We’re proud to share what ⅓ of profits for grassroots good™ really looks like and the steps we’ve taken to bring to life our vision of a more equitable tomorrow – one where all people have a chance to thrive. In 2021, we’ve invested over $2M in communities and positively impacted over 400,000 lives.
A message from our Chief Strategy & Impact Officer

TOMS is in business to improve lives. This is core to who we are and always has been.

In 2006, we pioneered a new way of doing business, bringing profit and purpose together. In 2021, we officially launched our evolved Giving Model, evolving from One for One® donations to investing 1/3 of our profits for grassroots good—pioneering again to maximize our impact. Through cash grants and deep partnership with community organizations, we are already seeing incredible results in communities.

The last two years have brought change and hardship to communities, but it’s also fostered comradery, innovation and of course, resilience. None of this is possible without all of you, our passionate supporters, and our amazing impact partners. I’m so proud of the work we have accomplished together. As we look ahead, we know there is much more to do. That’s why in 2022 our impact will focus even more on Mental Health and the resources we can share. It’s time to take care of each other, start healing and rebuilding the health of our communities and the people in them.
Together with your support, we give ⅓ of our profits for grassroots good. This means cash grants and support for organizations building equity in marginalized communities including Black, Indigenous and People of Color, LGBTQ+ and Women & Girls.
We worked to achieve equity by investing in grassroots good

Grassroots good is the result of a community mobilizing to address an issue that impacts everyone in that community.

We work to help build equity in marginalized communities through

- Boosting Mental Health
- Increasing Access to Opportunities
- Ending Gun Violence

How funds were distributed in 2021

- **44%** Boosting Mental Health
- **38%** Increasing Access to Opportunities
- **18%** Ending Gun Violence

2021 Highlights

- **$2,001,022** Grants to our partners
- **427,197** Lives positively impacted
- **43** Community-based organizations supported
- **20** Communities supported
Our partners are all over the world

A Sense of Home Los Angeles, CA
BRAC USA Kampala, Uganda
Brave Trails Los Angeles, CA
Centrepoint London, U.K.
Cities United Louisville, KY
COLORS Los Angeles, CA
Communities United for Restorative Youth Justice Oakland, CA
Community & Youth Outreach Oakland, CA
Community Coalition Los Angeles, CA
Crisis Text Line New York, NY
CSUN Foundation Los Angeles, CA
Cure Violence Global Chicago, IL
Defy Ventures Los Angeles, CA
East Side Riders Bike Club Los Angeles, CA
Fundación Visión Asunción, Paraguay
Giffords Law Center San Francisco, CA
GirlForward Chicago, IL & Austin, TX
GRYD Foundation Los Angeles, CA
Helen Keller Intl New York, NY & Los Angeles, CA
El Hogar de Niños Emmanuel Honduras
Homeboy Industries Los Angeles, CA
INK Theatre Los Angeles, CA
International Medical Corps Kabul, Afghanistan
Letters to Strangers Los Angeles, CA
LIFE Camp Inc. New York, NY
Los Angeles LGBT Center Los Angeles, CA
Magic Bus India
Partners in Health Haiti
Peace First Boston, MA
Project Renew Vietnam
ProjectQ Los Angeles, CA
Que Paso LatinX New York, NY
RAINN Washington, DC
Self Help Graphics & Art Los Angeles, CA
Seva India
STEM NOLA New Orleans, LA
STOP AAPI Hate USA
Students Demand Action Los Angeles, CA
The Advocacy Academy South London, UK
The Dinner Party Los Angeles, CA
Urban Peace Institute Los Angeles, CA
Venice Family Clinic Los Angeles, CA
Youth ALIVE! Oakland, CA
**How we define grassroots good**

At TOMS, Grassroots Good means forming deep partnerships with organizations and leaders addressing issues in a community. These leaders understand the challenges and opportunities in their neighborhoods. They have the vision and networks to address them, but they don’t always have the resources to bring their solutions to life. That’s where TOMS support comes in.

**Starting a dialogue**

Beyond our impact partnerships, in 2021 we engaged with ambassadors that also deeply care about the same issue areas we focus on. And for many, they share that passion on their platform.

Part of that effort included launching the **School of Grassroots Good**—a four-part series that paired Gen Z activists with seasoned community leaders to share knowledge, insights, and experiences, bridging the gap between generations through conversations rooted in impact.
SHG is about culture, connection, community and corazon (heart). It is a second home and a special spot for me and many. A place where one can not only imagine, but also create change.

Peace First supports the work of people like me through access to resources and expertise to bring our visions to life and maximize the impact we are able to have in our communities.

This has been my favorite part of 2021, learning the durability of our organization through hardship. Thanks to the grant from TOMS, and the haircuts we give our future leaders experiencing housing insecurity, we now have our community covered from head to toe.
Proud to be in good company

As a Certified B Corporation™, we meet the highest standards of social and environmental performance, transparency, and accountability.

B Corp’s Best for the World™ 2021

Out of 4,000 organizations worldwide, we placed in the top 5% in the Community category. 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.

Our Current B Corp Score
121.5 pts
25% higher than our first score

Min score to be a B Corp: 80
Median score for businesses: 50.9
Sustainability is a marathon, not a sprint

We've always been in business to improve lives and that means taking good care of the place we all call home. In order to make smart, long-term improvements to our products and practices, we've identified six key commitments which will carry us through 2025.
1 Expand earthwise™️

Between 2020 and 2021, we expanded our earthwise™️ collection from 15% of our total footwear line to 20%.

2 Increase our B Corp™️ score

In our most recent evaluation, our environment score almost doubled from 11.8 points to 22.4 points.

3 Expand our use of sustainable cotton

To us, more sustainable cotton means organic or recycled. Currently, 4% of our total footwear line uses organic cotton, up from 1% in 2020.

4 Use greener packaging

We source 100% of our packaging from sustainably managed forests, and we make sure it’s made with at least 80% recycled materials. And we partner with Canopy, an organization focused on ancient and endangered forests to ensure we’re up to date on the latest innovations and follow established standards.

5 Measure our carbon footprint

Due to unforeseen circumstances and the extreme pressure placed on supply chains and our factory partners in 2021, we were unable to perform a complete assessment of our carbon footprint. Our goal is to complete this baseline in 2023.

6 Report on our progress

We’re committed to sharing our progress (just like in this report) and communicating where we’ve made strides and where we’ve had setbacks.
Get to know earthwise™

earthwise™ is a badge for products designed with the planet in mind, incorporating earth-friendly elements like REPREVE Our Ocean® fibers. Explore key elements from one of our 2021 REPREVE Our Ocean® collection products.

**REPREVE Our Ocean® Upper and Lining**
Made from an average of 1.6 ocean-bound plastic bottles per pair

**Eco EVA Outsole**
Derived from sugarcane, a renewable resource that removes carbon from the air

**OrthoLite® Insole**
Made with recycled materials, like rubber

**Recycled Stobel Board**
Made from 70–80% recycled polyester

**Recycled Woven Label**
REPREVE Our Ocean® Fiber

Each year, over 8 million tons of plastic enter our oceans and waterways. At the current rate, it's estimated that there will be more plastic in the ocean than fish by the year 2050. So, we're doing something about it.

Each pair of shoes from the TOMS 2021 REPREVE Our Ocean® collection contains an average of 1.6 recycled plastic bottles, which are collected within 50 kilometers of waterways or coastal areas.

Compared to virgin polyester, REPREVE Our Ocean® uses:
- 44% less energy
- 16% less water
- 29% less greenhouse gas emissions

Our packaging

- 100% recycled paper
- Soy-based inks
- 80% recycled materials
- 100% of wood-based material sourced from sustainably managed forests
PEOPLE

GROUND-UP CHANGE STARTS WITH US

TOMS has a long term commitment to ensure our culture is rooted in Diversity, Equity, Inclusion and Anti-Racism for our employees and our partners.
TOMS is committed to becoming an Anti-Racist organization

TOMS will always stand for a better tomorrow—one in which all humanity thrives.

We recognize our responsibility to our employees, our customers, and our communities to actively combat systemic racism, as well as policies that lead to inequities. And we stand in solidarity with Black, Indigenous Peoples, People of Color, and all marginalized people.

Additionally, TOMS’ commitment to becoming an Anti-Racist organization is both enduring and ongoing. Every TOMS employee participates in making TOMS the Diverse, Equitable, Inclusive, Anti-Racist organization we strive to be.

After all, none of us can truly thrive until all of us can thrive.
We engaged a DEIA expert and consultant to train our leadership and staff as well as help evaluate our hiring practices.

We created a Heritage Month series to honor our many communities.

We committed two full days to Anti-Racist learning, which all TOMS employees attend.

We included an anti-discriminatory policy in all grant agreements.

We updated our employment practices. Here’s how:

- Updated anti-discrimination, micro-aggression, and personal appearance & behavior policies
- Provided pay range transparency for all open roles
- Eliminated Bachelor’s Degree requirements
- Audited our job post language to avoid self-selection bias
- Updated training and guidelines for interview panels
- Analyzed hiring, employee feedback, and retention by demographics
Investing in our employees

Our employees are passionate about our mission, and we think it’s important that they have plenty of opportunities to get to know our partners, their communities, and their work. So, we’ve built them into our company culture. We also invite our employees to bring new organizations into the fold, providing ongoing access to some pretty sizable grants.

Tomorrows Project

Six months out of the year, employees are encouraged to apply for a $10,000 grant, which they can then give to an organization they’re involved with.

2021 TOMORROWS PROJECTS FUND

Centrepoint
 Alexander Stoakes, EMEA Marketing

INK Theater
 Nathaniel Yeak, Sales

STEM NOLA
 Andre Graves, IT

CSUN-Fashion Students
 Richard Cheng, Ecomm

A Sense of Home
 Jim Kennedy, Sales

Champaign Park District
 Cristina Adams, Product
Here at TOMS we continue to believe in a future where people, the planet and purpose can thrive. We are so grateful for the TOMS community and our partners because none of this happens without you. Every purchase helps create a more equitable tomorrow, so let’s keep moving forward together.
104,975,528
Lives positively impacted and counting!