WELCOME

Thank you for your interest in sharing the TOMS story with your community. As you may know, TOMS sells shoes and eyewear, and matches each purchase by giving to someone in need. We hope you are inspired by the lessons we’ve learned by including giving as the core of our business.

Since our beginning in 2006, leaders and supporters have asked for resources to help teach how giving can be a viable business platform or potential career path. We couldn’t be more thankful for their efforts. Passionate leaders have been, and continue to be, an integral part of this new movement of making a difference through everyday choices.

We’ve compiled some of our educational resources here for you to integrate the TOMS story into your discussions, and hopefully inspire your group to think about business, and giving, in a new way. In addition to this Teaching Guide, we also have video resources, activity ideas and the TOMS Giving Report at TOMS.com/resources.

Thank you for sharing the TOMS movement with your community!

– TOMS Community Outreach Team
TOMS company overview

The TOMS Story

In 2006, American traveler Blake Mycoskie befriended children in a village in Argentina and found they had no shoes to protect their feet. Wanting to help, he created TOMS, a company that would match every pair of shoes purchased with a pair of new shoes given to a child in need. One for One.™

Five years later, TOMS realized this movement could serve other basic needs and launched TOMS Eyewear. With every pair purchased, TOMS will help give sight to a person in need. One for One.™ As more everyday choices have the power to impact the lives of those around the world, the TOMS movement will continue to grow and evolve.

Giving

Shoes:
During its first year in business, TOMS sold 10,000 pairs of shoes. Blake returned to Argentina that same year with family and friends and gave back to the children who had first inspired him. As of October 2011, TOMS has given 2,000,000 pairs of new shoes to children in need through giving partners around the world. TOMS now gives in over 20 countries and works with charitable partners in the field who incorporate shoes into their health, education, hygiene and community development programs.

Sight:
In July 2011, TOMS began giving prescription glasses, medical treatment and sight-saving surgery in Nepal, Cambodia and Tibet. Each TOMS Eyewear purchase not only helps save or restore a person’s sight; it also supports sustainable community-based eye care programs that help create professional jobs (often for young women), and helps train local health volunteers and teachers. TOMS also helps eye care professionals reach out to serve remote communities that do not have access to eye care.
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2006</td>
<td><strong>TOMS IS BORN!</strong>&lt;br&gt;MARCH&lt;br&gt;Venice, CA Blake, one intern and friends work on starting TOMS in Blake's Venice apartment</td>
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<td>2007</td>
<td><strong>SUMMER</strong>&lt;br&gt;1st South Africa Shoe Drop&lt;br&gt;<strong>HEADQUARTERS</strong>&lt;br&gt;TOMS HQ moves to warehouse in Santa Monica, California.</td>
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<td>2008</td>
<td><strong>FALL</strong>&lt;br&gt;Launch of Men's Stitchouts &amp; Women's Wrap Boot&lt;br&gt;<strong>APRIL</strong>&lt;br&gt;1st One Day Without Shoes The day we go without shoes so kids don't have to.</td>
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<td>2009</td>
<td><strong>FALL</strong>&lt;br&gt;Launch of Cordones &amp; Youth&lt;br&gt;<strong>AT&amp;T COMMERCIAL AIRS</strong>&lt;br&gt;AUGUST 150,000 total new pairs given</td>
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<td>2010</td>
<td><strong>SUMMER</strong>&lt;br&gt;Launch of the Wedge&lt;br&gt;<strong>FALL</strong>&lt;br&gt;Launch of Desert Botas &amp; Desert Oxfords&lt;br&gt;<strong>HOLIDAY</strong>&lt;br&gt;Launch of Tiny TOMS on 1300 campuses in the U.S. and Canada</td>
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<tr>
<td>2011</td>
<td><strong>SUMMER</strong>&lt;br&gt;Launch of EYEWEAR in the U.S. &lt;br&gt;<strong>HOLIDAY</strong>&lt;br&gt;Launch of TOMSCampusClubs.com 2,000,000 PAIRS GIVEN</td>
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TOMS | A New Model in Social Responsibility

IT STARTS WITH NEED
TOMS was founded on a simple premise: With every pair you purchase, TOMS will give a pair of new shoes to a child in need. One for One.™ Using the purchasing power of individuals to benefit the greater good is what we’re all about. This hybrid model of for-profit giving has since inspired many people and companies to incorporate giving into what they do.

TOMS recognizes that ongoing awareness and participation are key to making a responsible and sustainable difference for those in need.

AWARENESS
Awareness of the impact a pair of shoes can have on a child’s life, as well as the life-changing effect of saving and restoring sight, is paramount to fueling participation with the movement. We achieve this in a number of ways, including messaging on our products, online and at retail locations through traditional and non-traditional channels.

PARTICIPATION
Our aim is to shatter the notion that consumers have to choose between giving and getting something great. We think we can extend the reach of our giving efforts by making this choice as easy as possible. First and foremost, making an attractive product that benefits those in need harnesses both social philanthropists and fashion enthusiasts alike.

Additionally, creating a brand that is inclusive and easy to participate with keeps supporters involved. We do this through social media, Campus Clubs, the intern program, events and including user-generated content and feedback wherever we can. The message ends up being loud and clear: TOMS wants you to get involved!

THE IDEA THAT STARTED TOMS

Many kids grow up WITHOUT SHOES exposed to injury and disease.

They NEED shoes.

Other people like to buy comfortable shoes.

Healthy kids attend school more. A lot of schools require shoes.

What if the shoes people already like buying could HELP PEOPLE too?

Shoes make kids HEALTHY.

What if this inspired people to incorporate giving into their everyday decisions?

One for One

Better opportunities

What other needs could One for One address?

Other companies would find ways to help people as well.

One for One WORLD

Reinvest in supporting their communities create a HEALTHY, EDUCATED WORLD.

Pretty soon, we’d be a giving economy, addressing problems ALL OVER THE WORLD.

EDUCATION

EDUCATED CHILDREN

WORLD.
**WHY SHOES?**

**Growing Up Without Shoes:**
In many developing countries, children must walk barefoot for miles to school, clean water and medical help.

**Injury and Disease:**
Hundreds of millions of children are at risk of injury, infection and soil-transmitted diseases that most can’t afford to prevent and treat.

**Education and Opportunity:**
Children who are healthy are more likely to be successful students, and access to education is a critical determinant of long-term success.

**A Better Tomorrow:**
Healthy, educated children have a better chance of improving the future of their entire community.

**HOW DOES IT WORK?**

**Our Approach:** Give Sustainably, Give Responsibly.

**Step 1. Establish partnerships.**
TOMS works to establish shoe-giving partnerships with humanitarian organizations worldwide that have deep experience and a long-term presence in the countries and communities they serve.

**Step 2. Identify communities that need shoes.**
In partnership with our Giving Partner, we find communities that will benefit most from TOMS Shoes due to economic, health and educational needs – and where local business will not be negatively affected.

**Step 3. Help our shoes have a bigger impact.**
Children who get TOMS Shoes receive them as part of larger health and education programs run by our Giving Partners. These programs help children get the care and opportunity they need to keep them healthy and in school.

Our Process
TOMS’ Giving Partners order shoe sizes and quantities based on the needs of the children in the communities they serve. Shoes are then produced and shipped to our partners to distribute. TOMS works to solicit feedback from our Giving Partners on the shoes and the impact on the children and community. We then work to adjust and improve our future giving in that area.
Blindness and visual impairment represent the seventh-largest health disability in the world. But in most cases it can be prevented or treated. In fact, available solutions, including medical treatment, prescription eyeglasses or a 15-minute cataract surgery, could impact 80% of people afflicted with vision impairment and blindness.

Two-thirds of people who are blind are female, in part because many families in developing countries are more likely to pay for eye care for male family members. By providing easy access to local eye care, we can help more women and girls around the world get sight-saving and restoring services.

Of the nearly 284 million people in the world who are visually impaired, nearly 90% live in developing countries. It’s a vicious cycle – poverty and disease can lead to vision loss. And blindness and poor vision keep people trapped in poverty.

More than 18 million children around the world suffer from blindness or impaired vision. Children who have trouble seeing are often unable to go to or succeed in school, and have fewer chances to achieve a productive and successful life.

Regaining sight and preventing loss of sight transforms lives: Children can go to school the next day, and many adults return to work within a week and are once again able to provide for their families. When more people are able to lead healthy, productive lives, entire communities have a chance at a better future.

Medical Treatment
Treating sight-threatening conditions (infection, injury or disease) with prescription medications, removal of foreign objects from the eye and clinical attention and education.

Prescription Eyeglasses
Determining the corrective lenses a person needs and providing the right pair of prescription eyeglasses. The patient gets to choose new frames and check out their new look in a mirror.

Sight-Saving Surgery
Performing a commonly needed operation, such as cataract surgery, which can be a 15-minute procedure. Cataract is a clouding of the eye’s lens, and a leading cause of blindness in the world.
CULTURE
The Heart of the Movement.
We have always been a close family here at TOMS. The dedication of interns and employees to the TOMS mission, and each other, has kept the brand true to its roots as it has grown into the company it is today.

Office Space
Open office space at TOMS HQ is an important part of a welcoming TOMS culture. It keeps things casual and lets people interact more freely throughout the day.

Shoe Drops
Contrary to popular belief, Shoe Drops are not how TOMS gives shoes around the world. TOMS shoes are given on an on-going basis through TOMS Giving Partners to support the health and education of children worldwide.

Shoe Drops comprise a program unique to TOMS. Staff and other members of the TOMS family go for about one week to a country where TOMS Giving Partners are distributing shoes. Shoe Drop participants have the powerful experience of hand-placing shoes on children’s feet, engaging with a different and new culture and learning about the important work Giving Partners do in their communities.

The hope at TOMS is that those who go on Shoe Drops will return home with a renewed sense of commitment to influencing their world for good.

Staying Healthy
Work-Life Balance
TOMS wants all of its employees to stay healthy, so fitness programs are offered throughout the year, such as boot camp and yoga.

TOMS encourages employees to bike to work. In 2010, all full-time employees received three-speed bicycles as motivation. And it worked!

Active in the Community
TOMS employees often participate in local activities, such as running a 5k to help raise funds for prostate cancer, beach clean-ups, planting trees, visiting the recycling center and more.

Other Unique Programs
Annual TOMS Ski Trip
Every year, TOMS employees go on a ski and snowboard trip for a few days. It’s another fun way to reinforce the TOMS family bond and make some exciting memories together.

TOMS Book and Movie Club
A couple times a year, the whole TOMS staff reads the same book, or sees a meaningful movie together and then talks about it as a group. It’s an opportunity for everyone to discuss new thought-provoking issues.

Fun Fridays
Every Friday, a couple hours before close, everyone at TOMS HQ takes a break from work and reconnects with each other. Sometimes they go somewhere, like a local park or the beach, but mostly they just hang out in front of HQ, have refreshments and listen to some music as the day winds down.
IN VOLVING OUR SUPPORTERS

Community Involvement
The simple message of TOMS resonates with community group of all types – from schools to faith-based organizations. To help them share the TOMS story, and the idea of making a difference with everyday choices, TOMS provides activity ideas and storytelling resources upon request. Leaders from around the world have reached out, and are now inspiring their communities to help create a better tomorrow.

Documentary Screenings
One of the most common ways people share TOMS with others is by screening the TOMS documentaries.

For Tomorrow: The TOMS Shoes Story follows Blake on the first Shoe Drop in Argentina in 2006, capturing the modest beginning of TOMS.

Start Something That Matters: Behind the Pages brings to life the #1 bestselling book by Blake, with exclusive interviews with Scott Harrison, Lauren Bush, Tony Hsieh, Tim Ferriss and other social entrepreneurs. This film gives you a strong foundation to starting something that matters.

One Day Without Shoes
What is it? The annual event in April when we raise awareness of the impact a pair of shoes can have on a child’s life by taking off our own.

How does it work?
It can be any activity, big or small, for a few minutes or all day. Teach without shoes, walk around town without shoes, lunch without shoes, have a meeting at the office without shoes, get some coffee without shoes – it’s up to you!

In 2011: Over 1,000 events took place in 25 countries around the globe.

Style Your Sole
What is it? Artistry with purpose! Style Your Sole events started back in 2007 as a fun way to help get more shoes to children in need.

How? Participants purchase new TOMS and then use art supplies to customize them. Sometimes local artists are invited to get involved too, letting people get their new TOMS transformed by a skilled hand. People leave with their own one-of-a-kind pairs, and the satisfaction of doing some good at the same time. And to get the creative juices flowing, many events have some music and food available as well.

Who hosts them? Everyone! Style Your Sole parties have been hosted across the country by retailers, Campus Clubs, community organizations and individual TOMS fans alike.

Learn more at TOMS.com/our-movement

Interns
From the beginning, TOMS has consistently relied on interns to take on an active role within the company. TOMS interns are given large amounts of responsibility and opportunities to make real contributions. Participants in this program organize and execute projects in every department, from production to giving.

Visit TOMS.com/intern to learn about the program and how to apply.

Check out the intern feature on the TOMS blog at TOMS.com/blog.
WANT TO KNOW MORE?
Get the latest in the TOMS movement from these resources:

**TOMS.com**
Where you will find available TOMS Shoes and Eyewear. *Sign up for email updates.*

**TOMS.com/blog**
Where to keep up on everything TOMS - from giving stories, news from HQ and more.

**TOMS.com/resources**
Go here to get resources for events, such as promotional materials, decoration ideas and more.

**Blakes book, *Start Something That Matters***
Find it on Amazon.com and select retailers.

**StartSomethingThatMatters.com**
Created in conjunction with the book, this site lets people connect and share their ideas for impactful work. Downloadable discussion questions are also available here.