

**TOGETHER,
WE CAN CONTINUE
MAKING A DIFFERENCE
IN THE WORLD.**





**OUR MOVEMENT IS MADE
UP OF MANY PARTS.
WHAT’S YOURS?**

Consumers are at the forefront of a movement that’s grown bigger than TOMS: As you help drive the success of One for One®, old brands and new are offering more purchasing choices that benefit purposeful causes.

Together, we are redefining the term “purchasing power” and helping to implement sustainable change around the world. Empowered like never before, consumers are proving that giving back is a powerful factor in our everyday choices.

Thank you for supporting TOMS and our movement. Our promise to you is this: for as long as you continue to support us, we will carry on a never-ending mission to improve how we give.

Sebastian Fries
TOMS Chief Giving Officer

With every product you purchase, TOMS will help a person in need. One for One.®



WE'VE LEARNED THAT IT'S NOT JUST ABOUT GIVING SHOES. IT'S HOW THEY'RE GIVEN.

TOMS works with 75+ Giving Partners (locally based humanitarian organizations) in 50+ countries. And every partner tells us the same thing: distributions of new TOMS Shoes draw a big crowd.

Giving Partners use these opportunities to accomplish larger goals. In The Gambia, ADRA provides new TOMS Shoes to children enrolled in school, along with safe drinking water systems and new sanitation facilities.

In Malawi, Partners In Health screens children receiving shoes for malnutrition. And in Liberia, ChildFund International provides school supplies with every pair they give.

The list goes on and on. As our shoe giving evolves, so does the integration into Giving Partners' community development programs.

STEP BY STEP: HOW DOES SHOE GIVING WORK?

1 MAKE A MATCH

Everything starts with your purchase. Once shoes are bought, we collaborate with our long-term Giving Partners to distribute the same number of pairs as our customers buy.

2 CUSTOMIZE THE ORDER

Our Giving Department works with Giving Partners to place orders for the right sizes, quantities and types of shoes, providing logistical support and first-rate customer service.

3 DELIVER & DISTRIBUTE

We send new pairs to our Giving Partners, who place the shoes directly on children's feet as part of their broader programs to help kids and communities.

4 PICK UP THE TAB

Giving shouldn't come with hidden costs, so we help cover expenses to transport and distribute the shoes, including freight, vehicle rental and even delivery by donkey.

5 REVIEW & IMPROVE

We're always learning. We assess the impact of our giving through partner feedback, site visits and commissioned field studies. Then we adapt to make it more effective.

6 REPEAT

We're committed to providing shoes to children as they grow, working with our partners to provide new shoes as needed, sometimes as often as every six months.

**“Children in developing countries
face more adversity than
just needing a pair of shoes.”**

— Sebastian Fries, TOMS Chief Giving Officer

SINCE 2006, TOMS HAS GIVEN 10,000,000 PAIRS OF NEW SHOES TO CHILDREN IN NEED.

WHERE WE GIVE

- WHERE WE GIVE SHOES
- WHERE SHOES ARE MADE

Number of countries where we give sight: **13**

Number of countries where we give shoes: **50+**

Number of Giving Partners: **75+**

ARGENTINA

Our original giving shoe manufacturing facility is family-owned and continues to produce shoes given back in Argentina

ETHIOPIA

This facility produces shoes with specific requirements for treating podoconiosis, a crippling disease caused by exposure to irritant soil

KENYA

In Nairobi, our Giving Partner, Carolina for Kibera, tests locally manufactured shoes with kids from their Jump Rope program

INDIA

We're partnering with multiple manufacturers to begin testing shoe production to benefit local Giving Partners

CHINA

All four types of Giving Pairs are produced at these facilities, which can mass-produce quantities to keep up with the increasing requests of our Giving Partners

WE OFTEN HEAR:
**"GIVING SHOES IS GREAT,
 BUT GIVING JOBS
 IS MUCH MORE
 IMPORTANT."**

TOMS is passionate about contributing to the advancement of communities through supporting and creating jobs. So we've been actively searching to partner with facilities that manufacture TOMS Giving Pairs in the countries where we give. Each facility is locally staffed and operated, helping create steady jobs in the region.

By 2014, TOMS will produce
 1/3 of our Giving Shoes in countries where

we give. Currently, manufacturing facilities are in operation in Argentina, China, Kenya, India and Ethiopia. We are working to strengthen production lines in more countries, creating shoe-manufacturing capabilities in Haiti, and supporting existing industries in countries like India.

Nothing is done in haste: we enter each facility with the help of respected firms and consultants to make sure each

operates up to our global standards. This means that we pay fair wages, provide acceptable working environments and prohibit child labor.

By diversifying our manufacturing into the countries where we give, our entire giving process can be streamlined for efficiency while having a positive effect on local economies.

WE ARE OFTEN ASKED:

“DO YOU GIVE WEDGES, GLITTERS AND BOTAS TO CHILDREN IN NEED?”

NO. BUT WE DO GIVE CANVAS SLIP-ONS, WINTER BOOTS AND SPORTS SHOES.

When TOMS started in 2006, the pair that we gave (the Giving Pair) was a black canvas alpargata. Since then, the Giving Pair has grown into a collection. We offer multiple shoe styles to meet to the needs of the children our Giving Partners serve.

We are always listening to the feedback of our Giving Partners. In fact, our new Giving Pairs were designed based on it. And we want to make sure we get impactful results - we conduct extensive surveys with our partners on the quality and comfort

of each shoe style in the field. These studies help us make changes to each Giving Pair, making them more comfortable and durable for children.

None of the shoes we give are excess product. Every Giving Pair is made-to-order based on requests from our Giving Partners, and each Giving Partner is carefully screened to make sure they have a history of making a positive impact in the communities they serve.



WHAT WE GIVE



GIVING PAIR:

WINTER BOOT

About: A durable, heavy-duty boot for colder climates and regions with heavy snowfall

Materials/construction: Nylon upper, faux-shearling liner, adjustable Velcro fit

Currently giving in: Eastern Europe, Central and East Asia, South America and the United States



GIVING PAIR:

SPORTS SHOE

About: An athletic-inspired shoe suitable for urban environments

Materials/construction: Thick, durable outsole, upper air mesh panels, lace-up construction for youth / Velcro for tiny

Currently giving in: United States, with more countries slated to receive in late 2013



ORIGINAL GIVING PAIR:

BLACK CANVAS SHOE

About: Unisex canvas slip on with a sturdy sole - black shoes are required for school in many countries.

Adjustments made: Widened the fit and increased the thickness of the canvas and sole

Currently giving: Globally in 50+ countries

ISSUE:
**HIGH RATES OF TRACHOMA
IN RURAL TANZANIA.**

SOLUTION:
**A SIGHT GIVING
PARTNER SUPPORTED
BY TOMS EYEWEAR.**

Our mission to help restore sight is now more than 2 years old, and we are continually humbled by the impact it's having in communities around the world. We've learned that TOMS Eyewear purchases have allowed our Sight Giving Partners to provide free, quality eye care to target public health issues that most affect the regions they serve.

Founded in 2001, Kilimanjaro Center for Community Ophthalmology (KCCO) works in 13 countries in Africa to eliminate avoidable blindness through sustainable ophthalmology services. In some regions this includes trachoma.

Trachoma is an eye infection that plagues areas of poverty where poor sanitation and hygiene is common. It is an infection caused by bacteria, which irritates the eye and can scar the underside of the eyelid. If not treated, the infection turns into trichiasis, a condition where the eyelashes can begin to scratch the front of the eye. This can be painful and is about twice as common in women compared to men. If left untreated, it can lead to blindness.

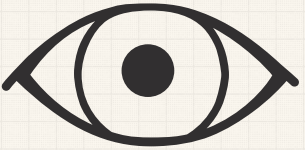
KCCO and their partners travel to remote regions to battle this disease. In Tanzania, TOMS Eyewear purchases have helped support one of KCCO's partners in providing medical treatment and sight-restoring surgeries to people with trachoma and trichiasis for the first time in years, allowing people to return to productive, healthy lives.



**With 15+
Sight Giving
Partners,
TOMS Eyewear
currently helps
restore sight
in 13 countries
worldwide.**



One pair of TOMS Eyewear



Sight for one person



Prescription Glasses



Sight-saving Surgery



Medical Treatment



In 2006, American traveler Blake Mycoskie befriended children in a village in Argentina and found they had no shoes to protect their feet. Wanting to help, he created TOMS, a company that would match every pair of shoes purchased with a pair of new shoes given to a child in need. One for One.®

Realizing this movement could serve other basic needs, TOMS Eyewear was launched. With every pair purchased, TOMS will help give sight to a person in need. One for One.®

One for One®