

2019 - 2020



# IMPACT REPORT





SPECIAL  
DELIVERY

yoo

# EMBRACING CHANGE

Looking back on the 2019–2020 year and sharing Yoobi's impact feels like work we did a century ago.

When schools abruptly closed nationwide, Yoobi and Kids In Need Foundation (KINF)\* went to work. We shifted our focus to take on new challenges to help schools, teachers and parents' transition from the classroom to distance learning and wrapping up 2019–2020 school year.

We got creative on how to continue our impact, distribution and assistance to the students and teachers we serve through our GIVE and were able to continue making a lasting imprint on the students we've supported through our donations during these unprecedented times.

We believe that it is our collective responsibility to ensure they have the tools to succeed and not even a pandemic can stop us. As we look back on the 2019–2020 year, we are proud to share many great moments and one MAJOR milestone with you. To date, we've impacted over 5 MILLION under-served children. A big thank you to you, our partner, supporter, and cheerleader, as this wouldn't have been possible without you.

As for the 2020–2021 school year, we are committed to finding solutions to new challenges to make a lasting impact on all those we serve. Now and always, our founding mission is to ensure teachers have the support, and ALL kids have the tools they need to learn and be creative.

**We'll continue to adapt and help where needed because every day is a good day to give!**

Sincerely,



**Ido Leffler**

*CEO, CO-FOUNDER*

\* Yoobi works with KINF to identify schools of highest need, where at least 70% or more of its students are eligible to receive free or reduced-price meals through the National School Lunch Program.



GO TOUCAN

#Who THIS SCHOOL

FILL IN THE BLANK! NEED IDEAS? A TEAM PLAYER, CON



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# 05

## **TO ONE DAY PROVIDE ALL KIDS IN NEED WITH THE TOOLS THEY NEED TO LEARN AND BE CREATIVE.**

We believe that school supplies should be available to every child in every classroom, and teachers should not have to spend their hard-earned money to make that happen. To address this, Yoobi keeps a simple promise: for every Yoobi item you buy, a Yoobi item is donated to a U.S. classroom in need.

***TO DATE WE'VE IMPACTED MORE THAN  
5 MILLION KIDS, OUR NEXT GOAL IS TO  
DONATE SCHOOL SUPPLIES TO 5 MILLION  
KIDS PER YEAR.***

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# STUDENTS DON'T HAVE THE SUPPLIES THEY NEED TO SUCCEED.



**94% OF TEACHERS**

spend money out of their own pocket.<sup>1</sup>



On average, teachers spend

**MORE THAN \$479**

on supplies for their classroom.<sup>2</sup>



**MORE THAN HALF**

of teachers in high-poverty districts report 75% of their students arrive without school supplies on the first day of school.<sup>3</sup>



a student living in poverty with less access to supplies is

**13 TIMES LESS LIKELY**

to graduate on time.<sup>4</sup>

<sup>1</sup><http://bit.ly/2Mdsat2>

<sup>2</sup><http://bit.ly/2NrN5JJ>

<sup>3</sup><http://bit.ly/2NrN5JJ>

<sup>4</sup><http://bit.ly/2NkY3Wx>

# 09

## HOW WE DONATE.



### STEP 1

You purchase a Yoobi item.



### STEP 2

For every item purchased, Yoobi donates a school supply item into a Yoobi Classroom Pack.



### STEP 3

Yoobi teams up with our non-profit partner (KINF) to distribute Yoobi Classroom Packs.



### STEP 4

Kids in high-need areas\* receive free Yoobi school supplies that enable them to learn and be creative.

[> Click to watch our give in action](#)

[> Click to learn more about how we give](#)

\* Yoobi works with KINF to identify schools of highest need, where at least 70% or more of its students are eligible to receive free or reduced-price meals through the National School Lunch Program.



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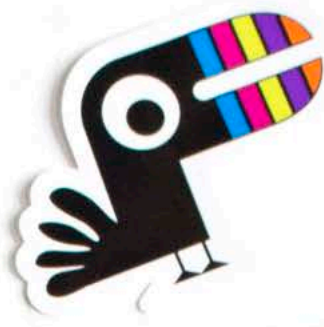
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OUR GIVE

# 2 THE YOObI CLASSROOM PACK.

A Yoobi Classroom Pack contains the most essential tools needed for learning and creativity. Within each pack there are 425 learning tools, enough to support 30 students.

## Each student set contains:



2 SETS OF  
3 NO. 2 PENCILS



2 SETS OF  
4 CRAYONS



1 SET OF 5  
COLORED PENCILS



3 ERASERS



1 PENCIL SHARPENER



1 YOObI STICKER



1 RULER



3 GLUE STICKS



1 FOLDER



+5 SCISSORS TO SHARE

[> Click to learn how teachers get supplies](#)

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**TOGETHER, WE'RE  
CHANGING LIVES.**



**IMPACT FROM 2019-2020**

**874,470**

*KIDS IMPACTED*

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**29,149**

*CLASSROOM PACKS GENERATED*

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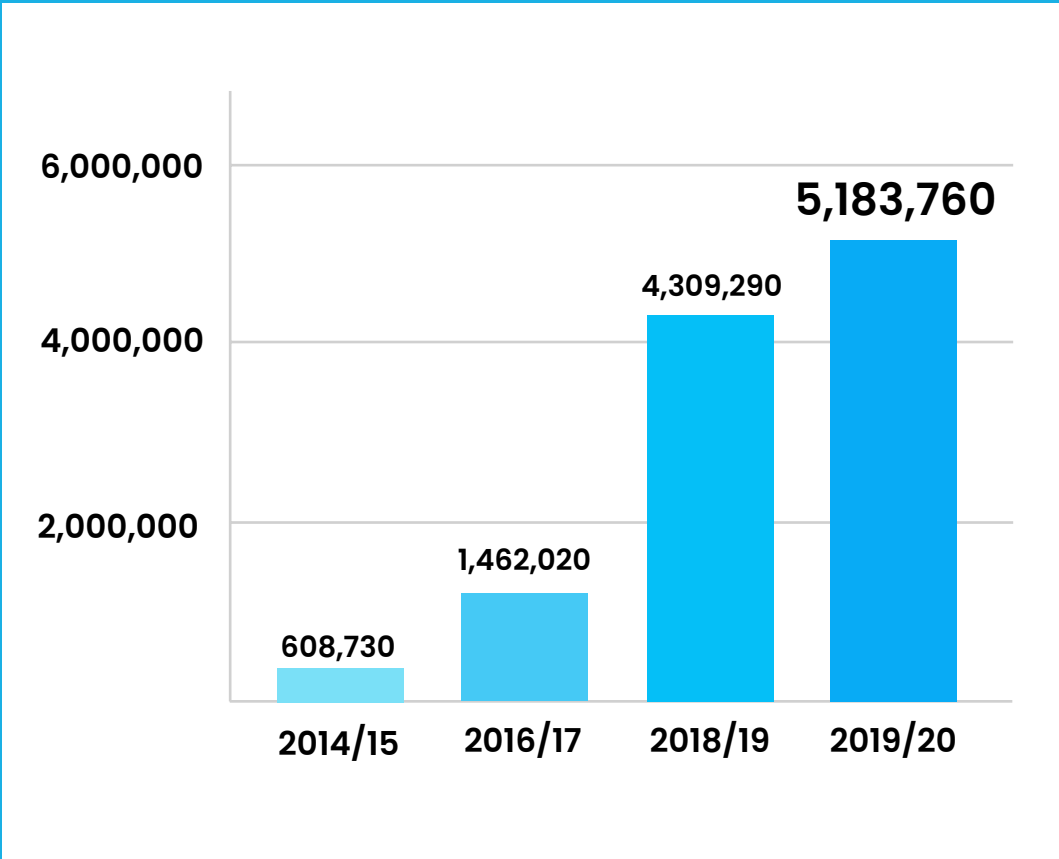
**12,388,339**

*SCHOOL SUPPLIES DONATED*

\* Impact figures based on the number of items sold between 4/1/2019 - 3/31/2020 across Yoobi's U.S. sales channels.

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# SINCE LAUNCH, THE GIVE HAS GROWN TO IMPACT MILLIONS.





**IMPACT SINCE LAUNCH**

**5,183,760**

*KIDS IMPACTED*

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**EVERY 2.4  
SECONDS**

*A YOObI ITEM IS DONATED*

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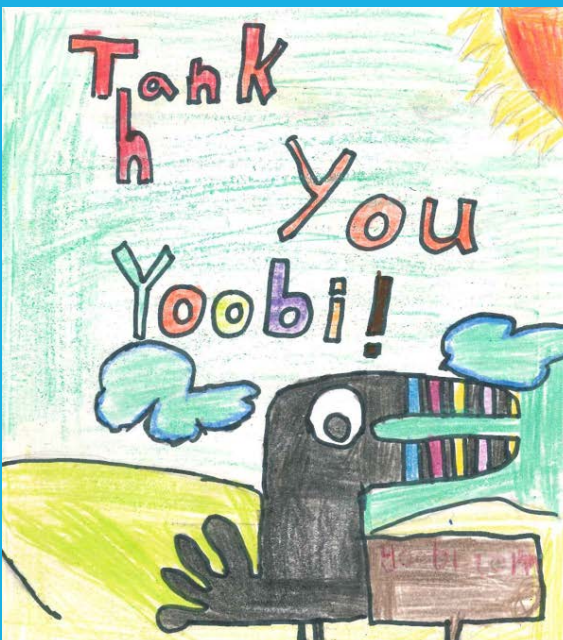
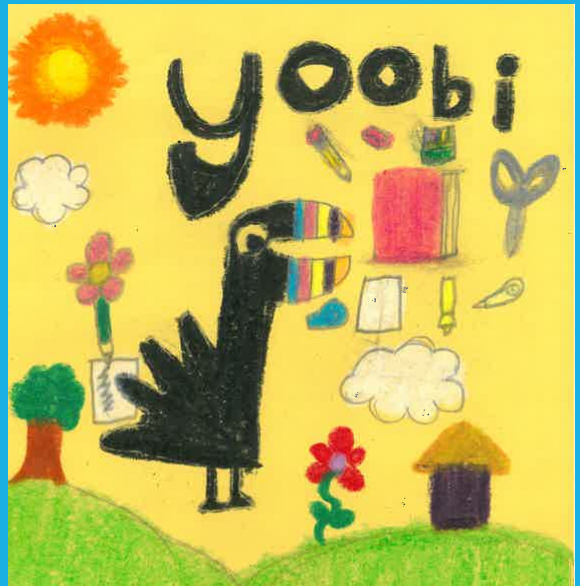
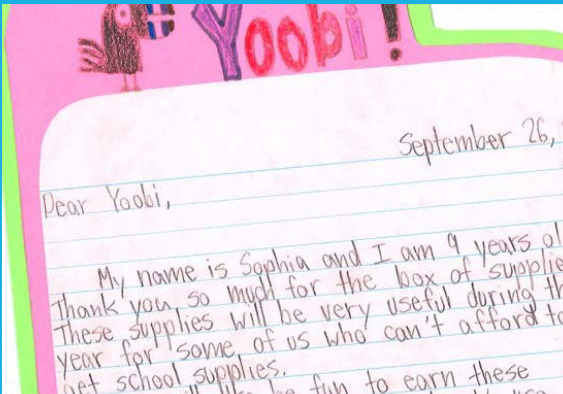
**2,541**

*KIDS SUPPORTED EVERY DAY*

\* All numbers represented in this report reflect sales based on Yoobi's fiscal year (04/01 - 03/31), from 6/1/2014 to 3/31/2020.

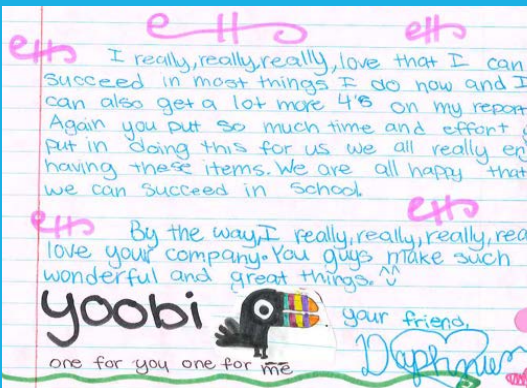
# 7

## ON BEHALF OF THE TEACHERS, STUDENTS, AND DISTRICTS WE SERVE,



# 8

## THANK YOU FOR HELPING MAKE A DIFFERENCE.



# 9 OUR FAVORITE MOMENTS.

2019 - 2020 MOMENTS



Yoobi joined forces with Zendaya to surprise 450 students at an elementary school in her hometown of Oakland, CA. Zendaya had the opportunity to share wisdom and encouraged students during an assembly and fifth grade classroom visit - the same grade that her mother taught in at the same district - where she distributed school supplies. View her surprise appearance [here](#).



We teamed up with Amazon, Shaquille O'Neal, and Zappos to provide 5,000 kids in need with school supplies. During the program For Good, Shaq hosted donation events equipping kids with all the essentials to head back to school in Los Angeles, CA and Las Vegas, NV.



Through our partnership with Walmart, LeBron James had the opportunity to gift a 9-year old student from the I Promise school with the ultimate back-to-school shopping spree where the student picked out some of her favorite Yoobi items. Additionally, Yoobi provided supplies to every student at her school! View the full experience [here](#).



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one for you. one for me.



yoobi™  
one for you. one for me.

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## OUR FAVORITE MOMENTS.

2019 - 2020 MOMENTS



Yoobi impacted the lives of 5 MILLION kids this year! That's enough Classroom Packs to cover 525 football fields! Yoobi celebrated the milestone with *CBS This Morning* and hosted a blowout Give Event at PS 1x Elementary School in Bronx, New York! Check out Yoobi's CBS feature [here](#).



Saved by the Bell! We teamed up with actress and entrepreneur Kristen Bell and her Featured Teacher Friday program to thank teachers and give back to kids in a BIG way during stay-at-home orders! Together, Yoobi and Kristen provided school supplies to over 37,000 students and their families who were distance learning to ensure everyone continued to learn and create from home. [> Read more](#)







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# WE'RE ON A MISSION TO PROVIDE SUPPLIES AND REMOVE BARRIERS SO KIDS CAN LEARN.

In the last five years we've done a lot of listening. We've sat down with students, walked with teachers and polled administrators to better understand their needs.

***We know that school supplies are a critical component to increasing confidence, self-esteem and attendance for students, and we know that supplies are only the first step.***

As a leading give-back company in the education space, we feel it's our responsibility to understand how we can do more to break down the barriers students face. We hope you join us as we set out to make a bigger impact than we ever have before.

YOU CAN HELP

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## **TOGETHER, WE CAN MAKE REAL IMPACT.**

Yoobi stands by teachers and students. Here are three simple ways you can too:

### ***SUPPORT TEACHERS***

Spread the word with all the teachers you know that Yoobi donates free school supplies!

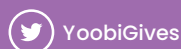
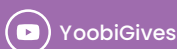
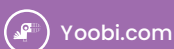
### ***SHOP BRANDS THAT GIVE BACK***

Your purchase has real power when you shop Yoobi. For every item you buy, we donate a school supply item.

[> Click to shop](#)

### ***GET ACTIVE ON SOCIAL***

Follow Yoobi on social media and like, comment, and share posts that resonate with you!





# YOUR SUPPORT MAKES BRIGHT FUTURES POSSIBLE.

♥ From all of us at Team Yoobi



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