


powering the ethical supply chain

TO THE MARKET 

Impact Report 2020

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TOTHEMARKET 

Ethical sourcing + manufacturing solutions.

We provide a turnkey solution for your apparel, accessories, home goods, and PPE needs. Working with our growing network of over 200 syndicated suppliers in over 50 countries, we deliver products for the next generation of consumers who are looking for transparency, sustainability, and authentic storytelling.

Suppliers in

50

countries.

200

hard to find suppliers that are better for people and the planet.

90%

of Millennials will STOP buying from a company with bad environmental practices.

66%

of consumers are willing to spend more on a product if it comes from a sustainable brand.

5%

of large contracts, according to the UN, go to women owned businesses

Our promise.

We are committed to helping people harness their purchasing power for good.

Our goal is to link global manufacturing opportunities with suppliers that are better for people and better for the planet.

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A word from our CEO.

2020 certainly looked nothing like we expected. Instead, it presented challenges to life as we know it, including to our physical and mental health. When the COVID-19 pandemic took hold, we expanded our focus from fashion and home goods to the fast-moving world of healthcare. We knew our expertise in sourcing and manufacturing in countries around the world could add value in the fight against the virus, so we called on our syndicated supply chain to produce personal protective equipment (PPE) for U.S. frontline healthcare workers.



Our incredible suppliers stepped up to deliver, transforming their factories into PPE production facilities, practically overnight, and, in some cases, even developing entirely new, more sustainable forms of protective gear. As we expanded our PPE offerings to include fashion masks sold through major brands, we were continually amazed at the adaptability and creative spark within the makers with whom we are lucky enough to partner.

Alongside this change, TO THE MARKET has experienced tremendous growth. We welcomed new colleagues, including opening an office in Europe, in order to expand our global footprint. Conscious consumerism is on more shoppers' minds than ever, and we are at the center of the movement.

2021 will continue to bring change and opportunity. We take that as a call to action to make a positive impact by creating supply chains that empower people, protect the planet, and create better businesses.

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Crisis innovation in the age of COVID-19.

Usually, we focus on apparel, accessories, and home goods, but in the face of COVID-19, TO THE MARKET pivoted to PPE to fill the shortages that hospitals were experiencing globally.

We built out our supply chain for moments like this and, as an asset-light, digital company, we were nimble enough to pivot our supply chain to produce PPE products. This includes products like 3-ply FDA-certified face masks, isolation gowns, and scrubs, among others. We sent a request for proposals to our suppliers in early March - vetted their responses, and pitched the PPE products to clients within weeks. Clients within the U.S. have been as geographically diverse as Texas, California, and Massachusetts. We have also fulfilled local PPE donations to communities in Kenya and Ghana.

Our team also recognized that this is a very challenging time for our suppliers, who in some cases have been left with financial uncertainty caused by closed facilities and cancelled orders. TO THE MARKET made the decision to honor all orders placed, even if a client had cancelled. Instead, we have decided to repurpose products in these cases for marketing or re-sale. This decision is in line with the values of our company and will ensure business continuity with our suppliers in the future.

In further support of our suppliers, we held a free supplier webinar on April 2, 2020, to discuss how they can remain productive during this time. We had suppliers join from around the globe and ask thoughtful questions. We received positive feedback like:

"What you just did and shared this time with us was so valuable!"

Starting in March, TO THE MARKET supported dozens of its makers in retooling their operations in order to produce masks, gown, and scrubs. Over the course of the year, TO THE MARKET fulfilled orders for over 11 million units of PPE, both medical and non-medical, in the U.S. alone.

"It felt like a tremendous opportunity for us to add value, and I felt like our team was equipped and ready to do it."

*Jane Mosbacher Morris,
Fortune Magazine,
April, 2020.*



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2020 in numbers.

Over 50 countries
worldwide -

Adding 15 new countries in 2020

More than 200 makers -

Adding over 50 new makers in 2020

A growing team -

6 new team members plus 7 interns over the entire year

More women owned and
operated maker facilities -

An additional 20 women owned and/ or operated makers, in
Portugal alone

Resilience in the face
of the pandemic -

Over 11 million units of PPE ordered in 2020

Major impact through
fashion mask production -

40 tons of CO2 emissions avoided

155 MWhs of energy conserved

20,000,000 Ls of water saved

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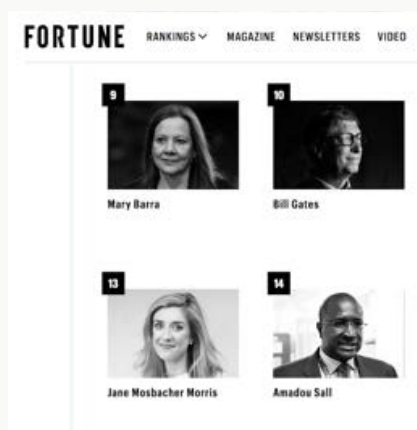
Key milestones for 2020.

Responding to COVID-19.

Fortune Magazine published its annual “World’s Greatest Leaders List” dedicated to people fighting COVID-19. It is an extraordinary honor that our CEO, Jane Mosbacher Morris, was ranked 13 of the World’s 25 Greatest Leaders: Heroes of the Pandemic.

"I thought we almost had an obligation to try because we have this expertise and because we have a syndicated supply chain. It felt like a tremendous opportunity for us to add value, and I felt like our team was equipped and ready to do it."

Jane Mosbacher Morris,
CEO and Founder, TO THE MARKET
Fortune Magazine, May 2020



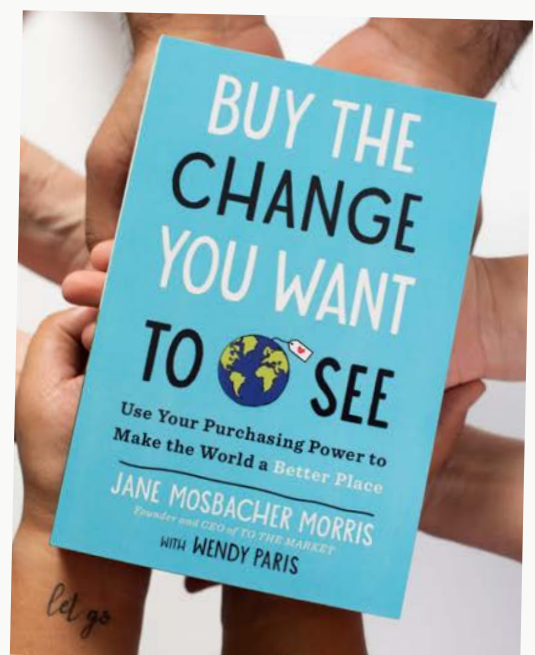
Growing the team.

2020 saw TO THE MARKET's expansion into Europe, hiring a Director for Europe operations, on-boarding of an intern and the vetting of 30 new makers, all based in Portugal, which is the new HQ for TO THE MARKET Europe.

In addition to the new Europe team, the global TO THE MARKET team gained six new members, in operations, sales and impact measurement. There were also seven interns who supported the team throughout the year.

Starting a new chapter.

The uncertainty of the COVID-19 pandemic has accelerated conversations about equitable supply chains, sustainable brands, and sustainable fashion. To share her lessons in navigating this new world, our CEO, Jane Mosbacher Morris, released a bonus chapter to her book, 'Buy the Change You Want to See'. The new chapter is available on our website for free download and is titled: 'The Power of Pivoting: Making a Difference in a Time of Crisis'.



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Impact case studies.

Non-Medical Face Mask Orders.

In May, TO THE MARKET worked to fulfill a non-medical face mask order from six of our makers across the globe - in Bangladesh, Ghana, Guatemala, Kenya, Malaysia, and Palestine. This order allowed us to support these six groups in keeping hundreds of workers employed and remaining operational during the crisis.

- 6 Maker Groups in 6 Countries
- 1,013 People Employed across the Globe
- 217,240 Total Hours of Work Created
- 1,435,185 Units of PPE Created

Maker highlight - Nairobi, Kenya

From the Founder:

"Not only were we able to keep existing jobs but also recall people on leave. Thank you TO THE MARKET for this mask order as this kept our factory open during difficult times. We cannot afford to close since that would mean our employees and their families would end up without money for food and rent."

From the Artisans:

"I was able to celebrate Ramadan with family with food on the table due to my job."

"In my community a lot of people have lost their jobs, so I am thankful we are working today."

Number of Workers: 37

Total Hours of Work Created: 6,512 Hours

Maker highlight - Accra, Ghana

From the Founder:

"All workers have been able to save their jobs and work full time throughout the pandemic, keeping to strict social distancing guidelines. The entire workforce has continued to be paid their normal salary, which is more than 130% above the Ghana minimum wage. They also still benefit from a transportation and food allowance. TO THE MARKET's additional 1000 mask donation went to local women who work in Accra's markets."

From the Artisans:

"Working here, I like it. I have two children and I make money for them everyday. During coronavirus I can still work. I know what we make is going to America and it makes me excited."

Number of Workers: 145

Total Hours of Work Created: 16,530 Hours



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Celebrating women's empowerment.

It has been 100 years since the 19th Amendment was ratified in the United States. Suffragettes fought for their right to vote with lobbying, marches, and even hunger strikes before the amendment was finally passed.

Our CEO was featured in Forbes discussing what the 19th Amendment means to her and how we all have the power to vote with our wallets.

"I like to think of female purchasing potential as something of an untapped superpower. Just like voting, it is a direct way to use our voices and assert what matters most to us."

- Jane Mosbacher Morris, Founder and CEO
Forbes, August 18, 2020

TO THE MARKET also celebrated this landmark anniversary with the release of a limited edition scarf that is 100% silk, ethically-made by a women-owned and operated factory and each purchase donates \$15 to women's organizations.



Maker highlight - Delhi, India

From the Maker:

"She is 22 and is responsible for stitching and air filter monitoring. She completed her degree in BA at Delhi University and has two brothers younger than her that she helps support. In the past, she had her own beauty parlor but she wasn't making much money and started here. She really likes to sew now and when she is at the shelter she gets to be around friends who are family."



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Impact case studies.

Major retail orders yield major impacts.

This spring, TO THE MARKET issued two orders for wooden trays and spoons made by artisans in Kenya. These orders helped to provide financial support to artisans during a time of local economic hardship.

Maker highlight - Nairobi, Kenya

From the Founder:

“The artists are very thankful for this order, because at this moment there is no work in Kenya, due to COVID. The people are really suffering and cannot find work in Kenya. The tourism is very low, and that is usually where they get the work and business from. This helped 38 families and more for work. This work specifically helped them to get money for school fees for the children, when school is starting in January. Also this gave them money so that they can have a good Christmas with their families in the village.”

Orders 1 and 2:

Number of workers: 59 people, 17 women and 42 men

Total hours of work created: 852 hours



Local Fashion Mask Donations.

We wanted to be sure that our work of developing PPE creates a positive ripple effect, not just for our clients, but also for the maker communities. With the help of some local partners, we were able to distribute 1,000 masks to children in West Africa who were in need of cloth face masks. We were also able to distribute masks to women in Machakos, Kenya.

From a Recipient:

“Thank you once again for distributing these masks. I could not be there; however, I was told that a few women had tears in their eyes when they were talking about the fear of getting the virus as that will stop them from going to work and leave their family without food. They were so grateful that they have these masks to keep their family safe from COVID.”

We also donated organic cotton masks to the International Rescue Committee (IRC) for distribution to refugees in Texas.

“Our office commenced re-opening for critical staff and client needs on October 19th, and the availability of masks was a key component in being able to do that. The cloth masks from TO THE MARKET will allow our office to safely provide services to community members who cannot otherwise access services remotely or who find themselves in emergency situations.”

- IRC, Dallas Texas Office

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