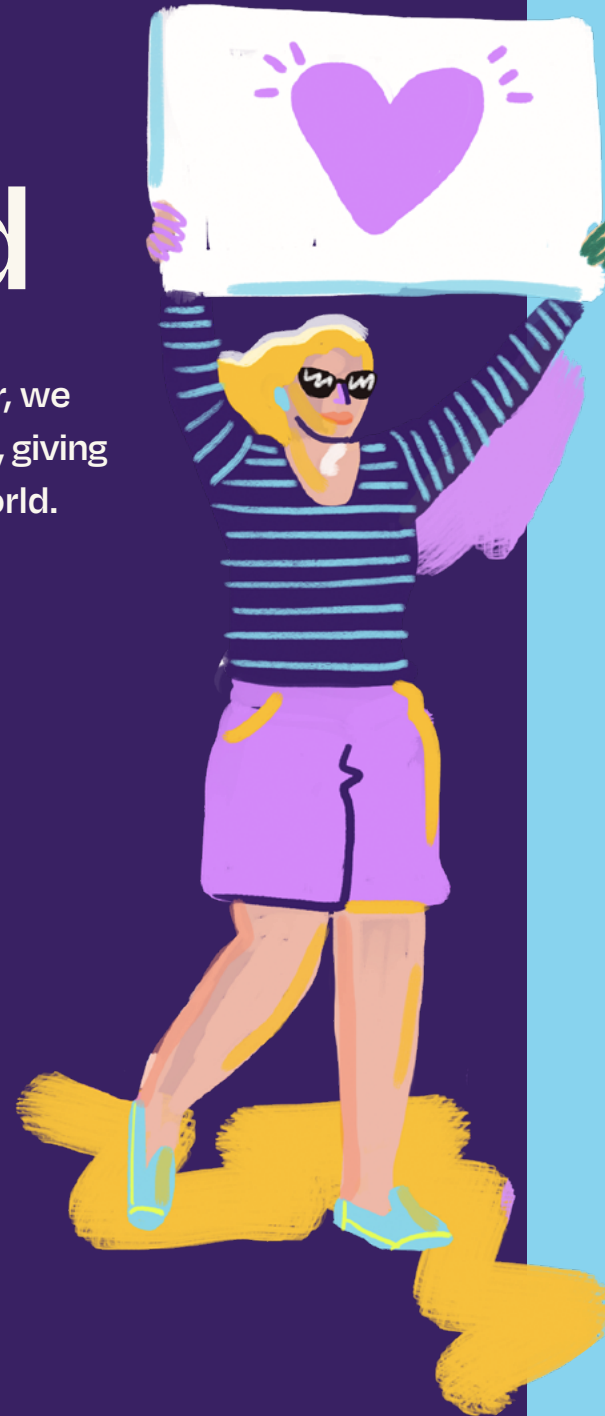
This is *your* impact—the collective power of our partners and our customers—and we're both honored and grateful to have been a part of the journey.

But it's not over. In fact, it's just the beginning. Because over the past 14 years, we've given away a lot of shoes, but we've also gained a lot of learnings, like how to manage a global giving operation, what kind of expertise we need to do it well, and all the ways in which we are only as effective as the programs our partners develop for their communities.

Most importantly, we learned that giving shoes, sight, and safe water for over a decade was an amazing start—the right start—to creating meaningful change. But, the decision to give impact grants instead will enable our community to do even more.

So, that's where we're headed—you and us and everybody that TOMS touches. Rather than giving shoes, we're giving  $\frac{1}{3}$  of our profits. In other words, \$1 for every \$3 we make, which is about as much as a company can give while still keeping the lights on.

It's an exciting development, mainly because it opens the door for this community to contribute to causes that are best served by strong partnerships and financial support. But what's really exciting to all of us here at TOMS is how we plan to give, as well as who we plan to give to—and we think you'll feel the same.



# RATHER THAN GIVING SHOES, WE'RE GIVING $\frac{1}{3}$ OF OUR PROFITS



**LOOKING  
FORWARD**



**1/3 OF PROFITS FOR**

**GRASSROOTS GOOD**

TM

# A New Way of Giving

Moving forward, TOMS is committed to giving  $\frac{1}{3}$  of our profits in support of grassroots good. And to make sure we're all on the same page, we wanted to take a closer look at the definition of grassroots good, and the reasons for our decision.

## WHAT DOES GRASSROOTS GOOD MEAN?

Grassroots good emerges when a community mobilizes to address an issue they're all impacted by, like services that are scarce, or statistics that are too high.

Grassroots efforts are particularly effective because they're led by members of the same community that they serve. These leaders bring passion, creativity, and insights that are rooted in a shared experience, with deep ties that grow into an even deeper influence.

What they too often lack is financial resources, but that's where we can help.

## WHY GRASSROOTS ORGANIZATIONS?

14 years of giving has given us a lot of hard-earned perspective. Over time, we've found that true progress begins on the ground, with organizations led by those closest to a community's obstacles and opportunities. We've also seen how spectacularly different every community is—their strengths, their needs, their experiences. And we've seen how there is no such thing as a one-size-fits-all solution.

We choose to bolster the work of organizations that are meeting their community's needs through highly specific and sustainable programming because we know that approach works, and we know that this type of change sticks.

**WE AREN'T  
CHANGING  
THE WORLD,  
BUT WE'RE  
AT THE FEET  
OF PEOPLE  
WHO ARE**

# Our Three Areas of Focus

Our vision is that of thriving humanity—something we can only achieve through the relentless pursuit of equity. We say equity rather than equality because equity takes into account individual circumstances, providing people and communities with the specific resources that they need to thrive.

We invest in three select issue areas because we believe that together, they help lay the groundwork for equity. These are mental health, ending gun violence, and increased access to opportunity.



## 1

### PROMOTING MENTAL HEALTH

Mental health affects absolutely everyone. We define mental health as a state of well-being that allows individuals to realize their full potential, coping with the daily stressors of life, working productively and fruitfully, and contributing to the community.

Through support for partners in this space, we aim to encourage help-seeking behaviors, reducing any stigma and connecting people to evidence-based mental health resources.



## 2

### ENDING GUN VIOLENCE

Gun violence isn't an easy topic. More importantly, it's preventable, and we believe that every person has the right to live without fear of gun violence—both within and outside of the home.

In 2018, we made a \$5 million commitment to help end gun violence, and we continue to support partners providing prevention, intervention, and also support for those who have experienced trauma.



## 3

### INCREASING ACCESS TO OPPORTUNITY

More than a decade's worth of giving has taught us just how impactful access to education and to decent work can be. We know that in order to see success in areas like ending gun violence and promoting mental health, we must also lay the groundwork through access to education and to decent work.

# How We Partner

Here at TOMS, we have a whole team of international development and non-profit professionals—we call them our Giving Team. They oversee everything from partner selection to impact grant distribution. Most importantly, they're tasked with building powerful, long-term relationships with organizations that are committed to helping communities thrive. Here's how.



## 1

### LEAVE NO STONE UNTURNED

Our partners are incredibly tuned in, and will often lead us to organizations that may be lesser known, but doing great work. We listen to our partners and follow up on their referrals.



## 2

### IDENTIFY THE RIGHT PARTNERS

Our team looks for organizations that check all the boxes. Are their leaders local experts? Are their programs sustainable? What about reporting—are they on board? We do a lot of research upfront because we know we can do a lot more good with the right partnerships in place.



## 3

### ASK, DON'T TELL

We co-create our grants, meaning that we don't come to the table with a grant in mind. Instead, we ask our partners what they need to deliver on a specific goal—because nobody knows what they need better than they do.



## 4

### SEEK TO UNDERSTAND

The issues that our partners are working to address have deep roots, and we know there's a lot we can learn from them. We welcome candid and ongoing dialogue, inviting partners into our space and finding opportunities for our employees to take part in their work.



## 5

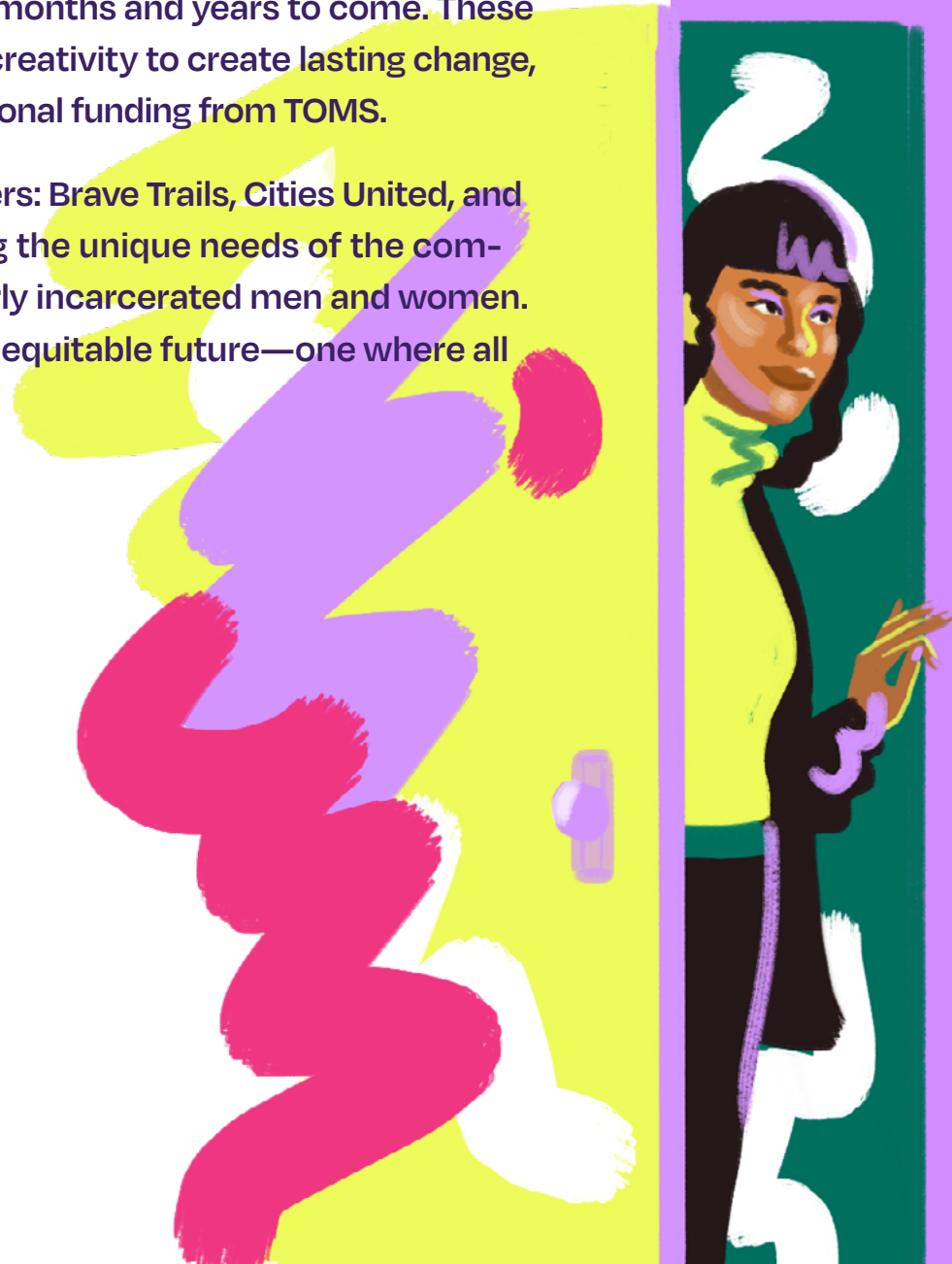
### STAY CLOSE

We track the success of our support via an annual report. However, there's plenty of communication year-round. That's because we stay close to the organizations we partner with—problem-solving together, celebrating together.

# Welcoming New Partners

Our decision to invest in grassroots organizations means that you're going to see a lot of new and amazing partners emerge in the months and years to come. These organizations have the experience, passion, and creativity to create lasting change, and we can't wait to see what they'll do with additional funding from TOMS.

In the meantime, meet three of our newest partners: Brave Trails, Cities United, and Homeboy Industries. Separately, they're meeting the unique needs of the communities they serve, like LGBTQ+ youth, or formerly incarcerated men and women. Together, they're laying the foundation for a more equitable future—one where all people have a chance to thrive.



# A SNEAK PEEK INTO GROWING THE GOOD





TOMS GIVING PARTNER HIGHLIGHT

# Brave Trails

Given the current climate of inequality in our world, there's a real need to empower the next generation of LGBTQ leaders, giving them the tools they need to continue in the quest for justice and civil rights for all.

Left to Right / Kayla Weissbuch & Jessica Weissbuch  
Co-Founders and Executive Directors of Brave Trails

## A CONVERSATION WITH BRAVE TRAILS CO-EXECUTIVE DIRECTOR

# Jessica Weissbuch

**We believe camp provides a unique outlet to build leadership and community while exploring the outdoors, and just having some good old fun. When we discovered there were no LGBTQ+ affirming camps in our area, we knew it was time to build a camp focused on connecting LGBTQ+ youth to their people, place, and passion.**



We started Brave Trails to serve the needs of a large (and growing) population of LGBTQ youth. While we have a lot of elements that are typical of a summer camp, our main focus is helping our campers grow into the brave leaders they are destined to be.

Our program focuses on 4 key elements: Leadership, Community Building, Self Realization, and Service. We use workshops, adventure, creative programming, service projects, peer connections, and positive role models to create a safe space where youth can thrive.

Given the current climate of inequality in our world, there's a real need to empower the next generation of LGBTQ leaders, giving them the tools they need to continue in the quest for justice and civil rights for all.

With the skills learned at camp, our campers thrive in their schools, the workplace, and their personal life. They have the knowledge and confidence to be more impactful leaders, and to implement innovative social change in their communities.

Just being in the same room as our campers makes me feel optimistic for the future of the queer community. Often, our campers haven't had many queer peers or role models in their community. It's an honor to watch them grow—not only while at camp, but also after they leave.

Our campers discover their passion at camp, then they go back to their communities and become an activist for that passion. We say that camp is just the beginning of their journey, and it truly is.

## SUPPORT WHERE IT'S NEEDED MOST

I'm a licensed mental health therapist, and it's always been my dream to support queer youth—not only in leadership, but also in their own mental health (statistically, queer youth are 4 times more likely to experience high levels of anxiety and depression).

Because of our partnership with TOMS, we're now able to start our very own queer-affirming mental health program, and to develop a queer youth therapy training program for therapists. I'm so grateful we're going to be able to support our campers in this way.

## BACKYARD ROOTS, BI-COASTAL IMPACT

Brave Trails started out by having a fundraiser in our backyard with homemade spaghetti. We literally charged our friends to come eat with us so we could raise funds to file for our non-profit status.

I think it's important for more brands to invest in organizations like Brave Trails because we're making a real impact in the queer community. Not only are we helping our youth in the moment, we're also helping them be the leaders of tomorrow.

TOMS GIVING PARTNER HIGHLIGHT

# Cities United

I feel optimistic about all the young leaders across this country who are pushing us to focus on justice and to reimagine our public safety systems.

Right / Anthony Smith  
Executive Director of Cities United



## A CONVERSATION WITH CITIES UNITED EXECUTIVE DIRECTOR

# Anthony Smith

Cities United supports the next generation of leaders through two main initiatives. The first is our Young Leader Fellowship, which is an intensive 8-month professional development experience designed for young Black men and women, ages of 18–24, from the cities we partner with.



The Young Leader Fellowship seeks to build a pipeline of Black leaders who are committed to making sure young Black men and boys—and their families—grow up in communities that are safe, healthy and hopeful. Throughout the Fellowship, fellows engage with local leaders, mentors, and experts, deepening their knowledge, skills, and network.

The second initiative is our Roadmap Academy. This is a weeklong immersion program that brings teams of young leaders from different partner cities together to engage in a peer-to-peer learning environment.

Because of our partnership with TOMS, we've been able to make sure our young leaders are able to fully participate in all of our activities, allowing us to provide care packages for fellows as they cope with the impacts of COVID-19.

## ALL EYES ON THE NEXT GENERATION

I feel optimistic about all the young leaders across this country who are pushing us to focus on justice and to reimagine our public safety systems.

They're helping to move us away from law enforcement, jails, and detention centers towards things like safe and affordable housing, access to high-quality education, access to health care, and access to fresh food.

We are motivated by the understanding that young Black men and boys—and their families—deserve to live in communities that are safe, healthy and hopeful. Cities United is both prepared and uniquely positioned to move us towards this outcome.

We believe in grassroots efforts because that's where the heart of the work lives. To do this work right, it must be informed by and led by those most impacted.

**We are motivated by the understanding that young Black men and boys—and their families—deserve to live in communities that are safe, healthy and hopeful.**



TOMS GIVING PARTNER HIGHLIGHT

# Homeboy Industries

|| We have a firmly held belief that local organizations know best what works for their own communities.

## A CONVERSATION WITH HOMEBOY INDUSTRIES MANAGER OF CORPORATE RELATIONS

# Elisa Johnson

Homeboy Industries is the world's largest gang rehabilitation program, enabling thousands of men, women, and youth to change the arc of their lives.



Here, those with lived experience serve as frontline practitioners, delivering social services and workforce development training. In fact, more than 50% of our staff are "graduates" of our 18-month re-entry program. We invest in growing their leadership skills, cultural competency, and their ability to connect with marginalized communities.

The people we welcome into our therapeutic re-entry program often have NO other option.

Our partnership with TOMS will support nearly 500 individuals participating in the 18-month paid Mental Health Program. This program provides trauma-informed mental health care services to formerly gang-involved and incarcerated men, women, and young adults. The goal of the program is to cultivate emotional well-being, develop healthy relationships, and change behaviors.

## KEEPING IT LOCAL

We have a firmly held belief that local communities know best what works for their own communities.

Eight years ago, we started the Global Homeboy Network to inspire and partner with like-minded organizations that work with marginalized communities in their area to help solve for some of our most challenging social issues. Today, the Global Homeboy Network represents more than 350 organizations around the world that are doing just that.

## MOVING TOWARDS US

At Homeboy Industries, we are more hopeful than ever for the future of our communities. During the COVID-19 pandemic, we have witnessed a tidal wave of change, and an understanding that there is no us and them—only us.

Communities are realizing that we can only erase the margins of society by standing together, and that there are actually resources for all of us.

We're optimistic that this difficult time is ultimately translating into a new model for unity and for change.

**Communities are realizing that we can only erase the margins of society by standing together, and that there are actually resources for all of us.**

A photograph of five people standing on a dirt path on a hill, looking out over a city skyline. The word "ONWARDS" is overlaid in large white letters across the center of the image. The scene is set during sunset or sunrise, with a pink and orange sky and long shadows cast on the ground. The people are dressed in various styles of clothing, including sweaters, jackets, and patterned pants. The city skyline in the background features several tall buildings under a cloudy sky.

**ONWARDS**



As proud as we are of this report, we're even prouder to have the support of this entire community: our partners, our employees, our customers. And we're *excited*—excited to be starting a new journey with familiar faces, and hopefully a lot of new ones, too.

**Thank you for being a part of what makes TOMS so special.**

P.S. We know there are a ton of amazing organizations that we have yet to discover. If you know of or are involved with a grassroots organization addressing mental health, ending gun violence, or increased access to opportunity through smart, scalable solutions, please don't hesitate to reach out to our team via email at [giving@toms.com](mailto:giving@toms.com).

**[www.toms.com](http://www.toms.com)**

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