

One for One

Giving Report

Why shoes?

Why are shoes needed?

How does it work?

Is One for One instantaneous?

What type of shoes?

Don't kids grow out of shoes?

Where do you give?

Do you give Glitters?

Where do you make them?

Who is Tom?

Welcome,

...to the TOMS Giving Report!

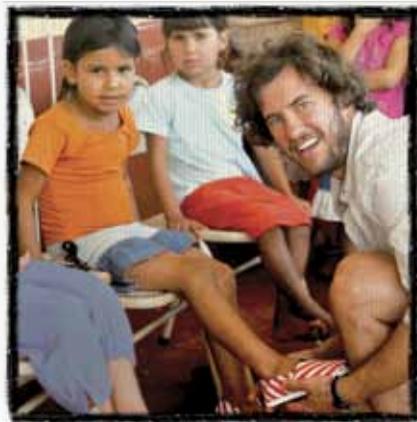
If you're new to TOMS, hi, we make shoes, and with every pair purchased, we give a new pair of shoes to a child in need. One for One.[™] We think it's a pretty good system, but know that people still have a lot of questions. That's kind of the idea of the Giving Report, but also to share what we've learned over the years.

If you already know about TOMS, you rock. Hopefully this report will provide you with some info that helps you answer questions that even veteran TOMS supporters ask.

Thanks for taking the time to learn more about our giving. None of this would be possible without our AMAZING customers.

We are so grateful!

*Your
TOMS
family*



"Giving is what fuels us.

Giving is our future. It's the core of our
business and it's time we celebrate it."

- BLAKE MYCOSKIE
FOUNDER AND CHIEF SHOE GIVER

Keep up with us on the TOMS Facebook page and at TOMS.com/blog



QUESTION:

WHY SHOES?

OUR APPROACH: Why not water or medicine or something else? While all those are important, shoes are a fundamental resource for protecting children from rough terrain, infection and soil-based diseases.

WE LEARNED: Shoes have value beyond being critical for physical health. Many schools in developing countries require shoes for attendance. And some soil-based diseases not only cause physical symptoms, but create cognitive impairment too, crippling a child's long-term potential.

"Shoes are a status symbol
[in Ethiopia]. Children dream of
having their first pair."

- DR. LARRY L. THOMAS
CHAIRMAN OF TROPICAL HEALTH
ALLIANCE FOUNDATION

FACT:

INQUIRY#: 001787

There is no "TOM." Our founder's name is Blake. TOMS is actually an abbreviation for "Shoes for a Better Tomorrow," but we couldn't get that on the back of a shoe, so we shortened it to TOMS.



WHY SHOES #: 01

Growing Up Barefoot

In many developing countries, children must walk barefoot for miles to school, clean water and medical help. Often living conditions include:



Walking long-distance to clean water



Subsistence farming



Families living on less than \$1/day



Dangerous terrain



WHY SHOES #: 02

Injury and Disease

Hundreds of millions of children are at risk of injury, infection and soil-transmitted diseases that most can't afford to prevent and treat.

"In Africa, there is a desperate need for footwear that will protect from highly prevalent neglected tropical diseases transmitted through the soil."

-DR. PETER HOTEZ, MD, PHD
DISTINGUISHED PROFESSOR AT
GEORGE WASHINGTON UNIVERSITY



Hookworm: Causes anemia, stunted physical and mental development, and on occasion, congestive heart failure. Affects up to 1/5th of world population.



Podoconiosis: Causes swelling of the feet and legs due to prolonged exposure to certain types of irritant soil.



Jiggers: Causes severe itching and hives from bites from small mite-like organisms around the feet and ankles.



Tetanus: Potentially fatal infectious disease caused by bacteria entering the body through cuts or open wounds. Causes painful muscle spasms and locked jaw.

(And these are just a few...)



WHY SHOES #: 03

Education and Opportunity

Children who are healthy are more likely to be successful students, and access to education is a critical determinant of long-term success.



Many schools require shoes



Owning shoes tends to increase attendance

"People are condemned to being servants and other low professions, because they simply don't have the hard drive to perform at the same level. And it all starts with them not having shoes."

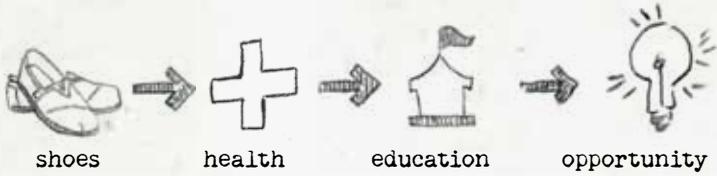
-DR. ADAN RIOS

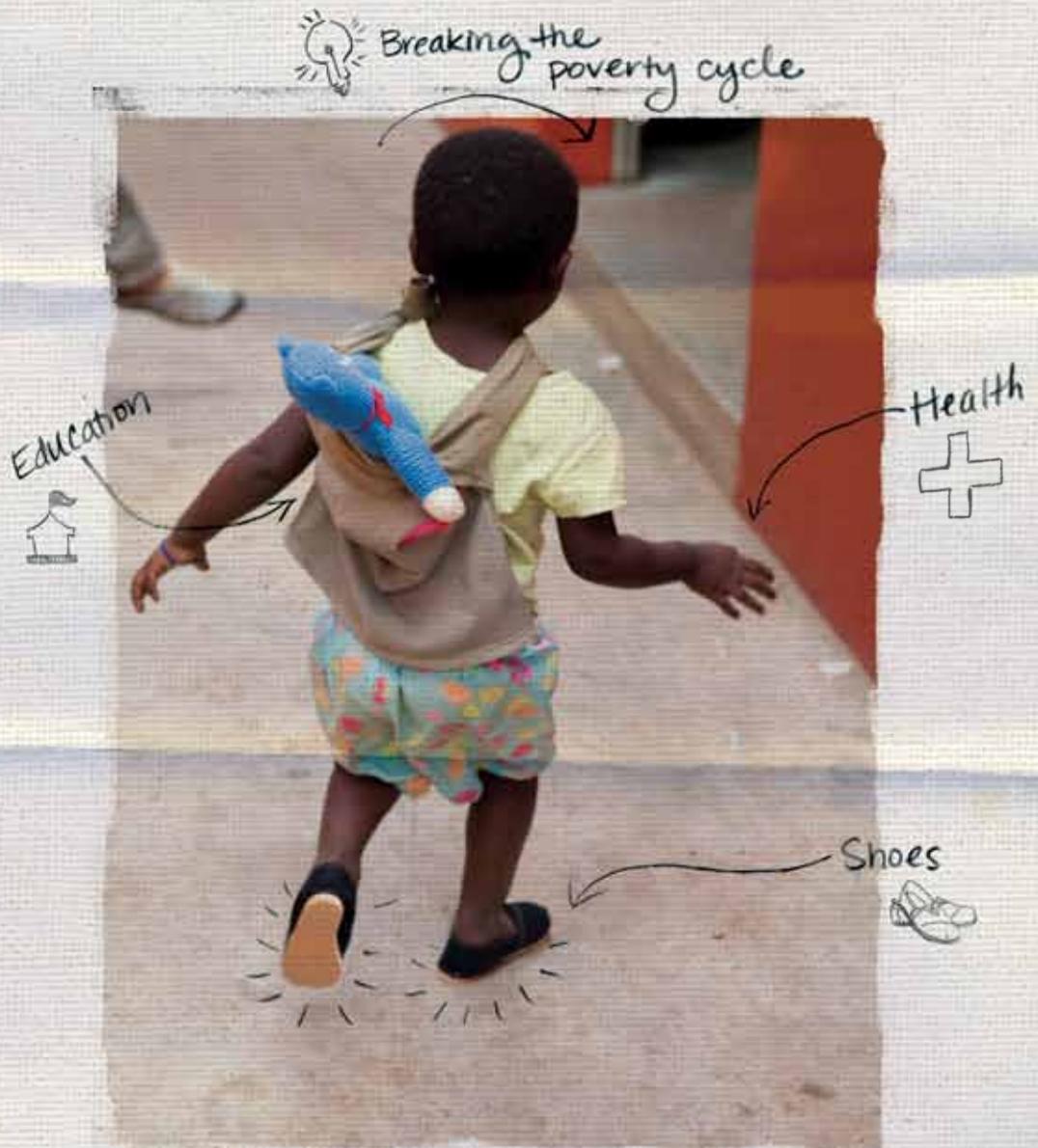
ASSOCIATE PROFESSOR OF INTERNAL MEDICINE
UT MEDICAL SCHOOL, HOUSTON

WHY SHOES #: 04

A Better Tomorrow

Healthy, educated children have a better chance of improving the future of their entire community.





"Shoes simply mean everything to a Zambian child. I am called doctor today because of the shoes my father bought, which motivated me to keep going to school and to work hard. Shoes were and are still a luxury in this country..."

-DR. FWASA SINGOGO



Alex, age 10, Zambia

WHO: Alex, 10

WHERE: Kasongo village, rural Zambia

WHY SHOES:

"Farming has never yielded enough for us to eat and sell," Alex's mother Mary reports. The family can't afford shoes and the pain from jiggers keeps Alex up at night. 70% of children in the community are infested by intestinal worms and jiggers.

LONG-TERM BENEFIT:

The sores and infection from jiggers on Alex's feet will heal and further infection will be prevented. The stigma associated with jiggers will subside and Alex will return to school.

GIVING PARTNER: World Vision

QUESTION:

HOW DOES IT WORK?

OUR APPROACH: Give Sustainably. Give Responsibly.
Here's our process:



Step 1. Establish partnerships

TOMS works to establish shoe-giving partnerships with humanitarian organizations worldwide that have deep experience and a long-term presence in the countries and communities they serve.



Step 2. Identify communities that need shoes

In partnership with our Giving Partner, we find communities that will benefit most from TOMS shoes due to economic, health and educational needs - and where local businesses will not be negatively affected.



Step 3. Help our shoes have a bigger impact

Children who get TOMS shoes receive them as a part of larger health and educational programs run by our Giving Partners. These programs help children get the care and opportunity they need to keep them healthy and in school.

WE LEARNED: Children grow out of shoes fast! So we aim to give repeatedly whenever possible. Repeat giving allows us to learn more about the needs of the community so we can continue to improve the way we give.

FACTS:

INQUIRY#: 081683

We are considerate of local businesses.
Going in and trampling the local economy would be downright un-TOMSy. We always try to make sure there won't be any mom and pop shoe makers put out of business by our giving activities.

INQUIRY#: 102181

We don't give once and leave - we keep giving. Kids grow out of shoes. So we strive to set up sustainable giving partnerships that allow us to give repeatedly as children grow.

INQUIRY#: 111393

We don't do it alone. As of September 2010, TOMS customers have given away 1,000,000 pairs of shoes (awesome), and could only have done so through our incredible Giving Partners on the ground in each location. If our little family of employees had to do that all themselves, they'd never have time to make new shoes or answer your calls.

QUESTION:

WHAT SHOES DO YOU GIVE?

OUR APPROACH: The shoes we give are made to order and evolving all the time.

Made to order: We make only the sizes the children need. We want to ensure our Giving Partners can meet the needs of children they serve.

WE LEARNED: We are currently working on developing additional shoe types based on the feedback we get from our Giving Partners.



Our most common shoe is a black, unisex canvas slip-on with a sturdy sole. Black shoes are required for school in many countries.



In Argentina, home of the original alpargata, we give shoes much like our colorful Classics, since children grow up accustomed to a variety of these styles.

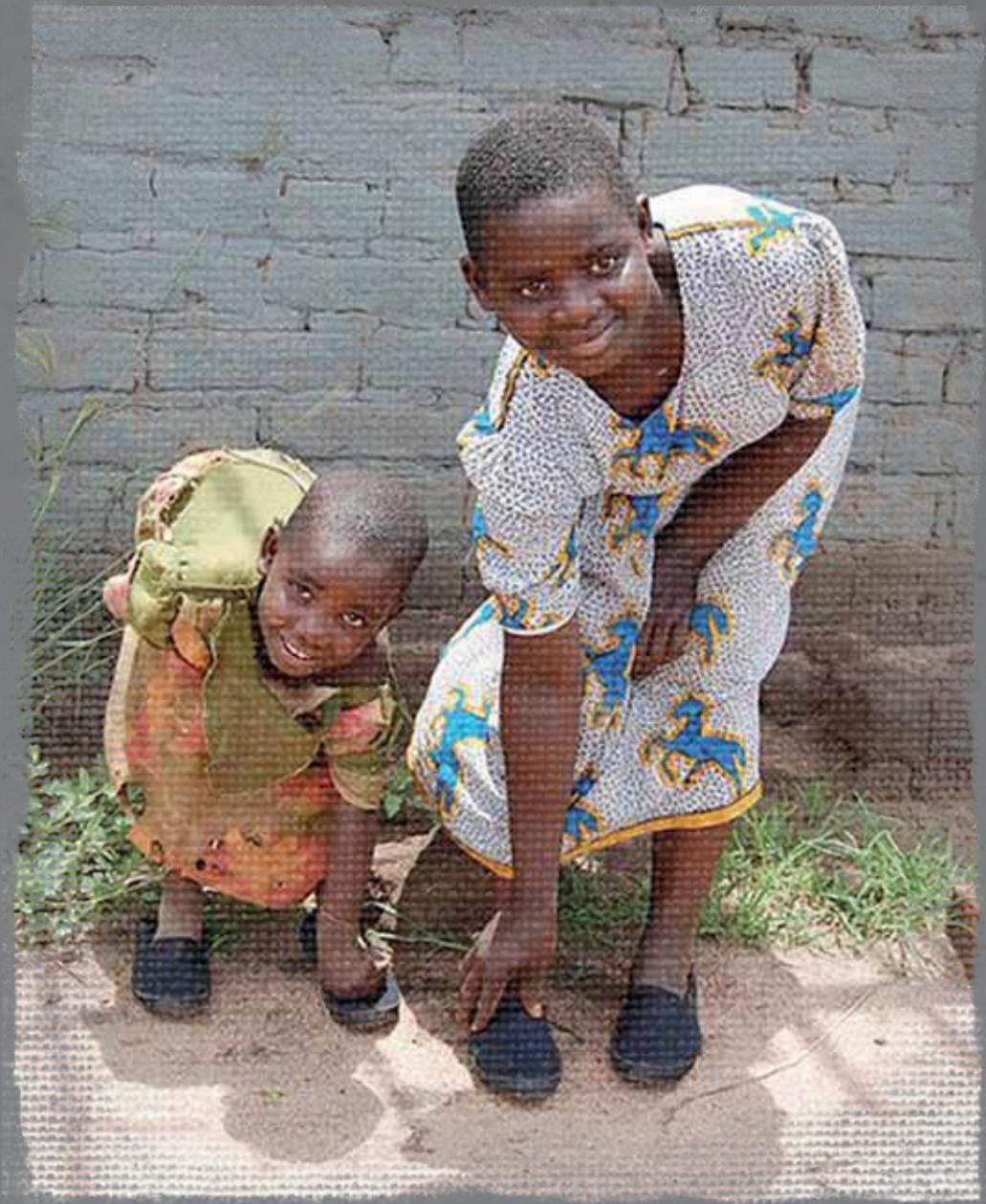


In Ethiopia, we give a variety of locally produced shoes to meet our Giving Partners' needs.

FACT:

INQUIRY#: 117788

We don't give Glitters or Wedge styles to children. Promise. Not to say they wouldn't like them, but the shoes placed on children's feet are designed for everyday wear.



Setilda, age 15, Malawi

WHERE: Lilongwe District, Malawi

WHY SHOES:

Setilda walks a mile to school every day and had never owned a pair of new shoes. She knew her feet needed protection against hookworm, thorns and sharp objects, but since her family earned less than \$1 a day, there was no money for shoes.

LONG-TERM BENEFIT:

With protected feet, Setilda can now walk to school safely and play her favorite sport, netball. She feels "smart and presentable" with new shoes and dreams of becoming a nurse.

GIVING PARTNER: Goods for Good

QUESTION:

WHERE DO YOU GIVE?

We produce in

3

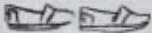
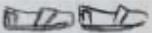
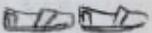
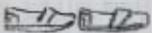
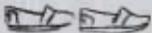
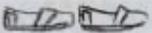
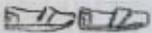
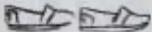
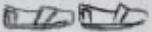
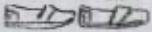
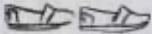
COUNTRIES



We currently give in

23

COUNTRIES



KEY:



Factory Locations

VOLUME GIVEN TO DATE:

High

Medium

Low

- 1 UNITED STATES
- 2 GUATEMALA
- 3 EL SALVADOR
- 4 NICARAGUA
- 5 HAITI
- 6 HONDURAS
- 7 PERU
- 8 ARGENTINA
- 9 MALI
- 10 NIGER
- 11 UGANDA
- 12 RWANDA
- 13 BURUNDI
- 14 ZAMBIA
- 15 SWAZILAND
- 16 LESOTHO
- 17 ETHIOPIA
- 18 SOUTH AFRICA
- 19 MALAWI
- 20 ARMENIA
- 21 MONGOLIA
- 22 CHINA
- 23 CAMBODIA

*As of 2010



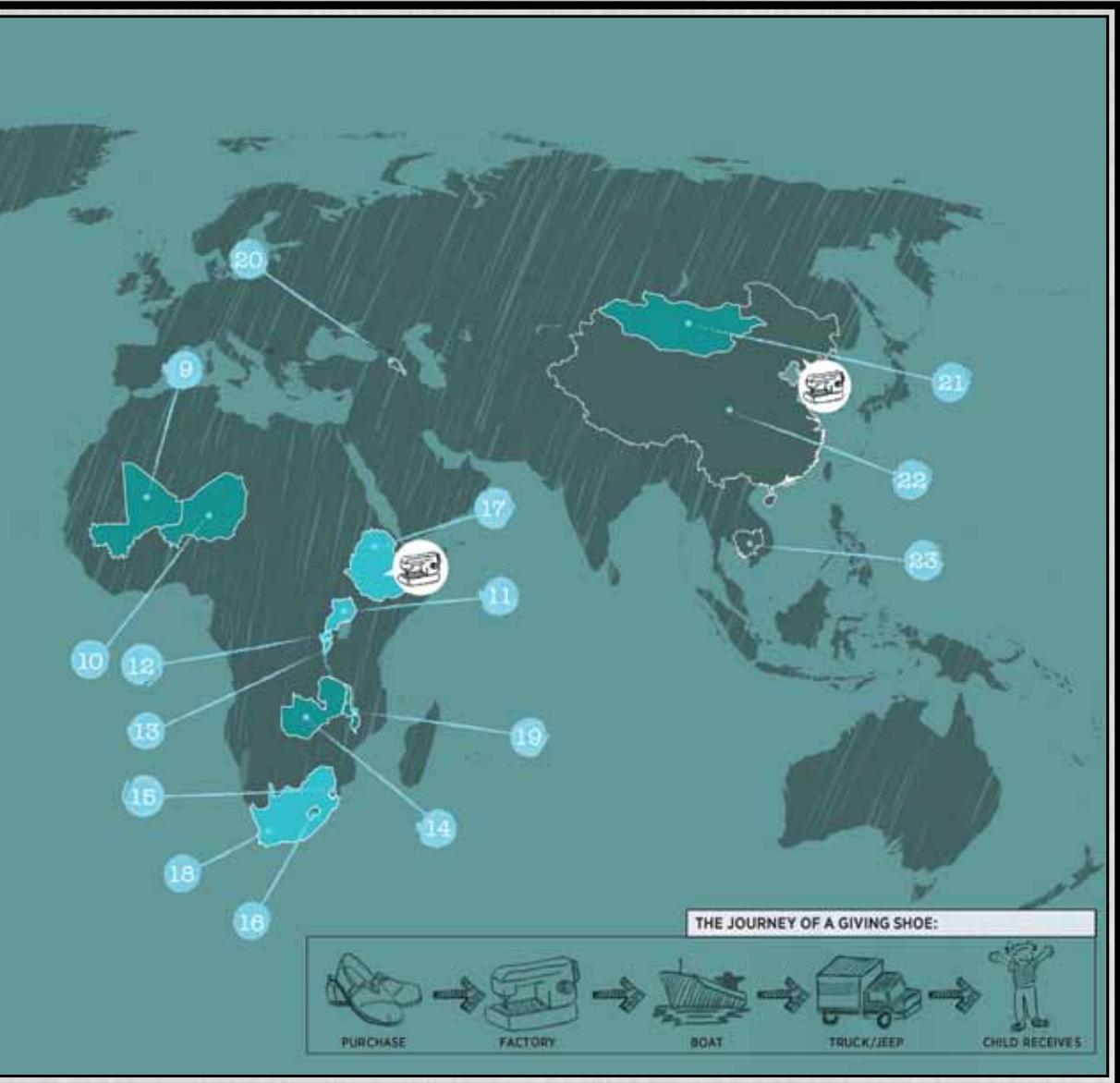
As of September 2010, our customers have given away

1,000,000

PAIRS OF NEW SHOES TO CHILDREN IN NEED.

We are incredibly proud, as well as humbled by this. So many lives have been changed along the way and we are inspired each day by the stories.

OUR APPROACH: TOMS works to establish shoe-giving partnerships with humanitarian organizations worldwide that have deep experience and long-term presence in the countries and communities they serve.



FACTS:

INQUIRY#: 007117

Giving isn't instantaneous. Once a shoe is purchased, it takes several months for our Giving Partners to order shoes, have them shipped and then place them on children's feet.

INQUIRY#: 122510

Kids don't make our shoes. This one is for the real cynics out there. Our factories in Argentina, Ethiopia and China are all third-party audited to ensure they employ no child labor, and pay fair wages.

INQUIRY#: 778134

We don't just "decide" to start giving shoes to a village. We're learning a lot, but still rely heavily on our Giving Partners' expertise in the communities they work to determine how and where we give.



With every pair you purchase, TOMS will give a pair of new shoes to a child in need. One for One.™

TOMS.COM