



GIFTS *for* GOOD®

# 2022 Impact Report





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# who WE ARE

Gifts for Good® is a mission-driven small business based in Los Angeles, California, dedicated to empowering the world to help people and the planet through gift-giving.

We are a Certified women-owned business through Women's Business Enterprise National Council (WBENC) and a Certified Woman-Owned Small Business (WOSB) through the Federal Small Business Administration (SBA). We are also a certified B Corporation, reflecting our commitment to addressing today's most pressing social, economic, and environmental challenges. In 2022, Gifts for Good® became certified as a Climate Neutral company after measuring, reducing, and offsetting the entirety of our carbon footprint.

## OUR VISION

A world where every gift  
purchased gives back.







## ABOUT THIS REPORT

Observance pertaining to environmental, social, and governance (ESG) topics occurs on an ongoing basis. Stakeholder engagement and impact data collection for Gifts for Good's report is also ongoing.

To define this Impact Report's content, Gifts for Good® engaged with its executives, employees, nonprofit and social enterprise cause partners, suppliers, customers, and third parties.

*Gifts for Good's reporting cycle is from January 1, 2022 to December 31, 2022.*





## *a letter from our* **CHIEF IMPACT OFFICER**

I'm proud to say that this report is Gifts for Good's first full impact report that we have published. We have produced a blog post every year, but we are excited to share these numbers with you in this report as we believe data is a powerful tool.

I joined Gifts for Good® in 2017 because I believed if we could shift the way businesses spend their gifting budget, then significant impact could be accomplished. In less than six years, we have surpassed what I thought was possible in this time frame.

The word *impact* can have a variety of meanings in the world of corporate social responsibility (CSR) and therefore it is worth mentioning how we have chosen to use it in our business and in this report. We believe strongly in measurement and transparency. Some interventions are harder to measure than others and we work with our Cause Partners up-front to define what will be measured. What we mutually agreed to track are the numbers we report out to our stakeholders.

It is only through these partnerships—both our Cause Partners and our customers—that any of this impact is created. So, thank you for being on this journey with us as we learn, grow, and seek to provide resources where they are needed.

*Jenise*

**Jenise Steverding**  
Chief Impact Officer



# *how we* **PARTNER**

Gifts for Good® envisions a world where every gift gives back. We seek to create long-term, meaningful partnerships with organizations that are deeply committed to a particular area of impact. As a company focused on premium, quality gifts, we are looking for organizations with exceptional products, first-rate packaging, and a commitment to sustainability and environmental stewardship.

We look for:

## **LONG-TERM PARTNERSHIPS**

Our goal is to be a substantial contributor to those with whom we enter into a partnership. At Gifts for Good®, we prefer depth over breadth in our partnerships. We are a listening organization and ask for continual, honest feedback for improvement.

## **OUTPUT MEASUREMENTS**

We work with a variety of organizations with different impact models. We require output measurements that roll up into outcomes. The ability to measure impact is an important criterion for our model of transparency and reporting and is a requirement for partnership.

## **ENVIRONMENTAL PRACTICES**

We believe in being a good steward of the earth, reducing our carbon footprint, and using recycled materials. We know that sourcing these items can be a challenge. We prioritize organizations that avoid plastics and have a commitment to environmental stewardship.

## **JUSTICE, EQUITY, DIVERSITY, AND INCLUSION**

We look for organizations that embrace diversity and inclusion including gender, ethnicity, sexual orientation, age, disabilities, immigration background, and economic income status. We seek to work with organizations that share these values.







## FULFILLMENT WITH IMPACT

Gifts for Good® is transforming lives through the power of work by operating our fulfillment center at Goodwill Southern California.

Goodwill is committed to creating workforce training and employment opportunities for individuals with disabilities, veterans, individuals with a prison record, and other people with barriers to work.





DONATED  
**\$1,176,556**  
TO CHARITY



# OUR 2022 IMPACT

In 2022, the following impact was made possible through your support:

FUNDED  
**1,527,311**   
CHILDREN WITH LIFE-SAVING  
VITAMINS FOR ONE YEAR

FUNDED  
**167,121**  
MONTHS OF SCHOOL SUPPLIES  
FOR CHILDREN IN-NEED  
**supporting as many as 1,350  
teachers and 32,087 students**

PROVIDED  
**55,911**  
HOURS OF DIGNIFIED WORK FOR  
INDIVIDUALS IN UNDERSERVED  
COMMUNITIES  
**that's the equivalent of  
full-time employment for 27  
people for an entire year**

FUNDED THE PLANTING OF  
**260,556**   
TREES

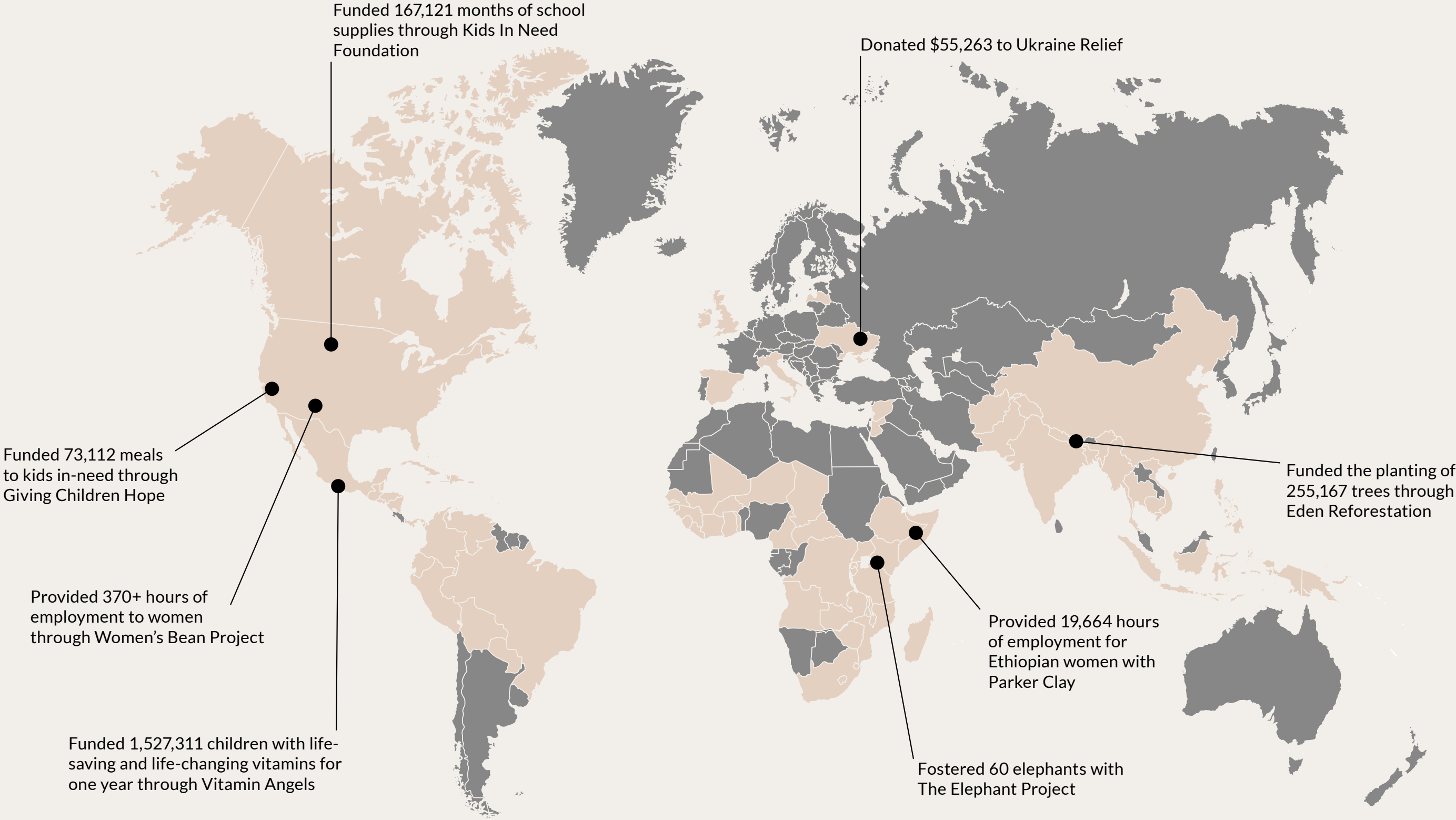
FUNDED  
**73,112**  
MEALS FOR CHILDREN IN-NEED

FUNDED  
**242,599**   
MONTHS OF CLEAN DRINKING  
WATER TO THOSE IN-NEED  
**serving 20,000+ individuals  
for an entire year**



In 2022, we supported the work of 64 nonprofits & social enterprises in 50 states & 72 countries around the globe. Each product helps to support at least one of the 17 United Nations (UN) Sustainable Development Goals (SDG's).

Some highlights from our 2022 Impact Report include:





Yuri, 82, tears up talking about his grandson who died in the war, and his other son who is still fighting. Thanks to Project HOPE, he was able to receive medical care at a mobile medical unit near his home in the Chernihiv area. (James Buck/Project HOPE)

## CAUSE PARTNER SPOTLIGHT

# Ukraine Relief Fund

In a year mired with war, we showed that collective action can create change and honor the life-changing work of those on the frontlines in Ukraine.

In 2022, we donated **\$55,263** to Project HOPE's Ukraine Relief Fund. Project HOPE is implementing a comprehensive humanitarian response to Russia's invasion of Ukraine. Emergency programming in Ukraine focuses on supporting local primary and secondary health facilities with essential medical equipment and supplies. Project HOPE works closely with government officials and local partners to ensure their efforts address the most pressing needs.

### TO DATE, PROJECT HOPE HAS:

PROVIDED  
**207**  
HEALTH FACILITIES WITH  
HUMANITARIAN AID

PROVIDED  
**12,101**  
PEOPLE WITH MENTAL HEALTH  
AND PSYCHOSOCIAL SUPPORT  
SERVICES

TRAINED  
**2,988**  
HEALTH CARE WORKERS  
teaching them trauma  
care, mental health, and  
other skills

PROVIDED  
**44,955**  
HYGIENE KITS AND NON-  
FOOD ITEMS IN UKRAINE

HELPED PROVIDE  
**6,138**  
REFUGEE CHILDREN  
WITH MEDICAL CARE

as of March 2023





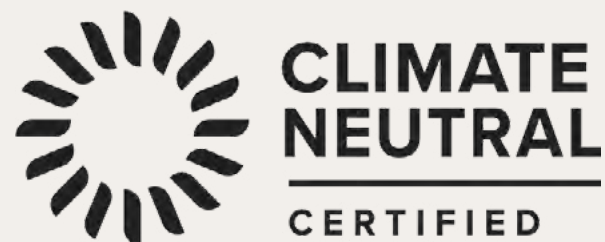
*we became*  
**CLIMATE NEUTRAL  
CERTIFIED**

WHAT DOES IT MEAN TO BE CLIMATE NEUTRAL?

Being “Climate Neutral Certified” means that a company or organization has taken steps to measure and reduce its greenhouse gas emissions and offset any remaining emissions by investing in projects that reduce or remove carbon from the atmosphere. The process of becoming “Climate Neutral Certified” involves a thorough evaluation of our company’s carbon footprint, implementation of emissions reduction strategies, and purchase of carbon offsets to balance out any emissions that cannot be reduced. The goal of this certification is to encourage companies to minimize their carbon footprint and promote sustainability.

This certification demonstrates our commitment to the environment and mitigating climate change.

Each year, Gifts for Good will recertify our Climate Neutral Certification in pursuit of a world where businesses do their part to reduce emissions.





# how we became CLIMATE NEUTRAL CERTIFIED

## WE MEASURED:

The team at Climate Neutral used our operational data in order to measure the emissions of our business.

For 2021, Gifts for Good® measured 25 tonnes of carbon dioxide equivalent (tCO<sub>2</sub>e)



## WE OFFSET:

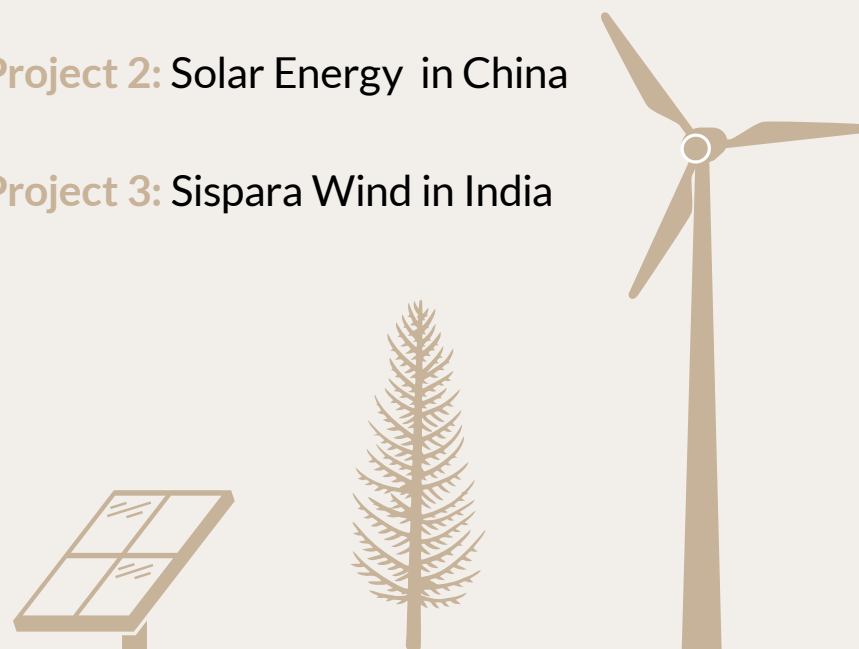
Once our measurement audit was complete, the entire carbon footprint was offset using verified carbon credits.

Our offsets were pooled with other small businesses and funded three different projects:

**Project 1:** Improved Forest Management in Alaska, USA

**Project 2:** Solar Energy in China

**Project 3:** Sispara Wind in India



## WE REDUCED:

We had two offset goals for this year:

1. We reduced emissions related to employee commuting.
2. We reduced upstream shipping emissions by partnering with more Cause Partners with the ability to ship directly to our customers, avoiding the extra shipment to our fulfillment center.





# gifts that TELL A STORY



With every purchase, you are supporting the issues you care about the most. Gifts for Good® ethically purchases products from 64 nonprofit and social enterprise makers.

## WHEN YOU SHOP AT GIFTS FOR GOOD® YOU SUPPORT:



ECONOMIC DEVELOPMENT



CHILDREN IN-NEED



THE ENVIRONMENT



WOMEN AT-RISK



HEALTH AND WELLNESS



ANIMAL WELFARE



A brown dog is standing on its hind legs, looking upwards with its right paw raised. The dog is wearing a black collar with a red tag that says "MIA". The background is a plain, light-colored wall.

# ANIMAL WELFARE

Over 4 million cats and dogs enter U.S. shelters each year who are at risk of being killed if not adopted. Additionally, many wild animals are on endangered lists—such as elephants where poachers kill over 20,000 each year for their ivory. We believe animals are worth protecting; that is why we have products that support nonprofits on the front lines to protect animals in-need.



FUNDED

71,456

HOURS OF CARE FOR  
RESCUE ANIMALS



FUNDED

176

MEALS TO ABUSED AND  
NEGLECTED RESCUE HORSES

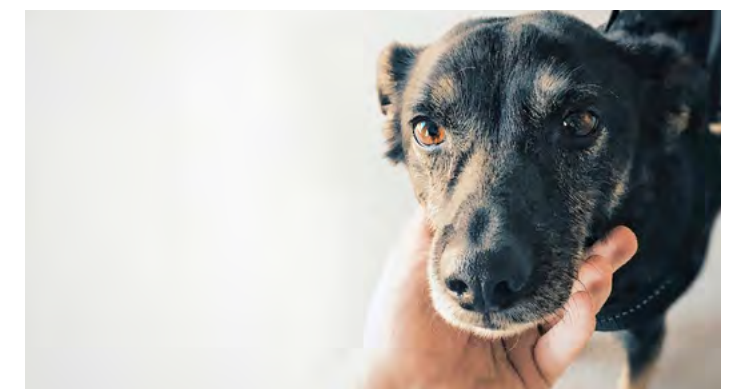
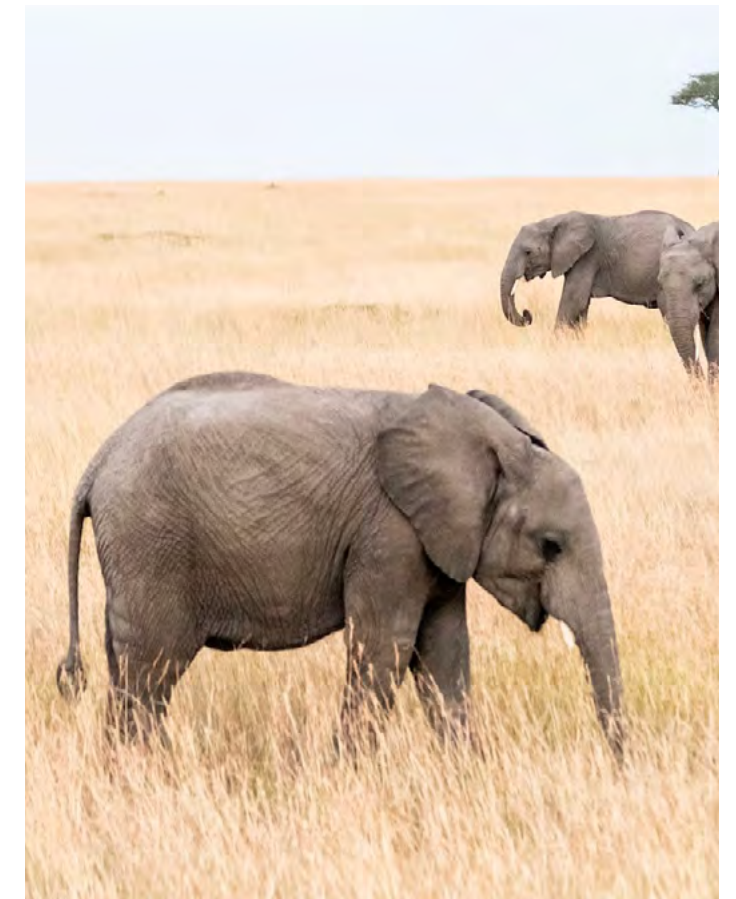
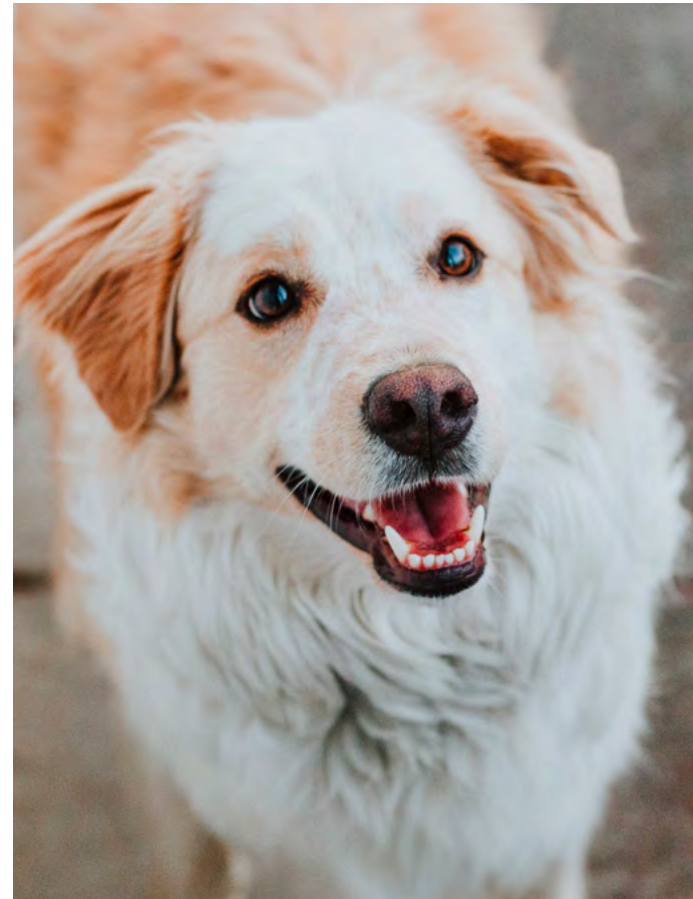
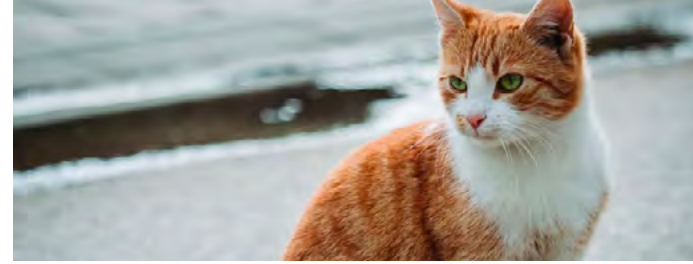


DONATED

\$3,048

TO ORPHANED ELEPHANTS AT THE  
SHELDRIK WILDLIFE TRUST

providing funding to foster  
60 elephants





## CAUSE PARTNER SPOTLIGHT

# The Elephant Project

In 2022, Gifts for Good® fostered **60 elephants** at the Sheldrick Wildlife Trust (SWT) through The Elephant Project.

Over the last decade, about one in three elephants have disappeared—leaving just 400,000 left on the African continent. The Elephant Project helps protect injured, abandoned, orphaned, and abused elephants ensuring they will be around for generations to come through nonprofit partners on the ground including the SWT in Kenya. The SWT is one of the most successful orphan-elephant rescue and rehabilitation programs in the world and one of the pioneering conservation organizations for wildlife and habitat protection across East Africa.



Naleku, Neshashi and Kamili in the forest



A portrait of Kamili



## MEET KAMILI

Kamili is an orphan who would have never stood a chance, had it not been for a fortuitous, eleventh-hour sighting. She was discovered on the afternoon of the 3rd of October, 2021. She was so weak that she couldn't take more than a few, staggering steps. The rest of the team arrived on the scene and gave her drips and shepherded her to the shade. The plane had barely touched down before it was airborne again, fighting the setting sun. She arrived at the Nairobi Nursery after dark, where her Keepers greeted her with plenty of water, supplements, fresh greens, and vital drips.

Once she was at the Nursery, Kamali's keepers struggled to bring Kamili back from the brink. It took weeks of painstaking, intensive care, but she eventually made a recovery. She is still very thin, but her cheeks and belly are filling out every single day. Equally important, she is regaining her spirit. Kamili is a delightful little elephant with extremely expressive eyes.





# CHILDREN IN-NEED

Nearly one in six children in the United States live in poverty. Devastatingly, nearly 22,000 children die globally from poverty each day. These staggering numbers motivate us to support programs that provide nutritious meals, school supplies, and education to children in-need.





FUNDED  
**167,121**  
 MONTHS OF SCHOOL SUPPLIES  
 FOR CHILDREN IN-NEED ACROSS  
 AMERICA  
 supporting as many as 1,350  
 teachers and 32,087 students



FUNDED  
**73,112**  
 MEALS FOR KIDS IN-NEED



FUNDED  
**774**  
 DAYS OF SCHOOLING FOR  
 CHILDREN IN-NEED IN HONDURAS





## CAUSE PARTNER SPOTLIGHT

# Kids In Need Foundation

In 2022, Gifts for Good® funded **167,121 months** of school supplies for students in under-resourced schools through Kids In Need Foundation.

In the United States, 11.6 million children live in poverty. Kids In Need Foundation is the only national nonprofit that focuses its programs and initiatives on schools that have a student enrollment of 70 percent or more that is eligible to receive free and reduced-cost meals through the National School Lunch Program.

Nationally, schools with high National School Lunch Program enrollment receive less funding annually, are chronically under-resourced, and disproportionately serve students of color. This contributes to disparities in education attainment, learning rates, and test scores—ultimately impacting future educational and job opportunities.

Teachers served by Kids In Need Foundation report that having the right type and quantity of school supplies for the year positively impacts their ability to:

- Create a more equitable learning environment
- Meet students' education needs through daily activities
- Increase the variety and number of in-class projects
- Give more focus to other areas of need in the classroom



*“Thank you so much for this amazing donation to East High School. Our teachers were absolutely thrilled to pick up all of these supplies as we transition into a new semester. Please share our appreciation with everyone at Gifts for Good® and KINF!”*

**-Madeline**  
TEACHER IN DES MOINE, IOWA



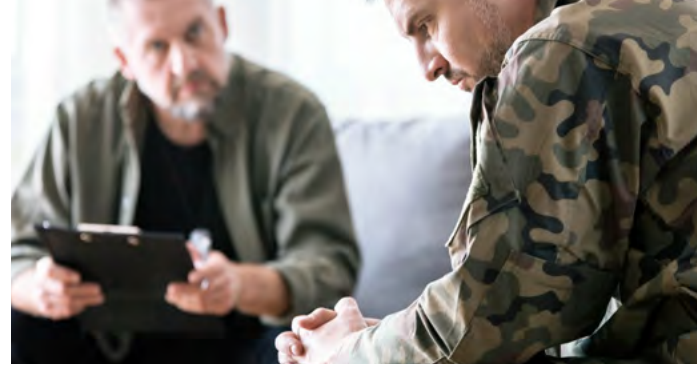


A woman in a red sari with a white floral pattern and a large white and orange flower garland in her hair, working at a sewing machine in a factory. The background shows other workers at sewing machines.

# ECONOMIC DEVELOPMENT

At Gifts for Good®, we believe that every person should have the right to dignified, meaningful, and fair-trade work that provides living wages. Unfortunately, individuals with physical or intellectual disabilities, those formerly incarcerated, indigenous artisans, and those experiencing homelessness all can face barriers to stable employment. That is why many of our products are made by individuals without access to markets or those who have barriers to employment—including our fulfillment center.





PROVIDED

55,911

HOURS OF EMPLOYMENT TO PEOPLE WITH BARRIERS TO WORK IN UNDESERVED COMMUNITIES

that's the equivalent of full-time employment for 27 people for an entire year

This includes women at-risk, those transitioning from homelessness, those with disabilities, those with different barriers to work, and artisans in other countries.

DONATED

\$3,527

TO SUPPORT THE GROWTH OF SMALL BUSINESSES AND NONPROFITS

FUNDED

2,033



ARTICLES OF PROFESSIONAL CLOTHING TO A JOB SEEKER

DONATED

\$47,661



TO VETERANS IN NEED

helping over 47 Veterans get the services and support they need to move off the streets and into safe and dignified living situations



## CAUSE PARTNER SPOTLIGHT

# Parker Clay

In 2022, Gifts for Good® generated **19,664 hours** of high-paying, professional-level work through Parker Clay in Ethiopia.

Located in East Africa, Ethiopia has the second-highest population on the African continent, but is still considered one of the poorest countries. With few opportunities for education, professional skill development, or vocational training, many young women are forced into coercive, exploitative means of providing for themselves and their families.

Parker Clay works with vulnerable individuals in Ethiopia to pay living wages and benefits, provide skills training, career advancement, and financial literacy opportunities to all employees. They have grown to over 200 employees in Ethiopia. A stable job means a new life.



While Parker Clay's founders were living in Ethiopia, Melkam (left) worked as their house-cleaner. Once the factory was established in Addis Ababa, she was one of the earliest employees, working to keep the factory floor a clean, safe workplace for all.

"I didn't know how to stitch. I'd never even touched the machine before! The rest of the class were all assistant stitchers and I was a cleaning lady, but I would stay late to finish cleaning anyway and thought, "Why not learn with them?"

I didn't do the full four months of training—I joined a month later, so I felt a bit behind, but our trainer always encouraged me very much, so that helped. I was tasked with making five bags during the course of the program; one small bag, one for men, and three for women. They all came out.. mostly good! I was told to pick one to keep and take home, and first I liked the men's one the most, until someone said it was meant for men. I chose my favorite of the women's bags instead!"





# ENVIRONMENT

Issues such as climate change, waste disposal, and deforestation are some of the most pressing issues of our time. That is why we sell products made from remnant fabrics, recycled billboards, and recycled water bottles. We support sustainable reforestation and agroforestry programs to create a better world.



FUNDED THE PLANTING OF  
**260,556**  
TREES

AVOIDED

**54.2**

POUNDS OF CO<sup>2</sup> EMISSIONS BY  
RECYCLING GLASS

RECYCLED

**180**

PLASTIC BOTTLES INTO PRODUCTS



DIVERTED

**235**

POUNDS OF E-WASTE  
FROM LANDFILLS



SAVED

**43.6**

HOURS OF LCD ENERGY BY  
RECYCLING GLASS



## CAUSE PARTNER SPOTLIGHT

# Eden Reforestation

In 2022, Gifts for Good® funded the planting of **255,167 trees** through Eden Reforestation.

Planting trees is a crucial practice for the health of our planet, as trees provide numerous benefits such as purifying the air we breathe, combating climate change, and promoting biodiversity. Eden facilitates restoration and community development through nature-based solutions to climate change. By working directly with local communities, Eden empowers them with sustainable livelihood options to restore their natural environment. This is a key part of ensuring that communities benefit from the landscapes they depend upon in a sustainable manner.

Currently, Eden has 273 project sites across 10 project nations in Africa, Asia, and America. Eden employs over 12,270 individuals in underserved regions who are actively restoring over 75,475 hectares of land.



In 2022, less than 30% of Nepal's forests remain and the consequences of this environmental degradation are devastating for local populations.

Eden's progress in Nepal:

The initial reforestation campaign sites are seeing forests reemerging and natural regeneration taking place. They have also expanded to 32 project sites, and are continuing to explore new regions in critical need of restoration. Through this work, hundreds of women and men are provided with consistent employment—giving them the opportunity for economic self-sufficiency.

**12 million+**

TREES PRODUCED, PLANTED,  
AND PROTECTED

**380+**

EMPLOYEES EMPOWERED  
WITH FAIR WAGES





A close-up photograph of a male doctor with a beard, wearing a blue and white checkered shirt, using a red stethoscope to examine a young child. The child, a young boy with a bright smile, is wearing a red shirt. The background is slightly blurred, showing an outdoor setting with a metal fence and other people. The overall tone is professional and caring.

# HEALTH AND WELLNESS

Fifty percent of the world's population is at risk of malaria. Every two minutes, a child infected with malaria does not survive. 884 million people do not have safe water to drink. That is why we sell products that support a variety of pressing health issues to save lives.



FUNDED

**396**

SOLAR LIGHTS TO LOCATIONS WITHOUT ELECTRICITY

allowing students to study and medical professionals to perform their work—anytime, anywhere



FUNDED

**115**

BLANKETS FOR THE UNHOUSED



FUNDED

**99**

BED NETS TO PREVENT MALARIA



FUNDED

**104**

MEALS TO THOSE AFFECTED BY DISASTERS

FUNDED

**242,599**

MONTHS OF CLEAN DRINKING WATER







© Vitamin Angels / Sarah Stewart UG18



© Vitamin Angels UK22



Emily Nichols for Project HOPE



FUNDED  
**23,648**

HOURS OF MENTAL HEALTH TRAINING  
for frontline health workers to  
address the toll of COVID-19

FUNDED  
**39,154**

MASKS FOR HEALTH CARE WORKERS



FUNDED  
**274**

HOURS OF MENTAL HEALTH  
COACHING FOR AT-RISK YOUTH

FUNDED  
**8,275**

RIDES TO TREATMENT FOR  
CANCER PATIENTS

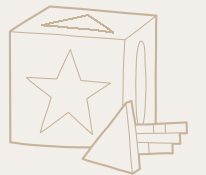


FUNDED  
**1,184**

HOURS OF TRAINING FOR  
HEALTHCARE WORKERS

DONATED  
**\$1,127**

TO SUPPORT MOBILE PLAY UNITS  
FOR HOSPITALIZED CHILDREN



PROVIDED  
**212**

HEALTHCARE WORKERS  
WITH PERSONAL PROTECTIVE  
EQUIPMENT (PPE)



## CAUSE PARTNER SPOTLIGHT

# Vitamin Angels

In 2022, Gifts for Good® provided funding for **1,527,311 children** to receive life-saving and life-changing vitamins for a full year.

Currently, more than 3 billion people worldwide experience some form of malnutrition. We work with Vitamin Angels to reduce this inequity by reaching the most nutritionally vulnerable populations—pregnant women, infants, and young children—with proven nutrition solutions.

Two doses of vitamin A every year during early childhood supports healthy immune systems, promotes growth, prevents blindness, and improves child development overall. Vitamin A is often paired with Albendazole, an anti-parasitic—helping to ensure optimal child health and nutrition. Vitamin Angels also provide supplementary feeding and nutrition counseling interventions for pregnant women and young children to address food insecurity and improve dietary diversity.



© Vitamin Angels - Yohana MX19

Getting a healthy start gives children like Tania (left) the energy to enjoy their childhood and take full advantage of life's opportunities.

To help ensure every child gets an equal chance at a healthy life, we partner with Vitamin Angels. Together we can build a healthier world for everyone.



© Vitamin Angels - Rohit Jain IN21



A diverse group of women of various ethnicities and ages are laughing joyfully. The woman in the center foreground is wearing a white top with a brown and black geometric pattern. To her right, a woman wears a denim jacket over a patterned top. On the far right, a woman wears a brown top and dark jeans. The background is a plain, light-colored wall.

# WOMEN AT-RISK

Eighty-five percent of domestic violence occurs against women. Eighty percent of all trafficked victims are women. That is why we sell products that both employ women coming out of such situations, or products that support organizations serving women's needs.





PROVIDED  
**4,139**  
 HOURS OF EMPLOYMENT TO  
 WOMEN AT-RISK



including formerly homeless  
 women and women impacted  
 by domestic violence

FUNDED  
**84**



RESIDENTS OF DOMESTIC  
 VIOLENCE SHELTERS WITH A WEEK  
 OF PERSONAL CARE PRODUCTS

FUNDED  
**6.7**

HOURS OF OF COUNSELING FOR  
 FORMERLY HOMELESS WOMEN IN  
 LOS ANGELES



## CAUSE PARTNER SPOTLIGHT

# Women's Bean Project

In 2022, Gifts for Good® provided over **370 hours** of employment to women in Women's Bean Project's nonprofit job training program for women at-risk in Denver, Colorado.

The combined cost of a criminal conviction and a year of incarceration can exceed \$70,000. Employment is key to breaking out of poverty and staying out of prison. Women's Bean Project offers a transitional job in dry food manufacturing designed to provide women with immediate income, arrange support services to overcome barriers to employment, and teach the job readiness and life skills needed to get and keep a job. Through their work at Women's Bean Project, the women learn to stand tall, find their purpose, and break the cycle of poverty. Because when you change a woman's life, you change her family's life. Ninety-three percent of the women who graduate and were formerly chronically unemployed, are still employed a year later.



*“Working at Women’s Bean Project has been a very humbling experience. It has challenged my character and my routines... also made my dreams come true. I started here wanting to go into some sort of peer coach training, and I’ve been accepted into a school despite not having a GED. I had to advocate for myself and use my network to accomplish that. The biggest hurdle obtaining a career has been my lack of education. I’m a hard worker and reliable but I felt in the past that wasn’t enough to move on with my dreams.”*

**-Danielle**

WOMEN’S BEAN PROJECT GRADUATE





# OUR CLIENTS

We work with a wide variety of clients from large corporations like Google to nonprofits like the San Diego Zoo Wildlife Alliance to handle internal and external gifting needs. Each made their own extraordinary impact in 2022—because every single gift makes the world better. Here are few client spotlights.



## CLIENT SPOTLIGHT

# KPMG's Holiday Gift Program

This year, Gifts for Good® proudly collaborated with KPMG LLP to send gifts to their 40,000 professionals across the U.S.

As part of KPMG's "Thrive" internal engagement program, they sent every employee and partner in the U.S. a choice of physical gifts and charity impact choices from Gifts for Good® using our GIFTforward® gift choice platform.

*"I'm so proud of the impact of KPMG's holiday gift through Gifts for Good. Our employees and partners are committed to helping others and supporting our communities, and this gift was a perfect way for us to thank them while also enabling them to make a positive difference."*

- Sandy Torchia

VICE CHAIR, TALENT AND CULTURE AT KPMG LLP

### IN JUST 6 WEEKS, KPMG IMPACTED MILLIONS OF LIVES. SOME STATS FROM THEIR CAMPAIGN INCLUDE:

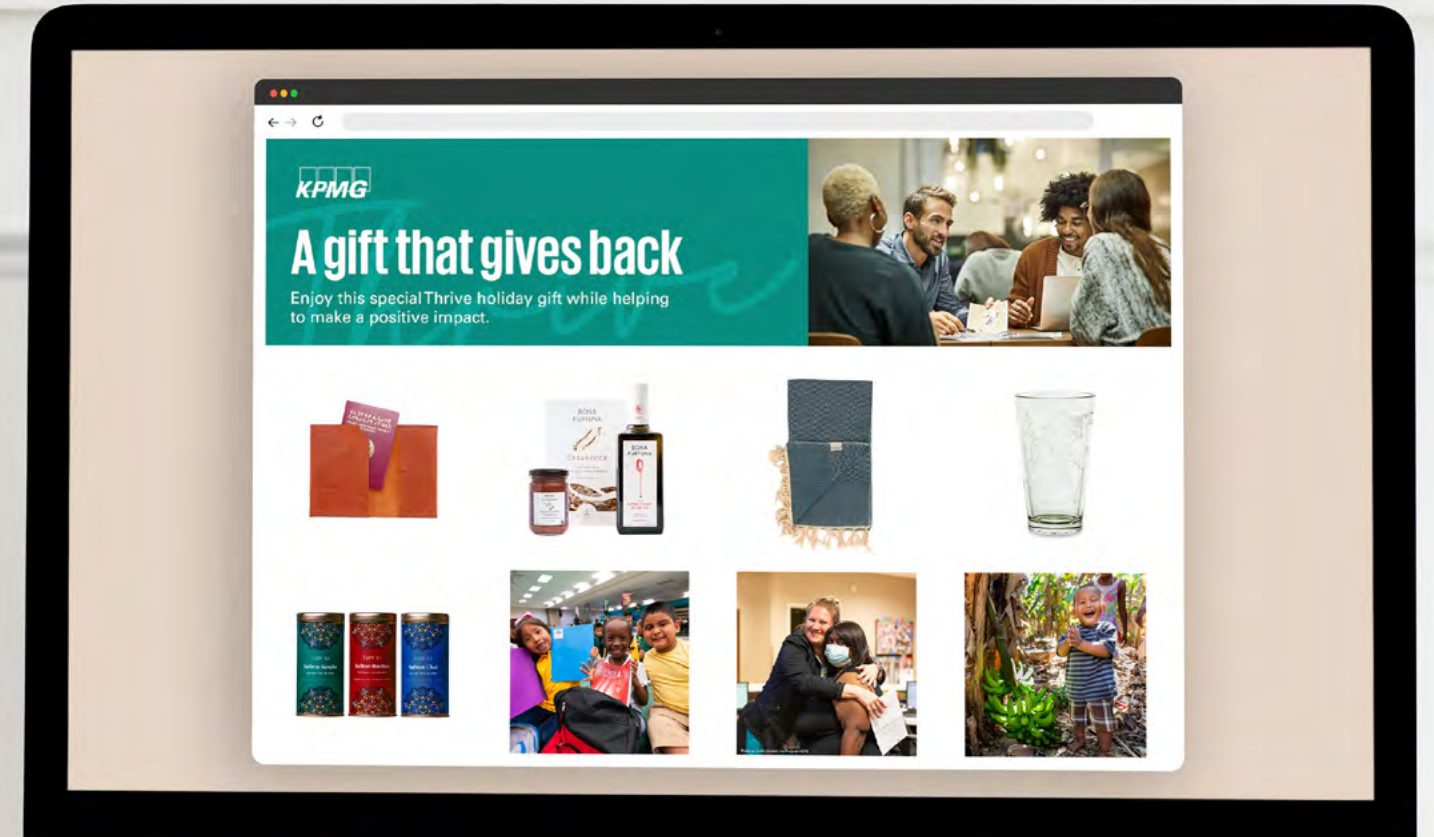
PROVIDED  
**1,457,520**  
CHILDREN WITH LIFESAVING  
VITAMINS FOR AN ENTIRE YEAR

PROVIDED  
**153,450**  
CHILDREN IN NEED ACROSS AMERICA WITH  
ONE MONTH OF SCHOOL SUPPLIES

PROVIDED  
**14,326**  
HOURS OF LIVING WAGE EMPLOYMENT  
FOR ETHIOPIAN WOMEN IN NEED

PROVIDED  
**36**  
VETERANS EXPERIENCING HOMELESSNESS  
WITH THE SERVICES AND SUPPORT THEY NEED

[SEE THEIR FULL IMPACT HERE](#)





## CLIENT SPOTLIGHT

# Snap Inc. Branded Merchandise

Gifts for Good® was proud to continue into our fourth year of partnership with Snap Inc. to support communities in need around the world with their branded merchandise. This year, Snap's recruiting team partnered with Gifts for Good® to gift merchandise for their Diversity, Equity, and Inclusion recruitment efforts including an upcycled branded cooler bag made from Snap's very own billboards; premium candles handcrafted by individuals with disabilities in Los Angeles; and climate positive water bottles that plant one tree and remove 1kg of ocean plastic with each purchase.

In addition, for the third year in a row, Gifts for Good® partnered with Snap Philanthropy on their global day of service—World Kindness Day. Together, we created 5,500 branded Dad Hats for employees spanning over 20 countries to proudly wear while they volunteered with nonprofits in their local communities. Snap's purchase of 5,500 Dad Hats helped to save 55,000 gallons of water and generate over 2,000 hours of employment at China's first Fair Trade Certified facility.





## CLIENT SPOTLIGHT

# Teach for America Teacher Appreciation Day

In May 2022, Gifts for Good® partnered with the nonprofit Teach for America to recognize our nation's hardworking teachers for Teacher Appreciation Week. We were proud to send a choice of gifts to over 5,000 teachers across America who are passionate about working toward educational equity.

To appreciate their teachers and outstanding leaders—known as corps members—working in under-resourced public schools across America, Teach for America's staff decided to send a collection of physical gifts or charity impact choices through Gifts for Good's gift choice platform—GIFTforward®.

Quinta Brunson (right) stopped by to wish all of their teachers a very happy Teacher Appreciation Week.

### IN JUST A COUPLE OF WEEKS, TEACH FOR AMERICA'S TEACHERS CREATED AN INCREDIBLE GLOBAL IMPACT:

FUNDED  
**9,120**  
MONTHS OF CLEAN DRINKING WATER TO THOSE IN NEED

FUNDED   
**2,600**  
MONTHS OF PRENATAL VITAMINS TO WOMEN IN NEED

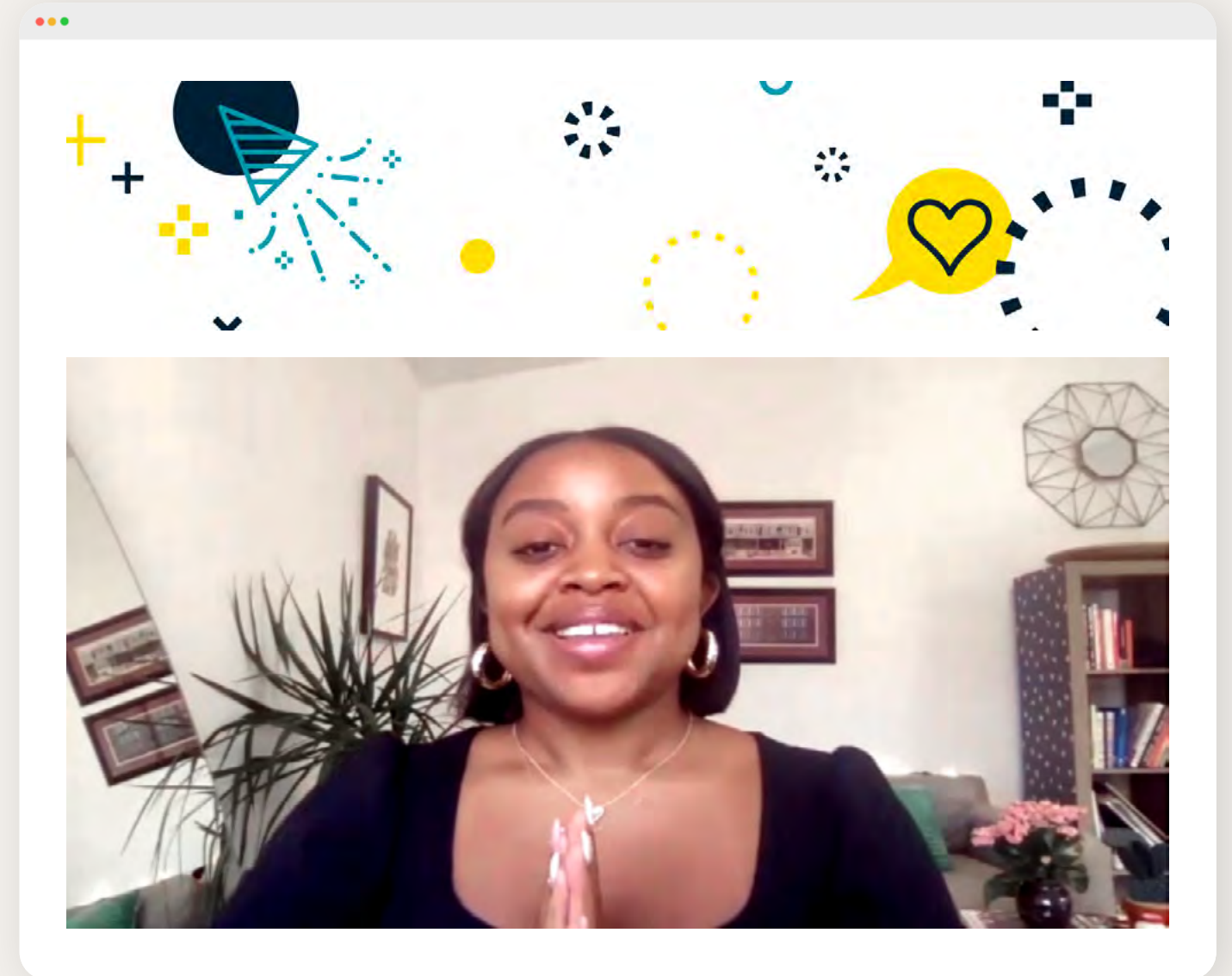
FUNDED  
**1,440**  
HOURS OF CARE TO RESCUE PETS

FUNDED THE PLANTING OF  
**488**  
TREES 

FUNDED  
**189**  
RIDES TO TREATMENT FOR CANCER PATIENTS

FUNDED   
**140**  
MEALS TO KIDS IN NEED

# #ThankATeacher

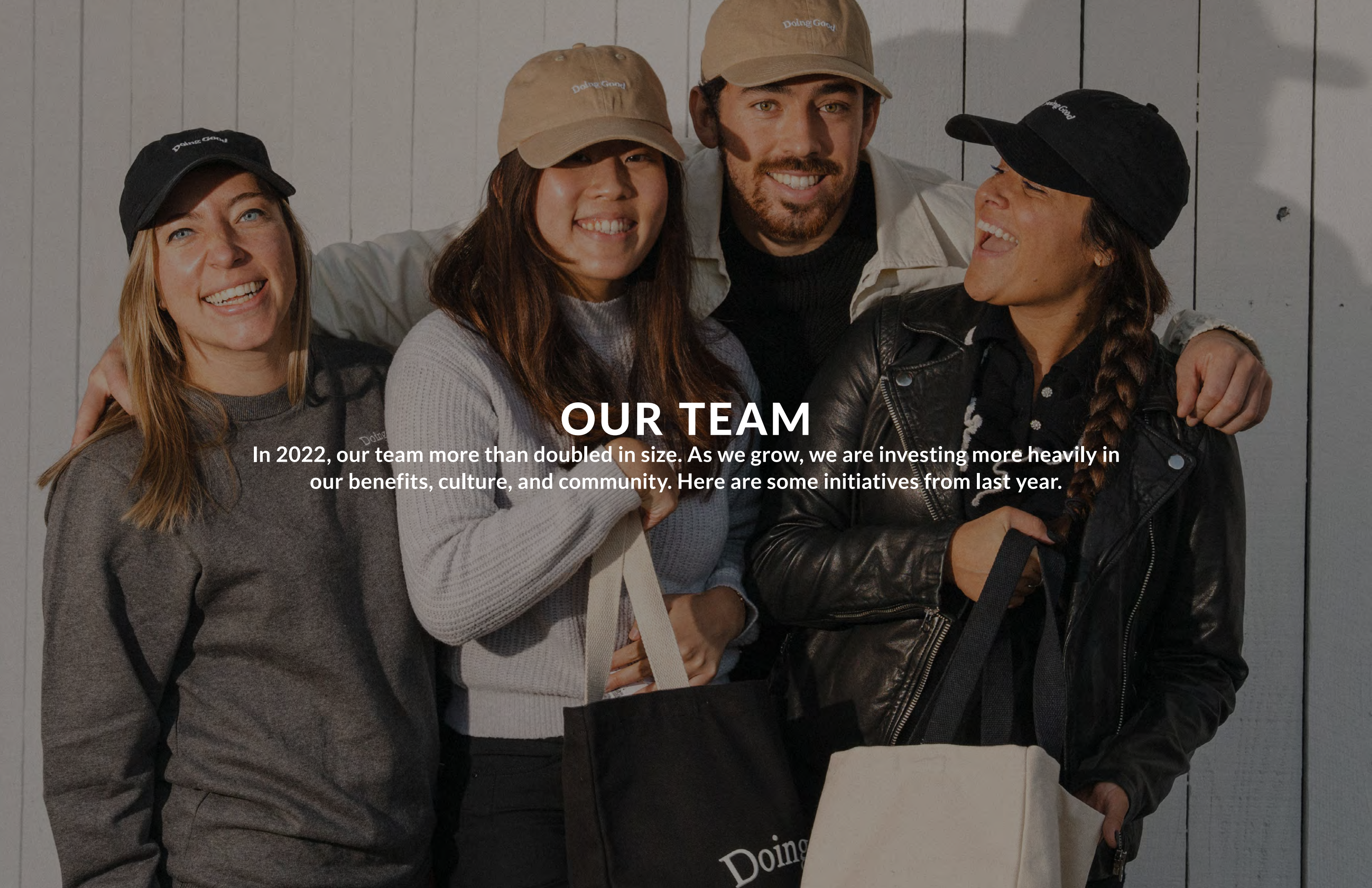


*“I’ve seen how teachers turn classrooms into communities. My mom did it. Mrs. Abbot did it. And you - you do it too.”*

*-Quinta Brunson*

EMMY AWARD WINNING ACTOR AND WRITER OF *ABBOTT ELEMENTARY*  
SPEAKING TO TEACH FOR AMERICA'S TEACHERS ON HER GIFTforward® VIDEO





# OUR TEAM

In 2022, our team more than doubled in size. As we grow, we are investing more heavily in our benefits, culture, and community. Here are some initiatives from last year.



## *our team*

# INVESTING IN OUR PEOPLE

As a certified B Corp, we consider the impact of our decisions on our workers, customers, suppliers, community, and the environment.

In 2022, we proudly invested in our people—launching company-wide medical, dental, and vision benefits for all of our employees. In addition, we implemented a new matching 401(k) program, offered new benefits to employees including a budget for gifting to their friends and family, and committed to more inclusive hiring protocols. As we grow, we will continue to strive to improve our employee treatment to live our values.





# our team IN THE COMMUNITY

Over the past year, the Gifts for Good® team has continued our support of our local community in Southern California.

Our team spent the day volunteering with our Cause Partner, Giving Children Hope, in Orange County, California. We were able to distribute fresh food and toys to over 250 families in our local community of Southern California. In 2021, Gifts for Good® was Giving Children Hope’s top donor—providing over 134,136 meals to kids in-need in 2021.

Opportunities to volunteer with our Cause Partners in our local community inspire our daily work.



*“I am extremely proud to be a part of a company that prioritizes making the world a better place. We volunteered with Giving Children Hope—a non-profit focused on meeting the critical needs of vulnerable children and at-risk families. We got a tour of their facility and then got straight to work! We created pantry baskets and handed out toys to over 150 families in need!”*

-Agustin Quinones  
ENVIRONMENTAL AND OPERATIONS COORDINATOR

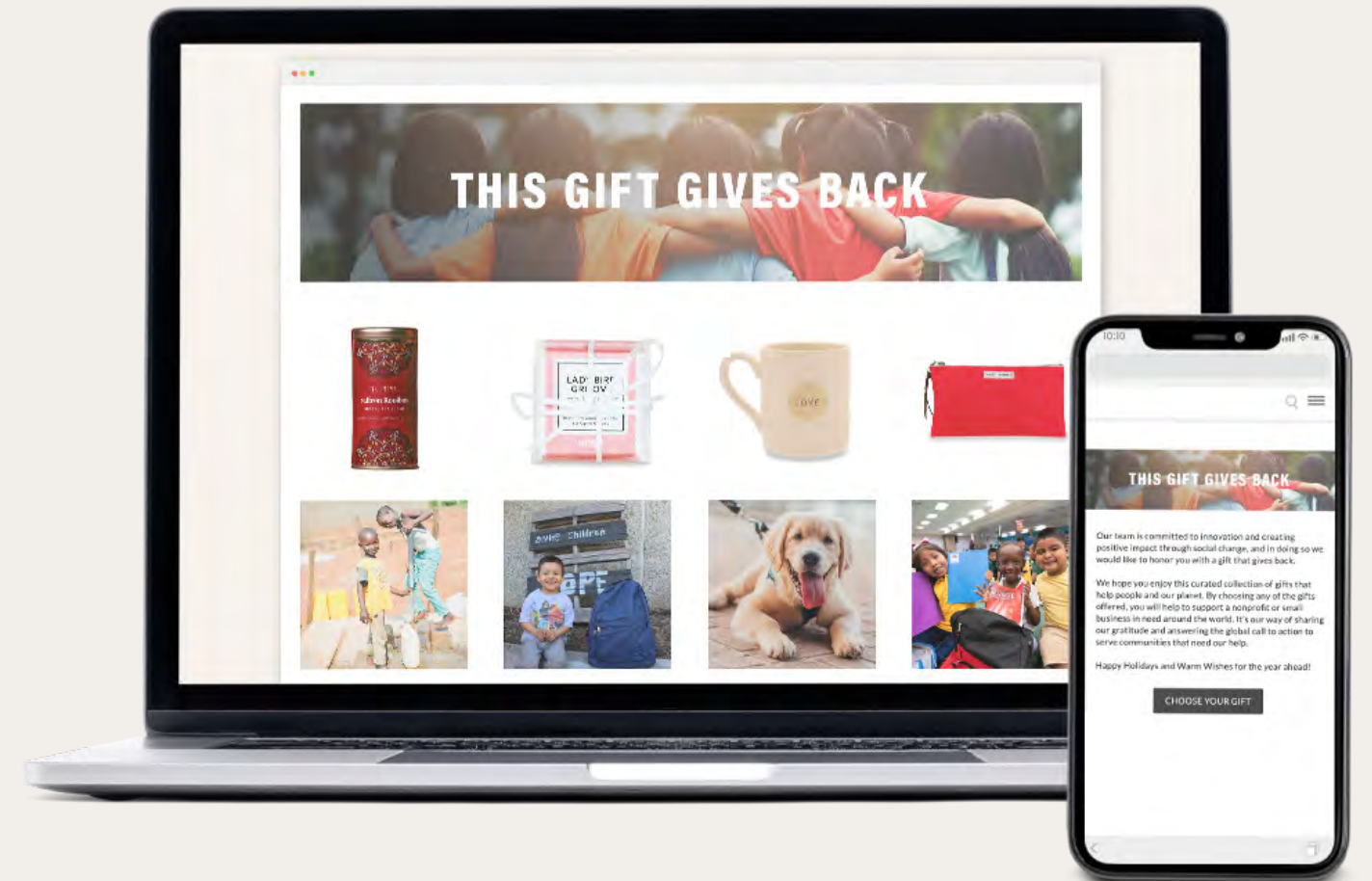




# reducing waste GIFTforward®

## CONVENTIONAL GIFTING CAN BE WASTEFUL

Think about all the corporate swag you have received over the years. How many of those gifts do you still use today? Around 50% of Americans will receive an unwanted gift during the holiday season. Those unwanted gifts are exchanged 26% of the time, and thrown away 8% of the time. In 2020, returned inventory created around 5.8 billion lbs of landfill waste and emitted about 16 million metric tons of CO<sub>2</sub>.



## OUR SOFTWARE INHERENTLY REDUCES WASTE

Our exclusive software empowers the gift recipient to choose their own present, significantly minimizing the incidence of unwanted gifts. This reduction in undesired gifts has a direct impact on the colossal environmental consequences that result from such items. With fewer gifts being discarded, we can prevent up to 13,260,000 gifts from being dumped in landfills.

By utilizing our software, not only will your recipient be delighted to receive a gift they genuinely desire—but you will also be doing your part in reducing the number of gifts ending up in landfills and mitigating the emissions generated by the returns process.



# *Looking Forward: 2023*

As we grow, we're committed to building a business that directly reflects our values. Some of our 2023 goals include:

## **1 INCREASING TRANSPARENCY**

It has long been a goal to share in real time the impact being created by the purchases of our customers.

We are working in 2023 to build out real-time social and environmental metrics tracking so customers can see how their purchases make a difference, and allow them to be better connected to the impact they are making by shopping with Gifts for Good®.

## **2 DIVERSIFICATION OF OUR PARTNERSHIPS**

In 2022, we added a full-time role to focus on developing new relationships to diversify our Cause Partnerships. We are actively adding and strategically seeking partnerships who:

- Can ship directly to customers to reduce our carbon emissions
- Support a variety of additional cause categories to expand our impact.

## **3 CONTINUED SUSTAINABILITY IMPROVEMENTS**

In 2022, we conducted a sustainability audit of all our packaging to make improvements. In our pursuit to continue the focus on environmental stewardship, we hired an environmental specialist in 2022 to help us focus further on everything we can do as company to improve our sustainability.

From an in-office recycling program, to our print collateral and packaging—we desire to improve our company-wide sustainability in 2023.





# *our impact* OVER THE YEARS

Since 2017, together we have impacted the lives of millions of people around the world. It is incredible to think of the expansive impact we have created in a little over five years.

During the COVID-19 pandemic, many of us felt like the world stopped. But the truth is, it didn't. We hope this report is proof—proof that people and businesses kept giving, even when times were hard. Thank you to our incredible customers, Cause Partners, and global community who continued to support important causes amidst the global challenges.

*WE COULD NOT HAVE DONE THIS WITHOUT YOU.*

SINCE 2017, TOGETHER WE HAVE

DONATED

**\$2,317,457**

TO CHARITY



**1,823,705**

CHILDREN HAVE BEEN PROVIDED WITH LIFE SAVING VITAMINS FOR ONE YEAR



**1,454,454**

TREES HAVE BEEN PLANTED AROUND THE WORLD



**658,238**

MONTHS OF CLEAN DRINKING WATER HAVE BEEN PROVIDED TO THOSE IN-NEED



**294,098**

MEALS HAVE BEEN PROVIDED TO CHILDREN IN-NEED



**174,998**

HOURS OF EMPLOYMENT HAVE BEEN PROVIDED TO THOSE WITH BARRIERS TO WORK





## *a thank you from our* **FOUNDER & CEO**

Reflecting on Gifts for Good's extraordinary growth, I am filled with gratitude and a grateful heart. I founded Gifts for Good® five years ago as a way to change the world through gift giving. At that time, I never would have believed that in just a handful of years—with the support of our global community—we could impact millions of people's lives across 50 states and 72 countries.

Every day, I get to experience the kindness of strangers who continue to provide overwhelming support for our charitable work. Every day, more people and more companies are becoming acutely aware that how they spend their money impacts other people's lives around the world.

From the bottom of my heart, thank you to our incredible community for helping us to share the stories of our people and planet with the world.

People are good. And the world is good.

Let's keep doing good—together,

*Laura*

Laura Hertz  
Founder & CEO





## THANK YOU FOR BEING A PART OF WHAT MAKES GIFTS FOR GOOD SO SPECIAL.

We know there are a ton of incredible organizations that we have yet to discover. If you know of or are involved with a nonprofit or social enterprise addressing our world's most pressing social, economic, and environmental challenges, please don't hesitate to reach out to our team at [partnerships@giftsforgood.com](mailto:partnerships@giftsforgood.com) or [Apply To Become A Cause Partner](#).



# 2022 BY THE NUMBERS

## Quantifying Some of our Social Impact in Fiscal Year 2022\*

71,456

HOURS OF CARE FOR RESCUE PETS

3,048

DOLLARS FOR ORPHANED ELEPHANTS

208

MEALS TO ABUSED AND NEGLECTED RESCUE HORSES

4

DAYS OF A LAW PROGRAM FOR AT-RISK YOUTH

167,121

MONTHS OF SCHOOL SUPPLIES TO CHILDREN IN-NEED

73,112

MEALS TO KIDS IN-NEED

20

HOURS OF CHILDCARE FOR CHILDREN IN-NEED

3,464.75

DOLLARS FOR SMALL BUSINESS LOANS

63.70

DOLLARS TO SMALL BUSINESSES IN LOS ANGELES

55,911

HOURS OF EMPLOYMENT

2,033

ARTICLES OF PROFESSIONAL CLOTHING FOR JOB SEEKERS

47,661

DOLLARS TO VETERANS TRANSITIONING FROM HOMELESSNESS

180

PLASTIC BOTTLES RECYCLED AND TURNED INTO PRODUCTS

34.6

HOURS OF LCD ENERGY SAVED BY RECYCLING GLASS

54.2

POUNDS OF CO2 EMISSIONS AVOIDED BY RECYCLING GLASS

235

POUNDS OF E-WASTE DIVERTED FROM LANDFILLS AND RECYCLED

1.65

BILLBOARDS RECOVERED FROM THE LANDFILL

260,556

TREES PLANTED

167,121

MONTHS OF SCHOOL SUPPLIES TO CHILDREN IN-NEED

12

KIDS FUNDED TO ATTEND AN OUTDOOR PROGRAM

8,275

RIDES TO TREATMENT FOR CANCER PATIENTS

99

BED-NETS TO PREVENT MALARIA

150,931

LITERS OF CLEAN WATER PROVIDED TO THOSE IN-NEED

350.59

DOLLARS GIVEN TO CLEAN WATER PROJECTS

396

SOLAR LIGHTS PROVIDED TO PEOPLE WITHOUT ELECTRICITY

242,599

MONTHS OF CLEAN WATER

31,503

MONTHS OF PRENATAL VITAMINS TO MOMS IN-NEED

1,527,311

CHILDREN WITH LIFESAVING VITAMINS FOR A FULL YEAR

274

HOURS OF MENTAL HEALTH COACHING TO AT-RISK YOUTH

1,184

HOURS OF COVID-19 TRAINING FOR HEALTHCARE WORKERS

39,154

MASKS PROVIDED TO HEALTHCARE WORKERS

212

HEALTHCARE WORKERS PROVIDED WITH PPE

23,648

HOURS OF MENTAL HEALTH TRAINING FOR HEALTHCARE WORKERS

55,263

DOLLARS TO UKRAINE RELIEF EFFORTS

1,127

DOLLARS TOWARDS A MOBILE PLAY UNIT TO PROVIDE ACCESS TO PLAY FOR HOSPITALIZED CHILDREN

104

MEALS TO THOSE AFFECTED BY DISASTERS

115

BLANKETS GIVEN TO THE UNHOUSED THROUGH SHELTERS

24

DOLLARS TOWARDS LOANS FOR WOMEN ENTREPRENEURS IN THE DEVELOPING WORLD

84

RESIDENTS OF DOMESTIC VIOLENCE SHELTERS WERE PROVIDED WITH ONE WEEK'S WORTH OF PERSONAL CARE PRODUCTS

401

MINUTES OF COUNSELING SERVICES TO WOMEN WHO WERE FORMERLY HOMELESS IN LOS ANGELES

55,911

HOURS OF EMPLOYMENT TO THOSE WITH BARRIERS TO WORK

3,515.40

DOLLARS TO VARIOUS NONPROFITS

\*January 1st, 2022 - December 31, 2022





# THANK YOU TO OUR CAUSE PARTNERS

Every gift comes with a story card explaining the social or environmental impact behind each product.  
These are our 2022 Cause Partners' story cards.







GIFTS *for* GOOD®

GIFTSFORGOOD.COM



**CONNECT**

@giftsforgoodHQ

**SUPPORT**

877-554-1550  
hello@giftsforgood.com

**VISIT**

Tour Our Showroom  
Los Angeles, CA