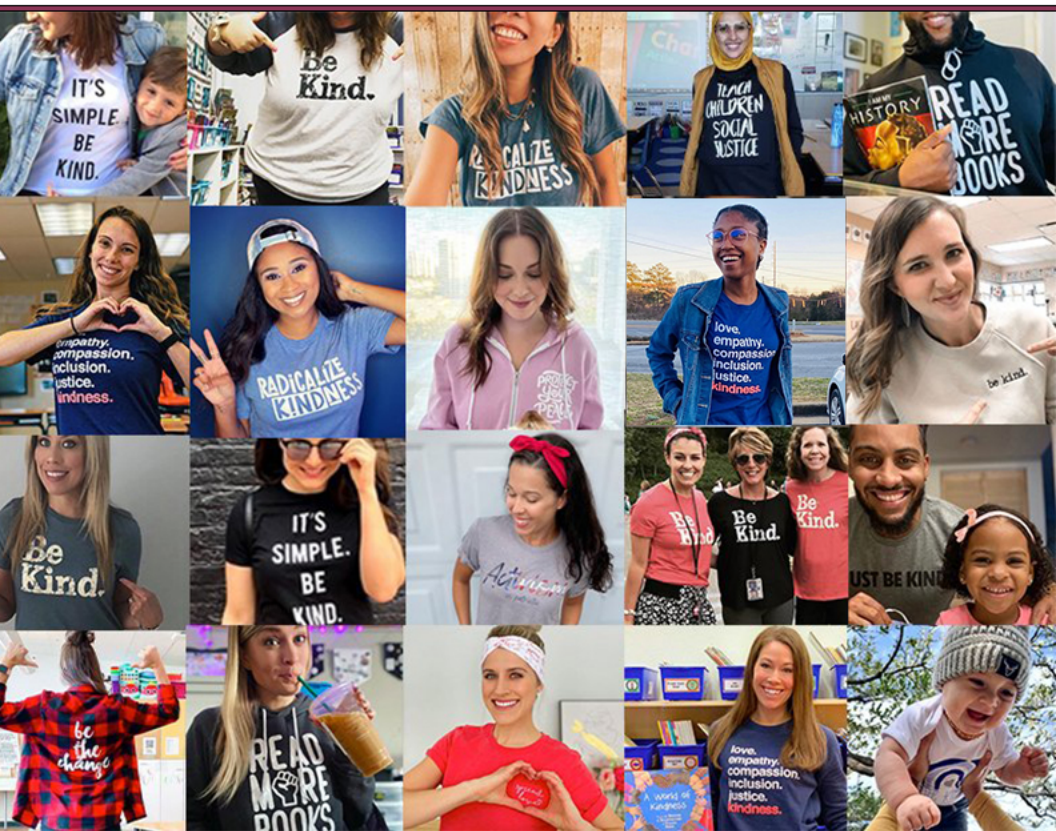




2022

IMPACT BOOK



OUR STORY

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

As children, our fondest memories revolve around stories. 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 accesories.

EVERY PURCHASE PROVIDES A BOOK DIRECTLY TO A CHILD.



♥ KAITLIN KEVIN AND KENZIE

OUR MISSION

SPREADING *TRUE* KINDNESS

Kindness is the most basic human right we should all agree on.

But kindness needs to be more than just simple pleasantries.

To make a difference & change the world 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.

CORE VALUES

AT THE HEART OF KIND COTTON



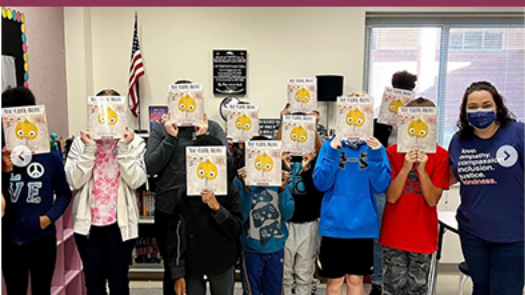
GIVE BACK

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 initiatives to create change.



COMMUNITY

We're dedicated to building relationships with like-minded people who want to make an impact.



CONSTANT IMPROVEMENT

We strive to do better every day.

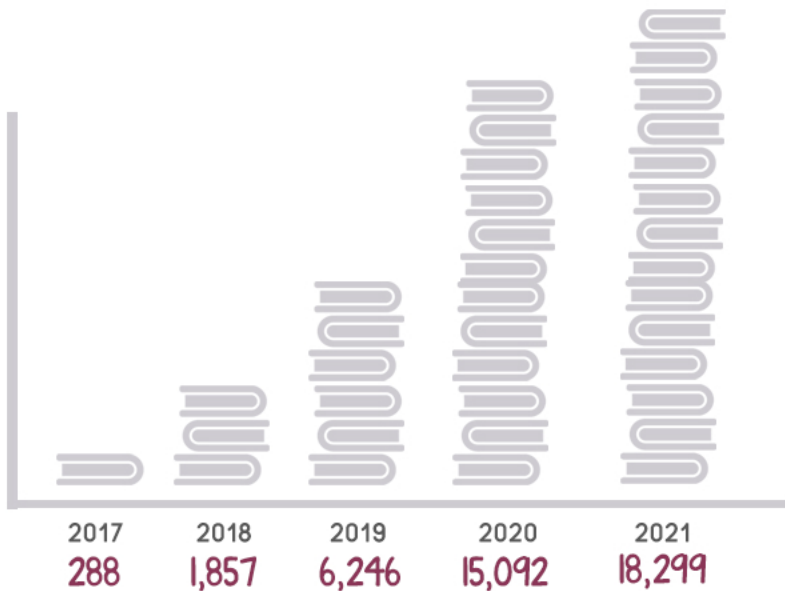
IMPACT

TOGETHER WE'VE PROVIDED

41,782

BOOKS TO CHILDREN & COUNTING...

*AS OF JANUARY 1ST, 2022



THANK YOU FOR MAKING THIS POSSIBLE



2021

BEHIND THE NUMBERS

MOST IMPACTFUL CITIES

These cities accounted for more purchases in 2021 than anywhere else.



• CHICAGO •

164 BOOKS



• MINNEAPOLIS •

102 BOOKS



• PHOENIX •

101 BOOKS



• HOUSTON •

98 BOOKS



• SACRAMENTO •

97 BOOKS

MOST IMPACTFUL FRIENDS

Our biggest supporters in 2021!

HEATHER O. 56 BOOKS

Port Murray, New Jersey

ANNE V. 48 BOOKS

Franklin, Massachusetts

NICOLE T. 44 BOOKS

Hudsonville, Michigan

KRISTIE L. 44 BOOKS

Mount Vernon, Washington

KARI W. 43 BOOKS

Tucson, Arizona

BRYNN B. 43 BOOKS

Greenfield Park, New York

WHERE OUR BOOKS WENT



10,000 BOOKS TO
TEACHERS TO DISTRIBUTE



7,000 BOOKS DIRECTLY TO
KIDS

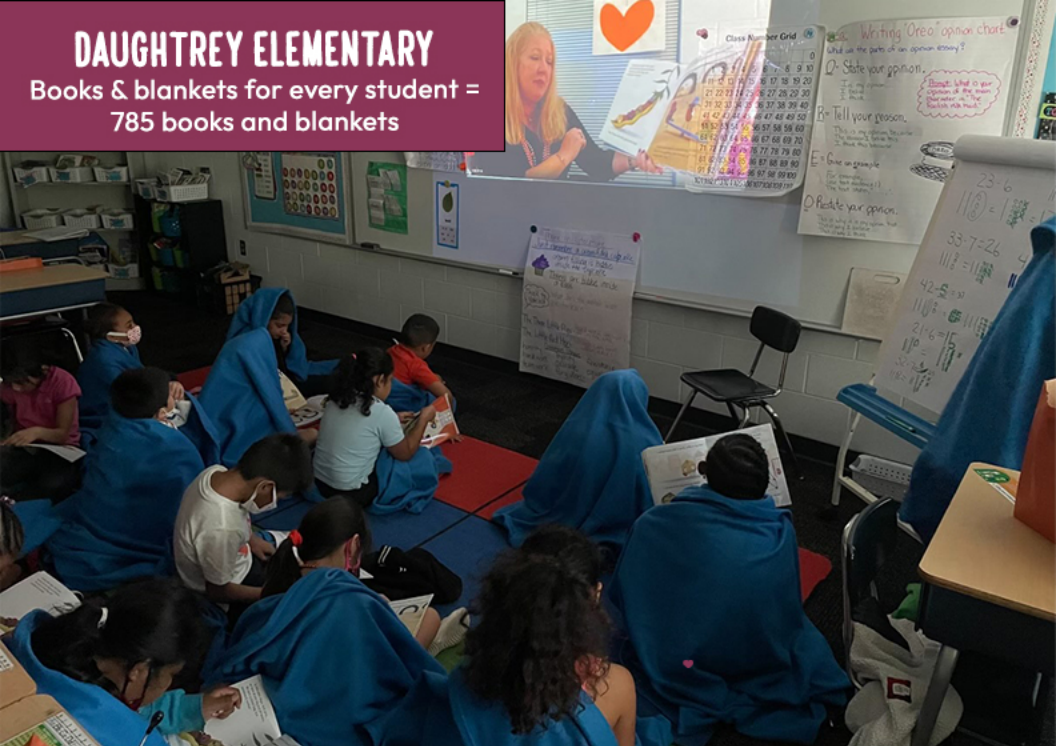


1,000 BOOKS IN FREE
LIBRARIES

KEEP READING FOR MORE DETAILS!

DAUGHTREY ELEMENTARY

Books & blankets for every student =
785 books and blankets

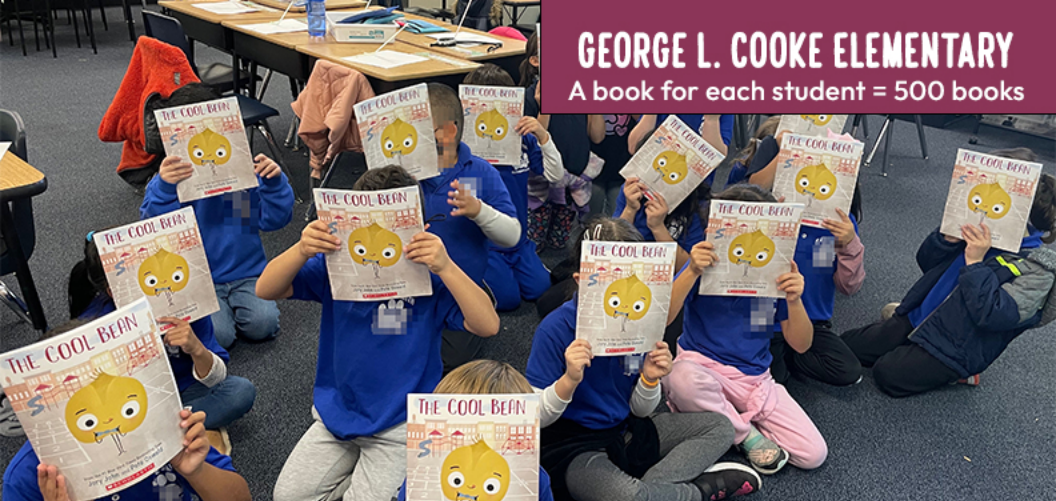


SCHOOL WIDE EVENTS

ALTA VISTA ELEMENTARY

A book for each aftercare student, each
month of the year = 1,000+ books



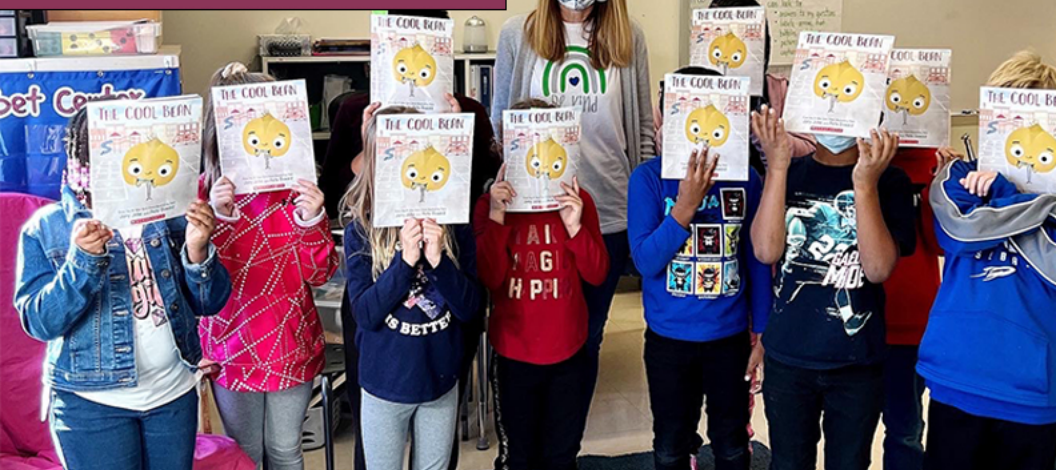


GEORGE L. COOKE ELEMENTARY

A book for each student = 500 books

STORIES CREEK ELEMENTARY

A book for each student = 450 books



HARMONY ELEMENTARY

Books & bags for every student = 725 books & bags



NOMINATE A TEACHER

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

It's no secret that we love educators and we want to do everything in our power to help put books in classrooms across the country.

That's why we started our nominate a teacher program, where educators can simply apply to receive books for free from us! These books are then given to each of their students or stocked in their classroom library.

**WE WERE ABLE TO PROVIDE ABOUT 10,000 BOOKS TO TEACHERS
NOMINATED ON OUR WEBSITE THIS YEAR!**



LOOK BEHIND THE BOOK

We wanted to take our book purchases a step further this year and showcase the beautiful work from all of the incredible authors we have worked with. Once a month we highlight a specific author that we have included in our book donations. We share their books, provide a class set to a lucky educator, and have them join us live on Instagram for a read aloud of their story. It has been a wonderful way to connect our supporters with the books they are helping to put in the hands of kids.

WE'VE PROVIDED 500 BOOKS TO CHILDREN WRITTEN BY AUTHORS FEATURED ON OUR LOOK BEHIND THE BOOK SERIES!

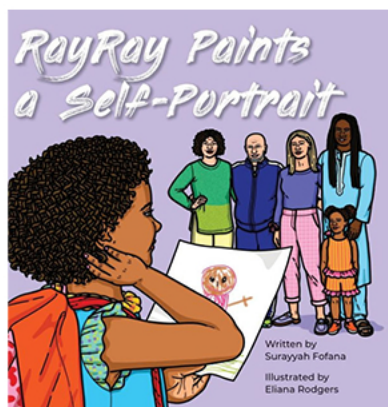


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YOUR PURCHASES HAVE ALLOWED US TO CONTINUOUSLY STOCK 2 FREE LIBRARIES FULL OF BOOKS THROUGHOUT THE YEAR!



RAYRAY PAINTS A SELF PORTRAIT



We teamed up with the AMAZING high school author Surayyah Fofana to distribute her book *RayRay Paints a Self-Portrait* to educators nationwide! *RayRay Paints a Self-Portrait* is a beautiful story of RaRay's own personal experience of families and children with varied racial, ethnic and/or religious backgrounds.

WE DISTRIBUTED 250 COPIES OF RAYRAY PAINTS A SELF PORTRAIT TO 15 LUCKY EDUCATORS!



MIGHTY KIND PARTNERSHIP



We partnered with Mighty Kind, the anti-bias education company that publishes a kids magazine using kindness and compassion as a foundation for anti-bias/ anti-racist learning. Together we launched the 'Radicalize Kindness' tee along with a campaign rooted in spreading kindness!

Proceeds from the tee go towards supplying copies of Mighty Kind to children.

WE WERE ABLE TO PROVIDE 45 COPIES OF MIGHTY KIND THANKS TO YOUR PURCHASES THIS YEAR!



STAND WITH EDUCATORS



We partnered with Alexis Shepard (@theafroeducator), and Amber Harper (@burnedinteacher) to create the Stand with Educators Tee!

The goal of this tee was to highlight educators, support them, and give back. \$5 of every Stand with Educators tee goes toward putting someone through The Burned In Teacher Mastermind!

YOUR PURCHASES ALLOWED US TO PUT 5 TEACHERS THROUGH THE BURNED IN TEACHER MASTERMIND



MENTAL HEALTH



In April we released our first tee focused on mental health. An ever growing issue in America, we wanted to create something that spoke to the battle many are going through, raising awareness while also making an impact. Each purchase of an item in our mental health collection provides a book to a child focused on mental well being and social-emotional learning.

**YOUR PURCHASES ALLOWED US TO PROVIDE 250 BOOKS TO KIDS
CENTERED AROUND MENTAL WELL BEING AND SOCIAL EMOTIONAL
LEARNING**



the conscious collection

inclusive. sustainable. impactful.



We created the Conscious Collection with everyone in mind, including the environment. Each garment is completely inclusive: gender-neutral designs and sizes from XS - 4XL. Each piece is also sustainable, featuring organic cotton, recycled polyester, and sustainable modal fabrics.

Released only in November 2021, the results have already been massive.

YOUR PURCHASES OF OUR CONSCIOUS COLLECTION HAVE RESULTED IN



17,462 gal

WATER SAVED



67 kg

CO2 REDUCED



11 lbs

RECYCLED PLASTIC



A PURPOSE BEHIND EVERY PURCHASE

WWW.KINDCOTTON.COM

