

TOMS[®]

IMPACT REPORT 2021

GRASSROOTS GOOD 1/3 OF PROFITS FOR GRASSROOTS GOOD 1/3 OF PROFITS FOR GRASSROOTS GOOD 1/3 OF PROFITS FOR GRASSROOTS GOOD

IN BUSINESS TO IMPROVE LIVES

We're proud to share what $\frac{1}{3}$ of profits for grassroots good™ really looks like and the steps we've taken to bring to life our vision of a more equitable tomorrow - one where all people have a chance to thrive. In 2021, we've invested over \$2M in communities and positively impacted over 400,000 lives.



Amy Smith (she/her)

Chief Strategy & Impact Officer

A message from our Chief Strategy & Impact Officer

TOMS is in business to improve lives. This is core to who we are and always has been.

In 2006, we pioneered a new way of doing business, bringing profit and purpose together. In 2021, we officially launched our evolved Giving Model, evolving from One for One® donations to investing **1/3 of our profits for grassroots good**—pioneering again to maximize our impact. Through cash grants and deep partnership with community organizations, we are already seeing incredible results in communities.

The last two years have brought change and hardship to communities, but it's also fostered comradery, innovation and of course, resilience. None of this is possible without all of you, our passionate supporters, and our amazing impact partners. I'm so proud of the work we have accomplished together. As we look ahead, we know there is much more to do. That's why in 2022 our impact will focus even more on Mental Health and the resources we can share. It's time to take care of each other, start healing and rebuilding the health of our communities and the people in them.



Helen Keller Intl



ProjectQ



Self Help Graphics & Art



East Side Riders Bike Club



PURPOSE



SUPPORTING GRASSROOTS GOOD



Together with your support, we give $\frac{1}{3}$ of our profits for grassroots good. This means cash grants and support for organizations building equity in marginalized communities including Black, Indigenous and People of Color, LGBTQ+ and Women & Girls.

We worked to achieve equity by investing in grassroots good

Grassroots good is the result of a community mobilizing to address an issue that impacts everyone in that community.

We work to help build equity in marginalized communities through

- Boosting Mental Health
- Increasing Access to Opportunities
- Ending Gun Violence



2021 Highlights

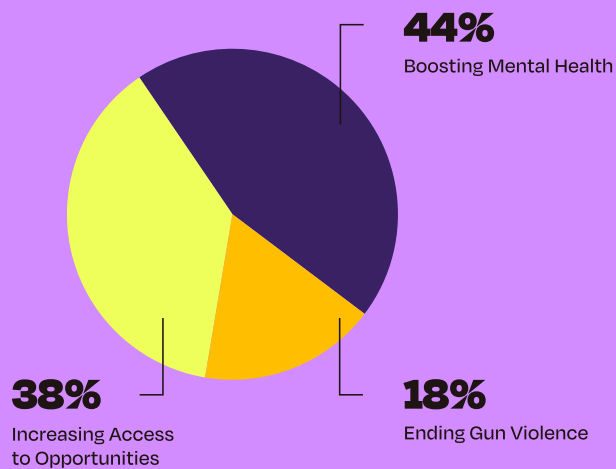
\$2,001,022

Grants to our partners

427,197

Lives positively impacted

How funds were distributed in 2021



43

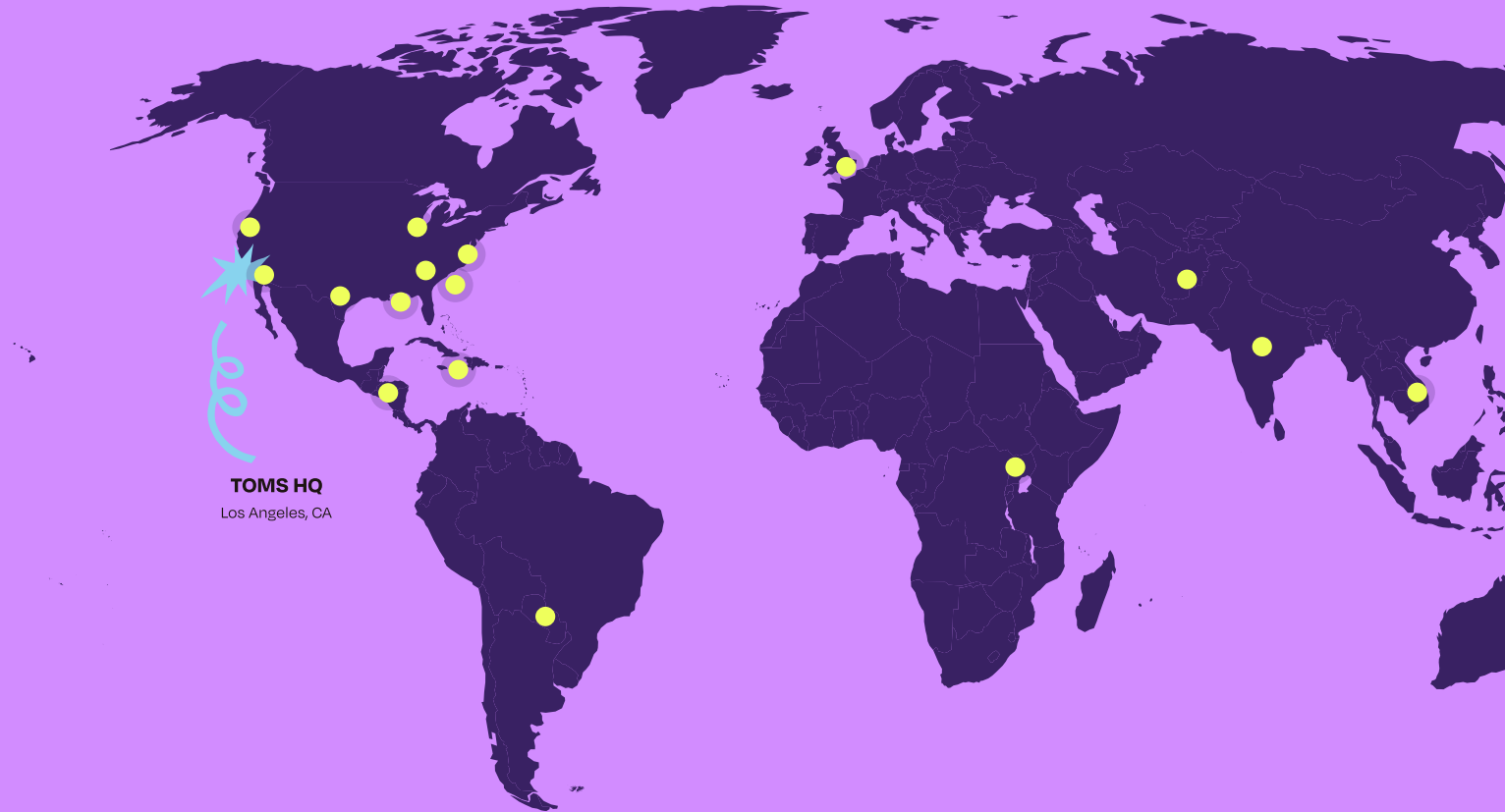
Community-based organizations supported

20

Communities supported

- A Sense of Home** Los Angeles, CA
- BRAC USA** Kampala, Uganda
- Brave Trails** Los Angeles, CA
- Centrepoint** London, U.K.
- Cities United** Louisville, KY
- COLORS** Los Angeles, CA
- Communities United for Restorative Youth Justice** Oakland, CA
- Community & Youth Outreach** Oakland, CA
- Community Coalition** Los Angeles, CA
- Crisis Text Line** New York, NY
- CSUN Foundation** Los Angeles, CA
- Cure Violence Global** Chicago, IL
- Defy Ventures** Los Angeles, CA
- East Side Riders Bike Club** Los Angeles, CA
- Fundación Visión** Asunción, Paraguay
- Giffords Law Center** San Francisco, CA
- GirlForward** Chicago, IL & Austin, TX
- GRYD Foundation** Los Angeles, CA
- Helen Keller Intl** New York, NY & Los Angeles, CA
- El Hogar de Niños Enmanuel** Honduras
- Homeboy Industries** Los Angeles, CA
- INK Theatre** Los Angeles, CA
- International Medical Corps** Kabul, Afghanistan
- Letters to Strangers** Los Angeles, CA
- LIFE Camp Inc.** New York, NY
- Los Angeles LGBT Center** Los Angeles, CA
- Magic Bus** India
- Partners in Health** Haiti
- Peace First** Boston, MA
- Project Renew** Vietnam
- ProjectQ** Los Angeles, CA
- Que Paso LatinX** New York, NY
- RAINN** Washington, DC
- Self Help Graphics & Art** Los Angeles, CA
- Seva** India
- STEM NOLA** New Orleans, LA
- STOP AAPI Hate** USA
- Students Demand Action** Los Angeles, CA
- The Advocacy Academy** South London, UK
- The Dinner Party** Los Angeles, CA
- Urban Peace Institute** Los Angeles, CA
- Venice Family Clinic** Los Angeles, CA
- Youth ALIVE!** Oakland, CA

Our partners are all over the world





Brave Trails



Homeboy Industries



The Dinner Party

How we define grassroots good

At TOMS, Grassroots Good means forming deep partnerships with organizations and leaders addressing issues in a community. These leaders understand the challenges and opportunities in their neighborhoods. They have the vision and networks to address them, but they don't always have the resources to bring their solutions to life. That's where TOMS support comes in.



Starting a dialogue

Beyond our impact partnerships, in 2021 we engaged with ambassadors that also deeply care about the same issue areas we focus on. And for many, they share that passion on their platform.

Part of that effort included launching the **School of Grassroots Good**—a four-part series that paired Gen Z activists with seasoned community leaders to share knowledge, insights, and experiences, bridging the gap between generations through conversations rooted in impact.

What our partners are saying



Felicia Montes (she/her)
Self Help Graphics & Art

SHG is about culture, connection, community and corazon (heart). It is a second home and a special spot for me and many. A place where one can not only imagine, but also create change.

This has been my favorite part of 2021, learning the durability of our organization through hardship. Thanks to the grant from TOMS, and the haircuts we give our future leaders experiencing housing insecurity, we now have our community covered from head to toe.



Nirushan Sudarsan (he/him)
Peace First

Peace First supports the work of people like me through access to resources and expertise to bring our visions to life and maximize the impact we are able to have in our communities.



Madin Ray Lopez (they/them)
ProjectQ

Proud to be in good company

As a Certified B Corporation™, we meet the highest standards of social and environmental performance, transparency, and accountability.

B Corp's Best for the World™ 2021

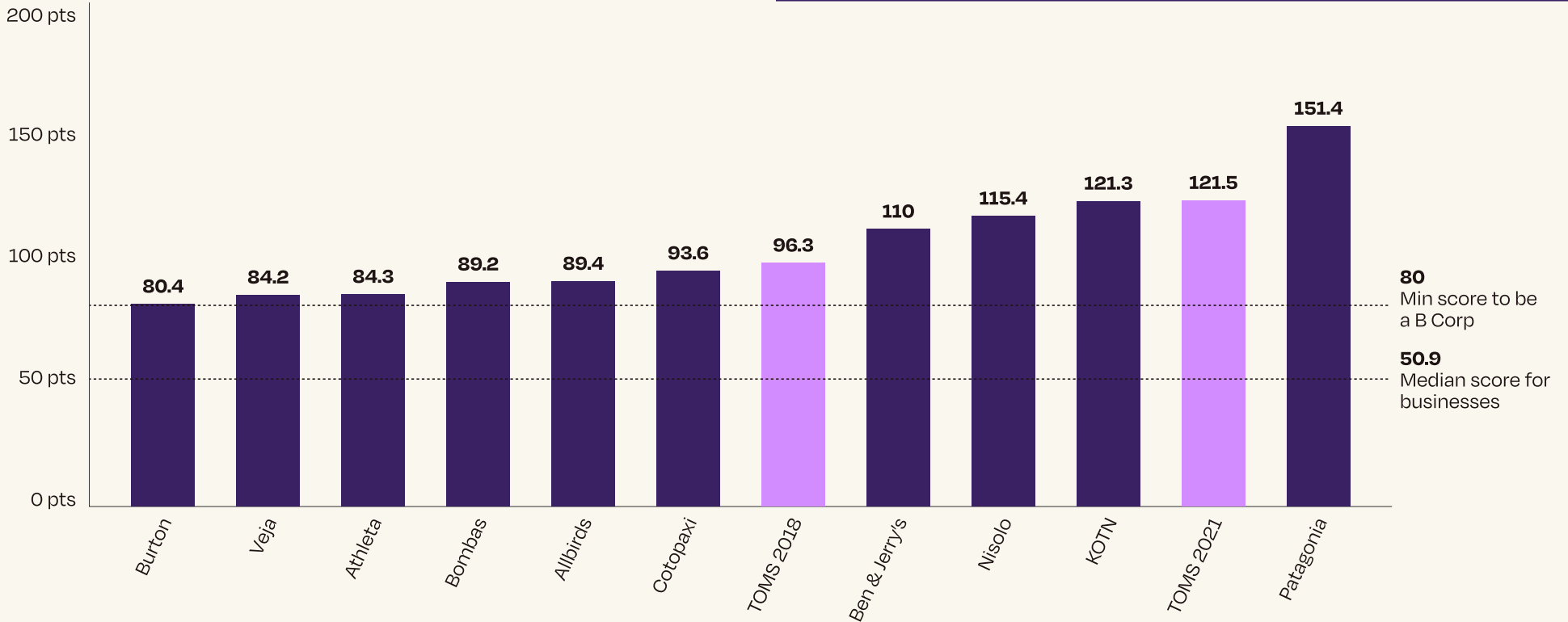
Out of 4,000 organizations worldwide, we placed in the top 5% in the Community category. We continue to maintain a high score in this category because our model is founded in charitable giving, and because we are committed to diversity and inclusion, civic engagement, and local involvement.



Our Current B Corp Score

121.5 pts

25% higher than our first score



PLANET

SUSTAINABILITY IS A MARATHON, NOT A SPRINT

We've always been in business to improve lives and that means taking good care of the place we all call home. In order to make smart, long-term improvements to our products and practices, we've identified six key commitments which will carry us through 2025.



1

Expand earthwise™

Between 2020 and 2021, we expanded our earthwise™ collection from 15% of our total footwear line to 20%.

2

Increase our B Corp™ score

In our most recent evaluation, our environment score almost doubled from 11.8 points to 22.4 points.

3

Expand our use of sustainable cotton

To us, more sustainable cotton means organic or recycled. Currently, 4% of our total footwear line uses organic cotton, up from 1% in 2020.



4

Use greener packaging

We source 100% of our packaging from sustainably managed forests, and we make sure it's made with at least 80% recycled materials. And we partner with Canopy, an organization focused on ancient and endangered forests to ensure we're up to date on the latest innovations and follow established standards.

5

Measure our carbon footprint

Due to unforeseen circumstances and the extreme pressure placed on supply chains and our factory partners in 2021, we were unable to perform a complete assessment of our carbon footprint. Our goal is to complete this baseline in 2023.

6

Report on our progress

We're committed to sharing our progress (just like in this report) and communicating where we've made strides and where we've had setbacks.

Get to know earthwise™

earthwise™ is a badge for products designed with the planet in mind, incorporating earth-friendly elements like REPREVE Our Ocean® fibers. Explore key elements from one of our 2021 REPREVE Our Ocean® collection products.



REPREVE Our Ocean® Upper and Lining

Made from an average of 1.6 ocean-bound plastic bottles per pair



Eco EVA Outsole

Derived from sugarcane, a renewable resource that removes carbon from the air



OrthoLite® Insole

Made with recycled materials, like rubber



Recycled Stobel Board

Made from 70–80% recycled polyester



Recycled Woven Label



REPREVE Our Ocean® Fiber

Each year, over 8 million tons of plastic enter our oceans and waterways. At the current rate, it's estimated that there will be more plastic in the ocean than fish by the year 2050. So, we're doing something about it.

Each pair of shoes from the TOMS 2021 REPREVE Our Ocean® collection contains an average of **1.6 recycled plastic bottles**, which are collected within 50 kilometers of waterways or coastal areas.

Compared to virgin polyester, REPREVE Our Ocean® uses:

44% less energy

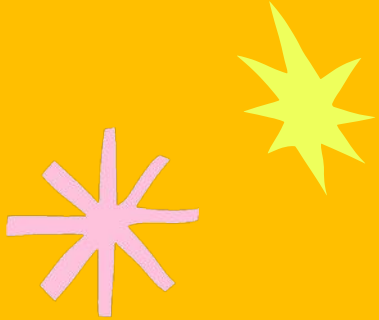
16% less water

29% less greenhouse gas emissions



Our packaging

- 100% recycled paper
- Soy-based inks
- 80% recycled materials
- 100% of wood-based material sourced from sustainably managed forests



PEOPLE

GROUND-UP CHANGE STARTS WITH US

TOMS has a long term commitment to ensure our culture is rooted in Diversity, Equity, Inclusion and Anti-Racism for our employees and our partners.





OUR DEIA EFFORTS IN 2021

Our DEIA committee is made up of employees from around the organization. This internal team has worked hard on addressing a list of priorities that are critical in our efforts to become an Anti-Racist organization, including the following initiatives.

TOMS is committed to becoming an Anti-Racist organization

TOMS will always stand for a better tomorrow—one in which **all** humanity thrives.

We recognize our responsibility to our employees, our customers, and our communities to actively combat systemic racism, as well as policies that lead to inequities. And we stand in solidarity with Black, Indigenous Peoples, People of Color, and all marginalized people.

Additionally, TOMS' commitment to becoming an Anti-Racist organization is both enduring and ongoing. **Every TOMS employee** participates in making TOMS the **Diverse, Equitable, Inclusive, Anti-Racist** organization we strive to be.

After all, none of us can truly thrive until **all** of us can thrive.



Kheperah Kearshe
(she/her)

Chief Wellness Officer,
LIFE Camp, Inc.



Dr. Chico A. Tillmon
(he/him)

Senior Research Fellow
University of Chicago
Crime and Education Lab



Zubaida Bai
(she/her)

Founder and Chairman
ayzh Inc and Managing
Director CARE Social
Ventures



Hector Verdugo
(he/him)

Associate Executive
Director at Homeboy
Industries



Rani DeMesme-Anders
(she/her)

Director of Community
Engagement at Los
Angeles LGBT Center

We created an Advisory Council to help guide our grant making and partnership management practices through a DEIA lens. This group of experts provide diverse insights and perspectives that inform our work and help make our impact stronger.

We engaged a DEIA expert and consultant to train our leadership and staff as well as help evaluate our hiring practices.

We created a Heritage Month series to honor our many communities.

We committed two full days to Anti-Racist learning, which all TOMS employees attend.

We included an anti-discriminatory policy in all grant agreements.

We updated our employment practices. Here's how:

- Updated anti-discrimination, micro-aggression, and personal appearance & behavior policies
- Provided pay range transparency for all open roles
- Eliminated Bachelor's Degree requirements
- Audited our job post language to avoid self-selection bias
- Updated training and guidelines for interview panels
- Analyzed hiring, employee feedback, and retention by demographics



Investing in our employees

Our employees are passionate about our mission, and we think it's important that they have plenty of opportunities to get to know our partners, their communities, and their work. So, we've built them into our company culture. We also invite our employees to bring new organizations into the fold, providing ongoing access to some pretty sizable grants.

Tomorrows Project

Six months out of the year, employees are encouraged to apply for a \$10,000 grant, which they can then give to an organization they're involved with.

2021 TOMORROWS PROJECTS FUND

Centrepoint

Alexander Stoakes, EMEA Marketing

INK Theater

Nathaniel Yeak, Sales

STEM NOLA

Andre Graves, IT

CSUN-Fashion Students

Richard Cheng, Ecomm

A Sense of Home

Jim Kennedy, Sales

Champaign Park District

Cristina Adams, Product



STEM NOLA



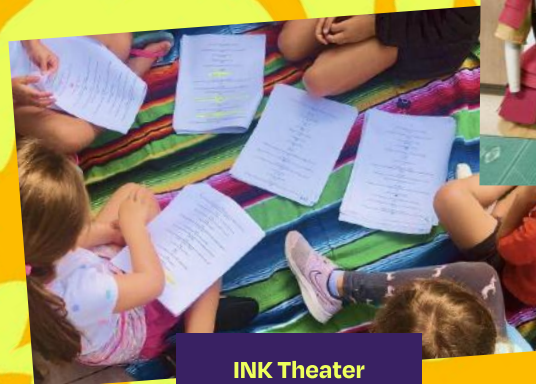
A Sense of Home



Centrepoint



CSUN-Fashion Students



INK Theater



LOOKING AHEAD

WE CARE ABOUT TOMORROW

Here at TOMS we continue to believe in a future where people, the planet and purpose can thrive. We are so grateful for the TOMS community and our partners because none of this happens without you. Every purchase helps create a more equitable tomorrow, so let's keep moving forward together.



104,975,528

Lives positively impacted and counting!



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GRASSROOTS GOOD