



Impact Book 2023



A LOOK BACK ON THE IMPACT OF YOUR PURCHASES



OUR STORY

5 years ago we created Kind Cotton with an intention of increasing literacy access to kids in the US while spreading a message of kindness and inclusion.



EVERY PURCHASE PROVIDES A BOOK TO A CHILD.

And that's not all.

This past year your purchases have allowed us to do much more than give lots of books. This impact book dives deeper into the impact your purchases have made over the course of the last year.

Thank you for bringing our story to life and making this all possible.

♥ KAITLIN, KEVIN, AND KENZIE

OUR MISSION

Kindness is the most basic human right we should all agree on. But kindness needs to be more than just simple pleasantries.

We believe kindness must be rooted in justice & grounded in 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 in

spreading true kindness.

OUR CORE VALUES



GIVE BACK



STAND FOR WHAT IS RIGHT



COMMUNITY



CONSTANT IMPROVEMENT

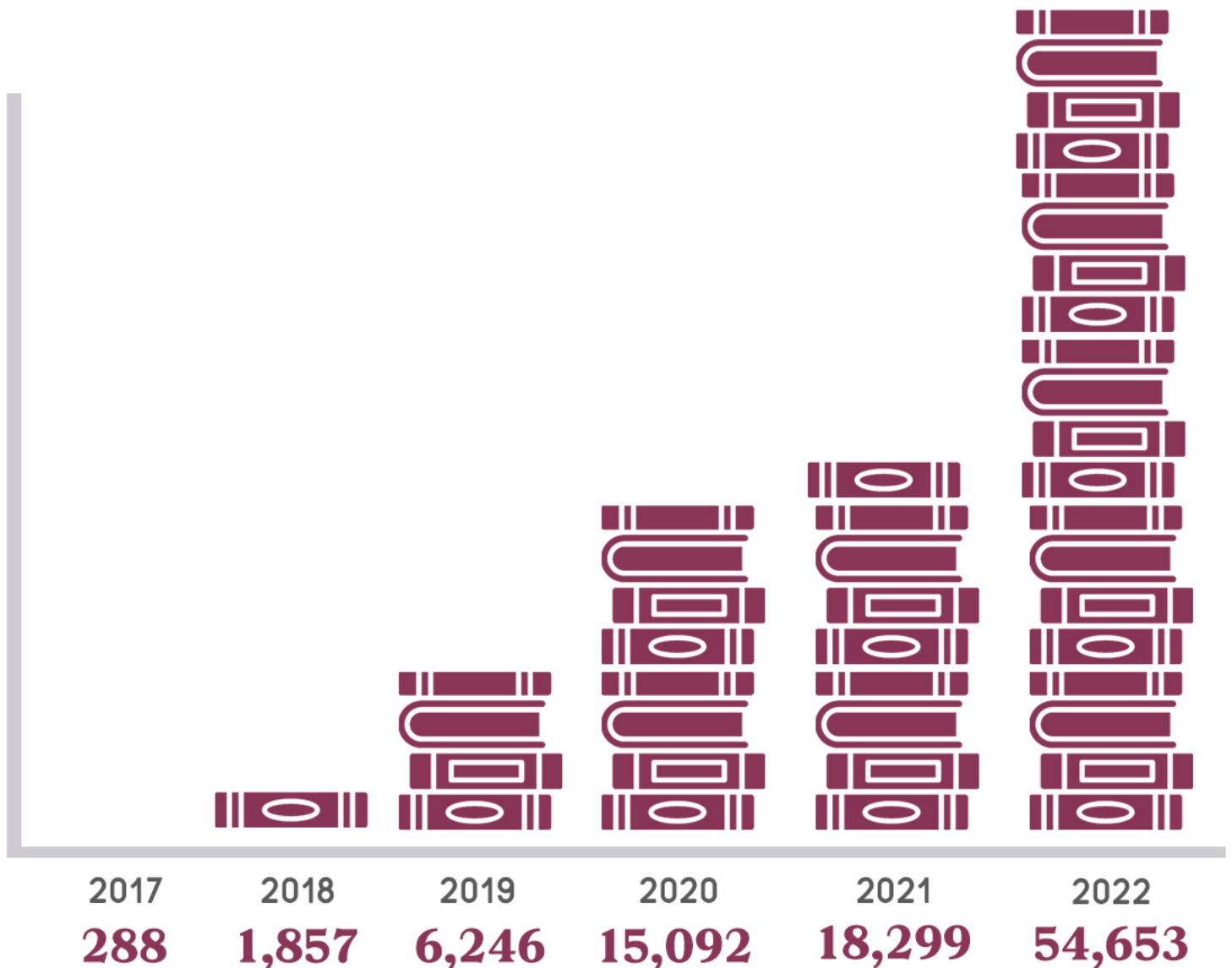
IMPACT

TOGETHER WE'VE PROVIDED

96,435

BOOKS TO CHILDREN & COUNTING...

*as of January 1st 2023



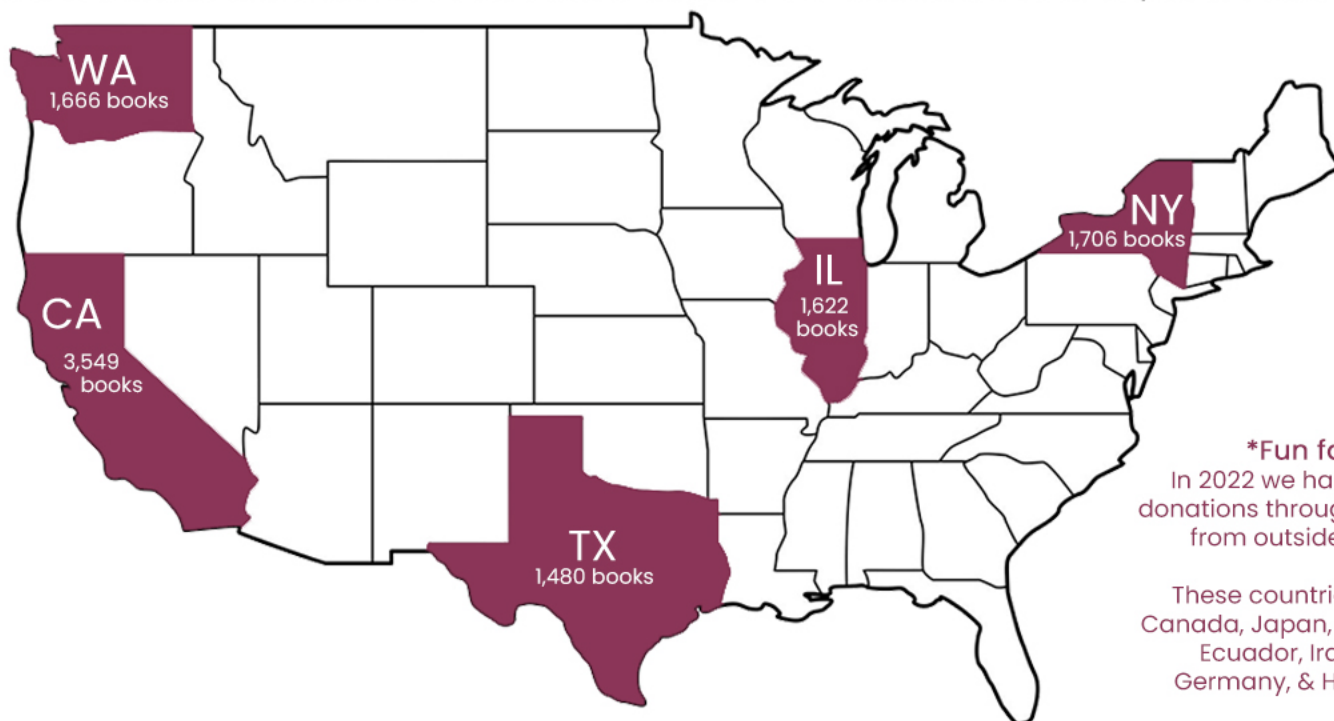
THANK YOU FOR MAKING THIS POSSIBLE ❤️

2022 IN REVIEW

BEHIND THE NUMBERS

MOST IMPACTFUL STATES

Purchases from these states accounted for more book donations than anywhere else in 2022!



Fun fact

In 2022 we had 125 book donations through purchases from outside the U.S.!

These countries include: Canada, Japan, Australia, UK, Ecuador, Iraq, India, Germany, & Hong Kong.

MOST IMPACTFUL PRODUCTS

These products accounted for the most impact in 2022!



MOST IMPACTFUL FRIENDS

Shoutout to these folks! Our biggest supporters in 2022!

KIMBERLY T. 83 BOOKS
Lawrence, New Jersey

STEPHANIE P. 63 BOOKS
Lakewood, Illinois

DAWN-RENE T. 59 BOOKS
Pasadena, Texas

HEATHER O. 82 BOOKS
Port Murray, New Jersey

KRISTIE L. 60 BOOKS
Mount Vernon, Washington

MARISSA M. 59 BOOKS
Sarasota, Florida

SCHOOL-WIDE EVENTS

Joseph A. Fowler Elementary

Killeen, TX

800 books, one for each student, and PPE provided for every student and staff member!



Burnt Mills Elementary

Silver Spring, MD

A copy of 'I Promise' for every student and a free book fair in Spring '23, where each student will be able to pick a book of their choice!

Benjamin Cosor Elementary

Fallsburg, NY

Kind Cotton provided over 1,000 books to the entire elementary school, ranging from Pre-K to 6th Grade.

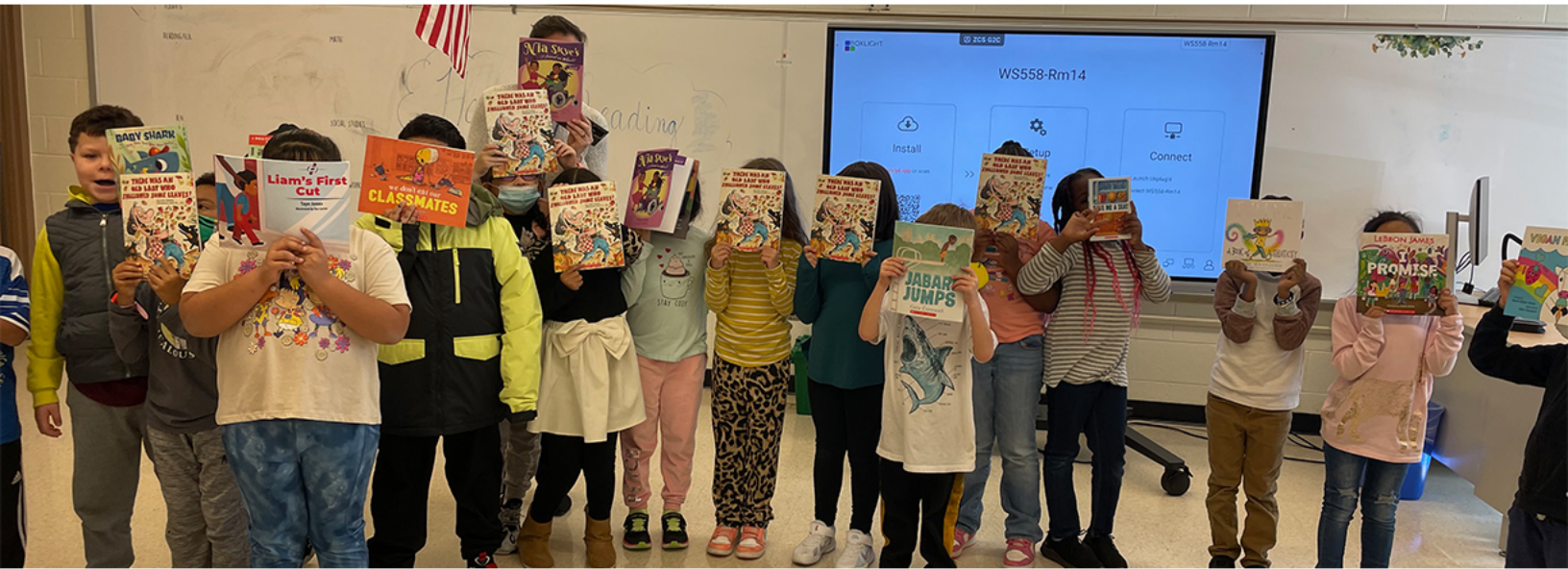


Whetstone Elementary

Montgomery Village, MD

A book for every child at the school and 5 inclusive titles for every teacher! Plus a free book fair, allowing every student to choose one book of their liking.

BOOK FAIRS



2022 WAS THE FIRST KIND COTTON BOOK FAIR. WE PARTNERED WITH WHETSTONE ELEMENTARY TO HOST A COMPLETELY FREE EVENT IN WHICH EVERY CHILD FROM THE SCHOOL RECEIVED A BOOK OF THEIR CHOICE. IT IS OUR HOPE TO HOST MANY MORE BOOK FAIRS IN 2023.



'KINDNESS IS' PRIDE

When the Don't Say Gay Bill was first introduced, we knew we had to do something. In response to the now, horrific law, we turned our most popular design into a pride line with each purchase putting a LGBTQ+ book into the hands of kids.

TO DATE WE HAVE DONATED 2,000+ LGBTQ+ AFFIRMING BOOKS TO KIDS, THANKS TO YOUR PURCHASES

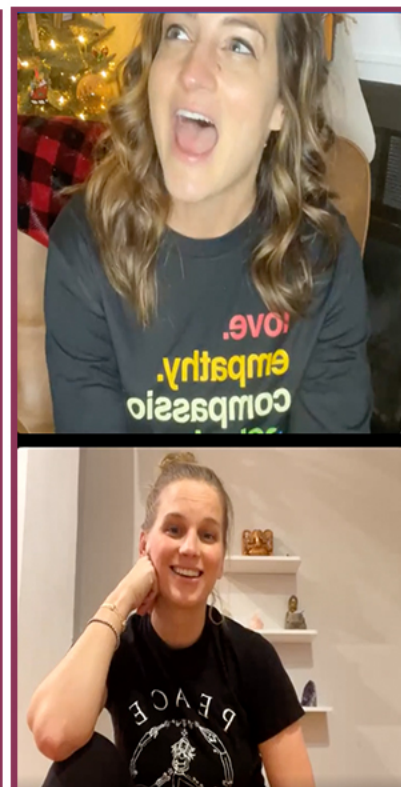
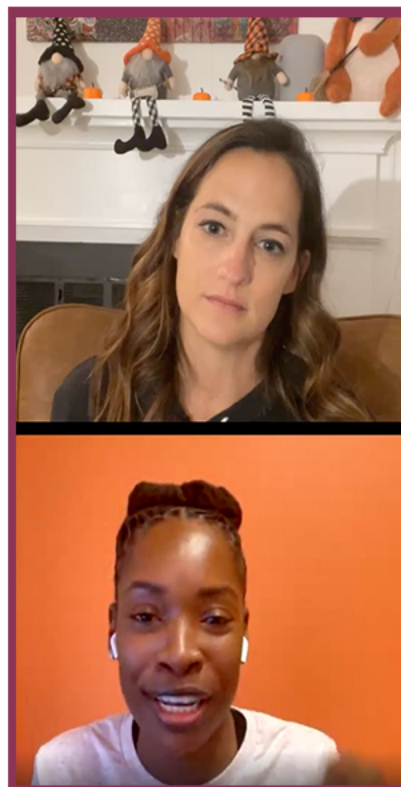


TAKE A LOOK BEHIND THE BOOK SERIES

Last year was the first year we started our Take a Look Behind the Book series; an initiative to showcase the books we donate to children. Twice a month we purchase books from authors we have connected with and then showcase their incredible talent during an IG Live in which we get a behind the scenes look at the inspiration behind their work and a reading of their book.



**THIS YEAR WE PURCHASED OVER 1,500 BOOKS FROM
INDEPENDENT AUTHORS THROUGH THIS SERIES!**



HURRICANE IAN RELIEF

When we heard of the devastation in west Florida, close to our former home, we wanted to help. A long time customer of ours' mother had lost her job and had a lot of damage to her home. We set up a GoFundMe and you all came through! In addition, we made separate donations to various relief organizations.



Kind Cotton: Hurricane Relief for the Southards



\$4,041 raised

54 donations

Share

WITH YOUR HELP, WE PROVIDED OVER \$6,000 IN
HURRICANE IAN RELIEF

VF
DISASTER FUND

project
HOPE

TAKE UP SPACE

We partnered with Brittany Jeltema to create a shirt in honor of her renovation of a LGBTQ+ youth center in Florida. We donated over 300 LGBTQ+ books to fill the shelves of the library and the tee created helped raise over \$2,000 for the renovation itself. We were beyond proud to be able to help create a safe, welcoming space for LGBTQ+ youth in Florida!



WITH YOUR HELP, WE RAISED OVER \$2,000 FOR THE YOUTH CENTER RENOVATION ALONG WITH 300 LGBTQ+ BOOKS

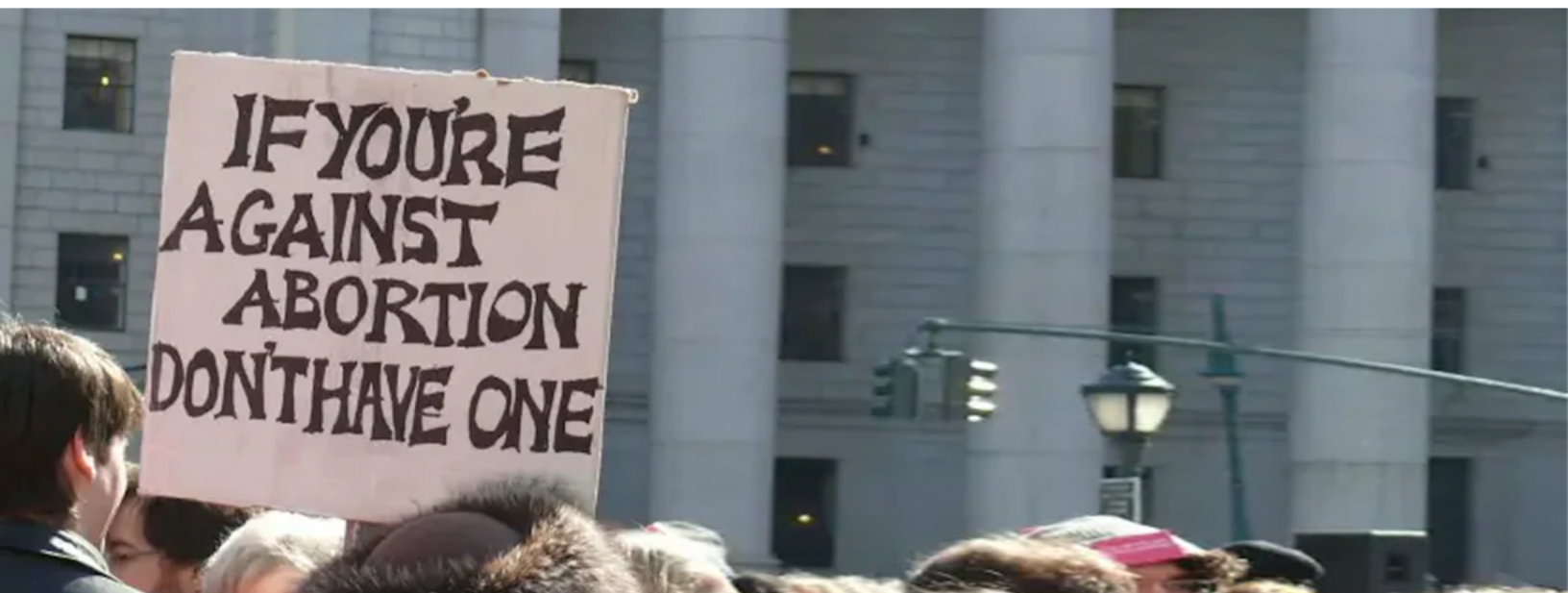


REPRODUCTIVE RIGHTS



With the potential overturning of Roe V. Wade we knew we had to act. We released our reproductive rights shirt and so far we've been able to donate over \$5,000 to Planned Parenthood and \$1,000 to the National Federation of Abortion Funds.

OVER \$6,000 IN DONATIONS TO SUPPORT REPRODUCTIVE RIGHTS OF WOMEN



VERNĀ MYERS COLLAB



We were so excited to collaborate with the incredible keynote speaker, author, and leading diversity expert Vernā Meyers on this tee which helped us donate over 250 books to The Storybook Maze Project; an initiative focused on ending book deserts in Baltimore. The Diversity & Inclusion tee includes Vernā's most globally-recognized quote about celebrating humanity's differences.

DIVERSITY & INCLUSION TEE SALES HAVE ALLOWED US TO DONATE OVER 250 BOOKS TO THE STORYBOOK MAZE PROJECT!



MENTAL HEALTH

Our mental health line was released in 2020. Each purchase from this line in particular helps put a social emotional learning book into the hands of a child.



TO DATE WE HAVE DONATED OVER 3,500 SEL BOOKS TO CHILDREN THROUGH YOUR PURCHASES!

