One for One

Giving Report
Welcome to the TOMS Giving Report.

Giving is fundamental to everything we do at TOMS. We make shoes and eyewear, but really we’re in business to help change lives. Together with our customers, we’re transforming everyday purchases into a force for good around the world. One for One.

The premise is simple, but the potential to help others is huge. When you purchase a pair of shoes, we’ll give a pair of new shoes to a child in need. And when you buy a pair of eyewear, we’ll help restore sight to an individual in need.

Since we started in 2006, our giving has grown significantly. Here we want to share some of the things we’ve learned, answer a few questions and show just how significant every purchase is.

Thank you to all the customers and partners who make giving a powerful reality every day.

— Your TOMS family

“Giving is what fuels us. Giving is our future. It’s the core of our business.”

— Blake Mycoskie

Founding CEO and Chairman
OUR APPROACH: When you buy a pair of TOMS Shoes, you’re also helping improve the health, education and well-being of a child. But why don’t we give water, medicine or something else? Actually, we partner with humanitarian organizations addressing those needs and support them with shoes, which then protect kids from infections and rough terrain and help make it possible for them to attend school.

WE LEARNED: On their own, shoes have a limited ability to change a life. But when combined with programs run by our Giving Partners, they can become a powerful tool in helping create opportunities for a better future.

FACT: There is no “TOM.” Our founder’s name is Blake. TOMS is actually an abbreviation for “Shoes for a Better Tomorrow,” but we couldn’t get that on the back of a shoe, so we shortened it to TOMS.

**WHY SHOES?**

**WHY SHOES #: 01**

**HEALTH**
Shoes help protect children’s feet from cuts, infections and diseases. When children are healthy, they can attend school, fight minor illnesses and grow up to reach their potential.

*Hookworm affects up to 740 million people worldwide.* Long-term physical effects include stunted growth, decreased cognitive development, anemia and chronic fatigue. Prevention and treatment include: education; medication; improved hygiene and sanitation; and protection from soil.

*Podoconiosis affects up to 4 million people worldwide.* It’s a disease that causes swelling of the feet and legs due to prolonged exposure to certain types of irritant soil. In Ethiopia alone, more than 11 million people are at risk, but it is 100% preventable with shoes and good hygiene.

*Jiggers cause severe itching and hives from small sand fleas that bite around the feet and ankles.*

*Tetanus is a potentially fatal, infectious disease caused by bacteria entering the body through cuts or open wounds. It causes painful muscle spasms and locked jaw.*
“TOMS Shoes have greatly complemented the work of AfriKids and encouraged children to go to and remain in school.”

–AFRIKIDS

EDUCATION

Shoes can help kids enroll and stay in school because they are often required for school attendance in many countries. And every year of school can increase a child’s future earnings by 10%. Education is the key to mobility and vital to breaking the poverty cycle.

Why Shoes #: 02

Education

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Romelly, age 10

WHERE: Bomi County, Liberia
GIVING PARTNER: ChildFund International

WHY SHOES:

Romelly and her family live in a community with many challenges. “Getting good drinking water in this town is a problem,” Romelly explains. And for the kids, there’s no decent playground. But Romelly does like going to the local public school, where she’s an enthusiastic student in the fourth grade. Along with her fellow classmates, Romelly received new TOMS Shoes from Giving Partner ChildFund, which distributes shoes alongside other school materials as part of its Child Friendly School Program. Further, ChildFund also works towards improving health and sanitation in the community.

LONG-TERM BENEFIT:

In most communities where ChildFund works, children walk long distances to schools and even to playgrounds. The distribution of TOMS Shoes is the first of its kind in these communities, and teachers report that TOMS has generated a new kind of feeling in children: they are eager to go to school.

Romelly, age 10

*Source: UNESCO, 2010
A BETTER TOMORROW

Although it's less measurable, our Giving Partners consistently tell us how new shoes instill a higher sense of self-esteem in children. Some Giving Partners organize youth leadership programs in which students help educate the community on health and hygiene while providing shoes to younger children. Confident kids are more likely to stay in school and contribute to their communities.

Fabiana, age 12

WHERE: Cusco, Peru
WHY SHOES:
Every day after school, Fabiana herds her family’s sheep, spending hours walking up and down the mountains and through pastures in all sorts of weather in old, thin sandals. These long walks in Cusco’s harsh (and very cold) mountain climate gave Fabiana’s feet blisters and bad burns, wounds that have transformed into thick, uncomfortable calluses. OBI gives new TOMS Shoes to children in some of the most impoverished communities of Peru through programs that encourage schoolteachers to educate students about clean water, nutrition, proper hygiene and self-esteem, both at school and at home.

GIVING PARTNER: Operation Blessing International (OBI)

LONG-TERM BENEFIT:
For Fabiana and many other children, new shoes don’t just mean improved physical health and protection from the elements. They offer a new sense of pride and improved self-esteem. “Good health is improving how a person feels about themselves,” says Dr. Sandra Arbaiza, OBI’s Director of Operations for Peru. “Good health can come by good medicine, but it can also be given in the form of a canvas shoe.”

Cambodian Children’s Fund has an impressive leadership program for its older graduates that invites them to help distribute TOMS Shoes to the younger children at the landfill and in the countryside. It’s an absolute joy for them to work and give back in their community.”

-CAMBODIAN CHILDREN’S FUND TOMS SHOE GIVING PARTNER
HOW DO WE GIVE SHOES?

1. ESTABLISH PARTNERSHIPS
We work with more than 75 Shoe Giving Partners that have ongoing programs to help kids, families and communities around the world. Our Giving Partners are humanitarian organizations that have deep experience and a long-term presence in the countries and communities they serve.

2. MAKE A MATCH
Once shoes are bought, we collaborate with our Giving Partners to distribute the same number of pairs as our customers buy.

3. CUSTOMIZE THE ORDER
Our Giving Department works with Giving Partners to place orders for the right sizes, quantities and types of shoes, providing logistical support and first-rate customer service.

4. DELIVER AND DISTRIBUTE
We send new pairs to our Giving Partners, who place the shoes directly on children’s feet as part of their broader programs such as health checkups, distribution of medicine and vaccines, microfinance programs, youth leadership activities, school support and vocational training.

5. PICK UP THE TAB
Giving shouldn't come with hidden costs, so we help cover expenses to transport and distribute the shoes, including freight, vehicle rental and even delivery by donkey.

6. REVIEW AND IMPROVE
We're always learning. We assess the impact of our giving through partner feedback, site visits and commissioned field studies. Then we adapt to make it even more effective.

7. REPEAT
We’re committed to providing shoes to children as they grow, working with our Giving Partners to provide new shoes as needed, sometimes as often as every six months.
**WHAT KIND OF SHOES DO WE GIVE?**

**OUR APPROACH:**

Our Giving Pairs are new shoes, made for school and play. We provide a range of sizes and styles, to fit kids from toddlers to teens. Working with our Giving Partners, children are surveyed throughout the year on the fit, comfort and durability of the TOMS they received.

Based on their feedback, we can continue to improve our current selection and develop new shoe styles to create better, more effective shoes — allowing our partners to address seasonal cycles and diverse terrains of the communities in which they work.

**FACT:**

We don’t give Glitters or Wedge styles to children. Promise. Not to say they wouldn’t like them, but the shoes on children’s feet are designed for everyday wear.

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**BLACK CANVAS SHOES**

This unisex slip-on with a sturdy sole is given in more than 50 countries. Many schools require black shoes for attendance.

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**WINTER BOOTS**

Winter boots are the newest addition to our lineup. We designed these durable, heavy-duty boots to keep kids’ feet warm and dry in cold climates. They are currently distributed in the United States, Eastern Europe, Central Asia and South America.

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**LOCALLY PRODUCED SHOES**

In Argentina, we give canvas shoes in a variety of colors and patterns to keep with the local tradition. And in Ethiopia, we give a variety of locally sourced and produced canvas shoes to meet our Giving Partners’ needs.
QUESTION: WHERE DO WE GIVE?

As of June 2013, TOMS has given more than 10 million pairs of new shoes to children in need. We are incredibly proud, humbled and so thankful for the support of our customers and Giving Partners around the world.

OUR APPROACH: Where we give is driven by the needs our Giving Partners identify on the ground. We work closely with them to add new communities and countries where shoes will have the greatest impact.

Facts:
- Giving isn’t instantaneous. Once a shoe is purchased, it takes several months for our Giving Partners to order shoes, have them shipped and then place them on children’s feet.
- Kids don’t make our shoes. Our factories in Argentina, Ethiopia and China are all third-party audited to ensure they employ no child labor and pay fair wages.

NUMBER OF COUNTRIES WHERE WE GIVE SHOES:
60+
“Now I can see through the window and the cloud has gone away. I can go to the rice fields like before, and I am especially happy I can see the faces of my family members again.”

– SANN SORNG, 71
CATARACT PATIENT, CAMBODIA

QUESTION: WHY SIGHT?

OUR APPROACH: 285 million individuals are blind or visually impaired around the world. 80% of those cases, however, can be corrected or prevented with available eye care. While the scope of visual impairment worldwide is staggering, the effectiveness of treatment is quite encouraging.

WE LEARNED: Restoring sight restores independence, economic potential and educational opportunity. Individuals can return to school or work. Adults can contribute to the household and no longer require extra care. Additionally, patients who have had their sight restored become advocates, helping neighbors find eye care.

*Source: Vision 2020

SIMPLE SOLUTIONS FOR A GLOBAL PROBLEM
Cataracts are the leading cause of global blindness worldwide, but can be cured with a 15-minute surgery. Prescription eyewear can correct visual impairment, and medical treatment can treat eye injuries and infections before they lead to more serious conditions.
"I am passionate about performing cataract surgery. With basic tools, all it takes is 10 or 15 minutes for a person to regain their sight - forever. I like the clarity of knowing the role I played in helping this person see again. It’s that simple."

— DR. CHUNDAK TENZING
DIRECTOR OF SEVA FOUNDATION'S SIGHT PROGRAM

QUESTION:

WHAT DO WE GIVE?

OUR APPROACH:

Your TOMS Eyewear purchase not only helps restore sight through prescription glasses, medical treatment and sight-saving surgeries, but it also invests in the clinics, hospitals and people who work in them. At TOMS, we’re committed to investing in sustainable eye care for the long term. With the help of Seva Foundation, our lead Sight Giving Partner, we support locally based organizations that train residents to provide access to quality, professional eye care.

WE LEARNED:

TOMS Sight Giving provides extra value to our partners because it allows them to extend their services to remote locations that do not have easy access to eye care. The organizations set up mobile “eye camps,” traveling to some of the most remote regions of the world. Many patients can be treated on site, and those who can’t are transported to a hospital or clinic for proper eye care.

HOW?

Prescription Glasses / Sight-saving Surgery / Medical Treatment

One pair of TOMS glasses = Sight for one person
José, age 15
WHERE: Guatemala City, Guatemala
GIVING PARTNER: Visualiza Eye Care Center
SERVICE PROVIDED: Cataract surgery

By the time José was 6, cataracts had brought his world of childhood. Unable to attend school, José’s only friend was a neighborhood girl that he grew up with. Every day when she came home from school, José would visit her to hear what she learned in class. One day, the girl told José that she had seen a clerk at their local store who had received eye surgery and was able to see again. She urged José and his mother to visit the eye clinic to see what could be done.

José’s friends quickly helped his and his mother reach out to Visualiza Eye Care Center, a TOMS Sight Giving Partner in Guatemala City. There the doctors performed a full eye examination and determined he would need cataract surgery.

The staff at Visualiza explained to José and his mother that cataract could be repaired with a 15-minute surgery, where his clouded lens would be replaced with a new, artificial one. They learned that this would be all that would be necessary, and surgery costs would be covered through the support of a TOMS purchase. The staff at Visualiza explained the impact that this surgery can have: “We didn’t only change his life, we also changed his mother’s life and his friend’s life.”

After the bandages from surgery were removed, both José and his mother started crying. José shouted, “Mom, I can see! I can see!”

Since regaining his sight, José is determined to go back to school. When he grows up, he wants to be a doctor.

HOW DO WE GIVE SIGHT?

1. MAKE A MATCH
When a customer buys a pair of TOMS Eyewear, we provide Giving Partners with funding to restore or save the sight of one individual.

2. DIAGNOSE THE PERSON
Not every eye issue is the same, so individuals are evaluated at local eye clinics and hospitals or through outreach programs with professional staff.

3. TREAT THE ISSUE
An eye-care professional then provides the proper treatment, which may include: prescription glasses; medical treatment for injuries or infections; or sight-saving surgery for cataracts and other conditions such as trachoma, pterygium and glaucoma.

4. PAIR UP FOR GOOD
We support eye-care organizations pursuing a self-sustaining business model. We collect feedback on our giving and continue to improve our support to help them achieve their long-term goals.
WHERE DO WE GIVE?

We work with 15 Giving Partners and locally based, eye-care organizations to help restore sight in 13 countries.

COUNTRIES WE GIVE IN:
- Bangladesh
- Cambodia
- Egypt
- Ethiopia
- Guatemala
- India
- Nepal
- Pakistan
- Paraguay
- Tanzania
- Uganda
- United States
- Tibet

**OUR APPROACH:**

"With TOMS' help, we've been able to bring more patients to the clinic. Instead of 20, we're bringing in 40. Instead of surgery for 50k, we have surgery for 80k. Every single day I see something amazing."

- Andrea Recinos
  Visualiza in Guatemala

WHO HELPS US GIVE?

GIVING PARTNER: **SEVA**

ABOUT:
Seva is our lead Sight Giving Partner and provides eye care in Nepal, Cambodia and Tibet.

GIVING PARTNER: **Helen Keller International's VISUALIZA®**

ABOUT:
The program provides free vision screening and prescription glasses to schoolchildren in underserved rural and urban areas in the United States.

GIVING PARTNER: **VISUALIZA**

Eye Care System

ABOUT:
In Guatemala, Visualiza subsidizes treatment for patients who can't afford care with funds from paying patients and support from organizations like TOMS.
With every product you purchase, TOMS will help a person in need. One for One.

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