



**POSITIVE**



**PASSIONATE**



**PROUD**

# When the world went into the first lockdown in March of 2020, millions lost their jobs, many lost loved ones, and everyone was uncertain about the future.

Plum knew that the last thing on our customers' minds was buying new leotards, so we dedicated ourselves to finding new ways to support our #PlumFamily community and the global effort.

## PLUMRAISERS

Plum has been doing Plumraisers for years as an easy and fun way for gyms to fundraise, but 2020's Plumraisers were a bit different. There was more at stake for gyms this time, and the money raised wouldn't go towards extra merch or faraway competitions but rather to keep their doors open, awaiting the return of their beloved gymnasts.

Plumraisers take place four times a year, one for every season launch. During a Plumraiser, gyms can register and encourage their friends, family, and followers to buy Plum products. Each participating gym is given all of the marketing assets free of charge along with a unique code that is used at checkout to tally how many sales are made towards their fund. For every full-priced purchase, Plum gives \$5 back to that participating gym.

Plum doubled down on getting the word out for our Plumraisers, doing our best to let gyms know there was another way to stimulate the additional funding that they needed, and instill that hope was still out there.

We always knew that Plumraisers were an excellent way for gyms to fundraise, but 2020 taught us how they helped to enrich communities. During the lockdown, gymnasts were unable to train and be together. Our Plumraisers became an outlet for all #PlumGirls to stay connected when they needed each other most.

A large, stylized, blue graphic of the word 'KIDS' oriented vertically. The letters are bold and blocky, with a slight shadow effect. The 'K' is at the top, followed by 'I', 'D', and 'S'.

**SINCE 2014, PLUM  
HAS HELD ONE  
THOUSAND AND FORTY  
PLUMRAISERS AND  
HAS HELPED GYMS  
RAISE OVER NINETY  
THOUSAND DOLLARS.**

## CHARITY

### Annual Design Contest Supports Global Giving for COVID-19 Fund

Since 2017, we have hosted the *Plum Promote Positivity Leotard Design* contest, where we ask Plum lovers to curate and send a drawing of their own custom-designed leo. The winning leo is then produced and featured under the Plum Cares Collection in an upcoming launch with the goal of raising cash for specific causes.

In 2020 we felt it was essential to continue this tradition and inspire our community to get creative, but also support a world that was in desperate need during the pandemic.

The Global Giving Coronavirus Relief Fund was selected as the charity Plum donated to in 2020. The fund helps to stop the virus's spread around the world and give communities on the front lines of the crisis the resources they need to act quickly and protect the most vulnerable.

For every purchase of our Plum Cares, *Dance In The Rain* leo, Plum contributed five dollars to the Global Giving Coronavirus Relief Fund. Plum was able to raise eight hundred dollars in total for this global charity with the goal of touching more lives with this donation than just those in our gymnastics circle.

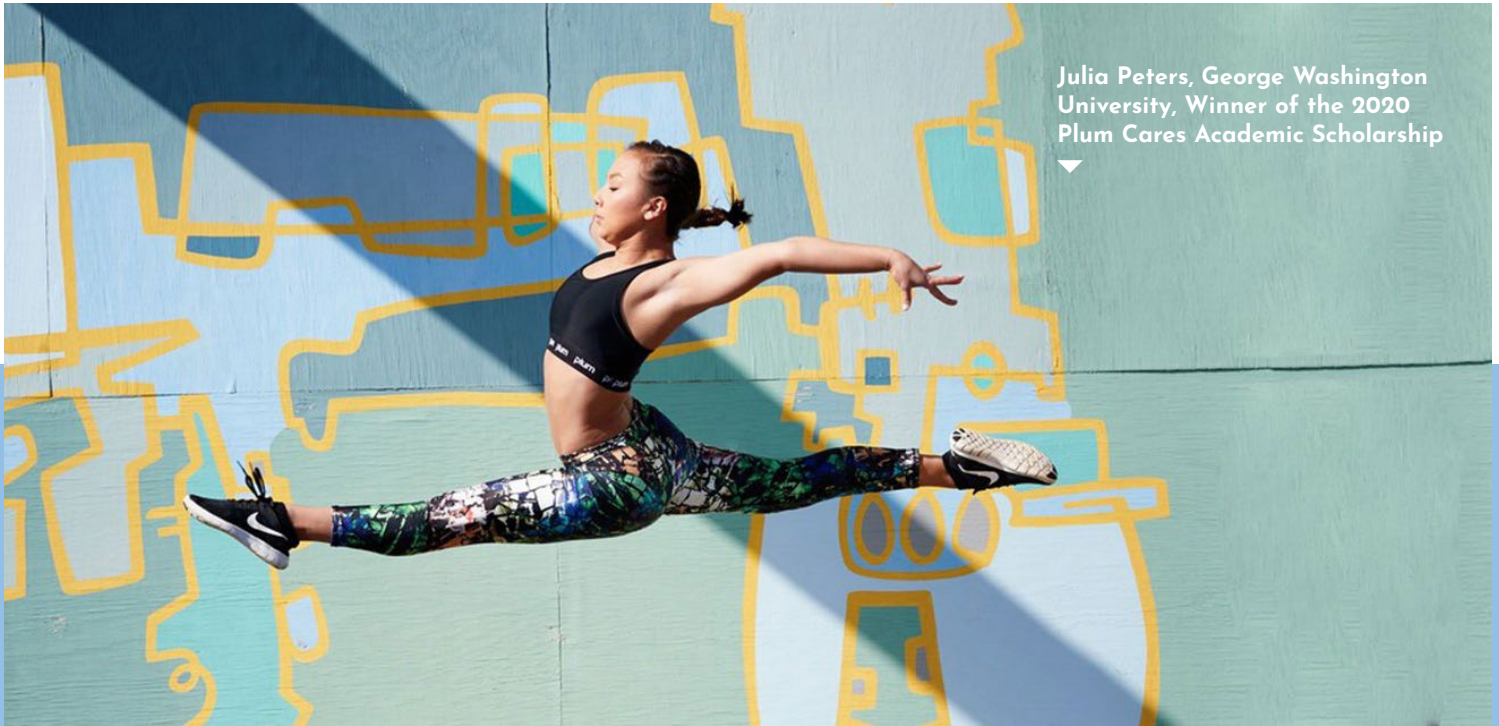


▲  
Plum Cares *Dance in the Rain* Leotard

## PLUM SCHOLARSHIPS

Since 2016, Plum has offered an annual scholarship called the **Plum Cares Academic Scholarship (PCAS)**. PCAS is offered to graduating high school seniors who are also gymnasts and amounts to five thousand dollars.

At Plum, we understand that gymnastics takes dedication, and most gymnasts devote all of their time to training and competing. When it's time for them to head off to college, many haven't had time for extracurricular activities and are ineligible for typical scholarships. The inspiration behind the PCAS was to give our #PlumGirls the recognition they deserve and get their future started on the right foot.



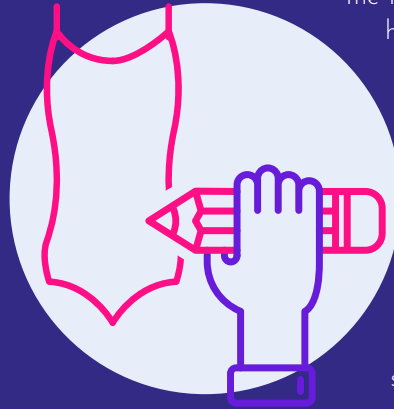
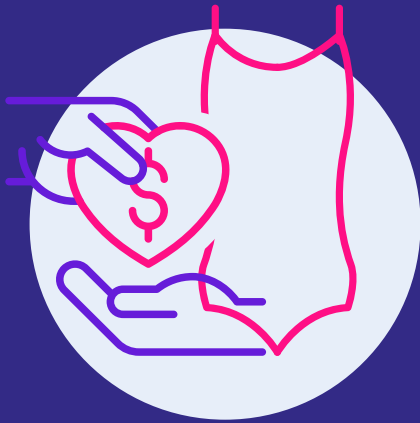
Julia Peters, George Washington University, Winner of the 2020 Plum Cares Academic Scholarship

Plum also continued our partnership with **Jersey Optional Gymnastics Association (JOGA)** this year by pledging one thousand dollars to the winner of the **2020 Gymnastics Scholarship**. Plum encourages positive character over athleticism, and so we wanted to partner with JOGA to reward admirable traits in gymnasts outside of their athletic abilities.

► **Plum Practicewear in Partnership with JOGA, Award Gymnast, Jenna McCarthy, University of Georgia**



## ADDITIONAL PLUM PROGRAMS DURING COVID



### Plum Get Back in the Gym Program

In addition to our scholarship and Plumraisers, we wanted to curate that sense of togetherness further while still being safely apart this year. We developed the Plum *Get Back in the Gym* Program to help teams raise money and keep their gymnasts engaged.

This program, which is still in operation, offers two chances for teams to design custom leos with their team logo. Participants were able to either choose from one of our selected leos or hold a contest to create their own. Teams were then free to sell their leos and garner some funding back to their team!

### Plum University of Fun

Another new program we introduced this year was the Plum University of Fun. This program was a four-week-long digital university providing mental and physical challenges each week. The students were inspired to turn in their coursework to reach Platinum, Gold, Silver, and Bronze status where the courses included:

- Art & Design
- Creative Writing
- History
- Physical Education
- Science
- English (Word Searches)
- Gymnastics Education - You Be The Judge!



# Plum University OF FUN

Learn, Grow, Connect!

The background of the Plum University of Fun graphic features a light blue background with various geometric shapes and patterns in a darker blue color, including wavy lines, triangles, squares, circles, and zig-zags.

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STUDENTS

PLUM UNIVERSITY WAS HONORED TO HAVE FORTY SEVEN STUDENTS IN ATTENDANCE. OUR #PLUMFAMILY LOVED THE VERSATILITY OF THE COURSES AND THE ABILITY TO MEET NEW FRIENDS EVEN WHILE SOCIAL DISTANCING.



# plum

**2020 was a challenging year  
for many, Plum included.**

We were tested to our limits and forced out of our comfort zone to find ways to keep our community connected from afar. We made new friends, partnerships, and developed new ideas we hope to continue in the future. We were also able to find fresh meaning in programs we've always been passionate about. Thank you for your loyal support this past year, and as always, #PlumLove!

[PlumPracticewear.com](http://PlumPracticewear.com)