



# Kabrita USA 2020 Goodness Report





# How we Spread Goodness

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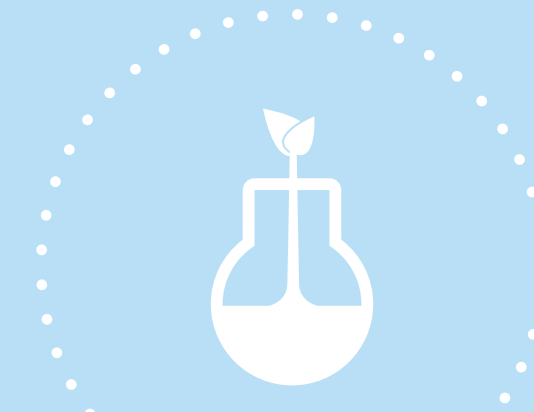


# Our Values

At Kabrita USA, we believe in being accessible and transparent, community-focused, and generous. We try to communicate openly. We believe it takes a village to raise strong, healthy children. And we believe that when we give more, we have more.

Upholding these beliefs, this report aims to capture and communicate Kabrita's 2020 "goodness" commitments over the past year. It outlines our charitable initiatives, including work with the **American Academy of Pediatrics, Girl Up, the Loveland Foundation**, as well as **Baby2Baby**.

Additionally, this report shares a few initiatives at our own Kabrita USA office that help contribute to a progressive workplace and a more sustainable future.







# 2020 has been a challenging year for many Americans



The Covid-19 pandemic has had a significant effect on the health and livelihoods of many in our community. The health and safety of our Kabrita community has been, and remains our number one priority.

From the early days of the Covid-19 pandemic in March, we encouraged our team to work from home. We worked hand-in-hand with our warehouse partner to navigate an increase in demand for our products. And, we maintained close communication with our Dutch colleagues to ensure that everything was being done to meet our customers' needs.

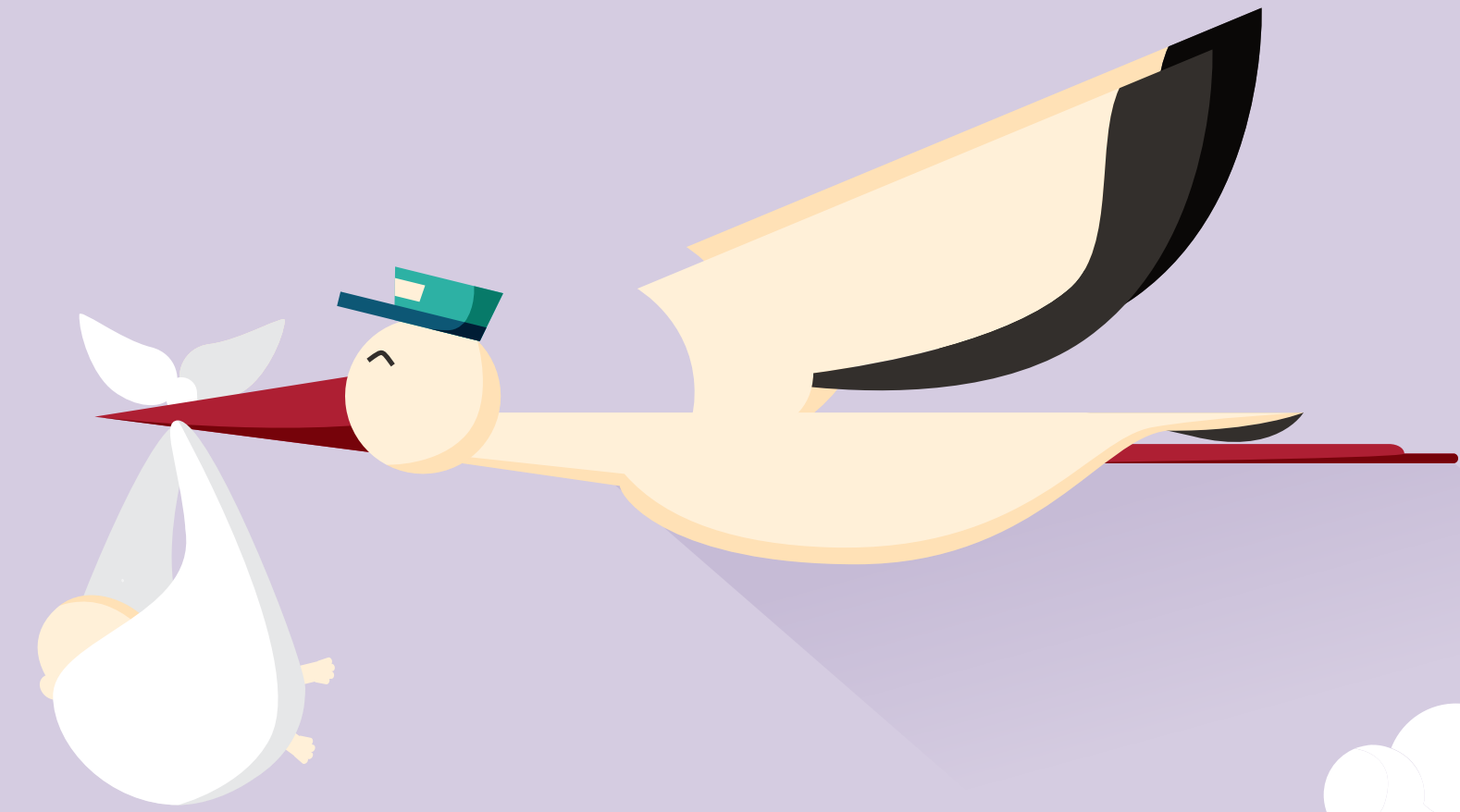
In June, we also began to reflect on how we can authentically and tangibly make the interests and needs of the BIPOC community a priority - not just for today or tomorrow, but as an embedded part of the fabric of our organization.

Lastly, the 2020 US Presidential election has been an incredibly polarizing and divisive event for our country. Yet, we remain optimistic about the power of empathy, the possibilities of tomorrow, and the power of our communities to heal and unite.





# Supporting Healthcare Providers



The **American Academy of Pediatrics (AAP)** is dedicated to the health of all children. Kabrita USA provides financial support to the AAP. As a proud Corporate Donor, Kabrita is a member of the **Friends of the Children Fund**. Additionally, Kabrita USA contributes to the **Young Physicians Leadership Alliance**.

The Friends of Children Fund is a philanthropic program to respond to emerging health crises, help increase access to healthcare and develop resources on the best way to care for children while advancing pediatrics.

Kabrita USA respects the AAP's work dedicated to helping children thrive and is proud to support this premier organization for child health policy and advocacy.

The Young Physicians Leadership Alliance is a three-year training program designed to develop leaders in pediatric medicine. This program helps to build a leadership community among early career pediatricians and pediatric subspecialists.



# Supporting Families



**Baby2Baby** provides children who are living in poverty with diapers, clothing and basic necessities that every child deserves. They have distributed over 40 million basic essentials to children and families across the country impacted by COVID-19.

This year, Kabrita USA donated over 1,500 bags of our Organic Goat Milk Porridge to help in the relief efforts and support families living in poverty across the country.







As part of our ongoing efforts to make a positive impact, Kabrita USA offered a generous financial contribution to **Girl Up**, an organization dedicated to supporting girls' health and safety around the world. During a global health crisis, such as the Covid-19 pandemic, women and girls are at an elevated risk of gender-based violence and reduced access to reproductive health resources.

To help Girl Up further gender equality, Kabrita USA virtually joined their 5th annual Global 5K on May 16, 2020, to raise additional funds.







Kabrita USA donated to **The Loveland Foundation** to provide financial assistance to Black women and girls seeking therapy. Loveland Foundation is committed to showing up for communities of color in unique and powerful ways, with a particular focus on Black women and girls. With the barriers affecting access to treatment by members of diverse ethnic and racial groups. Loveland Therapy Fund provides financial assistance to Black women and girls nationally seeking therapy.

To help the Kabrita USA team initiate and support conversation about systemic racism, we also made Rachel Ricketts' Spiritual Activism 101 webinar available to our team. Kabrita USA is committed to amplifying black voices, using our platform to share positive stories and images of the Black community, and supporting black-owned businesses and events. We stand with the Black community because Black Lives Matter.



# Multiples Program

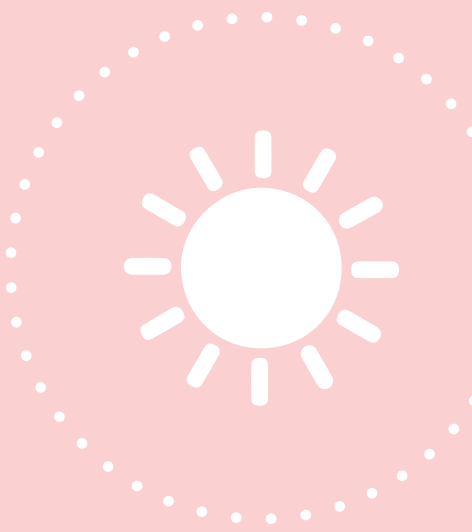
Being a parent can be hard. Being a parent of multiples is even harder. That's why we happily offer a free case of formula to families with multiples—to make things just a little bit easier!





# Supporting Our Team

At our own **Kabrita USA** offices, we aim to create a progressive workplace and contribute to a more sustainable future.



Kabrita USA's Employee Handbook details a number of policies our company embraces as a team, including generous paid leave/bereavement leave, summer hours, and flexible hours.

This year we've extended flex hours for our entire team and have been fortunate to work from home since March. In addition, we expanded our employee benefits and embraced opportunities to extend mental health support to our team. Better Help virtual counseling was made available to all team members during these unprecedented times.

We believe it's important to allow employees the time they need to take care of the unforeseen circumstance's life throws their way, and to enjoy some of life's most special phases.

We acknowledge that could not have met the needs of our community without our warehouse partner. As a 'thank you' to these frontline workers, we were pleased to contribute towards cash incentives for their workforce. We value the work they do!







# Supporting the Environment

## Committing to a more Sustainable Future

Kabrita USA continues to use renewable power to offset our energy consumption. For every kWh of electricity we use, a kWh from a pollution-free, renewable source is put on the grid on our behalf. And a reminder that all our tin lids, packaging, and case cartons are recyclable!



# Glyphosate Free



Kabrita USA's entire line of goat milk-based foods meets the high-quality standard of Glyphosate Residue Free. This includes our Goat Milk Toddler Formula, the only formula that is certified glyphosate-free in the US, as well as our Organic Porridges and Snack Puffs.

We know how precious (and sensitive) little tummies can be, which is why we strive to ensure we deliver the very best foods and formula to your family.

Kabrita Goat Milk Toddler Formula is currently the only formula that is certified glyphosate free in the US.





# Meet our Kabrita Kids!



## Formula

"My daughter was exclusively breastfed for a year and I gave her this milk at 12m. **She loved it from first sip** and I'm confident she will be healthy and get the right nutrition from this brand."

– Andrea B.

"[My grandson] has thrived on the Kabrita formula since his first week of life. He is now almost two and still enjoys some Kabrita every day."

– Samantha J.

## Porridge

"Love this stuff! This porridge is so easy to make and easy to feed. Baby loves it. **It fills him up really well for breakfast.** Smells great! Can't wait to try the apple cinnamon porridge. Kabrita, please make more foods for babies. I'd be sure to buy. Such great and wholesome ingredients. Thank you!"

– Melanie S.

"Hands down the best baby feeding ever! **Smells great and tastes great!** We are so thankful for Kabrita!"

– Nicole K.

## Puffs

"My 8-month-old granddaughter loves this snack. I break it in half, and it dissolves as soon as it gets wet in the mouth. **I've tried other snacks, and this is the best.**"

– Joan P.

"My toddler loves it so much! I have to hide it, otherwise he wants it all the time."

– Qi C.





We believe—and have some evidence—that these social good efforts are making an impact in the United States and on a global level to allow everyone to lead healthier and more prosperous lives.

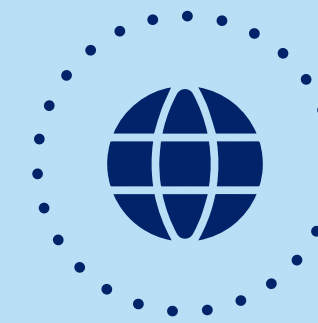
As a mission-based formula company, Kabrita USA looks forward to future commitments to the social good in the coming year.

Thank you for taking the time to learn more about these charitable initiatives and progressive policies. We enjoy building a company of which we can all be proud.

Do you have any questions or comments?  
We'd love to hear from you!



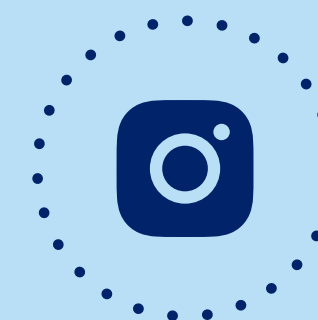
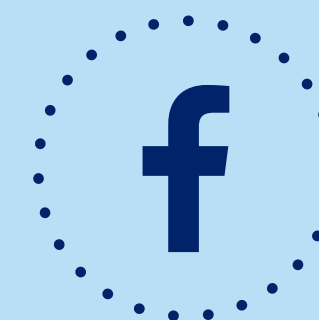




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