

conscious
step®

impact report

looking back on 2021



a note from the team:

The best part about working for a brand that values social and environmental change is watching each team member take their passions for the cause and channel it into positive change. Every day is an opportunity for growth and adaptation to an ever-changing world, and our team really made the most of all 365 days in 2021. Over the year, we channeled our passion and some big ideas into moves that set the stage for another great year.

We added new nonprofit partners, made changes to our product ingredients to make them even more sustainable than before, created new ways for people to give back with our brand, and put plans in place for continued growth into 2022. Just as our communities adapted to change in 2021 (and there was lots to adapt to), so did we. We embraced it with open arms, and let it guide us into new ventures.

2021 was a year for progress and potential. It brought out the best in us, and planted the seeds of prosperity that we will sow in the years to come. We all have lofty goals, and we've made long strides to get us closer than ever before.

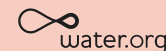
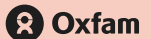
With a community that grows along with us, we're excited for another year of continued growth and strong impact. Let's help more people, do more to protect our planet, and create a kinder world together.

meet our newest partners.

In February 2021, we also launched our partnership with Australia Zoo Wildlife Warriors to protect our planet's wildlife and help it thrive. The collaboration now has 1 gift box and 7 single pair styles that donate to the cause.

In October 2021 we were proud to announce our newest nonprofit partner, World Central Kitchen, who now leads our Provide Meals cause collection. We launched three new styles that all donate to give meals to people in need when disaster strikes. The collection received great customer feedback, donating \$4,351 in total since its launch.

We reinvigorate our partnership with Fairtrade America and joined their campaign to celebrate Fair Trade Month with influencers from across the country.



our commitment to sustainability.

For the past year, we've been hard at work upgrading the ingredients of our socks. We're proud to state that we've almost completely replaced the polyamide in our socks with recycled polyester.

Not only does recycled polyester have a smaller carbon footprint than polyamide, it also reclaims plastic waste from landfills and helps us reduce our dependence on raw materials. Polyamide is a synthetic, man-made fiber created with fossil fuels and copious amounts of water. Eliminating this from our supply chain is a step in the right direction for the health of our planet.



protecting cotton farmers and garment workers health and the environment to achieve better working conditions.



The worldwide ecological and social standard for organic fibers, free of herbicides, insecticides, and pesticides.



Guarantees a product uses no animal ingredients and is not being tested on animals.



A global network donating at least 1% of annual sales to environmental solutions for a healthy planet.

new styles, bold impact.

In 2021, the team launched more than 30 new designs across our collections, giving more ways for customers to support the causes they love.

New ankle styles and sweatshirts made with the same planet-friendly materials and people-friendly manufacturing joined our roster, giving people fresh ways to stay cozy and wear what they believe in.



yearly impact.

ordinary purchase, extraordinary purpose

our impact so far:



1,459,842
months of access to safe
water (that's 121,654 years).



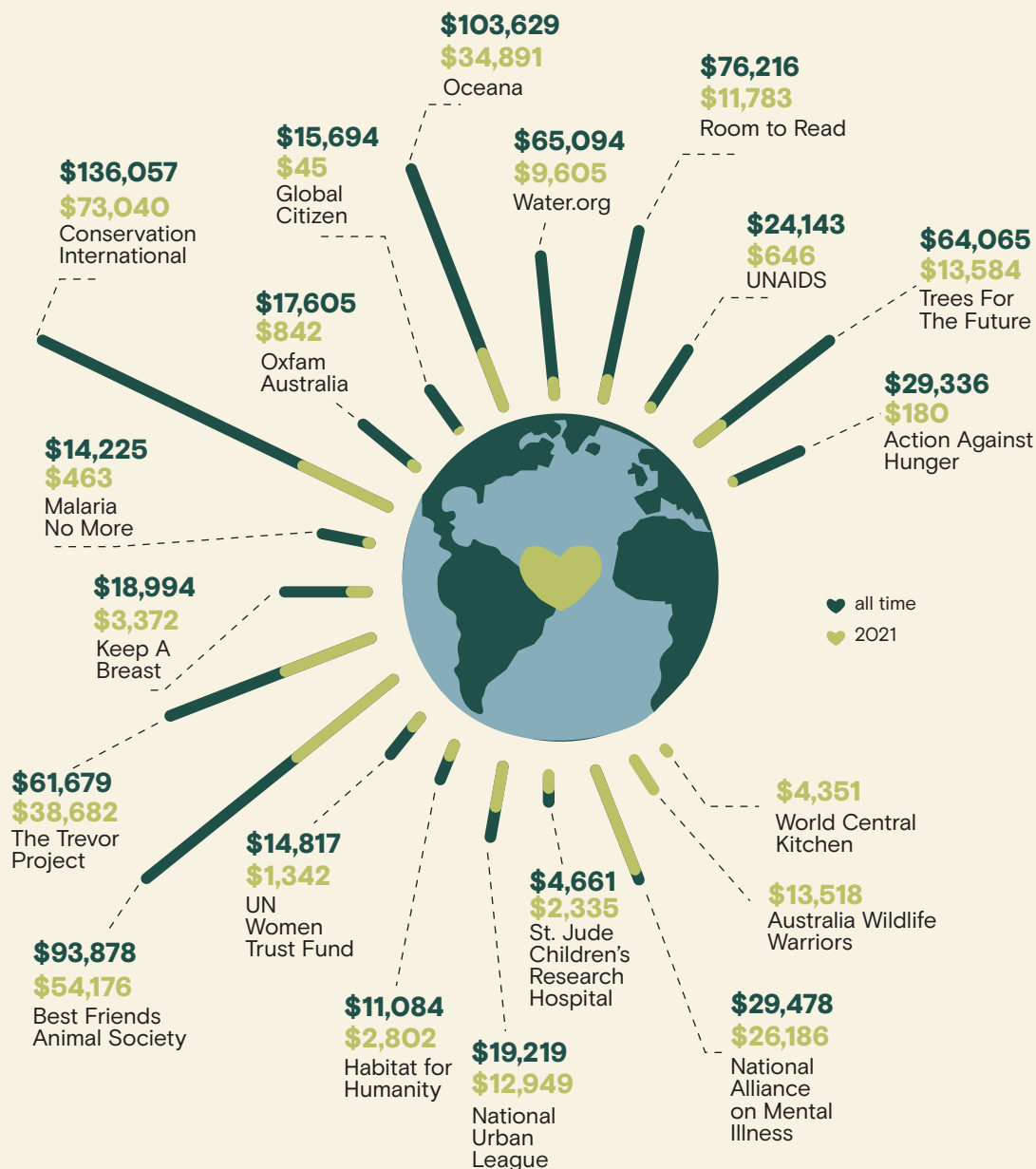
559,146
trees planted to create
healthier farming ecosystems.



950,959
tropical rainforest
trees protected.



76,226
books donated
to children.



looking ahead into 2022.

We charted a course for continued growth in 2021, and the time is now to see those efforts come into fruition. So what will that progress and potential look like in 2022?

There are three new cause collections in the works and many more designs, products and collaborations awaiting production. As we continue to grow, our pride in our nonprofit partners and the impact we create grow with us.

We will continue to fight for the health of our planet and the rights of its people. Inspiring change is what motivates us and we are excited to continue this in 2022.

