

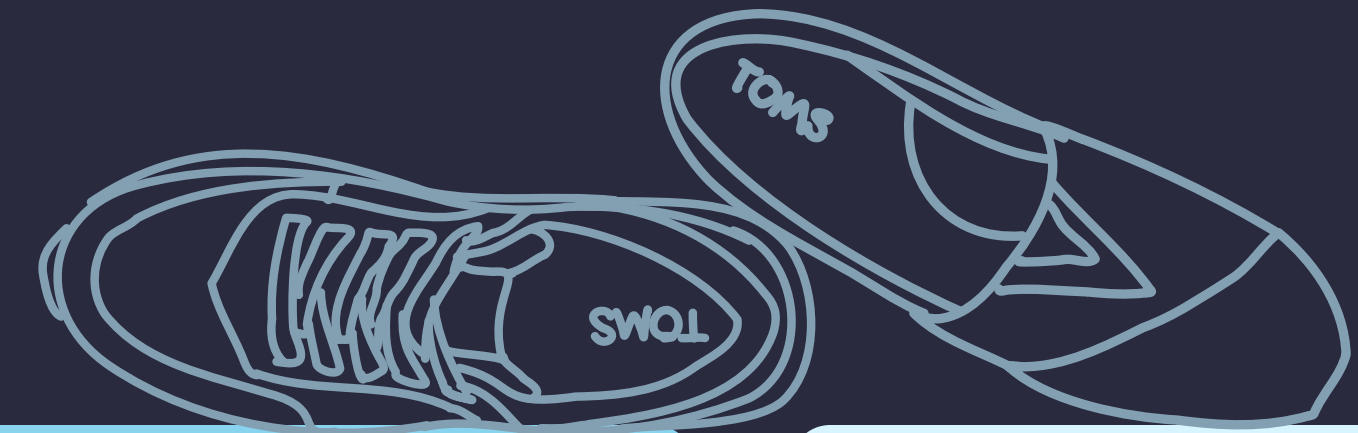
TOMS®

Impact Report

2024



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Did you know—there is no Tom at TOMS?

Our name is inspired by our commitment to creating Better Tomorrows.

Back in 2006, we shook things up with our One for One[®] giving model, showing the world that business can be used to make a positive difference in human lives.

Since our humble start, we've grown into a global leader in the footwear space—delivering comfortable and on-trend shoes for women, men and kids, while continuing to blend profit with purpose.

As of today, together we've left a positive impact on more than 105 million people.

Lives Impacted—
105,823,185 +



Our goal is to leave the world better than we found it.
This drives everything we do and everything we create.

We dedicate a third of our profits to help support causes that are dear to our hearts (and yours), because we're more than a shoe company.

Our products are loved for the impact you create. With everyday purchases, you have the power to truly **Wear Good**.

Following the latest design trends, we make products that *look good*. Through premium craftsmanship, we make products that *feel good*. Most importantly, with your partnership, we're a brand that makes products that *do good*.



Welcome to the TOMS Impact Report, a complete review of the power of your purchase in 2024.

*"It's a joy and honor to work for TOMS,
10 years and counting."*

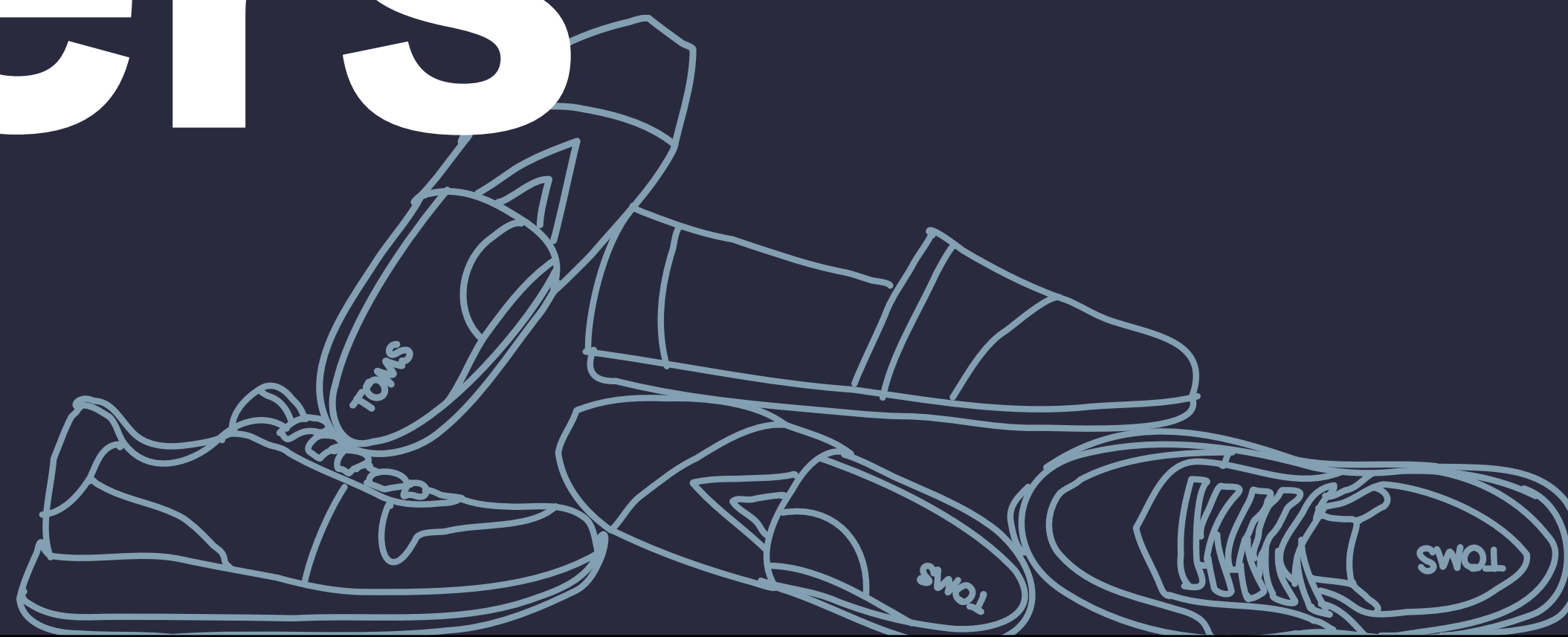
I'm so proud and fortunate to work alongside so many inspiring colleagues, all unified in TOMS' mission of using business to improve lives.

-Charlotte | Influencer & Content Marketing Manager

2024 Giving Statistics

By the

Numbers



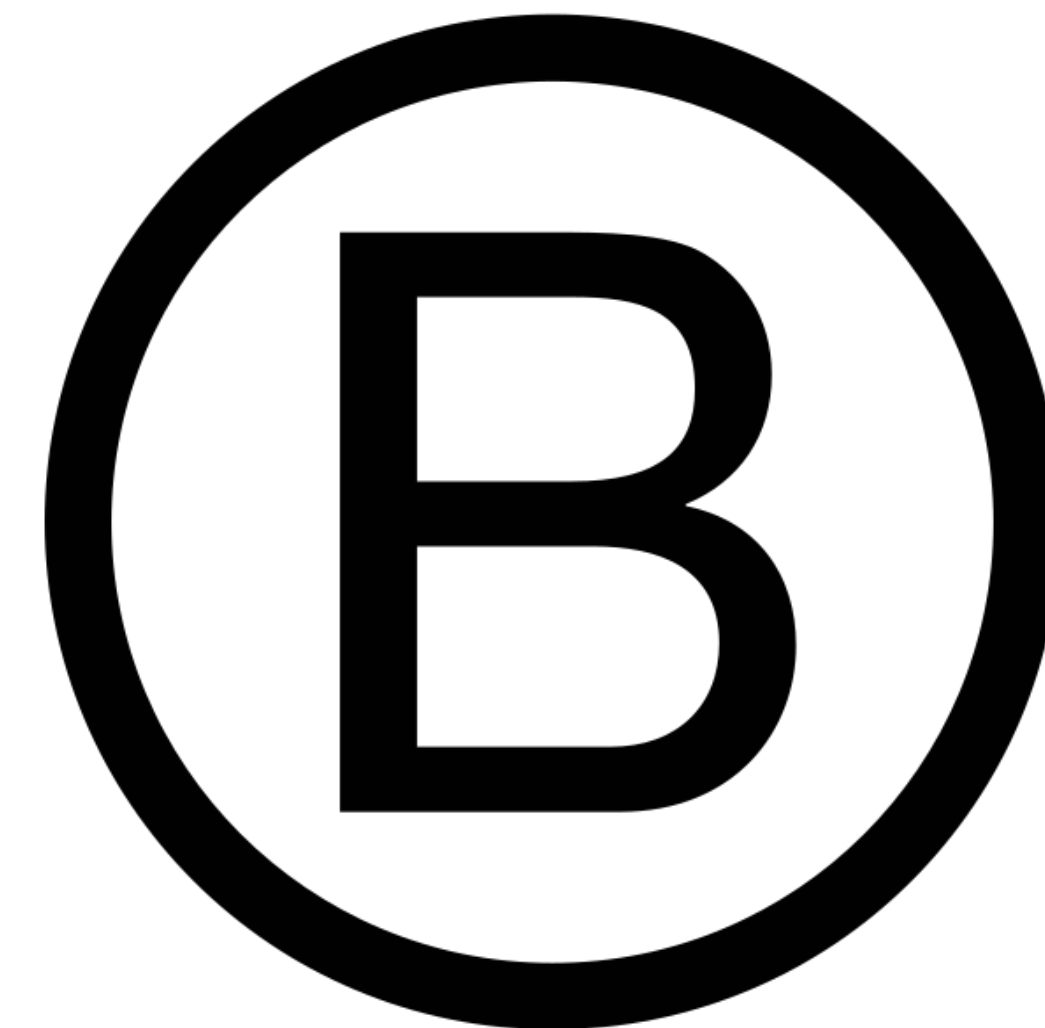
What is a B Corp?

A Certified B Corporation is a company that goes beyond purely making a profit, meeting high standards for social and environmental responsibility, transparency and ethical practices.

This seal of approval is reserved for businesses committed to making a positive impact on people and the planet while generating a profit. These organizations undergo rigorous assessments to evaluate their impact across key areas, including employee well-being, community contributions and environmental stewardship.

Being a B Corp signifies a dedication to balancing purpose with profit.

Certified



Corporation

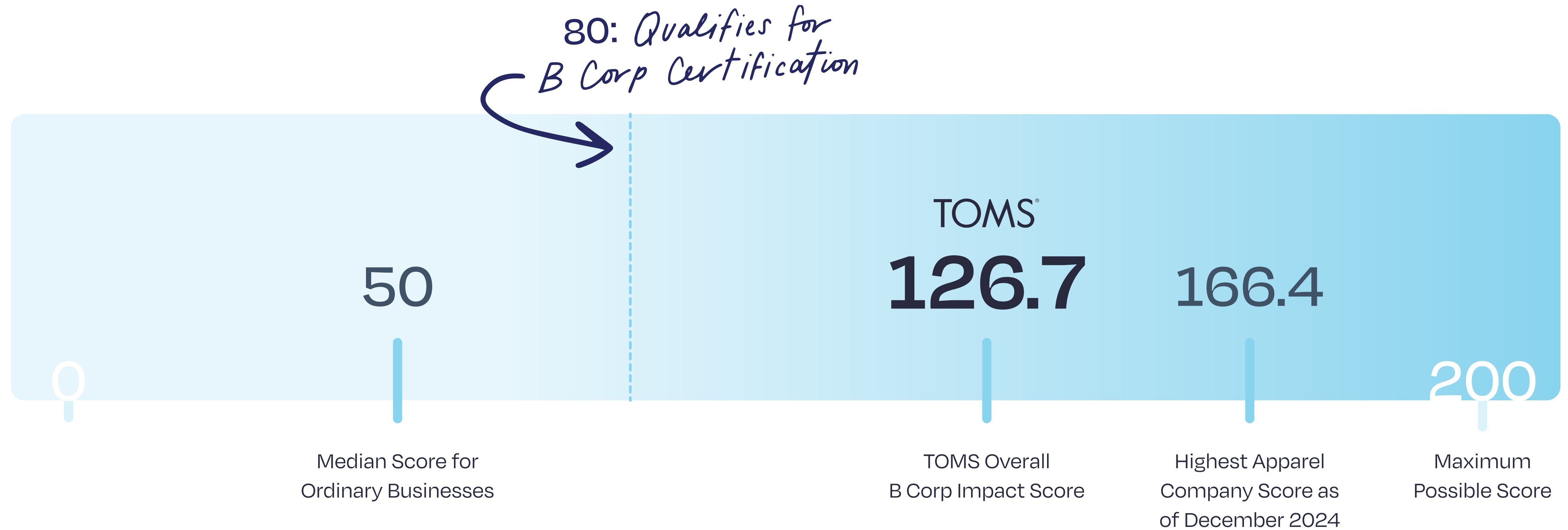


TOMS is proud
to be a Certified
B Corporation™

East Side Riders Bike Club

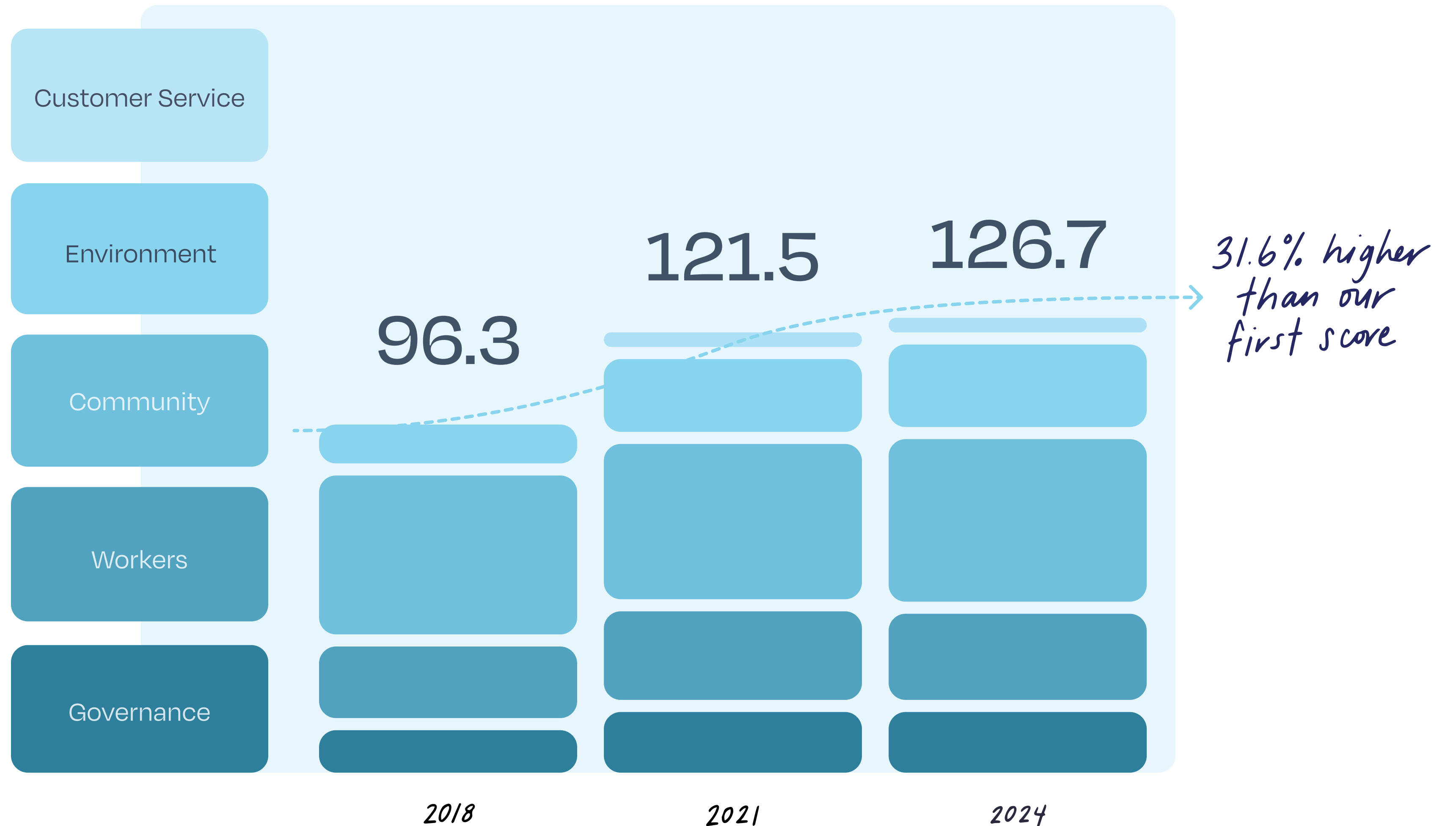
This certification reflects our commitment to using business as a force for good.

As a Certified B Corp™, we're proud to meet their standards of social and environmental performance, transparency and accountability.



Since 2018, we've been honored to uphold these values, continually improving with each recertification.

In 2024, we received our highest score yet—126.7, that's 31.6% higher than our first score—showcasing our dedication to progress, especially in our environmental efforts and impact on the community.



Less than 10% of apparel and footwear brands in the U.S. meet B Corp's high standards of legal accountability and public transparency.

Balancing our profit with purpose, TOMS deeply considers the impact of every decision on our employees, customers, suppliers, community and the environment. With each new score every three years, we continue to refine how we operate, always striving to do better.

It's a true honor to be part of this global movement, as we work toward creating a more inclusive and supportive world.



B Corp™ Highlights

The below statistics reflect the most recent complete data from when we recertified in early 2024.

90% +

TOMS employees who report being satisfied or engaged with their work.

75% +

TOMS employees who took paid time off for volunteer service in 2023.

50% +

TOMS shoe and packaging materials purchased that have a third party social or environmental certification.

75% +

TOMS shoe and packaging materials that come from recycled materials, reused components and/or certified sustainably sourced materials.

100%

TOMS beneficiaries that can verify we've had a positive impact on the measured outcome.

The Power of Your Purchase in 2024

\$1,582,400

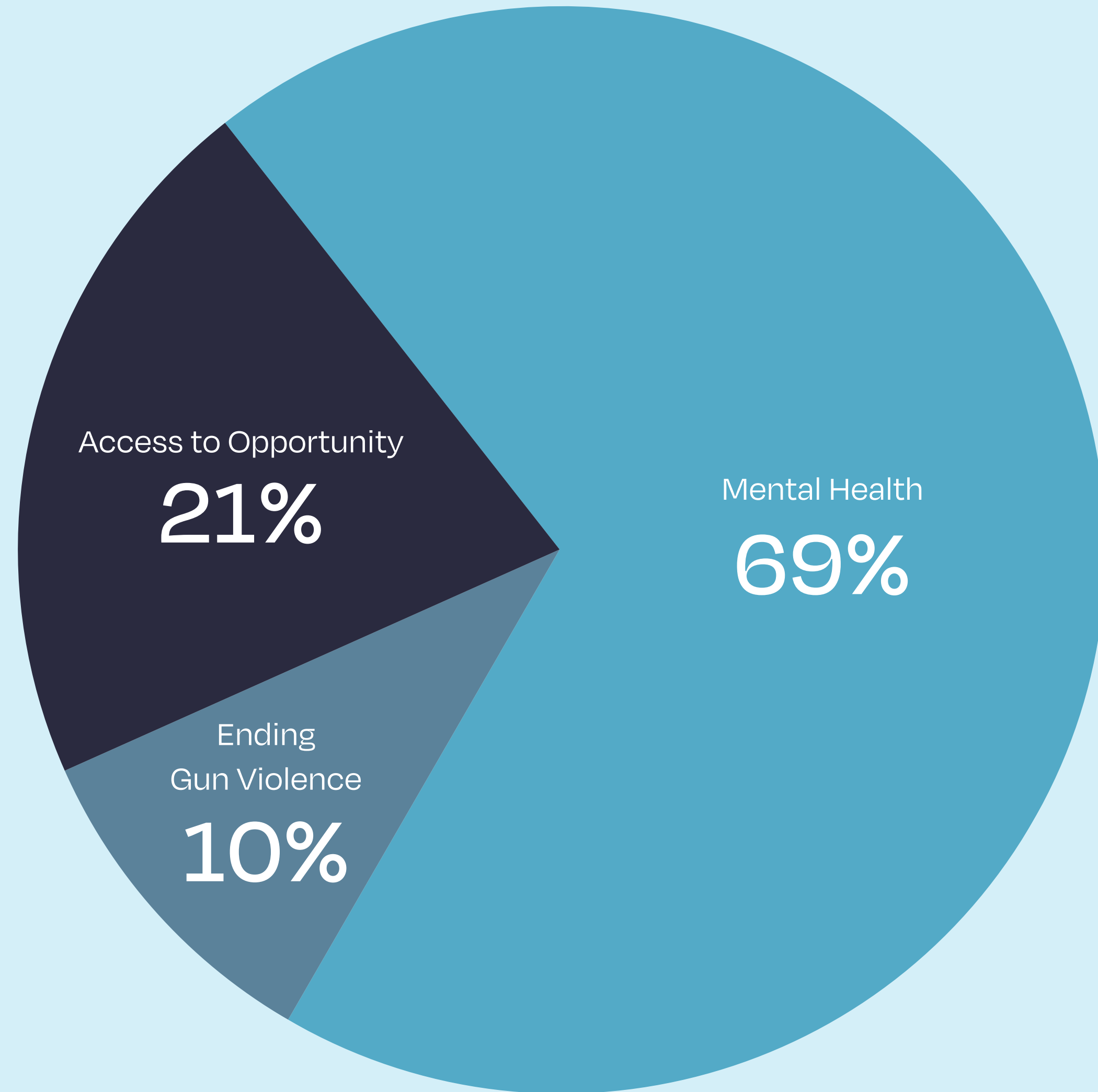
U.S. Dollars Given

360,136

Lives Impacted

Allocation of U.S. Dollars Given

In 2024, our Impact Grants ranged between \$10,000-\$100,00, with a median of \$50,000. This is an increase from 2023, when it was \$37,500.



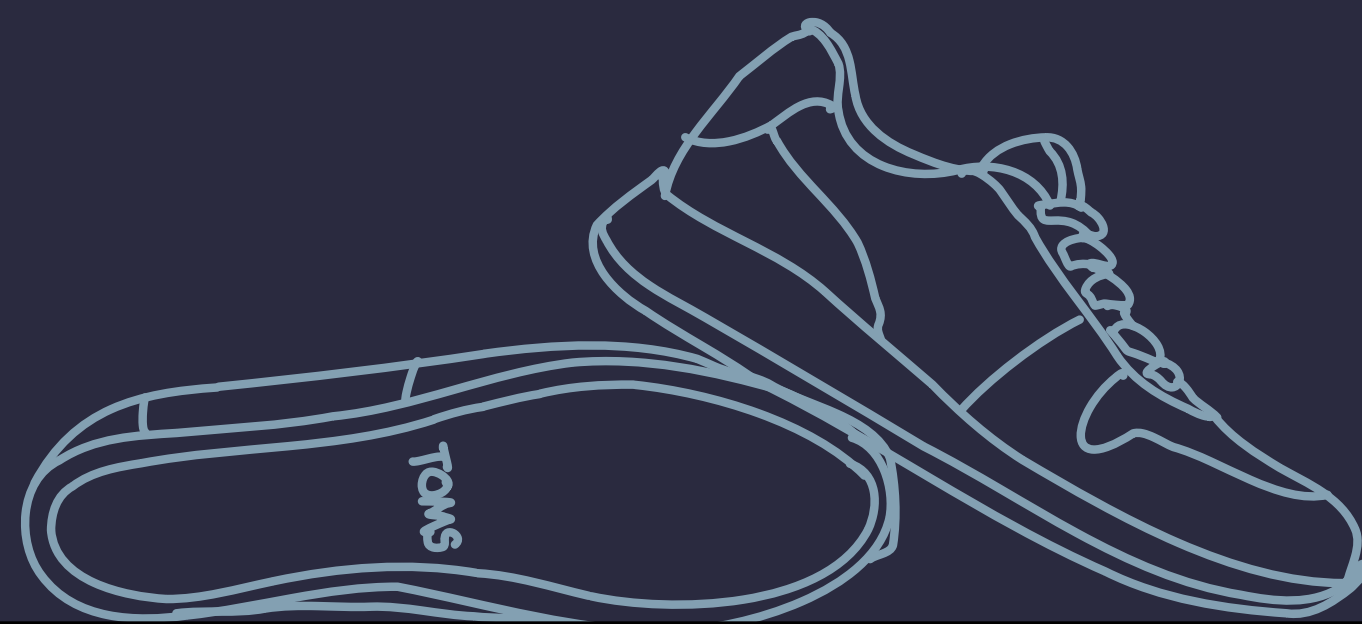
"I'm part of a company that genuinely cares about the product they put out to the community and world."

It has been an inspiring learning experience to be part of a brand that is consistently working towards making sustainable changes across its products, especially in the world of shoes!

-Nichole | Director, Digital Marketing

2024 Impact Focus

Why Mental Health?

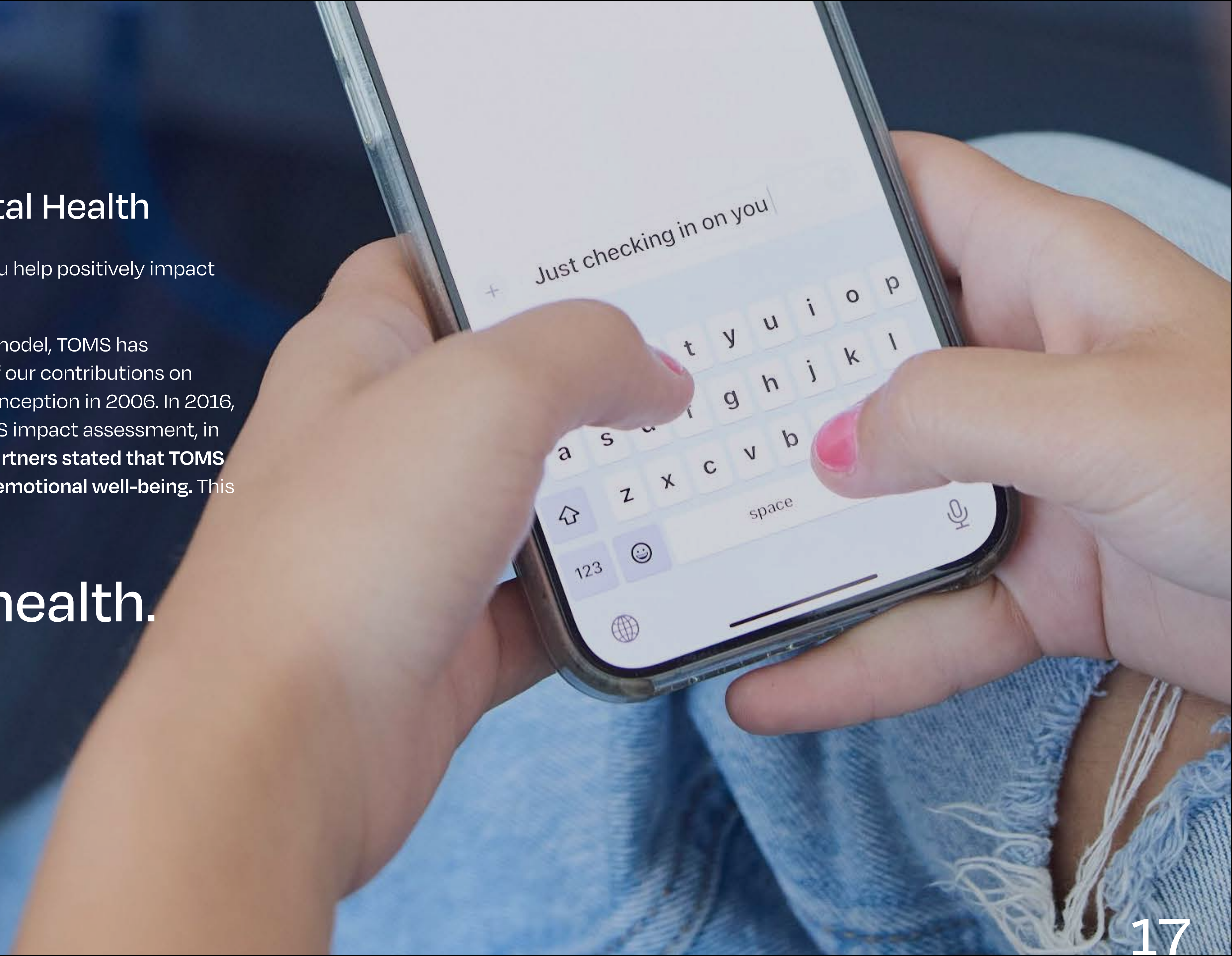


Our 2024 Focus: Mental Health

With each pair of TOMS that you buy, you help positively impact lives—105 million and counting.

As pioneers of the One for One® giving model, TOMS has witnessed the transformative impact of our contributions on individuals and communities since our inception in 2006. In 2016, Mission Measurement published a TOMS impact assessment, in which **87% of responding shoe giving partners stated that TOMS shoes positively affected participants' emotional well-being.** This set the stage for our next era of giving.

Enter mental health.



While the events of 2020 brought mental health into sharp focus, it has long been an overlooked aspect of human well-being. **On average, countries dedicate less than 2% of their health care budgets to mental health.** And the harsh reality is that:

1 *in* **8** people *globally*

face a mental health challenge, with the effects of these struggles reverberating throughout society.

Source: World mental health report: transforming mental health for all. Executive summary. Geneva: World Health Organization; 2022. Licence: CC BY-NC-SA 3.0 IGO

In the last five years, and many thanks to your purchases, TOMS has given more than \$4.4 million in cash grants directly to mental health partners.



"Working at TOMS has provided me with a true sense of fulfillment."

It's here that I'm able to combine my professional skills with a passion for making a positive impact on the world.

-Enid | Senior Materials Manager

Vetted, Trusted, Transparent

Impact Partners



So how does TOMS make a difference?

Well, for one, we partner with organizations directly serving people in their communities. We want to transfer the power of your purchase straight to the source of the impact, not go through middlemen.

Our reach has always been ambitious; we strive to positively impact as many lives as possible, with as much lasting impact as possible. It's why we chose to partner with organizations that are proven to make waves in their local communities, where it affects people most directly. **We rely deeply on our vetted Impact Partners to help make "good" happen on the ground.**

Our Impact, Across the Globe



Global

Climate Mental Health Network
Letters to Strangers

United States

Cities United
Cure Violence Global
The Dinner Party
The Jed Foundation
The Trevor Project

Oakland, California

Communities United for
Restorative Youth Justice
Youth ALIVE!

Los Angeles, California

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

Chicago, Illinois

GirlForward

Austin, Texas

GirlForward

New York, New York

LIFE Camp
One Paso

United Kingdom

The Maya Centre
The Mix
The King's Trust

Spain

AMAFE

Netherlands

MIND Us

Greece

Together for Children

Germany

Mental Health Initiative (MHI)

Ukraine

International Medical Corps



Here are some of the positive outcomes of our joint efforts:



Through **GirlFoward**, we've helped increase opportunity for refugee girls displaced by global conflict through mentorship, safe spaces, tutoring and programming rooted in their identities. This year 200 girls thrived through the support of the GirlForward community.

Joining hands with **Didi Hirsch**, we have supported life saving resources, like Teen Line and 988 (the Suicide & Crisis Lifeline).

East Side Riders Bike Club is dedicated to mentorship and community enrichment through cycling and beyond. Through our partnership, we've fostered lasting connections within the community.

With **One Paso**, we've helped bring mental health resources to the Latinx community in Yonkers by creating safe spaces and marrying unexpected activities, such as salsa dancing and conversation.

Together with **Brave Trails**, a leadership-focused camp for LGBTQ+ youth, we have helped people find their joy and confidence.

Together with **Mental Health Initiative (MHI)**, a social impact startup dedicated to promoting the mental health of youth, we've strengthened the mental well-being of young people, preventing mental illness and suicide while also reducing the social stigma surrounding mental health issues.

With **Letters to Strangers**, we've supported destigmatizing mental illness with youth through letter writing and education within a connected global community.

With **Venice Family Clinic**, we have helped bring health resources to some of Los Angeles's most vulnerable populations, regardless of their ability to pay. Our support includes group-based therapy for LGBTQ+ youth.

Through our partner **MIND Us**, we've helped provide mental health advocacy and support to youth in the Netherlands.

In partnership with **Youth ALIVE!**, we've helped equip teens in communities impacted by gun violence with healing, healthy coping mechanisms, and the skills to prevent violence. Together, we are empowering an entire generation to create safer, stronger communities.



East Side Riders Bike Club



TOMS' Longest Standing Impact Partners

The organizations that have grown with us over the years.

International Medical Corps

This organization provides **critical medical, mental health and training services in humanitarian situations**. We first partnered with International Medical Corps in 2014, as part of our One for One[®] Shoe Giving program, where they distributed shoes to refugees in the Democratic Republic of the Congo. Our partnership has grown over the years to include these more recent developments:

- In 2020 and 2021, International Medical Corps used TOMS grants to respond to COVID-19 in the U.S.
- TOMS has proudly supported International Medical Corps' response to earthquake disasters in Afghanistan in 2021, and in Turkey and Syria in 2023.
- In 2023 and 2024, International Medical Corps used TOMS Mental Health grants to provide mental health services and training in Ukraine.





Helen Keller Intl

This organization works tirelessly to improve success in school and the workplace by **providing essential eye care to underserved communities**. TOMS began its partnership with Helen Keller Intl in 2012 through the One for One[®] Sight Giving Program and continues to support them with Access to Opportunity grants.

Their work—which sometimes includes donated TOMS optical frames—spans schools and community-based organizations, including those served by our other Impact Partners like Homeboy Industries, Defy Ventures, and ProjectQ, in the greater Los Angeles area.

Cities United

This organization supports a network of mayors, young leaders, and community members who are committed to creating safe, healthy, and hopeful communities for young Black men and boys - focused on reducing the impact of homicides and shootings, and developing new pathways to opportunities.

We first partnered with Cities United in 2019, to provide support for their Young Leaders Initiatives, including the Young Leader Fellowship. Since then, TOMS has helped support over 400 young Black leaders working for change in their communities.





The Mix

Based in the U.K., The Mix **provides free, confidential mental health support to those under 25** living in the country.

The Mix was one of TOMS' first Mental Health grants and one of our first grant partners in the U.K. In 2019, we provided funding for a support group aimed at changing the conversation around mental well-being, and have since supported expansion of their programming and reach.

*"I wake up every morning knowing
I'm doing something good."*

Working for a company with impact at its core reminds me of
the good we do for communities around the world.

-Rebecca | Sr. Manager, Impact Partnerships



Spotlighting Some of Our

Newest Partners Dedicated to Youth Mental Health

Suicide is the second leading cause of death in the United States for people ages 10-14 and the third leading cause of death for people ages 15-19. -CDC, 2024

With youth mental health becoming an increasingly pressing crisis, we knew we had to expand our reach and impact to teens and young adults.

2,666 teens

in the U.S. lost their lives to suicide in 2022

Source: Web-based Injury Statistics Query and Reporting System, WISQARS Leading Causes of Death from the CDC



The Jed Foundation

Taking Care of Our Youth

We brought three incredible organizations into the fold that approach mental health with a **hyper focused lens on children and young adults**.

The Jed Foundation

The Jed Foundation (JED) is a leading nonprofit dedicated to protecting emotional health and preventing suicide for our nation's teens and young adults. Through their evidence-based, comprehensive guidance and education for schools, as well as resources and thought leadership for communities, **JED equips young people with the tools and support they need to navigate life's challenges and prioritize their mental well-being**. As rates of depression, anxiety and suicide continue to rise, in part fueled by the aftermath of the pandemic, economic hardships, global conflicts, and the pervasive impact of unsafe media platforms, JED's programs are more essential than ever.

The Trevor Project

The Trevor Project is a leading organization providing suicide prevention and crisis intervention services specifically for LGBTQ+ young people. **Available 24/7 via phone, text and chat, the Trevor Project offers LGBTQ-affirming mental health support**, with over 90% of youth reporting successful de-escalation during crisis interactions. In addition to direct services, the organization advocates for LGBTQ+ rights and conducts critical research on youth mental health. They also run TrevorSpace, the largest safe space social networking site and online community for LGBTQ+ young people ages 13-24.

Climate Mental Health Network

Climate Mental Health Network (CMHN) is a collaborative initiative that addresses the emotional and psychological impacts of climate change. The organization **provides resources, educational tools and programs to help individuals and communities—particularly youth and educators—navigate "climate anxiety" and other emotional responses related to the environmental crisis**. By working with Gen Z leaders, educators and mental health professionals, CMHN aims to foster emotional resilience and bring climate emotions to the forefront of public discourse.



The Trevor Project



Climate Mental Health Network

Saluting Didi Hirsch

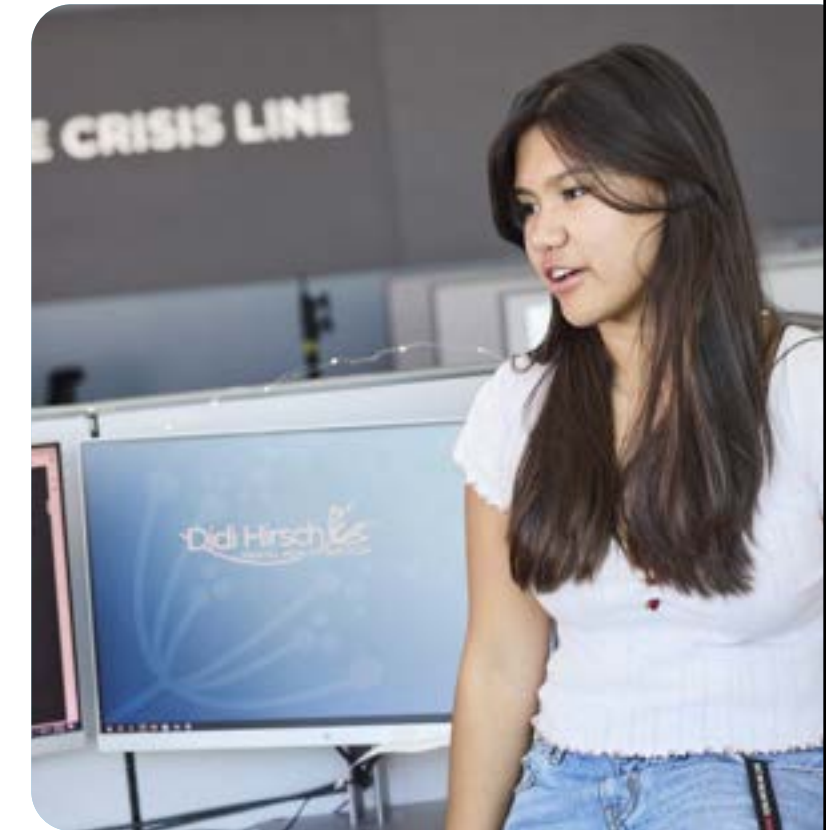
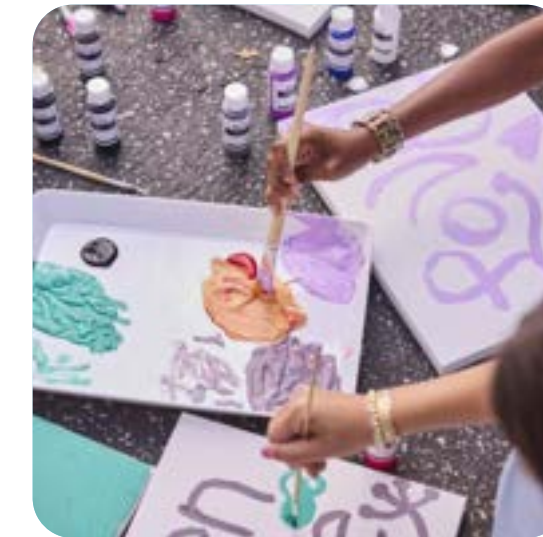
TOMS' Impact Partner of the Year



For over 80 years, Didi Hirsch Mental Health Services has provided comprehensive mental health, substance use and suicide prevention services in the U.S.

With a network of clinics, crisis hotlines and school-based programs, they have successfully transformed countless lives, namely within communities where discrimination and injustice limit access to fair and adequate care.

We are proud to honor Didi Hirsch as our 2024 Impact Partner of the Year for their pioneering role in suicide prevention.



Their 24/7 multilingual Crisis Line plays a critical role in the 988 Suicide & Crisis Lifeline. Additionally, they provide vital therapy and support groups for individuals impacted by suicide and lead comprehensive training programs on suicide prevention.



Since 2022, Didi Hirsch has been an invaluable partner to TOMS, helping us better understand the best practices for suicide prevention and offering hope that no one has to face these struggles alone.



Didi Hirsch Mental Health Services

Community Contributions

Beyond the Check





While funding is essential for our Impact Partners to carry out their mission, our support goes beyond financial contributions.

We foster meaningful, two-way relationships that offer continuous support to our partners—whether through volunteering, donating products or helping to create lasting connections.

Volunteering is an integral part of TOMS' DNA.

Throughout the year, we connect with our Impact Partners globally to help strengthen and further their initiatives—giving our team the chance to participate in efforts close to their hearts. This community engagement gives us opportunities to more deeply understand pressing challenges happening in our communities.



On October 16th, we closed our offices around the world to give all TOMS' employees the opportunity to volunteer and leave an impact in their communities.

We call this our Community Impact Day.

Some highlights include cooking meals for women in Downtown LA, cleaning up local parks and beaches across the U.S. and preparing meals for refugees living in Europe.



In one Community Impact Day,

168 volunteers

served

521 hours

across

31 communities

Staff Engagement

As is our annual tradition, TOMS employees participated in the Homeboy 5K Run/Walk

that supports the work of our Impact Partner to continue its mission to provide training and support to formerly gang-involved and previously incarcerated people. Doing so helps them redirect their lives and become contributing members of our community.





Staff Engagement

Additionally, this year TOMS was especially honored to be recognized by Friends of Ballona Wetlands

for our ongoing staff volunteering efforts that include hands-on participation at their creek cleanup events, aimed at reviving this rare coastal habitat and keeping our coastal waters safe and clean.

"My work contributes to positive change in the world."

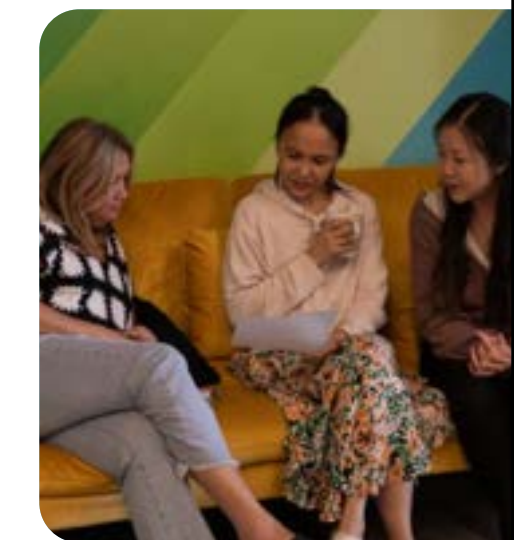
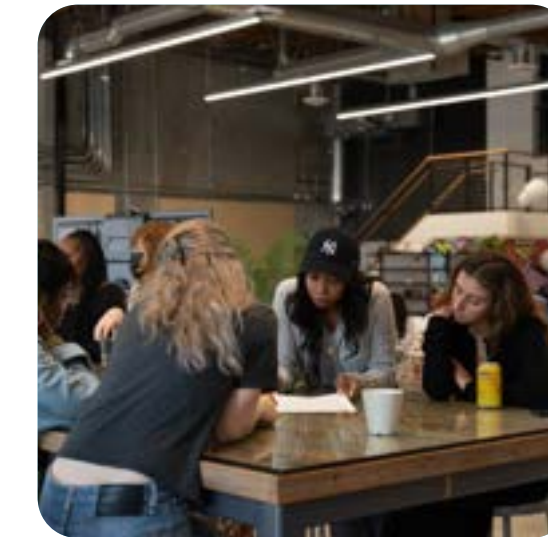
I feel both proud and inspired to work at a company that makes a meaningful impact on people's lives and well-being.

-Brenda | Sales Operations Specialist

Commitments to Learning

Each year, TOMS observes a Day of Learning—dedicated to reflecting on racism, racial inequality and racial justice.

In 2024, the theme was "Intervention & Action," featuring activities, resources and guest speakers throughout the day. This initiative is part of TOMS' ongoing commitment to being an anti-racist organization and investing in shared education and promoting an inclusive culture. As part of the event, Defy Ventures, one of our Impact Partners, led a powerful workshop on recognizing bias in the hiring process, reinforcing our responsibility to address systemic marginalization and create a more equitable approach to how we do business.





Commitments to the Planet

Sustainability is a journey, one we're proud to be on.

Since our start in 2006, we've learned a great deal about caring for the place we call home. We take a holistic approach to measure and improve our impact across all aspects of our business, not just our products.

In 2020, we launched an ambitious five-year sustainability roadmap. With just one year remaining, we've gained valuable insights and made updates that reflect the realities of our business and the world around us.



Five-Year Sustainability Roadmap

What We've Learned So Far

We've successfully increased our B Corp score across various categories, including our environmental efforts.

More than half of our new points were in the environmental category. This improvement is partly due to enhanced measurement of our environmental impacts at our factories.

We continue to prioritize greener packaging, with our current materials consisting of at least 80% recycled content, all sourced from sustainably managed forests. Our footwear packaging uses 100% recycled material, and all production facilities are FSC certified.

As a proud member of the Canopy Pack4Good Initiative, an environmental nonprofit focused on reducing packaging waste, we meet its conservation standards by sourcing all wood-based materials from responsibly managed forests.

While we remain committed to investing in products designed with the planet in mind, we will no longer label them as "earthwise." Although we believe in the framework we created, we recognize that it is not a universal standard, which can create confusion for our customers. **We are still committed to using better-for-the-planet materials;** just, our communication will change.

We are proud to offer a wide range of animal-friendly and sustainable materials—such as recycled cotton, TENCEL™ Lyocell and Heritage Canvas made with jute. You can find material specifics by reviewing individual product descriptions on TOMS.com.

In 2024, we conducted a base-level measurement of our carbon footprint using a tool that calculates emissions based on scope 1 and scope 2 emissions from our HQ location and scope 3 emissions from travel, employee commuting, waste, and upstream transportation and distribution.

While we'd like to improve on the level of detail that we're able to acquire, these initial calculations have provided us with a solid starting point for developing a more comprehensive measurement plan.

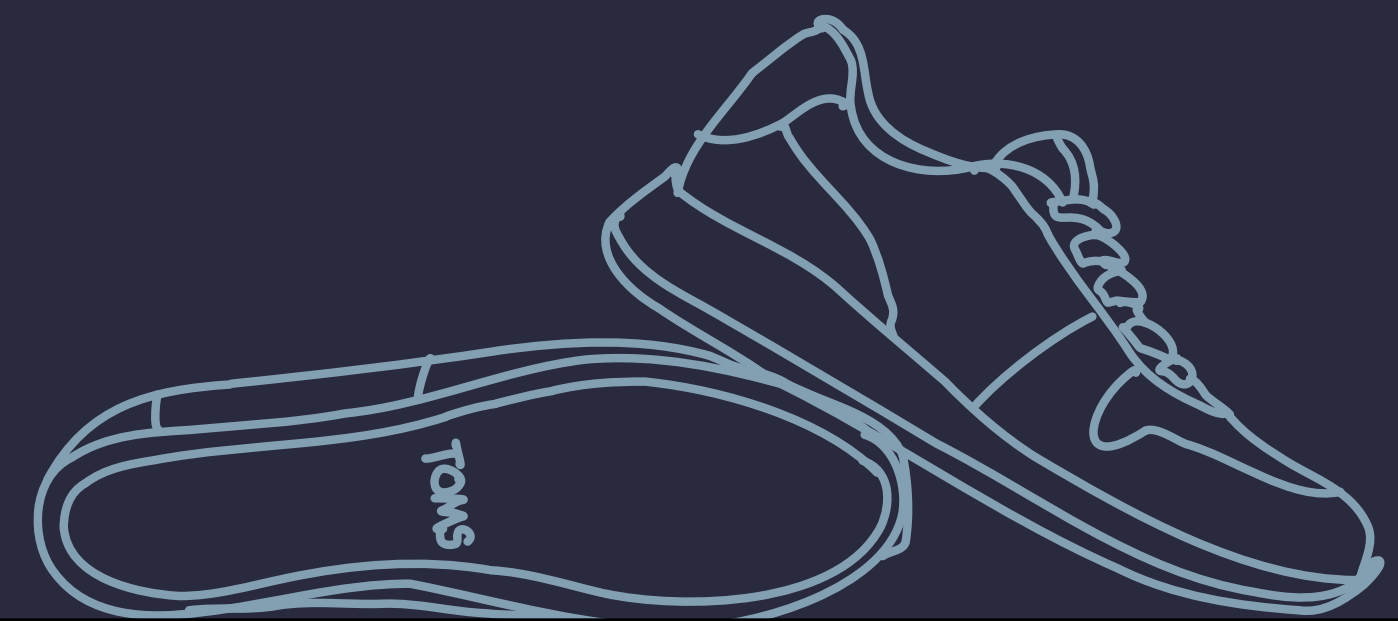
"It's fulfilling to be part of something that goes beyond profit to create meaningful change."

I feel inspired and motivated knowing my work contributes to a company that prioritizes making a positive impact on people's lives. It's fulfilling to be part of something that goes beyond profit to create meaningful change.

-Joe | Inventory and Logistics Specialist

2024 Impact Report

Closing Statements



Every TOMS purchase is more than just a choice of style—
it's a step toward creating positive change
through investments in communities and
causes that are making a real difference.

Thanks to your trust in TOMS, we've been able to support our Impact Partners in implementing life-changing initiatives that address some of the world's most pressing challenges.



Together, we are building better tomorrows.
Here's to another year of making a
difference, one TOMS step at a time.

The image features a light blue background with a repeating pattern of white line-art shoes. The shoes are depicted from various angles, some showing the side profile and others showing the top view. The word "TOMS" is written in a simple, sans-serif font on the side of many of the shoes. In the center of the image, the word "TOMS" is written in a large, bold, white, sans-serif font, followed by a registered trademark symbol (®).

TOMS®