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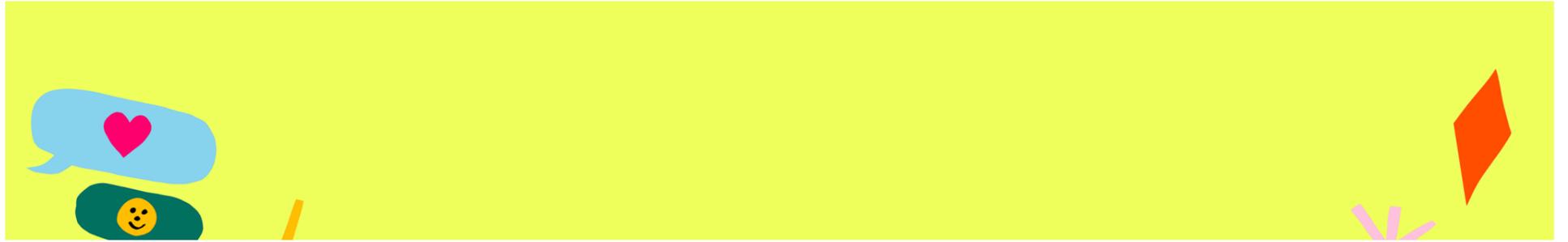
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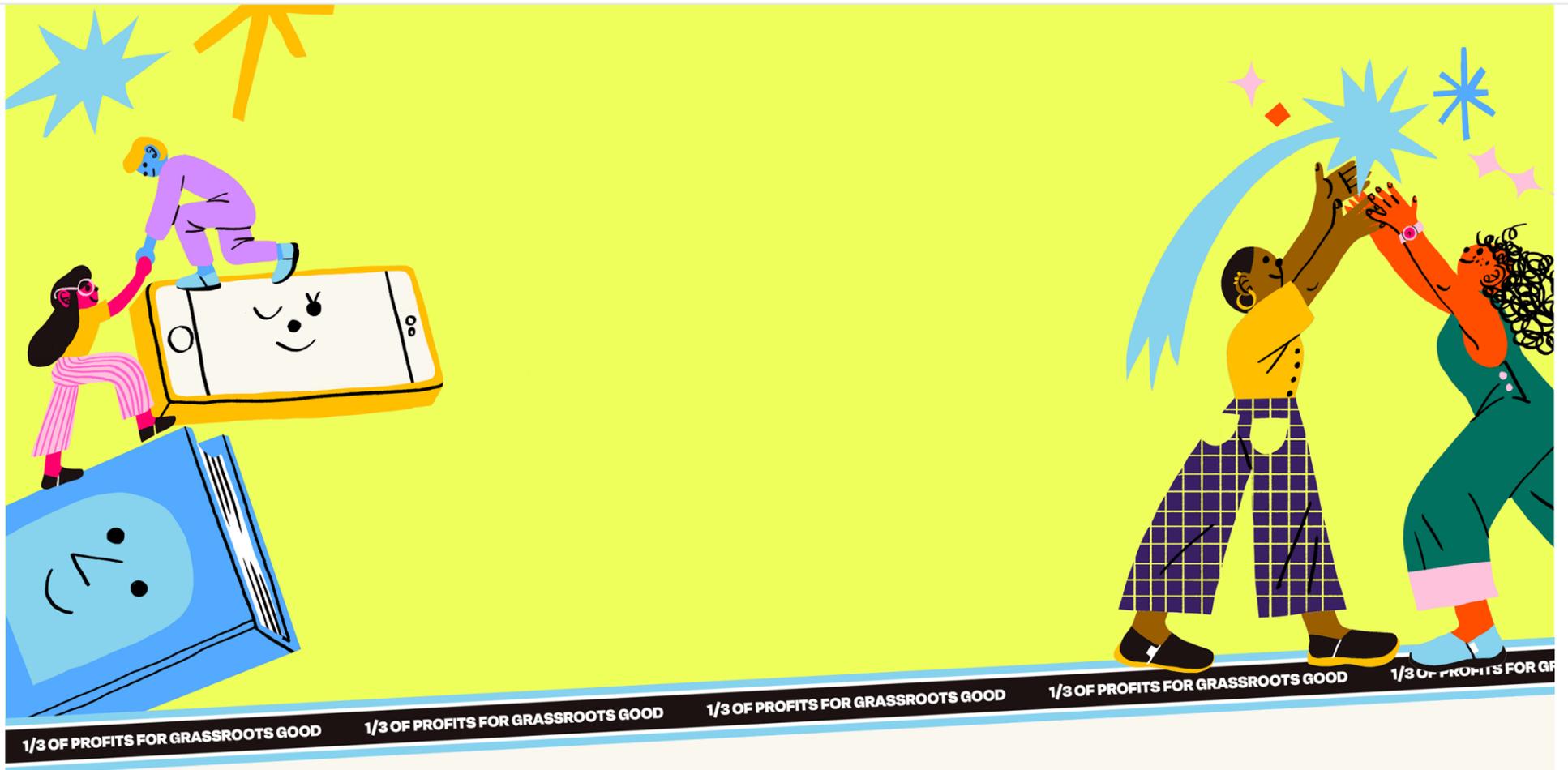
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TOMS



## TOMS IMPACT REPORT 2021

# IN BUSINESS TO IMPROVE LIVES

We're proud to share what 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.

[Check out some of our highlights](#)



### 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



**Amy Smith (she/her)**  
Chief Strategy & Impact Officer

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.

## **PURPOSE**

**1/3 of our profits for grassroots good**

**LEARN MORE** →



## **PLANET**

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

**LEARN MORE** →



**PEOPLE**

**Ground up change starts with us**

**LEARN MORE** →



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.



Helen Keller Intl

ProjectQ

Self Help Graphics & Art

East Side Riders Bike Club

HOW FUNDS WERE DISTRIBUTED IN 2021

We worked to achieve equity by investing in grassroots good

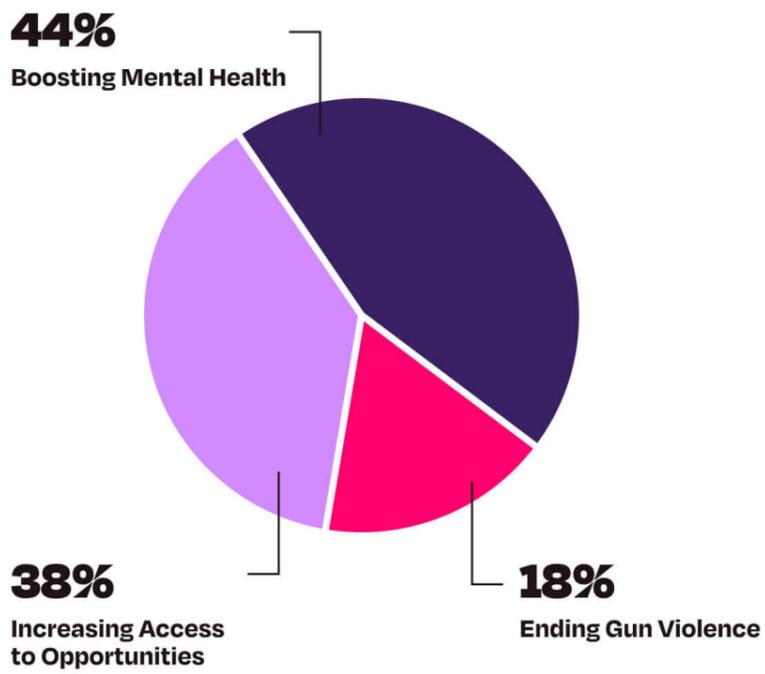
**we worked to achieve equity by investing in grassroots good**

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

**[LEARN MORE ABOUT OUR IMPACT MODEL →](#)**



**2021 Highlights**



**\$2,001,022**

Grants to our partners

**43**

Community-based organizations supported

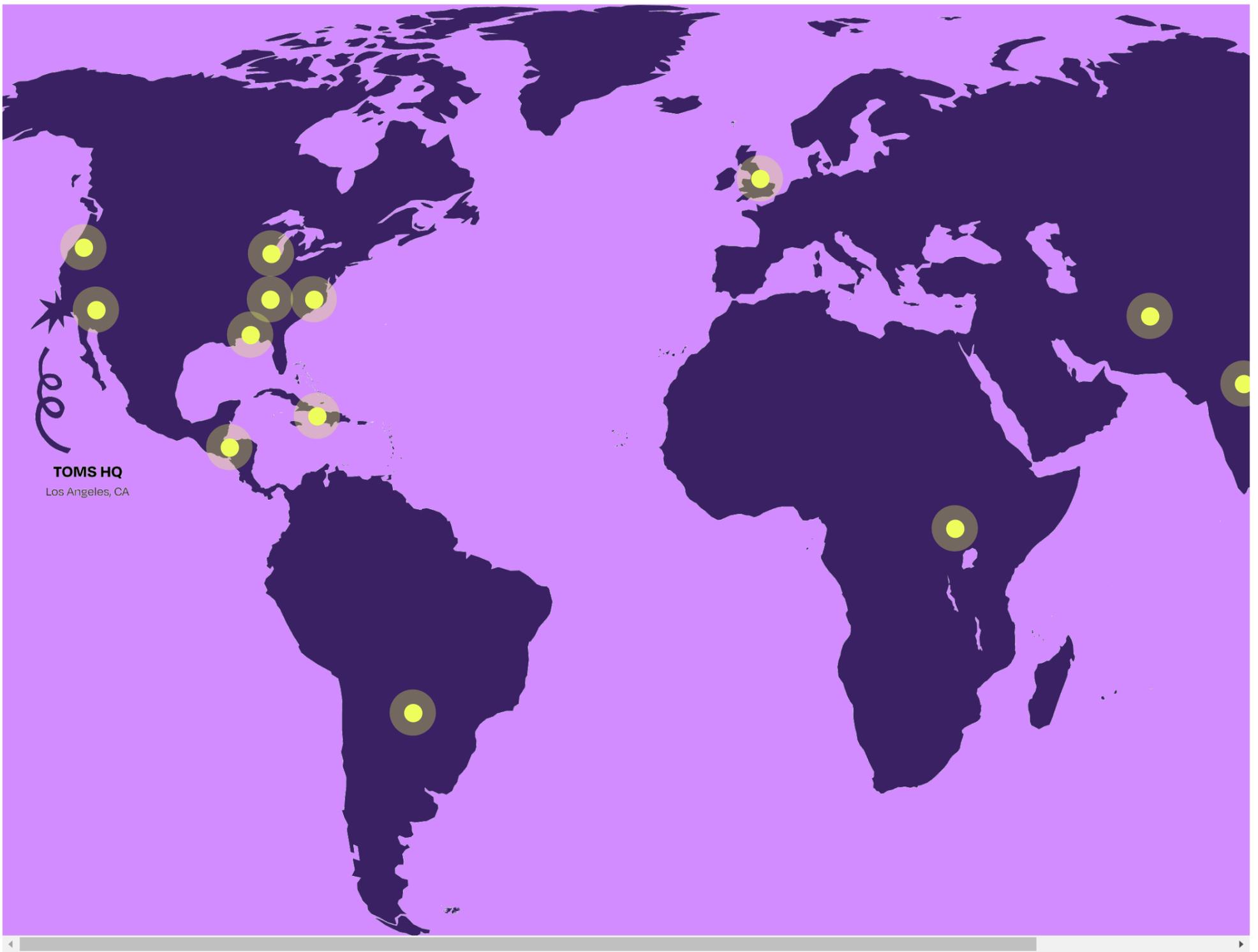
**427,197**

Lives positively impacted

**20**

Communities supported

**Our partners are all over the world**



### 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

erships, in 2021 we engaged with ambassadors that  
le same issue areas we focus on. And for many, they  
that passion on their platform.

d launching the **School of Grassroots Good**—a four-  
en Z activists with seasoned community leaders to  
ghts, and experiences, bridging the gap between  
hrough conversations rooted in impact.



TOMS

**EPISODE 4**

# THE SCHOOL OF GRASSROOTS GOOD

MANDY  
LITWIN



TATCHI  
RINGSBY



 PLAY VIDEO



**Felicia Montes (she/her)**

Self Help Graphics & Art





**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.

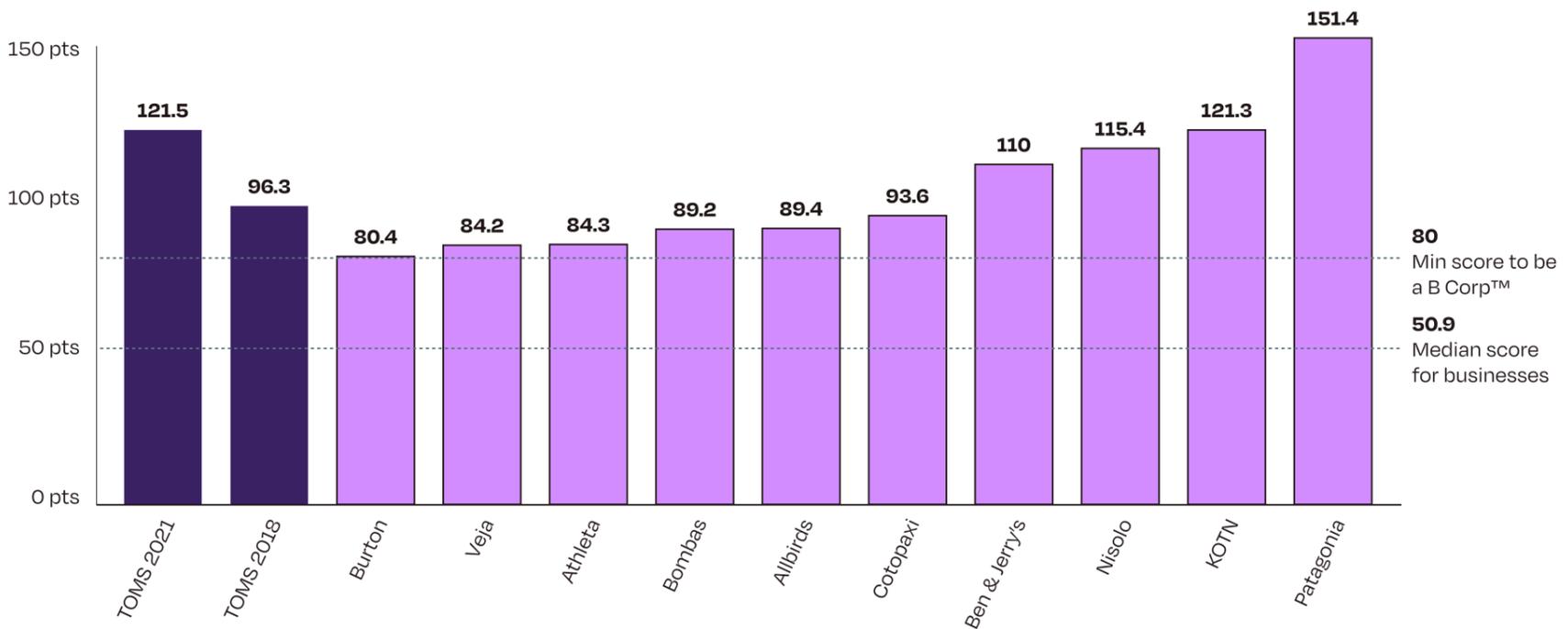
#### B Corp's Best for the World™ 2021

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

### How we measure up



### 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.**

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- **Expand earthwise™**

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

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- **Increase our B Corp™ score**

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

---

- **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.

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- **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.

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- **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.

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- **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.

**[LEARN MORE →](#)**



**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

**Recycle**



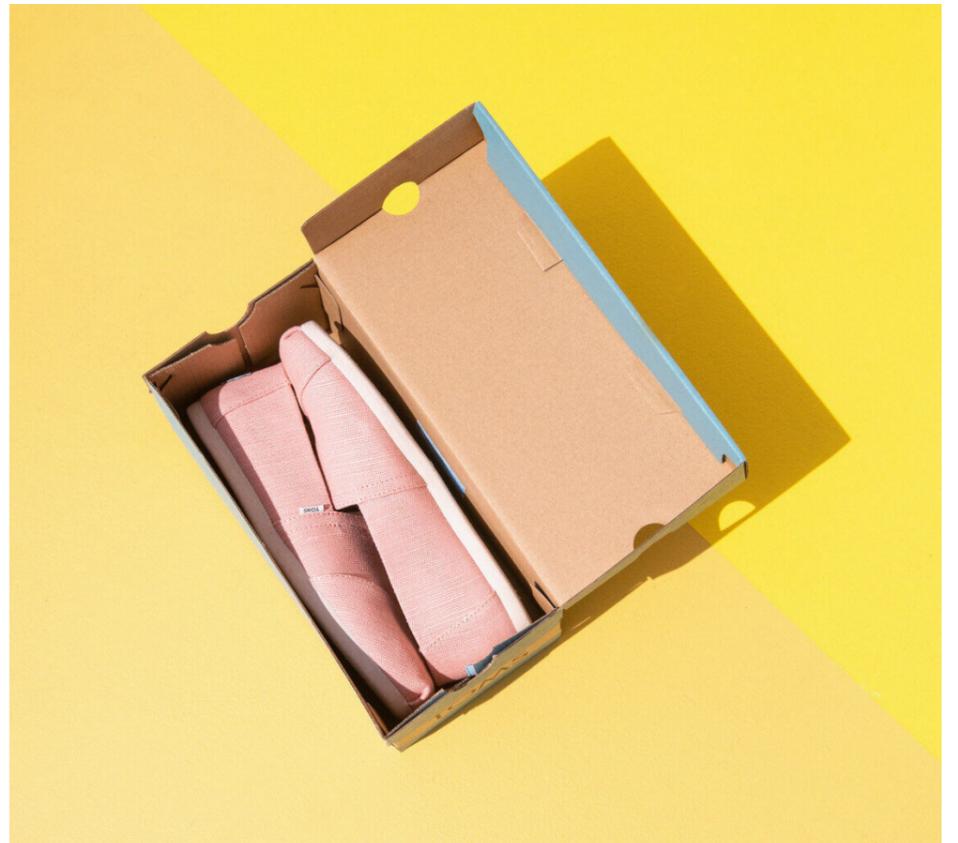
**REPREVE Our Ocean® Fiber**

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.**

**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.



**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.**

**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.**



**Kheperah Kearsse  
(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 engaged a DEIA expert and consultant to train our leadership and staff as well as help evaluate our hiring practices.**

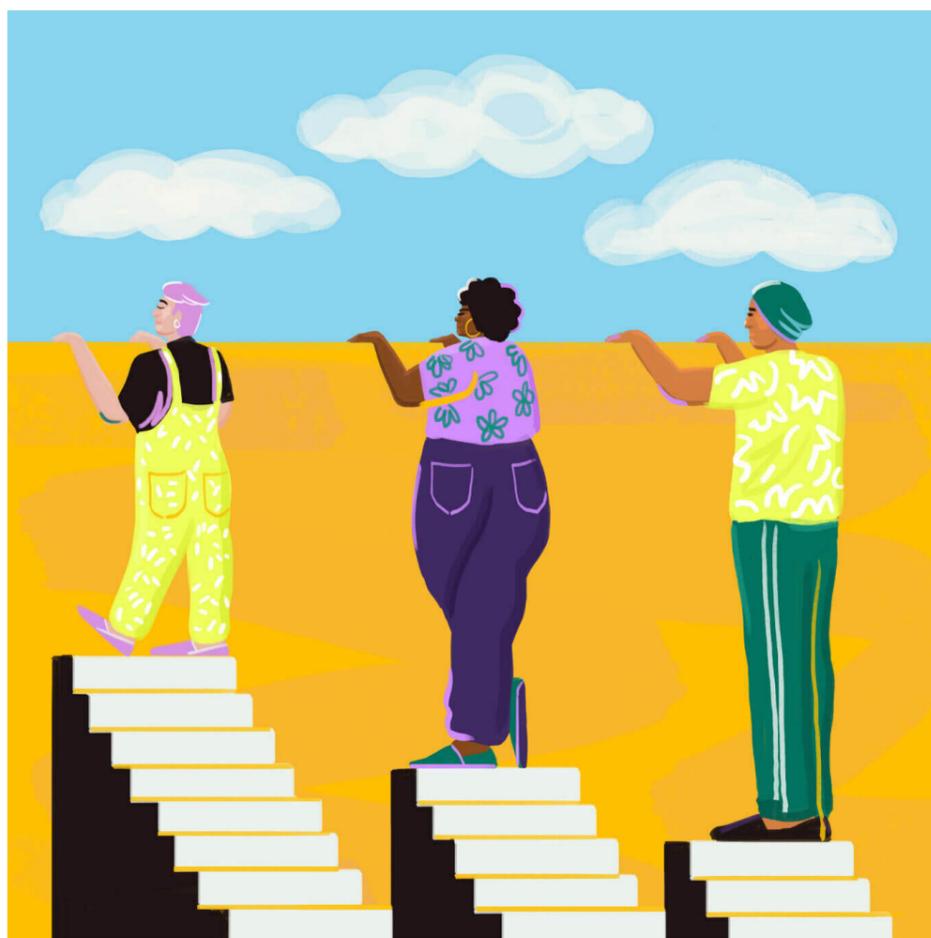
**We created a Heritage Month series to honor our many communities.**

**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.



STEM NOLA  
Andre Graves, IT

### A Sense of Home

Jim Kennedy, Sales

### Centrepoint

Alexander Stoakes, EMEA Marketing

### CSUN-Fashion Students

Richard Cheng, Ecomm

### INK Theater

Nathaniel Yeak, Sales

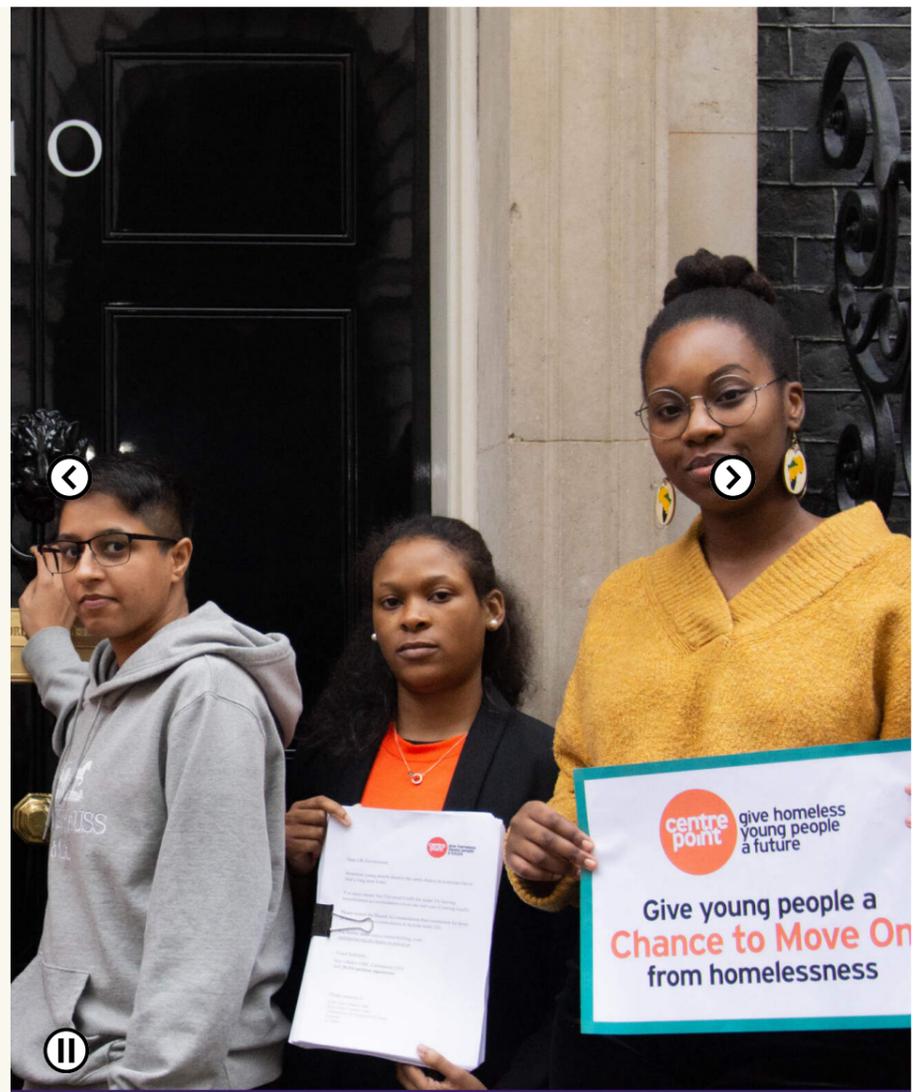
### Champaign Park District

Cristina Adams, Product



### 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.



Centrepoint



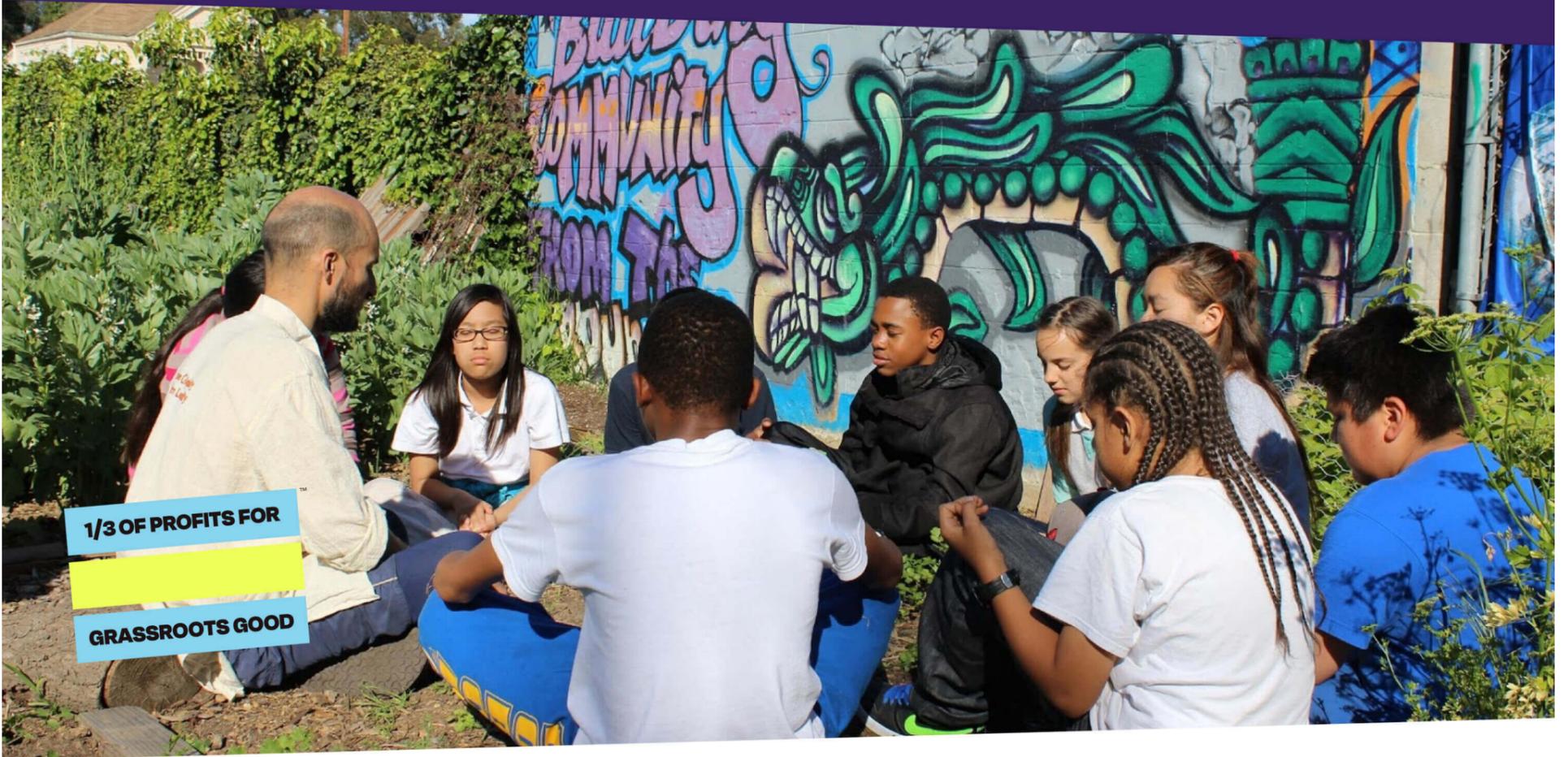
## LOOKING AHEAD WE CARE ABOUT TOMORROW



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!



**Take a peek into the past Impact Report Archive**

[2020 REPORT](#)

[2019 REPORT](#)

**And see how we're planning for the future**

[IMPACT OVERVIEW](#)

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1/3 OF PROFITS FOR

GRASSROOTS GOOD

We commit 1/3 of our profits to support people building equity at the grassroots level.

[Learn More](#)

### Let's stay in touch

See you on the interwebs.



### TOMS Rewards

It's all about the perks, like exclusive offers, early access, or a chance to put points towards causes you care about. [Learn more](#)

**Join TOMS** +10 Rewards Points

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