

2020 IMPACT BOOK

A PURPOSE BEHIND EVERY PURCHASE



our story

WE'RE A FAMILY ON A MISSION TO CREATE A MORE KIND WORLD!

BE KIND . TWO SIMPLE WORDS . SOUNDS EASY RIGHT? KINDNESS IS THE MOST BASIC HUMAN RIGHT WE SHOULD ALL AGREE ON . BUT KINDNESS NEEDS TO BE MORE THAN JUST SIMPLE PLEASANTRIES . IN ORDER TO MAKE A DIFFERENCE & CHANGE THE WORLD .

WE BELIEVE KINDNESS MUST BE ROOTED IN JUSTICE & ACTION .

WE BELIEVE IN CHALLENGING ONE ANOTHER TO DO BETTER .

WE BELIEVE IN STANDING UP & USING OUR VOICE TO INSTILL CHANGE .

WE HOPE YOU'LL JOIN US .





AS CHILDREN, OUR FONDEST MEMORIES REVOLVE AROUND STORIES. KAITLIN'S MOM & DAD WOULD TUCK HER IN, GIVE HER A KISS GOODNIGHT, & SHARE THE ADVENTURES OF GOOFY, DONALD, & MICKEY. THE DISNEY COLLECTION WAS HER FAVORITE. KEVIN REMEMBERS INSISTING THAT HIS MOM READ THE SAME BASEBALL BOOK TO HIM EVERY NIGHT. KAITLIN BECAME A KINDERGARTEN TEACHER & REALIZED THE IMPORTANCE OF CHILDREN READING BOOKS THAT INTEREST THEM AND HAVING THESE BOOKS AT HOME. KEVIN KNEW HE COULD HELP OUT.

WE CREATED KIND COTTON TO ALLOW PEOPLE LIKE YOU TO PROVIDE THE MAGICAL EXPERIENCE OF BOOKS TO AS MANY CHILDREN AS POSSIBLE. ALL THROUGH OUR KINDNESS-SPREADING CLOTHING AND ACCESSORIES. EVERY PURCHASE PROVIDES A BOOK DIRECTLY TO A CHILD.

♥ *Kaitlin, Kevin, and Kenzie Johnstone*

together

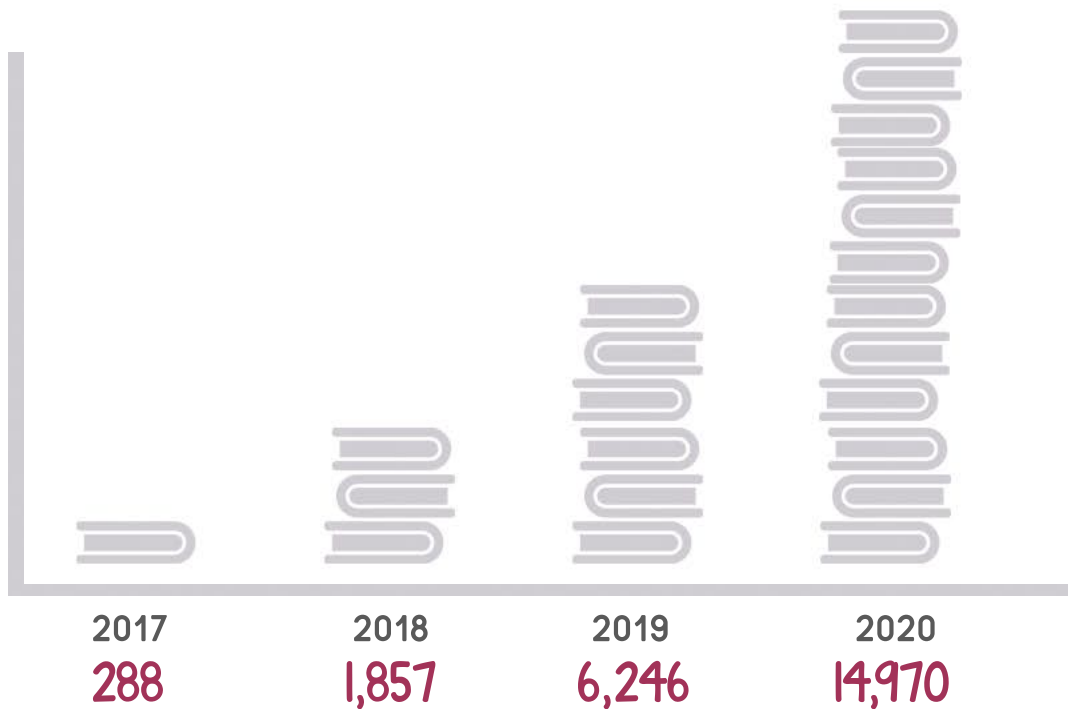
WE'VE PROVIDED

23,361

BOOKS TO CHILDREN

THANKS TO YOUR PURCHASES WE'VE PROVIDED NEARLY 25,000 BOOKS.

HERE'S HOW IT BREAKS DOWN BY YEAR:



THANK YOU FOR MAKING THIS POSSIBLE



Most Impactful Products

BE KIND FACE COVER



6,367 BOOKS + 6,367 MASKS DONATED!



2,173 BOOKS



351 BOOKS



389 BOOKS



318 BOOKS

Most Impactful States



Most Impactful Friends

BRYNN B. 42 BOOKS
GREENFIELD PARK, NEW YORK

LAURA E. 36 BOOKS
SARASOTA, FLORIDA

SARA T. 35 BOOKS
MINNEAPOLIS, MINNESOTA

ERIN M. 27 BOOKS
TELLURIDE, COLORADO

JENNY D. 26 BOOKS
NAPANOCH, NEW YORK

LAUREN V. 25 BOOKS
LAKEWOOD RANCH, FLORIDA

* IMPACT OUTSIDE OF THE UNITED STATES IN 2020:
CANADA, AUSTRALIA, UNITED KINGDOM, GERMANY, HONG KONG, FRANCE, DENMARK, SINGAPORE, UAE, ECUADOR

core values

AT THE HEART OF KIND COTTON



GIVE BACK

THROUGH OUR ONE FOR ONE BUSINESS MODEL AND OTHER PROGRAMS THAT HELP MAKE THE WORLD A BETTER PLACE.



STAND FOR WHAT IS RIGHT

WE ACTIVELY ENGAGE IN SOCIAL JUSTICE INITIATIVES TO HELP CREATE CHANGE.



COMMUNITY

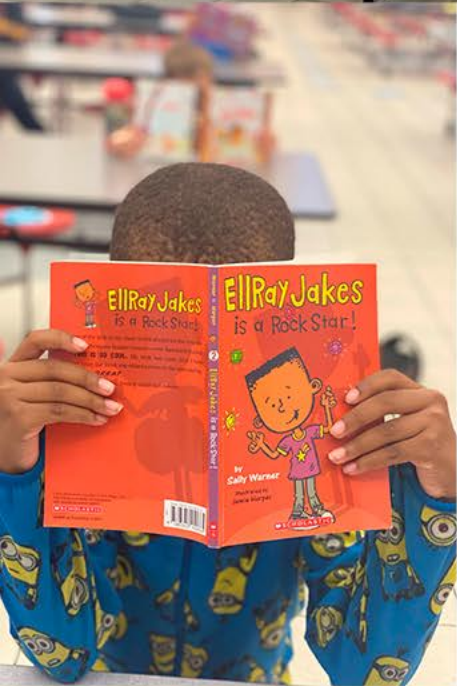
WE'RE DEDICATED TO BUILDING RELATIONSHIPS WITH LIKE-MINDED PEOPLE WHO WANT TO MAKE AN IMPACT.



CONSTANT IMPROVEMENT

WE KNOW WE'RE NOT PERFECT. WE STRIVE TO DO BETTER EVERY DAY.

Kind Cotton Reading Program



OUR READING PROGRAM STARTED OFF WONDERFULLY IN 2020. WE VISITED ALTA VISTA ELEMENTARY SCHOOL AFTER CARE ONCE A MONTH FROM JANUARY - MARCH AND LOVED EVERY MOMENT OF OUR VISITS! UNFORTUNATELY COVID PUT THAT TO A HALT. LUCKILY, WE WERE ABLE TO GET BOOKS TO THE CHILDREN, SAFELY, THE REST OF THE SCHOOL YEAR.

WE WERE ABLE TO PROVIDE 800+ BOOKS TO THE CHILDREN AT ALTA VISTA THIS YEAR!



'Year of Books' giveaways

WE CHOSE 6 LUCKY TEACHERS THIS YEAR TO RECEIVE BOOKS FOR EVERY CHILD IN THEIR CLASS FOR AN ENTIRE YEAR!
OVER 1,000 BOOKS WERE GIVEN IN TOTAL♥



Nominate a teacher

IN A CHALLENGING YEAR FOR TEACHERS WE ASKED YOU ALL TO NOMINATE DESERVING EDUCATORS TO RECEIVE A FULL CLASSROOM LIBRARY OF BOOKS FROM KIND COTTON. THE NOMINATIONS WE RECEIVED WERE INCREDIBLY TOUCHING!



Betsy Lucas teaches special education to elementary school kids in Houston. She's back at work after battling Burkett's Lymphoma while pregnant. After delivering her baby early so she could save her life and kick cancer's butt, she's back at work [cancer free and with a beautiful 4 month old]. This mama and teacher needs some love and light to come her way! Building a library for her students would brighten her tough 2020 a little bit!

Nominated by Liz Lake

Black Lives Matter

WE PARTNERED WITH OUR LOCAL BLACK LIVES MATTER ALLIANCE TO PROVIDE OVER **900 BOOKS** FROM BLACK AND BROWN AUTHORS TO CHILDREN IN 9 DIFFERENT COMMUNITIES THROUGH OUR NEW READ MORE BOOKS LINE. ♡



Teach Children Social Justice

THIS FABULOUS COLLABORATION WITH DERRICK CARLSON, TAMARA MOORE, AND SHELBY KRETZ LED TO TEACHERS AND PARENTS ACROSS THE U.S. RECEIVING LITTLE JUST LEADER BOXES TO HELP PROMOTE SOCIAL JUSTICE IN CLASSROOMS AND HOMES. ♡



Covid-19 Response



WITH COVID SHUTTING DOWN SCHOOLS IN 2020 MILLIONS OF CHILDREN LOST ACCESS TO LIBRARIES, BOOKS, AND INTERNET. KIDS WERE IN NEED OF BOOKS MORE THAN EVER. WE PARTNERED WITH FIRST BOOK BECAUSE OF THEIR COMMITMENT TO HELP CHILDREN AFFECTED BY COVID. IN TOTAL WE WERE ABLE TO PROVIDE FUNDING TO PURCHASE **6,399 BOOKS**.



YOUR MASK PURCHASES IN 2020 ALLOWED US TO HELP HOSPITALS, TEACHERS & MORE.



World Kindness Day!



WE WANTED TO DO SOMETHING REALLY SPECIAL ON WORLD KINDNESS DAY BECAUSE IT'S SUCH AN IMPORTANT DAY FOR OUR BRAND.

800 BOOKS & PPE WERE PROVIDED TO JOSEPH A FOWLER ELEMENTARY SCHOOL IN KILLEEN, TX FOR WORLD KINDNESS DAY!

TO BE ABLE TO PROVIDE THESE BOOKS TO THE STUDENTS OF JOSEPH A. FOWLER MADE US REALLY PROUD ❤️

#RedefineKindness

WE ASKED ALL OF OUR INCREDIBLE SUPPORTERS TO WEAR THEIR KIND COTTON ON WORLD KINDNESS DAY AND HELP US IN REDEFINING KINDNESS. IT WAS INCREDIBLE TO SEE ALL OF THE FEEDBACK AND BEAUTIFUL POSTS!



Your Vote is your Voice



WE PARTNERED WITH OUR FRIEND JENNY @THEMULTICULTURALCLASSROOM TO BRING YOU THE 'VOTE' COLLECTION IN HOPES OF GETTING EVERYONE TO THE POLLS AND MAKING A CHANGE. \$5 OF EVERY TEES SOLD WAS DONATED DIRECTLY TO MICHELLE OBAMA'S NONPROFIT "WHEN WE ALL VOTE".

All Are Welcome Here



WE CONTINUED OUR SUPPORT FOR THE #ALLAREWELCOMHERE MOVEMENT IN 2020 STARTED BY @THEMULTICULTURALCLASSROOM. THANKS TO YOUR PURCHASES OVER THE COURSE OF THE PAST YEAR WE WERE ABLE TO DONATE OVER \$150 TO REFUGEE ONE ON JUNE 20, 2020 FOR WORLD REFUGEE DAY!

Give Back Friday 2020

Books & Blankets

WE CONTINUED OUR ANNUAL PUSH TO REBRAND BLACK FRIDAY INTO GIVE BACK FRIDAY! THIS YEAR WE SET A LOFTY GOAL ON GIVE BACK FRIDAY WEEKEND OF PROVIDING **NOT ONLY 700 BOOKS BUT ALSO 700 BLANKETS** FROM YOUR PURCHASES!

GIVE BACK ~~BLACK~~ FRIDAY 2020

**OUR GOAL = 700
BOOKS TO CHILDREN!**

WE PARTNERED WITH OUR FRIEND NINA @LOVETEACHBLESS ON A BOOKS & BLANKETS DRIVE HOSTED BY HER SCHOOL. AND OF COURSE, YOU GUYS CAME THROUGH...



THANKS TO YOUR PURCHASES ON GIVE BACK FRIDAY WEEKEND WE WERE ABLE TO PROVIDE HARMONY ELEMENTARY WITH 700 BOOKS & BLANKETS! ONE FOR EVERY STUDENT.



loveteachbless Today my school was able to give every student a book and a blanket for the holidays! As a school, we are doing a reading initiative called, "One School-One Book", where the entire staff and students read the same book. This helps to build an entire community of readers! ❤️ We have to thank our sponsor, Kind Cotton @kindcotton, and all of your support for the entire donation of books and blankets to this project. Our kiddos are so appreciative! 🍀🍀 #books #oneschoolonebook #read #reading #bookforkids #literacy #literacymatters #literacylover #awin



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