



# GIVING

## ABOUT TOMS GIVING

TOMS is in business to improve lives. With every product you purchase, TOMS will help a person in need. One for One®. Customer purchases allow TOMS to give in over 70 countries around the world through our network of Giving Partners.

## WHAT DOES TOMS GIVE?

TOMS currently helps give shoes, restore sight, provide safe water and support safe birth for people in need and helps stop bullying through prevention and response services.

## TO DATE, TOMS GIVING HAS HELPED:

- Give over 60 million new pairs of shoes
- Restore sight to over 400,000 people
- Provide over 335,000 weeks of safe water
- Support safe birth services for over 25,000 mothers

## WHAT'S A GIVING PARTNER

TOMS doesn't give alone; our Giving Partners are the true experts and our gives support their greater programs. TOMS Giving Partners are nonprofit, humanitarian organizations that we work with in the field. They have deep experience in the regions they serve and expertise in poverty alleviation and international development.

TOMS works with more than 100 Giving Partners, including some of the leading nonprofit organizations around the world. Top global partners currently include BRAC, Children International, Crisis Text Line, Helen Keller International, Norwegian Refugee Council, Save the Children, Seva, and Water For People. We're honored that they are part of the TOMS community.

We work closely with our Giving Partners to determine how our Giving can add the most value to both the community and the individual beneficiary. Our Giving Partners work in areas focused on education, health, relief and empowerment.



## WHAT'S A GIVING DEPARTMENT?

When TOMS began in 2006, just two people managed TOMS Giving. As our commitment to giving sustainably grew, so did the need for a larger team. Since then, we've built a team of more than 15 individuals dedicated to every aspect of giving. We have people committed to communications, impact measurement, program development, strategic partnerships and social innovation. The Giving Team brings a world of know-how with extensive experience in the private and public sectors, like public health and NGOs.



## WHAT ELSE DOES THE GIVING TEAM DO?

The TOMS Giving Team does more than simply help fulfill the One for One® promise to our customers. Some of the other projects our team is working on:

- Impact Measurement: Since 2010, TOMS has partnered to launch seven impact studies (one currently in China) conducted in the field to learn how TOMS Shoes are impacting things like the local economy, health and education in places where we give.
- Field Visits: Giving Team members travel all over the world to the field often to visit Giving Partners and learn how TOMS Giving is being integrated into larger development programs.
- Marketing and Messaging: TOMS and our Giving Partners highlight our collaboration through social media, marketing materials, website, campaigns and conferences, amplifying the great impact of our work together.
- Social Innovation: The team is constantly innovating to improve our existing and future giving efforts. We also assess and study needs to help determine future One for One gives.
- Giving Trips: TOMS Giving Trips are a unique TOMS experience. We invite staff and other members of the TOMS community to visit Giving Partners in the field to distribute shoes and learn about TOMS Sight Giving services. Participants gain perspective on the complex realities present in impoverished communities and see how organizations work to support community growth.
- Education and Engagement: An important part of TOMS Giving is to inspire, engage and raise awareness of our Giving Partners and their work.