

2023

# *Impact* Report



TOMS



**We're in business to *improve lives.***

As of today, we've left a positive impact on  
more than **105,463,049** people.

Since our beginning in 2006, TOMS has been on a mission to do  
good through good-looking products that feel good.

*How? Good question.*

When you buy TOMS, you help fund access to mental health  
resources for the millions of people who need them  
(maybe even you someday?).

And that kind of impact?

*It looks good on you.*

## Letter From Our Chief Brand & Impact Officer

TOMS is in business to improve lives. This mission has been at the heart of who we are since our start in 2006.

Now what it means to “improve lives” has evolved for us. As the pioneers of the One for One® model, we began matching each pair of shoes purchased with a donation of a pair of shoes. A catalyst for the way a great number of brands began to approach business, our example set into motion the importance of improving human lives—socially, environmentally and internally. But mostly, our mission begged us to look inwards at ways we could stretch our impact further and even more effectively.

Enter mental health. While the world affairs of 2020 put mental health under a direct spotlight, it has been a neglected part of human health for much longer. The mental health crisis touches everyone—with 1 in 8 people in the world experiencing a mental health challenge; and ripples of those mental health challenges impacting all of us.

At TOMS, we believe every single individual deserves access to quality, affirming mental health care. It’s why TOMS has evolved its strategy to give a third of our profits to help support organizations making meaningful mental health strides in their communities.

It’d be easy to say that we’re proud of the impact we, alongside our incredible Impact Partners, have made thus far. But the reality is that your hard-earned dollars spent at TOMS is what has made all this good possible.

For that and from the bottom of our hearts, we thank you. This report captures your impact in 2023.

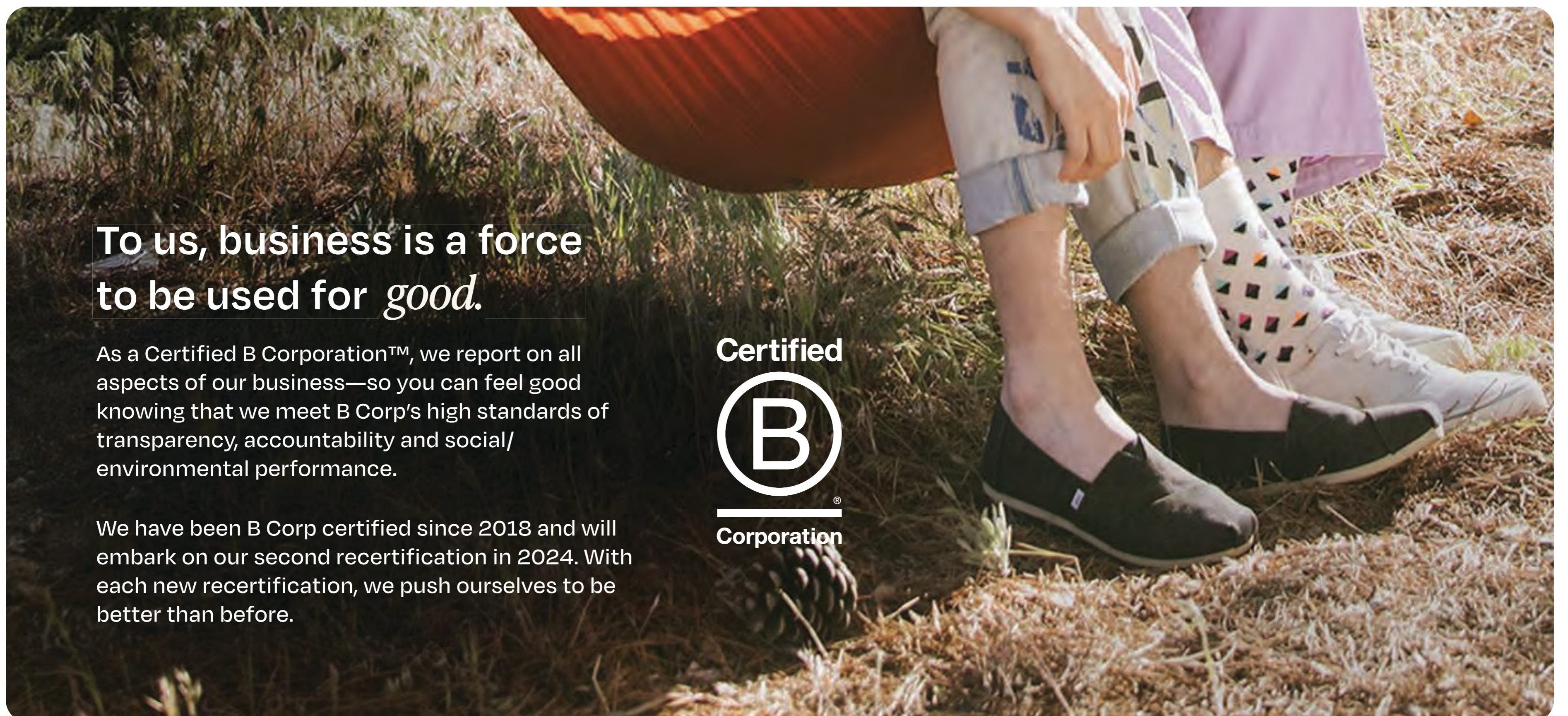
**When you wear TOMS, you Wear Good.**



**To us, business is a force  
to be used for *good*.**

As a Certified B Corporation™, we report on all aspects of our business—so you can feel good knowing that we meet B Corp’s high standards of transparency, accountability and social/ environmental performance.

We have been B Corp certified since 2018 and will embark on our second recertification in 2024. With each new recertification, we push ourselves to be better than before.





## Purpose

Giving 1/3 of our profits for *good*



## Planet

Taking care of the place *we call home*



## People

Ground up change *starts with us*

## Purpose

1/3 of our profits *for good*

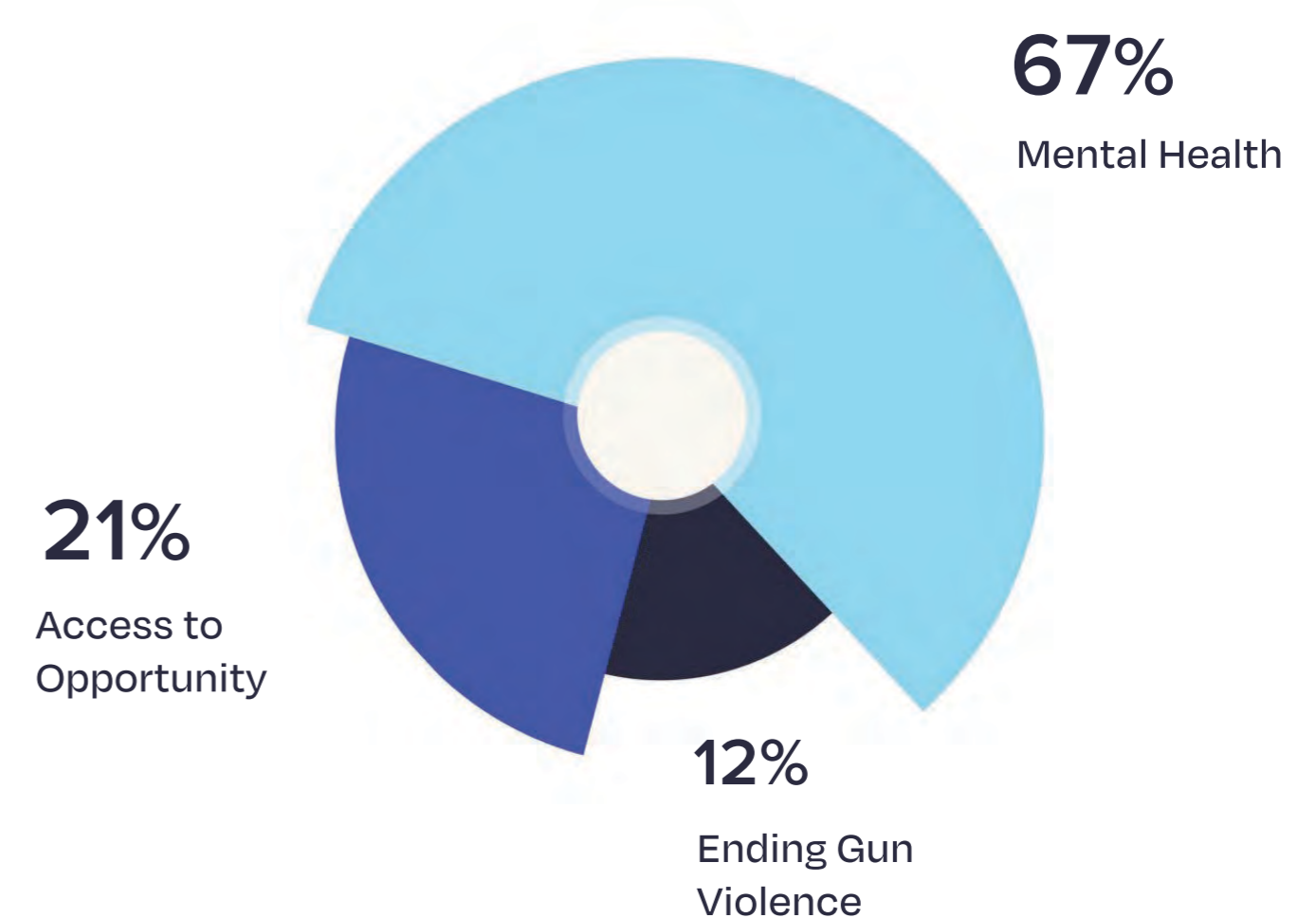
We give 1/3 of our profits for good through cash grants and deep partnerships with nonprofits working to create impact in three areas: mental health, access to opportunity and ending gun violence.

## 2023 Numbers *for good*

**\$1,731,000** US Dollars Given

**340,011** Lives Impacted

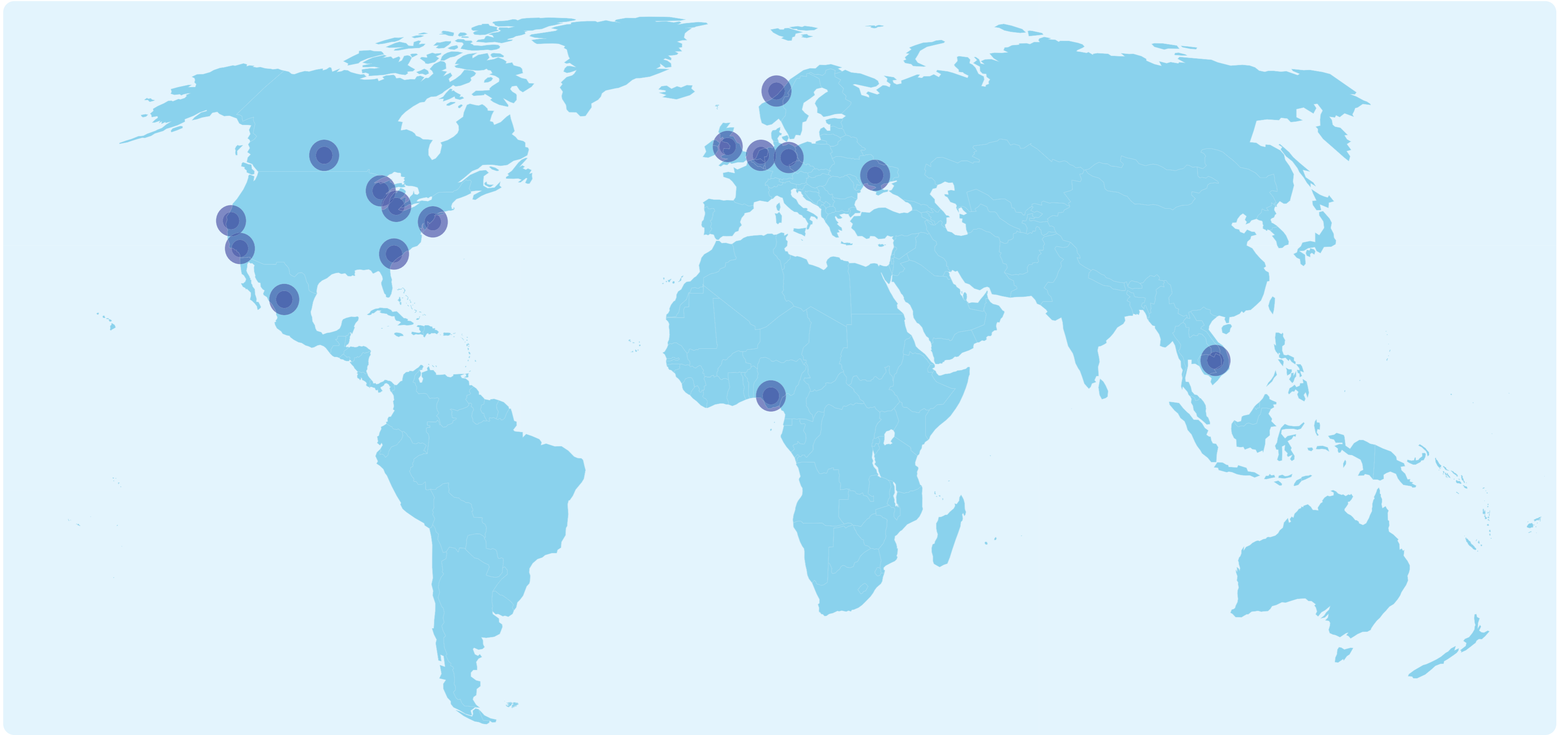
### Allocation of US Dollars *Given*



# Impact Partners

Our impact is felt *across the globe*.

In 2023, we funded 39 organizations, in 17 communities, across 11 countries.



## GLOBAL

Climate Mental Health Network  
Letters to Strangers  
Peace First

## UNITED STATES

Black Emotional and Mental Health  
Collective (BEAM)  
Cities United  
Convoy of Hope  
Creative Futures Collective  
Cure Violence Global  
The Dinner Party  
The Mental Health Coalition  
The Trace

## ASHVILLE, NORTH CAROLINA

NAMI Western Carolina

## CHICAGO, ILLINOIS

GirlForward

## LOS ANGELES METRO AREA

Brave Trails  
Community Coalition  
Defy Ventures  
Didi Hirsch Mental Health Services  
East Side Riders Bike Club  
Homeboy Industries  
Los Angeles LGBT Center  
ProjectQ  
Urban Peace Institute  
Venice Family Clinic  
Helen Keller Intl

## MINNEAPOLIS METRO AREA

Hmong Cultural Center

## NEW YORK METRO AREA

LIFE Camp  
Que Paso Latinx

## OAKLAND, CALIFORNIA

Communities United for  
Restorative Youth Justice  
Youth ALIVE!

## CANADA

Jack.org

## GERMANY

Mental Health Initiative (MHI)

## MEXICO

Fundación Origen

## NETHERLANDS

MIND Us

## NIGERIA

Mentally Aware Nigeria Initiative

## NORWAY

Mental Helse Ungdom

## THAILAND

Wall of Sharing

## UKRAINE

International Medical Corps

## UNITED KINGDOM

The Maya Centre  
The Mix



**TOMS WEAR GOOD**

*When you buy TOMS, you help fund access to mental health resources for the millions of people who need them.*

## *Mental Health Tips* from Our Impact Partners

Our phenomenal Impact Partners have provided a variety of resources to support people with their mental health. For Mental Health Awareness Month, we shared 31 mental health tips with our TOMS community—one for each day of the month. What resulted is a collection of resources that's readily available to our community—a daily reminder that mental health matters. A few tips below:



**Throw on your TOMS and go for a walk outside.**

According to the American Psychological Association, about 20 minutes of exercise a day can help reduce the risk of depression by 25% and boost your mood.



**Listen to music.**

Studies have shown that listening to music can lower your blood pressure, heart rate and even stress hormones in your body.



**Practice breathing exercises.**

Try box breathing. In four steps, find your center, reground yourself and take control of how you are feeling.



**Program 988 into your phone and share it with your friends.**

The 988 Suicide & Crisis Lifeline connects those experiencing mental health and/or substance-related crises with a trained counselor via call, text, or chat. Our partner Didi Hirsch Mental Health Services is one of the leading providers.

# Meet International Medical Corps

TOMS Longstanding Partner in Mental Health and Humanitarian Support



TOMS has supported International Medical Corps since 2013.



TOMS is proud to support our Impact Partner, International Medical Corps, and their response to the conflict in Ukraine. International Medical Corps provides critical medical, mental health and training services in humanitarian situations.

# Meet Venice Family Clinic

TOMS Impact Partner of the Year



We are thrilled to honor Venice Family Clinic as our 2023 Partner of the Year. Through the pandemic and beyond, we have seen its true dedication to the belief that everyone deserves quality health care, which very much includes mental health care.



TOMS has partnered with Venice Family Clinic in several ways over the past 4 years including:

- **Impact grants** focused on mental health programming
- **Volunteering** for Giving Tuesday
- **In-kind donation of eyewear** to support its vision services

# World Mental Health Day

On October 10, 2023, TOMS celebrated with our 10x10 program, giving 10 nonprofits focused on mental health in 10 countries \$10,000 US dollars each.



## 10 Organizations *Prioritizing* Mental Health



### Fundación Origen – México

Fundación Origen provides women in Mexico with free and accessible mental health treatment, crisis intervention, and referral services via their helpline.



### International Medical Corps – Ukraine

International Medical Corps provides critical medical, mental health and training services in humanitarian situations.



### Jack.org – Canada

Jack.org is a mental health organization that works alongside youth to build communities and advocate for equitable systems that support their mental health needs.



### Mentally Aware Nigeria Initiative – Nigeria

Mentally Aware Nigeria Initiative provides free mental health counseling and psychological first aid to individuals 18 to 25 years of age in Nigeria.



### The Maya Centre – United Kingdom

The Maya Centre provides free counseling and support to low-income and minoritised women in North London, UK, especially those who have experienced violence.



### Mental Helse Ungdom – Norway

Mental Helse Ungdom works for increased transparency around mental health, prevention of mental illness, and better mental health services in Norway.



### Mental Health Initiative (MHI) – Germany

Mental Health Initiative (MHI) is a social impact startup helping strengthen mental health, prevent suicide, and reduce the social stigma of mental illness among youth in Germany.



### MIND Us – Netherlands

MIND Us focuses on promoting mental health, preventing mental illness, and providing early support to youth in the Netherlands.



### National Alliance On Mental Illness Western Carolina – United States

NAMI Western Carolina provides the region with support, education and advocacy at no charge to families and individuals affected by mental health conditions.



### Wall Of Sharing – Thailand

Wall of Sharing provides free video call sessions with psychiatrists and psychologists to help Thai youth receive the support they need.



## Things are *looking* up.

Since our eyewear portfolio launch in 2011, TOMS eyewear purchases have helped restore sight to 988,654 people and counting.

Together with our partners, we helped establish 55 vision centers in Bangladesh, India and Nepal—that continue to operate today.

While the vision centers live on, TOMS today operates with an evolved giving model—now providing cash grants to Impact Partners working in local communities.



## Beyond the Check

Funding is important for our Impact Partners to continue their mission, but we don't stop at cutting checks. We build meaningful two-way relationships that provide ongoing support—through volunteering, celebrating big wins, donating products and helping to create lasting connections.



Joined our partner, Homeboy Industries, for a 5K race



Gave more than \$1,700,000 US Dollars worth of in-kind (non-monetary) donations in 2023, in the form of shoes, eyewear, signage and more



Built mental health first aid kits for our partner, Brave Trails



Made floral bouquets for residents of Didi Hirsch's Via Avanta Program, a residential treatment center that keeps mothers with their small children



Created moments of surprise and delight—like the Taylor Swift experience, where we sent four Brave Trails campers, four of their friends and two of the amazing Brave Trails staff to the final night of Taylor Swift's Eras Tour in Los Angeles

# Planet

## Taking care of the place *we call home*

Sustainability is a journey, and we've learned a lot about taking good care of the place we call home. We take a holistic approach to measure and improve across our business, not just our product.



In 2020, we embarked on an ambitious five-year *sustainability roadmap*.

With just under two years to go, we're proud of the progress we've made and are excited for all that's to come.

## Our Commitments

1

***Original Commitment:*** Increase our B Corp score. Between our 2018 and 2021 recertifications, our environment score nearly doubled.

***Accomplished in 2023:*** Through the B Corp process, we have a clear roadmap of opportunities to better our business even further with the planet in mind. In 2023, we started some key measurements, launched a resale program in partnership with thredUP, and got clear on what we can accomplish in time for our next recertification in 2024.

***Coming in 2024:*** We're excited to submit for recertification and continue to use B Corp as a roadmap for constant improvement.

2

**Original Commitment:** Invest in earthwise™—our products designed with the planet in mind.

**Accomplished in 2023:** In 2023, 27% of our footwear line qualified as earthwise™. Learn more about our earthwise™ framework here.

**Coming in 2024:** We plan to further simplify the way we bring our earthwise™ offering to life in the future, focusing on our signature styles and tried and true materials.

3

**Original Commitment:** Use greener packaging. Currently, our packaging is made with at least 80% recycled materials, and we source 100% of our packaging from sustainably managed forests.

**Accomplished in 2023:** As a member of the Canopy Pack4Good Initiative—an environmental not-for-profit implementing real solutions to reduce waste in packaging—we're proud to meet its conservation standards, sourcing all wood-based material from sustainably managed forests. We continue to be plastic-free in our packaging (except for some hangtag fasteners). All of our earthwise™ products are 100% plastic-free and we've switched our samples to use 100% recycled LDPE polybags.

**Coming in 2024:** Maintain our commitments with an ongoing packaging redesign project.

4

**Original Commitment:** Measure our carbon footprint. We aim to evaluate our carbon footprint and establish reduction targets by 2025.

**Accomplished in 2023:** In 2023, we made some moves! We shifted our US warehouse to the middle of the country, so that packages would not have to travel as far to reach their final destination. We worked with one of our largest transportation partners to measure our emissions and get a baseline for future improvement. When looking at Q3 of 2023 (our first quarter post warehouse move), our average CO2 emissions per package was 12.82% lower than in Q1 when we were still at our previous warehouse.

**Coming in 2024:** Continue collaboration with our transportation partners in identifying potential ways to decrease our carbon footprint.



## Moving Forward

We're proud of the strides that we've made for our planet, but there is more to do. We've learned that unforeseen events can create complications; the tremendous change and disruption in the world since we made our original commitments grossly affected global supply chains.

Specifically, the original path we had laid out for sourcing 100% sustainable cotton by 2025 is no longer viable.

We are continuing to update our goals to reflect what is more achievable and are actively considering the steps we can take to continue to make progress.

# People

Ground up change *starts with us*

TOMS has a long term commitment to ensure our company and culture is rooted in Diversity, Equity, Inclusion and Anti-Racism. We are hard at work year-round to ensure we're actively combating systemic racism, as well as policies that lead to inequities. Here are some of the ways we're building equity within our community.



## *Fostering Belonging*

- **Mentor Program:** We provide our staff mentoring opportunities—facilitating conversations that set the foundation for long-term success.
- **Cultural Learning:** We promote the ongoing education of our staff's communities, inviting experts to speak about anti-racism, cultural awareness and institutional obstacles.

## *Giving Tuesday*

Every year, we close our global offices and dedicate a day to volunteering with local nonprofits. In 2023, we focused on volunteering efforts around the topic of food, a fundamental block for survival. An alarming 44.2 million Americans live in food-insecure households, which can leave a significant impact on mental and physical health. And when food needs go unmet, some have to make the choice between food and healthcare.

**Across the globe, TOMS offices did the following:**

- 163 volunteers served 577 hours across 16 locations in Los Angeles
- Prepared and served meals to 330 people experiencing homelessness
- Sorted 10,000 pounds of produce
- Distributed 550 bags of food
- Assembled 120 food kits
- Made 100 snack packs

## *Fair Labor Association*

- We are a proud member of the Fair Labor Association (FLA), which helps ensure our products and processes reflect our commitment to bettering workers' rights in manufacturing and production.

## *Commitments to Learning*

- We observe an annual Day of Learning to focus on the important work of learning and reflecting on Racism, Racial Inequality and Racial Justice.
- We employ bi-monthly speakers to continue learning all year long.

*Impact looks good on you.*

From the bottom of our hearts, thank you for all the good you have made possible by shopping with TOMS this year. Cheers to continuing to Wear Good in 2024, and for years to come.

