



One for One

# GIVING BOOKLET

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# 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<sup>®</sup>. 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.

## TOMS GIVING BY THE NUMBERS

- Give over 70 million new pairs of shoes
- Restore sight to over 445,000 people
- Provide over 400,000 weeks of safe water
- Support safe birth services for over 70,000 mothers
- Serve more than 44,000 youth through bullying prevention and response programs

## WHAT'S A GIVING PARTNER

TOMS doesn't give. 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.





# SHOE GIVING

## MISSION STATEMENT

With every pair of shoes you purchase, TOMS will give a new pair of shoes to a child in need. One for One®.

## BY THE NUMBERS

Purchases of TOMS Shoes have allowed us to give over 70 million new pairs of shoes to children in need.

## WHO

TOMS currently works with over 90 Shoe Giving Partners around the world to distribute our specially designed Giving Shoes to children in need. Our Giving Partners vary from a small orphanage that only works in Honduras to a leading global organization like Save the Children. Each comes with deep experience in international development in the regions they serve.

## WHAT

TOMS offers our Giving Partners multiple shoe silhouettes, based on the varying needs of the environment, terrain and children served.



**Classic Slip-on:** Our most commonly given shoe, this unisex, canvas slip-on meets school uniform requirements in many countries. Using our Giving Partners' feedback, we've updated this shoe to increase its comfort, durability, and it now features a sturdier sole that better protects children's feet from cuts and infections. This shoe is given in over 60 countries.



**Winter Boot:** Launched in 2012 to accommodate colder climates and heavy snowfall, these heavy-duty boots were built to keep kids' feet warm and dry. They are given during the fall and winter season in Asia,

Europe, Middle East, South America and the United States.



**Sports Shoe:** This sneaker has a thick and durable outsole, upper air mesh panels and the option of laces or easy-to-adjust straps. These shoes are integrated into our Giving Partners' health and fitness programs, encouraging kids to be active.



**Wet-Weather Slip-on:** A weatherproof slip-on developed for climates that experience heavy rainy seasons. The Wet-Weather Slip-on is a solid material shoe with holes on the upper, allowing for air circulation and water drainage, plus a grooved outsole for traction and foot massagers inside the shoe.



**India School Shoes:** TOMS School Shoes meet national school requirements. Available in boys' and girls' styles, the school shoe is well suited for looking sharp, walking to school and playtime. These shoes are incorporated into education and school feeding programs.



# SHOE GIVING

## WHERE

TOMS gives shoes in over 70 countries around the world, across six continents.

TOMS Giving Shoes are currently manufactured in five locations: China, Ethiopia, Haiti, India and Kenya. Manufacturing Giving Shoes in the regions where our Giving Partners work allows us to hire local workers, as well as reduce our carbon footprint. Outside of China, TOMS has employed over 700 women and men to manufacture our Giving Shoes.

## WHY/IMPACT

Giving Partners give new TOMS Shoes to children through their larger programs in health, education and community development. Shoes will often be given with services like health care, hygiene education, school assistance or basic necessities (like medicines, school uniforms, school supplies, clothing and vitamins). When shoes are strategically integrated into our partners' programs, we believe that there is a greater impact on children's health and education.

## HOW IT WORKS

**Make a match:** Everything starts with the purchase. Once shoes are bought, we collaborate with our Giving Partners to distribute the same number of pairs as our customers buy.

**Customize the Order:** Our Giving Department works with our partners to place orders for the right sizes, quantities and types of shoes, providing logistical support and first-rate customer service.

**Deliver & Distribute:** We send new pairs to our Giving Partners, who place the shoes directly on children's feet—as part of their programs to help kids and communities.

**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. We call this the Last Mile Contribution, see below.

**Review & 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 more effective.

**Repeat:** We're committed to giving responsibly and sustainably, working with our partners to provide new shoes as needed.

## BEYOND THE SHOE

Shoe Giving is a true partnership. TOMS works to develop tools and resources to help our Giving Partners order and give effectively. Some cool things we do:

**Last Mile Contribution:** Supports our Giving Partners and their distribution efforts by helping cover the cost of things like freight, vehicle rentals, fuel, storage and labor (even paddling a canoe!) so that shoes reach children who need them.

**Sizing Calculator:** Allows partners to accurately calculate the shoe sizes they need based on the age of the children they are serving.

# GIVING TO REFUGEES

## NEED

There are nearly 60 million refugees and displaced people around the world, and more than half of those are children. This is the highest displacement in recorded history and a figure that continues to grow. Globally, one in every 122 humans is either a refugee, internally displaced or seeking asylum.

(Source: UNHCR, Global Trends, 2015).

## ABOUT TOMS GIVING TO REFUGEES

TOMS Shoes help meet a basic need for those without. Most refugees arrive with only what they can carry. As a result, most children have only the pair of shoes on their feet.

In addition to meeting a basic need, new shoes serve as an incentive for children to stay enrolled or enroll in school. They also help to alleviate some of the economic hardship families experience, as many families cannot afford to buy new shoes.

In some cases, TOMS Shoes are the first pair of new shoes for their personal use.



## WHAT IS A REFUGEE?

- **Refugee:** A person who has been forced to flee his or her country because of persecution, war or violence.
- **Internally Displaced Person (IDP):** A person who has been forced to flee his or her home for the same reason as a refugee, but remains in his or her own country and has not crossed an international border.
- **Migrant:** A person who chooses to move not because of a direct threat of persecution or death, but mainly to improve his or her life by finding work, or in some cases for education, family reunion or other reasons.

## WHAT DOES TOMS GIVE?

TOMS offers new, made-to-order shoes that meet the needs of our Giving Partners and best fit the climate and terrain of the communities they serve. These environments range from refugee camps and informal settlements to host communities.

TOMS gives three styles of shoes to partners serving refugees and displaced persons: the Winter Boot, Canvas Slip-On and Sports Shoe.



## BY THE NUMBERS

Since 2011, together with TOMS Giving Partners, we have given nearly 2,150,000 pairs of new shoes to support refugee and displaced children in need, including over 475,000 pairs to Syrian refugee children alone.

# GIVING TO REFUGEES

## WHERE

TOMS helps give shoes to refugees and displaced children in 12 countries around the world across Africa, Asia, Europe and the Middle East. Below is an overview of where we give:

### Europe & Middle East:

70% (1,490,696 pairs given)

Greece: 12,500

Iraq: 776,380

Jordan: 338,369

Lebanon: 83,886

Palestinian Territories: 229,347

Turkey: 50,214

### Africa:

18% (392,150 pairs given)

Democratic Republic of the Congo: 19,897

Ethiopia: 188,340

Kenya: 123,000

Uganda: 55,220

### Asia:

12% (262,830 pairs given)

India: 150,000

Pakistan: 112,830

## WHO

TOMS currently works with a network of partners to distribute shoes to displaced children in need. Our Giving Partners range from small local organizations to the world's leading organizations aiding and protecting people forced to flee their homes due to violence, conflict and persecution.

Following is a list of all refugee Giving Partners and the countries where they give TOMS Shoes:

ANERA\* – Lebanon, Palestinian Territories  
 Fountain of Love\* – Iraq  
 International Medical Corps\* – Democratic Republic of the Congo, Ethiopia, Turkey  
 Kenya Red Cross Society – Kenya  
 Norwegian Refugee Council\* – Jordan, Iraq  
 OfERR – India  
 Poverty Eradication Initiative – Pakistan  
 Together for Children\* – Greece  
 UNRWA\* – Jordan, Palestinian Territories  
 U.S. Fund for UNICEF\* – Turkey  
 USA for UNHCR – Burkina Faso, Tanzania, Uganda

\*These organizations are helping children affected by the Syrian Crisis, giving new TOMS Shoes as part of education, health and nutrition programs in refugee camps and host communities in Europe and the Middle East.



# SIGHT GIVING

## MISSION STATEMENT

With every pair of eyewear you purchase, TOMS will help give sight to a person in need. One for One®.

## BY THE NUMBERS

TOMS has helped restore sight to over 445,000 people in need.

285 million people around the world are blind or visually impaired. Eighty percent don't have to be (Source: WHO, Vision 2020).

## WHO

TOMS works with 13 Sight Giving Partners to help restore sight to people in need. Our partners are trained, locally based ophthalmologists and optometrists who are experts in sustainable eye care. TOMS Sight Giving invests in clinics, hospitals and locally based organizations that train residents to provide quality, professional eye care. In the United States, TOMS works with school-based screening programs that deliver glasses directly to students.



## WHAT

Each TOMS Eyewear (both sun and optical) purchase helps to provide a sight-restoring service by trained medical professionals. Each patient receives a comprehensive eye exam, followed by the treatment he or she needs. TOMS supports treatments for three of the most common vision issues for both adults and children:

**Prescription Glasses:** Eye care professionals determine the corrective lenses needed and provide the right pair of eyeglasses. The patient is able to choose his or her new frames, and a technician grinds the lenses to fit the patient's exact prescription.

**Medical Treatments:** Doctors administer prescription medications, remove foreign objects, care for scratches and cuts, treat infections like conjunctivitis and iritis, bacterial or fungal corneal ulcerations, as well as follow-up care and education.

**Sight-saving surgery:** Surgeons perform operations, provide follow-up care and education. TOMS-funded surgeries are used to correct:

**Cataract:** Clouding of the lens of the eye, the leading cause of avoidable blindness. These are the majority of TOMS-supported eye surgeries.

**Trichiasis:** A painful infection that can cause inflammation and scarring inside the eyelid, leading to corneal scarring and blindness.

# SIGHT GIVING

## WHERE

TOMS helps restore sight in 13 countries: Bangladesh, Cambodia, Egypt, Ethiopia, Guatemala, India, Nepal, Pakistan, Paraguay, Tanzania, Uganda, United States and Vietnam.

## HOW IT WORKS

**Make a Match:** When a customer buys a pair of TOMS Eyewear, we provide Giving Partners with funding to restore sight to one individual.

**Diagnose the Person:** Individuals are evaluated at local clinics and hospitals through outreach programs.

**Treat the Issue:** An eye care professional provides proper treatment based on evaluation.

**Pair up for Good:** We support organizations pursuing a self-sustaining business model. We collect feedback and continue to improve our support.



## WHY/IMPACT

- 90% of the world's visually impaired people live in developing countries (International Agency for the Prevention of Blindness, 2015). Because access to care is a huge barrier, TOMS Giving Partners deliberately seek out remote communities to deliver cost-effective blindness prevention and treatment services.
- 2/3 of the people who are blind are female (World Health Organization, 2002). More than 50% of TOMS supported sight services are dedicated to women and girls.
- 80% of what we learn is through sight (American Academy of Optometry, 2015). Children who receive appropriate corrective lenses have been shown to improve in academic performance and have fewer behavioral problems in school.
- Refractive error accounts for nearly 80% of the visual impairment in persons 12 years and older in the United States (Vitale, 2008).





# WATER GIVING

## MISSION STATEMENT

With every TOMS Roasting Co. product you purchase, TOMS will help provide safe water to a person in need. One for One®.

## WHY/IMPACT

More than 700 million people don't have access to safe water systems, putting them at risk of water-related sicknesses and forcing them to spend time getting water that they could spend working or attending school.

## BY THE NUMBERS

TOMS has helped provide over 400,000 weeks of safe water to people in need.

## WHAT

With the purchase of each TOMS Roasting Co. product, TOMS, through its Giving Partners, provides safe water to a person in need.

## WHO

TOMS is working with Giving Partners, like Water for People, with expertise in water sanitation and hygiene to help create sustainable water systems in seven countries.

## WHERE

Colombia, Guatemala, Honduras, India, Malawi, Peru and Rwanda. TOMS sources its coffee beans from farmers in the regions where we help provide water.

## HOW IT WORKS

Our Giving Partners support and partner with local businesses and government investments to create sustainable water services for widespread, long-term impact. TOMS giving helps fund our Giving Partners as they work to deliver:

Long-term solutions: all water systems are designed to provide continuous service, impacting a community for generations.

Local ownership: to ensure success, water systems require ongoing financing from the local government and community.

Water for all: each water solution is designed to provide an entire community with access to safe water, which leads to improved health, increased economic productivity and access to education.



# SAFE BIRTH GIVING

## MISSION STATEMENT

With every TOMS Bag you purchase, TOMS will help provide a safe birth for a mother and baby in need. One for One®.

## BY THE NUMBERS

Purchases of TOMS Bags have helped provide safe birth kits and training for skilled birth attendants to help over 70,000 women safely give birth.

With the training and materials to provide a safer birth, women are 80% less likely to develop an infection and nearly half of newborns deaths can be prevented (Source: Seward, 2012 and Jokhio 2005).

## WHO

Our Giving Partners the United Nations Population Fund (UNFPA), ayzh (pronounced "eyes") and BRAC are experts on maternal and child health. These Giving Partners were chosen because they work in countries with high rates of maternal and neonatal mortality and high home birth rates, and they understand the cultural complexities in providing maternal health interventions.



## WHERE

Bangladesh, Ethiopia and India.

## HOW IT WORKS

TOMS Bags support our Giving Partners in delivering both the materials and training needed to help provide a safe birth.

When a customer buys a TOMS Bag, we provide funding to our Giving Partners to support training for skilled birth attendants and distribute birth kits containing items to help a woman safely give birth.



# SAFE BIRTH GIVING

## HOW IT WORKS (CONT.):

Each Birth Kit Contains: materials like soap, gloves, a cord clamp, surgical blade and a clean surface for an expectant mother in need.

Birth Attendant Training: Giving Partners train local health workers on safe birth practices and visit expectant mothers in their community to monitor their pregnancies and help prepare them for birth. With TOMS support, vital items are made available at rural delivery centers and to trained birth attendants for home deliveries that help women and babies avoid infection during birth.

## WHY/IMPACT

Infection is a leading cause of death among mothers and newborns. Forty million women give birth in unclean conditions, and without the help of a skilled birth attendant. However, by providing clean birth conditions and training for skilled birth attendants, nearly half a million mothers and babies can be saved each year (Source: UNFPA, 2014 and Every Newborn Action Plan, 2014).

## SAFE BIRTH FOR HOME DELIVERIES

It goes without saying that it's ideal for a pregnant woman to deliver her baby with the help of a skilled birth attendant. However, when the prospective mother lives in a remote area and is unable to get to a hospital, clinic or clean delivery facility, it is typical that she will give birth at her home with the support of a woman in her family (sister, mother or aunt), a friend or neighbor. In remote areas where home deliveries are the norm, simply having a safe birth kit significantly reduces the risk of infection at birth. The safe birth kit is provided in a clean, new package that includes at minimum:

- Pictorial Instructions: to illustrate the sequence of events during delivery and to help the women understand how to use each item in the kit. Instructions are provided in the woman's local language; these instructions also help the woman understand when it would be necessary to seek out additional help.
- Soap: for the birth attendant to clean her hands.
- Gloves: to reduce disease transmission from blood exposure during childbirth.
- Plastic Sheet: to be used as a clean surface onto which to deliver the baby.
- Sterile Surgical Blade: for cutting the umbilical cord.
- Cord Clamp: for closing the baby's umbilical cord.





# BULLY PREVENTION

## MISSION STATEMENT

With every backpack you purchase, TOMS will help stop bullying, one youth at a time. One for One®.

## BY THE NUMBERS

To date, TOMS has helped serve more than 44,000 youth through bullying prevention and response programs.

## WHO

Our Giving Partners Crisis Text Line and No Bully offer programming in bullying prevention and support, and their positive anti-bullying programs for schools and youth can be strengthened with TOMS' support.

- **No Bully:** No Bully trains schools in a four level system to prevent and stop bullying and create campuses where everyone belongs. Under the No Bully System, students are ending over 90% of incidents of bullying.
- **Crisis Text Line:** Crisis Text Line is a free, 24/7 text line for people in crisis, which has seen over 23 million texts since its launch in 2013.

## WHERE

Currently, we are Giving with these partners in the United States. However, we are actively exploring opportunities to expand this give internationally.

## WHAT

Working with a network of Giving Partners, TOMS will help provide training for school staff and remote volunteers to help prevent and respond to instances of bullying.

- **Bullying prevention programs:** Effective prevention programs are focused on training the whole school community (teachers, students and parents) how to create a bully-free campus where all students are included.
- **Response programs:** Response programs make it as easy as possible for students to report bullying and get the help they need. Text lines provide emotional support to youth in crisis, including those who have suffered from bullying. Schools are trained in interventions to resolve any incident of bullying and get students who are stuck in the role of bully or victim the help they need.



# BULLY PREVENTION

## HOW IT WORKS

**Make a match:** When a customer buys a TOMS High Road Backpack, we provide funds to our Giving Partners for the training of school staff on bullying prevention and response as well as training crisis counselors to staff Crisis Text Line.

**Create safer school environments:** Parents and teachers are trained through an integrated series of leadership coaching sessions, staff training and workshops on how to interrupt bullying and how to sustain a bully-free campus for the long term.

**Train remote crisis response volunteers:** With TOMS support, Crisis Text Line will train volunteers to become crisis counselors through a 34-hour course that includes lessons, readings, role-plays and observations.

**Teens feel supported and safer in school:** With the proper prevention and responses techniques in teens' daily lives, we can help reduce up to 90% of incidents of bullying.

## WHY/IMPACT

- Nearly 1 out of every 3 of students ages 12-18 in the United States reports being bullied. Being a target of bullying has been found to have a range of mental health impacts including depression, suicidal thoughts and anxiety (Takizawa, 2014).
- With the proper prevention and responses techniques in teens' daily lives, we can help reduce up to 90% of incidents of bullying (DeNike, 2014).
- In Europe, nearly a third of students ages 11 to 15 report bullying others (UNICEF, 2014).
- Worldwide, more than 1 in 3 students between the ages of 13 and 15 are regularly bullied at school (UNICEF, 2014).





