



GIFTS *for* GOOD®

2023

Impact Report



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ABOUT *this report*

To define this Impact Report's content, Gifts for Good® engaged with its executives, employees, nonprofit and social enterprise Cause Partners, suppliers, customers, and third parties.

Observance pertaining to environmental, social, and governance (ESG) topics occurs on an ongoing basis. Stakeholder engagement and impact data collection for Gifts for Good's report is also ongoing.

Gifts for Good's reporting cycle is from January 1, 2023 to December 31, 2023.

ABOUT *us*

Gifts for Good® is a mission-driven small business based in Los Angeles, California, dedicated to empowering the world to help people and the planet through gift-giving.

We are a Certified women-owned business through Women’s Business Enterprise National Council (WBENC) and a Certified Woman-Owned Small Business (WOSB) through the Federal Small Business Administration (SBA). We are also a certified B Corporation, and recently obtained our Climate Neutral certification, reflecting our commitment to addressing today’s most pressing social, economic, and environmental challenges.

In 2023, we re-certified as a B Corporation, obtaining a new score of 126.9, building on our previous score of 100.2 in 2020. The spirit of continuous improvement is at the heart of the B Corp movement, and we are always looking for opportunities to improve.

OUR VISION

A world where every gift purchased gives back.





a LETTER from our Chief Impact Officer

I am delighted to share with you Gifts for Good's 2023 Impact Report, highlighting our ongoing commitment to driving positive change through purposeful gifting that helps people and the planet. It offers a snapshot of the meaningful steps we've taken together in the past year.

When it comes to measuring our impact, transparency is critical. We collaborate closely with our Cause Partners to track and report on the outputs of each program. In the following pages, you'll find information about our collective efforts and the difference we've made together with our clients. You'll also read some stories about real individuals whose lives have been changed.

I want to express my gratitude to each of our Cause Partners, customers, and everyone else who has supported us along the way. Your dedication and collaboration have been instrumental in our journey, and I'm excited to continue making a positive impact together.

Without YOU, none of this happens.

As we move forward, I'm filled with optimism about the possibilities that lie ahead in 2024. I have no doubt that we'll continue to achieve great things together.

Thank you for being part of this incredible journey.

Jenise

Jenise Steverding

Chief Impact Officer

[Connect with Jenise on LinkedIn](#)

2023 IMPACT

WE DONATED
\$447,223
TO CHARITY



WE FUNDED

81,756

CHILDREN WITH LIFE-SAVING
VITAMINS FOR ONE YEAR



WE FUNDED

15,069

MONTHS OF SCHOOL SUPPLIES
FOR CHILDREN IN-NEED

Supporting as many as 1,389 students
and 39 teachers

WE PROVIDED

36,540

HOURS OF DIGNIFIED WORK FOR
INDIVIDUALS IN UNDERSERVED
COMMUNITIES

That's the equivalent of
full-time employment for 17
people for an entire year

FUNDED THE PLANTING OF

185,816

TREES



WE FUNDED

173,449

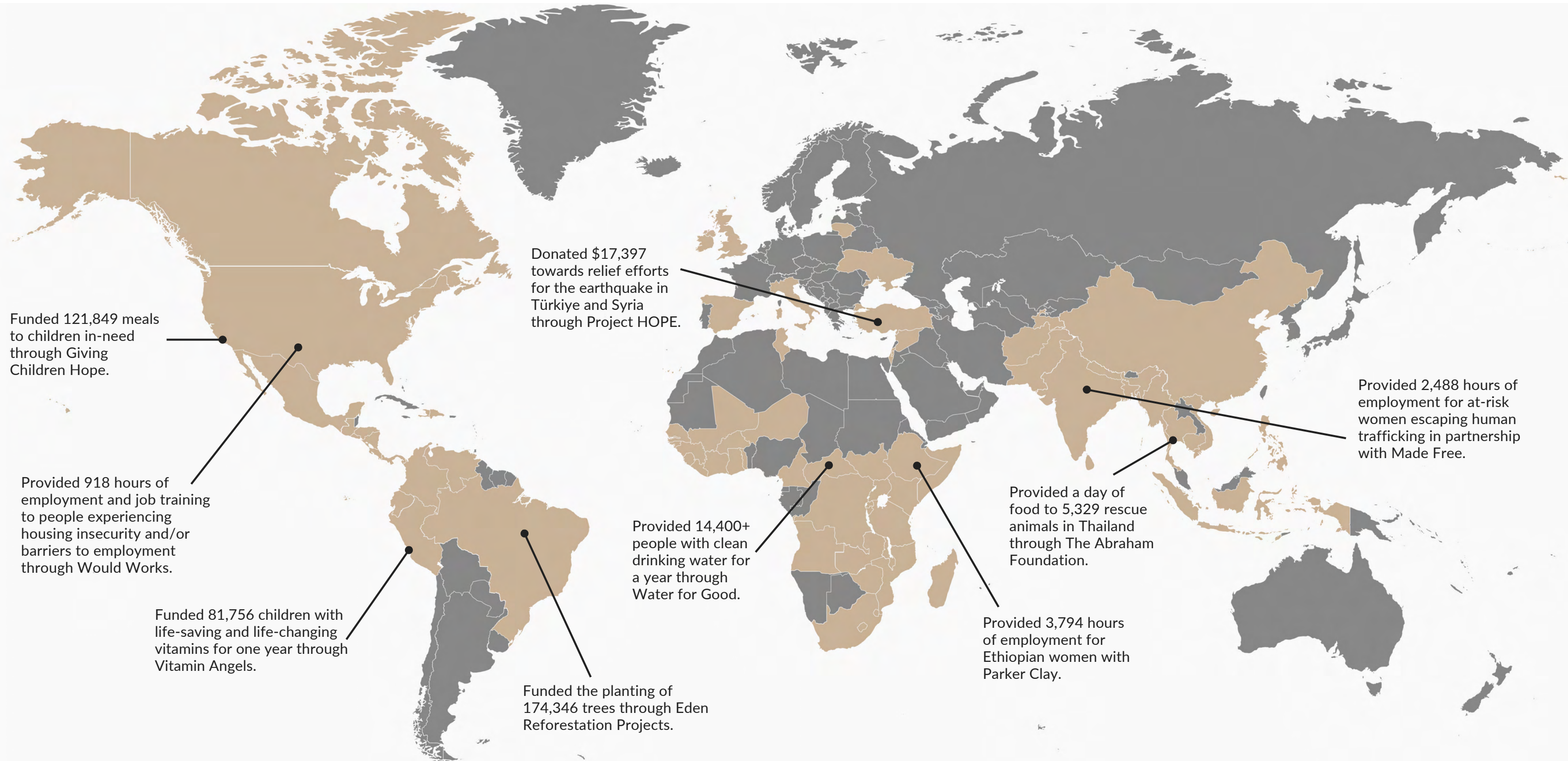
MONTHS OF CLEAN
DRINKING WATER TO
THOSE IN-NEED

Serving 14,400+ individuals for an entire
year, which is the same as providing 8
cruise ships full of people with water
every single day!



our global REACH

In 2023, we supported the work of 80 nonprofits & social enterprises in 50 states & 72 countries around the globe. Each product helps to support at least one of the 17 United Nations (UN) Sustainable Development Goals (SDGs)



how we PARTNER

We seek to create long-term, meaningful partnerships with organizations that are deeply committed to a particular area of impact. As a company focused on premium, quality gifts, we are looking for organizations with exceptional products, first-rate packaging, and a commitment to sustainability and environmental stewardship.

We look for...

LONG-TERM PARTNERSHIPS

Our goal is to be a substantial contributor to those with whom we enter into a partnership. At Gifts for Good®, we prefer depth over breadth in our partnerships. We are a listening organization and ask for continual, honest feedback for improvement.

OUTPUT MEASUREMENTS

We work with a variety of organizations with different impact models. We require output measurements that roll up into outcomes. The ability to measure impact is an important criterion for our model of transparency and reporting and is a requirement for partnership.

ENVIRONMENTAL PRACTICES

We believe in being a good steward of the earth, reducing our carbon footprint, and using recycled materials. We know that sourcing these items can be a challenge. We prioritize organizations that avoid plastics and have a commitment to environmental stewardship.

JUSTICE, EQUITY, DIVERSITY, AND INCLUSION

We look for organizations that embrace diversity and inclusion including gender, ethnicity, sexual orientation, age, disabilities, immigration background, and economic income status. We want to work with people who share these values.



every gift tells a STORY

With every purchase, you are supporting the issues you care about the most. Gifts for Good® currently sources products from 67 social enterprise makers, and provides charitable donation gifts through 13 nonprofit organizations.



WHEN YOU SHOP AT GIFTS FOR GOOD, YOU...

-  CARE FOR CHILDREN
-  SAVE ANIMALS
-  PROTECT THE ENVIRONMENT
-  SUPPORT JOB CREATION
-  IMPROVE HUMAN HEALTH
-  EMPOWER WOMEN



CARING FOR CHILDREN

Nearly one in six children in the United States live in poverty. Devastatingly, nearly 22,000 children die globally from poverty each day. These staggering numbers motivate us to support programs that provide nutritious meals, school supplies, and education to children in-need.



Caring for Children

PROVIDED

459

BACKPACKS, 433 BLANKETS, 624 DENTAL & TOILETRY KITS, AND 327 BOOKS FOR CHILDREN ENTERING FOSTER CARE

FUNDED

15,069

MONTHS OF SCHOOL SUPPLIES FOR CHILDREN IN-NEED ACROSS AMERICA

Supporting as many as 1,389 students and 39 teachers.



FUNDED

123,769

MEALS FOR CHILDREN IN-NEED IN THE USA



FUNDED

878

DAYS OF SCHOOLING FOR CHILDREN IN-NEED IN HONDURAS



CAUSE PARTNER SPOTLIGHT

Giving Children Hope

In 2023, Gifts for Good® funded 121,849 meals for children living in food insecure households in the USA through Giving Children Hope.

Giving Children Hope is a nonprofit organization that supports children and families by breaking their cycle of need and guiding them toward success and self-sustainability. We achieve this goal by fostering a sense of community, where dedicated volunteers provide crucial support. Some impact metrics from 2022-2023 include:

- Provided 2.5 million pounds of food to 1,100 families with 2,700 children.
- Gifted Christmas toys to nearly 2,100 children in 69 schools.
- Delivered 50,000 families and individuals 3.8 million pounds of essential household items.
- Helped 40 families save an average of \$240 a month for their future.

Their food distribution operation is a weekend nutrition program serving children and families struggling with food insecurity in Southern California. Food insecurity leaves these children malnourished and affects their health, development, and ability to learn, locking them into a cycle of need. Each week, Giving Children Hope facilitates a drive-through food distribution event, delivering backpacks filled with food to nearly 1,100 families.

5 year old Ana and her family received fresh fruit and veg at a recent Giving Children Hope drive-through in Southern California.



“We had a single mom with a family that was really struggling. When she got paid each month, all her money went on bills, and she only had \$40 left to pay for food and gas. Your program was able to supply her with food to feed her 5 kids, and she was in tears because she didn't know how she was going to feed them before this help arrived. She was utterly grateful, and something that she will never forget.”

-Martha Marquez

Liason for Los Altos Elementary School (LA County)



SAVING ANIMALS

Over 4 million cats and dogs enter U.S. shelters each year who are at risk of being killed if not adopted. Additionally, many wild animals are on endangered lists—such as elephants where poachers kill over 20,000 each year for their ivory. We believe animals are worth protecting; that is why we have products that support nonprofits on the front lines to protect animals in-need.



Saving Animals

FUNDED
65,496
HOURS OF CARE FOR
RESCUE ANIMALS



FUNDED
620
MEALS TO ABUSED AND
NEGLECTED RESCUE
HORSES

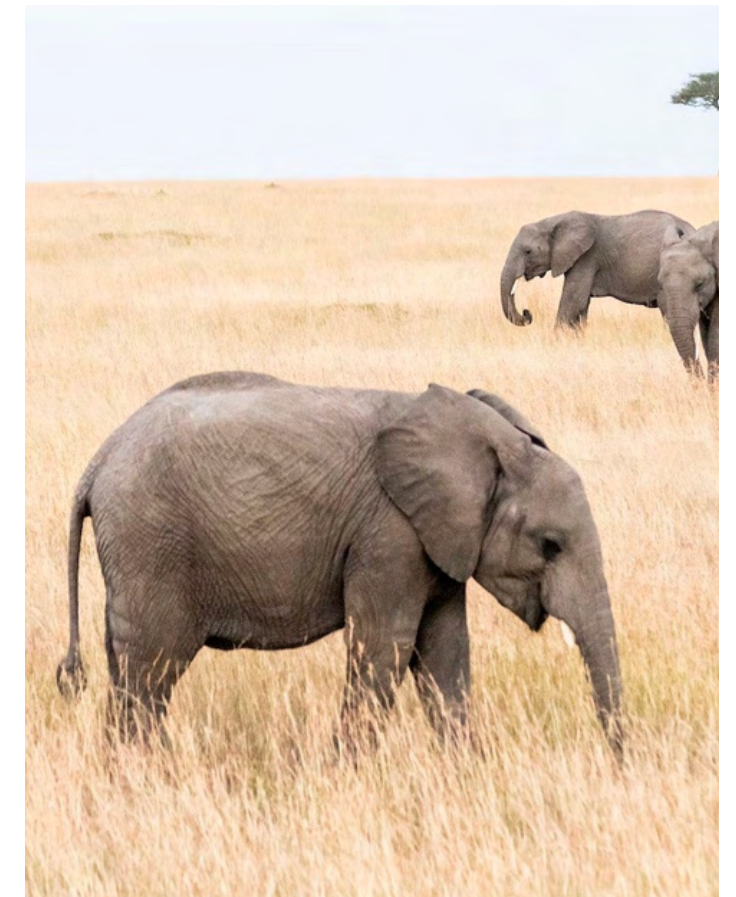


DONATED
\$ 608
TO ORPHANED ELEPHANTS
AT THE SHELDRIK
WILDLIFE TRUST

Providing funding to foster
12 elephants

PROVIDED
5,329
RESCUE ANIMALS AT THE
ELEPHANT NATURE PARK IN
THAILAND WITH A DAY OF
FOOD

Including elephants, dogs, cats,
and water buffalo, from various
backgrounds of mistreatment
and abandonment.



CAUSE PARTNER SPOTLIGHT

Best Friends Animal Society

In 2023, Gifts for Good® provided 65,496 hours of care to our furry friends in pet rescue shelters run by Best Friends Animal Society.

Best Friends Animal Society is a leading animal welfare organization working to end the killing of dogs and cats in America's shelters with the goal of making the country no-kill by 2025. Founded in 1984, Best Friends is a pioneer in the no-kill movement and has helped reduce the number of animals killed in shelters from an estimated 17 million per year.

Last year, around 380,000 dogs and cats were killed in America's shelters, just because they didn't have safe places to call home. In 2016, Best Friends launched the Campaign to 'Save Them All.' From 2016 to 2022, the number of dogs and cats killed in America's shelters fell by a whopping 63%. Today, more than half of the shelters in our country are no-kill thanks to donations and support from pet lovers across the USA.



MEET MILES

Found alone and struggling on a roadside, two-month-old Miles was rescued by a concerned passerby and brought to the Best Friends Animal Sanctuary's clinic. Despite his inability to stand, the alert kitten showed signs of sensitivity in his hindquarters—a hopeful indication for the veterinary team.

In the nurturing environment of foster care under vet tech Sarah Breeze, Miles quickly adapted, showing remarkable resilience and energy. Miles embarked on a rigorous rehabilitation program, with weekly electro-acupuncture sessions. This careful stimulation of Miles' nerves, complemented by daily physical therapy and exercises in a specially designed cart, gradually rekindled his mobility.

Each session, Miles could navigate his world with greater independence, underscoring the sanctuary's commitment to the no-kill movement and the collective effort required to transform the lives of shelter animals.



SUPPORTING JOB CREATION

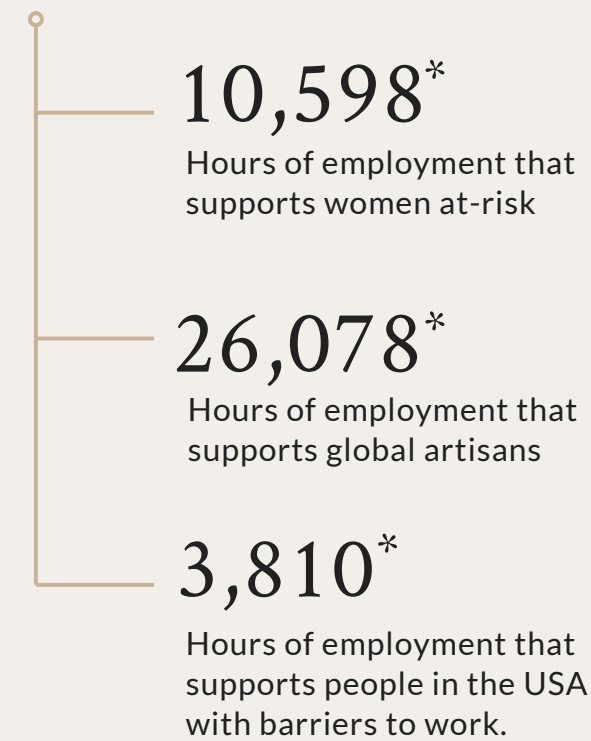
We believe that every person should have the right to dignified, meaningful, and fair-trade work that provides living wages. Unfortunately, individuals with physical or intellectual disabilities, those formerly incarcerated, indigenous artisans, and those experiencing homelessness all can face barriers to stable employment. That is why many of our products are made by individuals without access to markets or those who have barriers to employment—including our fulfillment center.



Supporting Job Creation

PROVIDED
36,540

HOURS OF EMPLOYMENT TO
PEOPLE WITH BARRIERS TO WORK
IN UNDESERVED COMMUNITIES.
THIS INCLUDES:



PROVIDED
706
ARTICLES OF
PROFESSIONAL
CLOTHING TO JOB SEEKERS



DONATED
\$15,181
TO VETERANS IN NEED



Helping 15 Veterans get the services and support they need to move off the streets and into safe and dignified living situations

**THAT'S THE EQUIVALENT OF
FULL-TIME EMPLOYMENT FOR 17
PEOPLE FOR AN ENTIRE YEAR!**

* There is some crossover between these employment categories, so the sum of these hours will not equal 36,540

CAUSE PARTNER SPOTLIGHT

Would Works

In 2023, Gifts for Good® provided 918 hours of dignified labor through the Would Works program for a person experiencing housing insecurity and/or barriers to employment in Los Angeles County.

Would Works is a Los Angeles-based nonprofit social enterprise that opens pathways for people with barriers to employment, helping them to break the cycle of system-dependency. They empower those who ‘would work if they could’ through skills-building in the craft of woodworking.

Would Works guides artisans in cohort-based programs as they develop basic woodworking, communication and shop safety skills through paid work, while gaining the confidence to explore paths toward self-sufficiency and a new career. They currently employ around 25 unhoused/housing-insecure individuals annually—providing over 8,000 hours of paid employment, community engagement and woodworking training.



MEET TIM

Tim was introduced to Would Works through their partnership with Jovenes in 2022. He was interested in joining the program because he wanted to learn a new skill that he could use throughout his working.

“The Would Works program builds my character,” says Tim. “It builds resilience and a work ethic and I feel more confident as a result. There is no cap to learning here.”

After one year, Tim has completed the Beginner Builders and Community Builders Program. He is now employed at Angel City Lumber and is deepening his skills through a scholarship at a local communal wood shop.



fulfillment WITH IMPACT

Gifts for Good® is transforming lives through the power of work by operating our fulfillment center at Goodwill Southern California.

Goodwill is committed to creating workforce training and employment opportunities for individuals with disabilities, veterans, individuals with a prison record, people experiencing homelessness, and other people with barriers to work.

Even our shipping boxes carry their own measurable impact. Our 100% recyclable eco-mailer boxes plant trees (316 trees planted in 2023), and our signature gift boxes are made from reclaimed fabric by artisans in India, providing 137 hours of employment in 2023.





PROTECTING THE ENVIRONMENT

Issues such as climate change, waste disposal, and deforestation are some of the most pressing issues of our time. That is why we sell products made from remnant fabrics, recycled billboards, and recycled water bottles. We support sustainable reforestation and agroforestry programs to create a better world.



FUNDED THE PLANTING OF

185,816
TREES



Protecting the Environment

REMOVED
22,300
PLASTIC BOTTLES FROM
THE WORLD'S OCEANS

SAVED
2,615,488
GALLONS OF WATER BY USING
BAMBOO OR RECLAIMED
MATERIALS IN CLOTHING ITEMS

SAVED
432
HOURS OF LCD ENGERY AND
AVOIDED 58 POUNDS OF CO2
EMISSIONS BY RECYCLING GLASS

RECYCLED
1,446
PLASTIC BOTTLES INTO
PRODUCTS



DIVERTED
504
POTENTIAL POUNDS OF E-
WASTE FROM LANDFILLS



DIVERTED
3.73
LARGE BILLBOARDS FROM
LANDFILLS BY REPURPOSING
THE MATERIALS INTO
PREMIUM ACCESSORIES

CAUSE PARTNER SPOTLIGHT

Eden Reforestation

In 2023, Gifts for Good® funded the planting of 174,346 trees through Eden Reforestation Projects.

Planting trees is a crucial practice for the health of our planet, as trees provide numerous benefits such as purifying the air we breathe, combating climate change, and promoting biodiversity. Eden facilitates restoration and community development through nature-based solutions to climate change. By working directly with local communities, Eden empowers them with sustainable livelihood options to restore their natural environment. This is a key part of ensuring that communities benefit from the landscapes they depend upon in a sustainable manner.

Eden currently has 241,150+ hectares of land under management, projects in 8 countries through Africa, Asia, and the Americas, and employs 6,070+ people throughout the world.



Over 62 million hectares of forest have been lost in Brazil over a span of 20 years. Eden's target is to reforest nearly 30,000 hectares (115 sq. miles, 300 sq. kilometers) in the Amazon, the Cerrado, and coastal mangrove habitats. This will restore precious ecosystems while creating financial opportunities for surrounding communities.

Across all of Eden's projects, their teams of local employees earn a consistent wage, which enables people such as Eliene Riberio (pictured left) and her team in Cavalcante, Brazil, to afford education and improve their lives.

1,640 hectares

HAVE BEEN REFORESTED
AND ARE NOW PROTECTED
UNDER MANAGEMENT

85+ employees

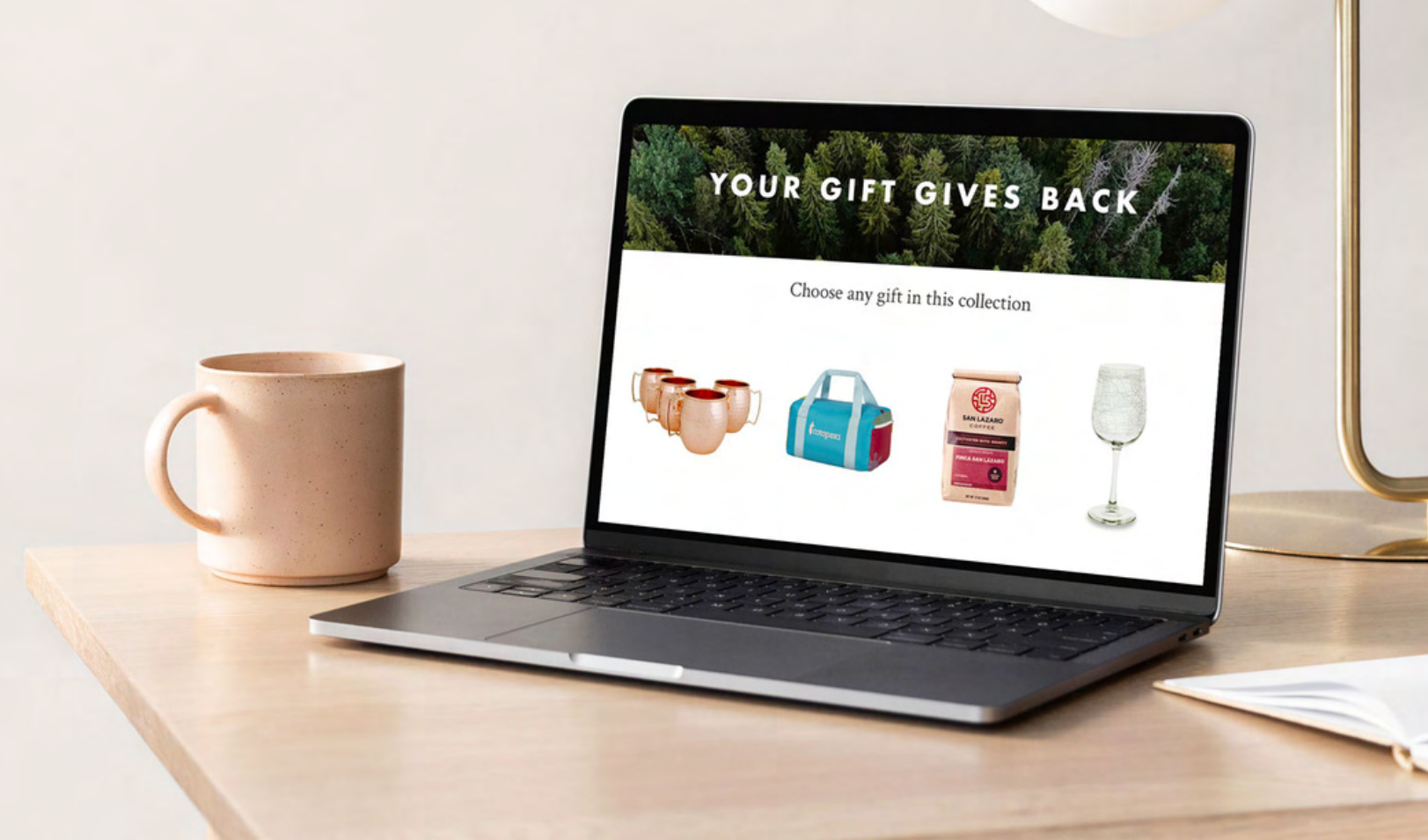
EMPOWERED WITH FAIR
WAGES IN UNDERSERVED
LOCATIONS



REDUCING WASTE WITH GIFTforward®

CONVENTIONAL GIFTING CAN BE WASTEFUL

Think about all the corporate swag you have received over the years. How many of those gifts do you still use today? Around 50% of Americans will receive an unwanted gift during the holiday season. Those unwanted gifts are exchanged 26% of the time, and thrown away 8% of the time. In 2020, returned inventory created around 5.8 billion lbs of landfill waste and emitted about 16 million metric tons of CO2.

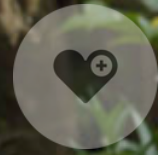


OUR SOFTWARE INHERENTLY REDUCES WASTE

Our exclusive software empowers the recipient to choose their own physical gift, or donate their gift value to a cause close to their heart. This significant reduction in unwanted gifts has a direct impact on the colossal environmental consequences that result from throwing away such items. With fewer gifts being discarded, we can prevent up to 13,260,000 gifts from being dumped in landfills.

By utilizing our software, not only will your recipient be delighted to receive a gift they genuinely desire, but also you will be doing your part in reducing the number of gifts ending up in landfills and mitigating the emissions generated by the returns process.

[!\[\]\(2b376d1a92330ab09dad2665d2f89bf5_img.jpg\) **LEARN MORE ABOUT GIFTforward®**](#)



IMPROVING HUMAN HEALTH

Fifty percent of the world's population is at risk of malaria. Every two minutes, a child infected with malaria does not survive. 884 million people do not have safe water to drink. That is why we sell products that support a variety of pressing health issues to save lives.



Project HOPE partner SAMU conducts search and rescue operations with a K-9 team in Antakya, Turkey. Photo credit: James Buck for Project HOPE, February 2023.

CAUSE PARTNER SPOTLIGHT

Türkiye & Syria Earthquake Fund

On February 6, 2023, a series of devastating earthquakes claimed over 55,000 lives, displaced 3.3 million people, and sparked a widespread humanitarian crisis in Türkiye (Turkey) and Syria.

In response, we donated \$17,397 to Project HOPE's Türkiye (Turkey) & Syria Earthquake Fund. Together, our commitment extended beyond urgent relief to long-term support for recovering communities in both countries, focusing on health care, mental health, shelter, water, and hygiene services. Through collaboration and compassion, we're healing wounds and rebuilding lives, demonstrating the enduring strength of hope in the face of disaster.

PROJECT HOPE'S IMPACT IN THE REGION*

DELIVERED
29 tons
OF URGENTLY NEEDED
MEDICAL SUPPLIES

PROVIDED
37,300+
PEOPLE WITH ACCESS
TO CLEAN WATER,
INSTALLING SOLAR
CHLORINATION SYSTEMS

SUPPORTED
8,584
MENTAL HEALTH
AND GENDER BASED
VIOLENCE (GBV)
PROTECTION
ACTIVITIES

Helping people to
overcome trauma while
providing a safe space
for women and girls
experiencing GBV.

PROVIDED
28,500
FAMILY, FEMALE
DIGNITY AND BABY
HYGIENE KITS

PROVIDED
8,412
MEDICAL
CONSULTATIONS
THROUGH MOBILE
MEDICAL UNITS

**as of March 2024*





Improving Human Health

PROVIDED
173,293
MONTHS OF CLEAN DRINKING WATER

FUNDED
339

SOLAR LIGHTS TO
LOCATIONS WITHOUT
ELECTRICITY



Allowing students to study
and medical professionals to perform
their work—anytime, anywhere.

DONATED

\$30,230

TO UKRAINE RELIEF EFFORTS

FUNDED
148



BLANKETS FOR THE UNHOUSED



PROVIDED
26,780

MEALS TO FAMILIES
IN-NEED IN THE USA

DONATED

\$17,397

TO THE TÜRKIYE (TURKEY)
AND SYRIA EARTHQUAKE
RELIEF EFFORT



FUNDED
146

HOURS OF MENTAL
HEALTH TREATMENT
FOR VETERANS



© Vitamin Angels Leah Fretwell UG18



© Vitamin Angels UK22



Emily Nichols for Project HOPE



FUNDED

48,627

MONTHS OF PRENATAL VITAMINS FOR MOMS IN-NEED

That's 4,863 women supplied with vitamins for their entire pregnancy!

FUNDED

75

BED NETS TO PREVENT MALARIA

FUNDED

238

HOURS OF MENTAL HEALTH COACHING FOR AT-RISK YOUTH

FUNDED

9,881

RIDES TO TREATMENT FOR CANCER PATIENTS



FUNDED

81,756

CHILDREN WITH LIFESAVING VITAMINS FOR A FULL YEAR

DONATED

\$13,388

TO SUPPORT RELIEF EFFORTS IN RESPONSE TO THE GAZA / ISRAEL CONFLICT

FUNDED

2,871

HOURS OF MENTAL HEALTH TRAINING FOR HEALTHCARE WORKERS

CAUSE PARTNER SPOTLIGHT

Water for Good

In 2023, Gifts for Good® provided safe, clean water to 24,641 Central Africans. That's about 8 cruise ships full of people now drinking safe water on a daily basis!

Water for Good believes everyone deserves to wake up each morning with safe water. They are on a mission to make that a reality, specifically in one of the poorest countries in the world—the Central African Republic. Through both drilling and maintenance services, over a million Central Africans are relying on their water systems for safe, clean water.

In 2023, Water for Good...

- Built 124 water points
- Maintained 2,300+ water points
- Employed 115 Central Africans to keep clean water flowing



MEET BODI

Bodi represents just one child out of thousands who started his school year with clean water for the first time in his young life.

Our team worked for several weeks to install a hand pump water well in his community; as you can imagine, everyone is thrilled with the outcome!

Bodi and his friends need clean water to stay healthy and keep their strength up, because a full jerry can of water weighs 44 pounds!



EMPOWERING WOMEN

Eighty-five percent of domestic violence occurs against women. Eighty percent of all trafficked victims are women. That is why we sell both products that employ women coming out of such situations, and products that support organizations serving women's needs.



Empowering Women

FUNDED

10,598



HOURS OF EMPLOYMENT FOR WOMEN AT-RISK. THIS INCLUDES:



* There is some crossover between these employment categories, so the sum of these hours will not equal 10,598

FUNDED

60



RESIDENTS OF DOMESTIC VIOLENCE SHELTERS WITH A WEEK OF PERSONAL CARE PRODUCTS

FUNDED

16



HOURS OF COUNSELING FOR FORMERLY HOMELESS WOMEN IN LOS ANGELES

CAUSE PARTNER SPOTLIGHT

Made Free

In 2023, Gifts for Good® provided 2,488 hours of employment to the women crafters of Made Free, providing them with dignified, self-sustaining employment, allowing them to break free from modern day slavery, human trafficking, or situations of extreme poverty.

Today, there are over 700 million people living in poverty. According to the UN there are roughly 50 million modern day slaves, 11 million of which live in India. A significant portion of slavery is taking place in industries such as textiles and apparel. Forced labor or meager pay and dangerous working conditions are the norm throughout this industry.

The makers at Made Free work in small teams that meet or exceed World Fair Trade Organizations (WFTO) standards. They receive a base pay that is up to 5x the average wage for their area. This gives them the ability to feed their families, afford medical expenses, and household needs, and still build savings.



Bijoya's name and likeness have been substituted for her personal safety.

MEET BIJOYA

Since she was a child, the life of a sex-worker loomed heavily over Bijoya's life. With a mother who constantly had customers in the same room as her and her brother, she was unable to study, and was pursued by the same men that her mother brought into their home.

As she grew older, Bijoya would leave the house when customers were there, and it was on one of these days that she happened to meet a person who offered her a job as a maker with Made Free.

She is now married, in her own home, and makes enough money to help her mother break free of the life she has lived for so long.



NO METRICS *left behind!*

One of the things that sets us apart from other gift companies is our relentless commitment to recording impact wherever we see it, no matter how small or difficult the end calculation is. When it comes to closing out our impact metrics for the year, EVERYTHING gets recorded.

This page includes the metrics we also recorded for 2023, and completes our impact reporting for the year.



\$300

DONATED TOWARDS A MOBILE PLAY UNIT FOR HOSPITALIZED KIDS

40

HOURS OF CHILDCARE PROVIDED TO CHILDREN IN-NEED

12

CHILDREN SENT TO AN OUTDOORS PROGRAM THROUGH THE NATIONAL PARKS FOUNDATION

\$256

DONATED TO CHARITY:WATER TO FUND THEIR CLEAN WATER PROJECTS

\$435

DONATED TO KIVA TO SUPPORT THE GROWTH OF SMALL BUSINESSES AND NONPROFITS IN THE MIDDLE EAST & AFRICA

\$1,039

DONATED TO GIFTS FOR GOOD'S DISASTER RELIEF FUND AND ALLOCATED WHERE THE NEED IS GREATEST

154

HOURS OF COVID-19 TRAINING PROVIDED TO HEALTHCARE WORKERS

20

HEALTHCARE WORKERS WERE PROVIDED WITH PPE IN EARLY 2023

257

MEALS WERE PROVIDED IN RESPONSE TO HUMANITARIAN, CLIMATE, AND COMMUNITY CRISES THROUGH WORLD CENTRAL KITCHEN

25

MINUTES OF ART THERAPY FOR SURVIVORS OF DOMESTIC VIOLENCE

A photograph of four diverse professionals standing in a hallway, smiling and engaged in conversation. From left to right: a man with glasses in a denim jacket holding a laptop; a woman with glasses in an orange shirt holding a smartphone; a man with a beard and a white beanie in a mustard corduroy jacket holding a notepad; and a woman in a striped sweater over a white shirt holding a laptop. The background is a plain, light-colored wall.

OUR CLIENTS

We work with a wide variety of clients from large corporations like KPMG to nonprofits like the San Diego Zoo Wildlife Alliance to handle internal and external gifting needs. Each made their own extraordinary impact in 2023—because every single gift makes the world better. Here are few client spotlights...

CLIENT SPOTLIGHT: HEALTHCARE

Team Holiday Gifts for Host Healthcare

In 2023, Gifts for Good® proudly collaborated with Host Healthcare to send over 3,500 gifts to their travel nurses across the U.S. during the holiday season.

Using our GIFTforward platform, we made a highly curated collection of gifts that would appeal to travel nurses who were out in the field and away from home. We also worked with the Host Healthcare team to select charity giving options that were in line with the company's mission and values.



Bridgett Beasley
Sr Marketing Manager,
Host Healthcare

"Our travel healthcare professionals sacrifice time with loved ones during the holidays to care for their patients. It's this selfless commitment that inspired us to gift items that echo the impact they make daily. We received hundreds of thank you notes for supporting nonprofits and charities through Gifts for Good, and we're immensely grateful that our holiday partnership helped us further our mission of Helping Others Live Better."

JUST SOME OF THE AMAZING IMPACT MADE BY HOST HEALTHCARE

PROVIDED

2,557

PEOPLE WITH 1 YEAR OF CLEAN
DRINKING WATER IN CENTRAL AFRICA

PROVIDED

2,080

RIDES TO TREATMENT FOR
CANCER PATIENTS

FUNDED

351

HOURS OF MENTAL HEALTH
TRAINING FOR HEALTHCARE
WORKERS

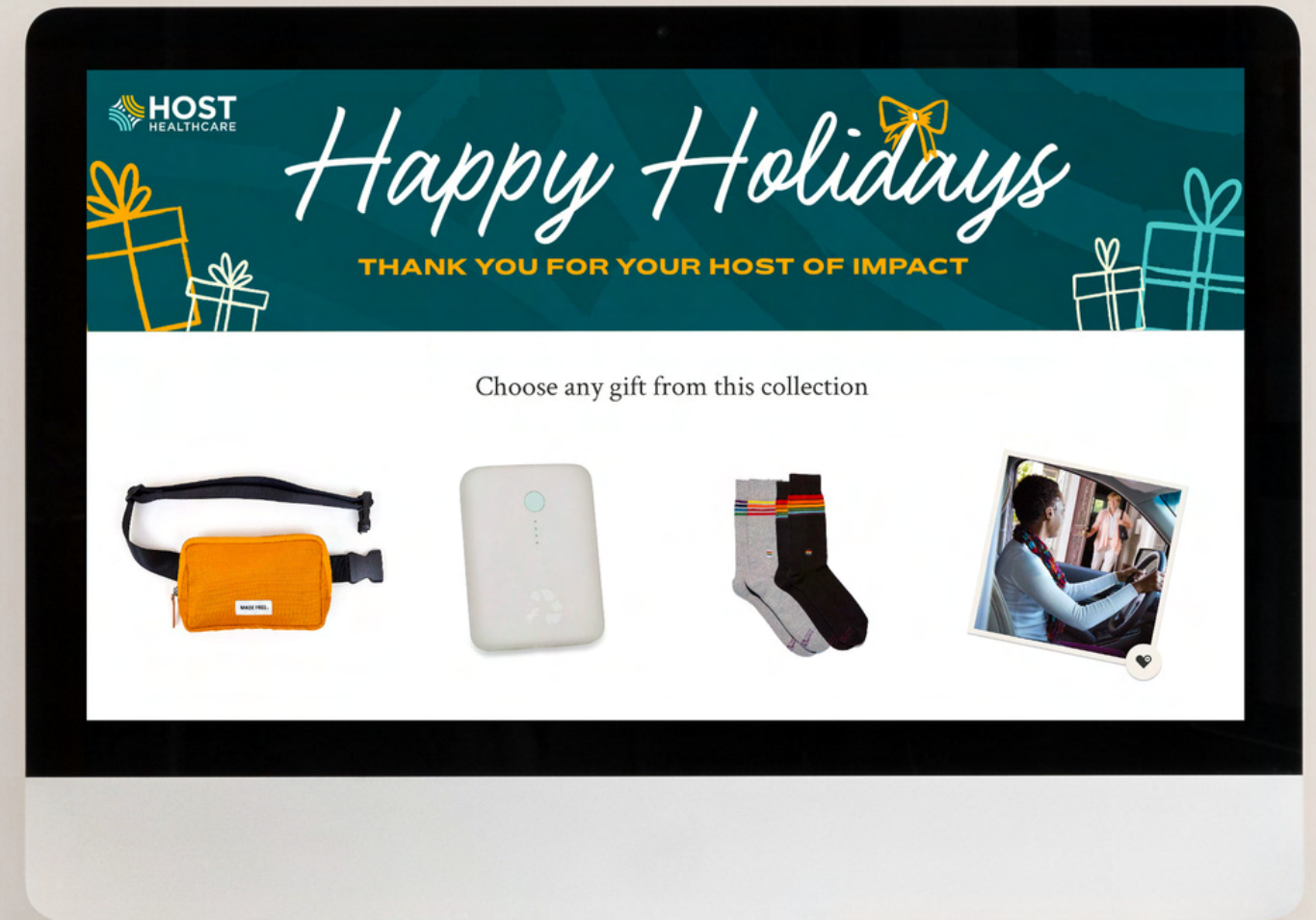
PROVIDED

2,320

MEALS TO CHILDREN IN THE USA
WHOSE FAMILIES ARE EXPERIENCING
FOOD INSECURITY

[See their full impact here](#)

Host Healthcare's recipients GIFTforward campaign landing page gave the choice of a travel related gift, or the option to donate the gift value to a charitable cause close to their hearts.



CLIENT SPOTLIGHT: FINANCE

Arabella Advisors: Customized Impact

Gifts for Good® was approached by fellow B Corp, Arabella Advisors, to facilitate a very specific gifting goal which allowed them to give their recipients the choice between a unique branded item, or donate their gift value to charity.

Using our GIFTforward platform, we set up a customized campaign, providing the choice between donating to charity, or redeeming a single customized product (our recycled Billboard Tote), complete with Arabella Advisors branding. Recipients received an email with this offer in December, and a reminder in January to make their choice.

For people who chose the Billboard Tote, their shipping address was collected by GIFTforward, and we were able to place an exact order amount of the product, both reducing cost for the client and cutting down on the waste generated by over-ordering. The totes were delivered in our Kraft Eco Mailer, complete with a story card, explaining the environmental impact of the gift.

For the recipients who chose the charitable donation option, they were happy not to receive an item they did not personally need and got to support a great cause in the process. The absence of unwanted gifts through this campaign is a prime example of how GIFTforward is helping to reduce the massive amount of landfill waste generated by the wider corporate gift market.



Laura Duymovic
Director of Executive
Operations at Arabella
Advisors

"As a B Corp and a mission driven organization, it was extremely important to us that our gifting was mindful, kind to the planet, had a measurable social impact and gave people a choice. Gifts for Good delivered on all these promises and we were impressed by their team's willingness to adapt to our specific impact goals."



The Arabella Billboard Tote is made from reclaimed billboards, which reduces landfill and provides the perfect bag for beach days or trips to the farmers market. This gift was delivered with a story card that explains the impact.



We were delighted that Arabella chose to send their charity donation funds to support our newest Impact Partner, Comfort Cases. On any given day, there are approximately 437,500 children in foster care in the U.S. Most of them are removed from their homes with little more than the clothes on their backs.

Comfort Cases® provide children with backpacks filled with comfort and personal care items including new pajamas, dental kits, a warm blanket and a new stuffed animal to hug during the traumatic transition into the foster care system.



CLIENT SPOTLIGHT: HR SOFTWARE

Custom Holiday Gift Boxes for Paycor

We were privileged to work with Paycor for the 4th year in a row, developing a highly customized gift box full of premium quality branded swag for their clients.

As a world leader in HR software, social impact through job provision is directly in line with Paycor's company ethos, so our gift experts were enlisted to curate branded items for their gift boxes that would provide the most employment impact. Working with our network of global artisan producers both at home and abroad, we have been able to build a truly memorable gift experience for Paycor's clients year after year.



Megan Tharp,
Senior Partner
Program Manager,
Advocacy at Paycor

"Each time we work with Gifts for Good, we've been able to bring something new and different to our clients from the year before. Their team is great at offering creative solutions for adding our custom branded elements to their gifts... and we always feel supported and in-the-loop when it comes time to deliver to our clients."

PAYCOR CLIENT GIFT IMPACT: 2023

PROVIDED
4,021
HOURS OF EMPLOYMENT FOR AT-RISK
WOMEN AND ARTISAN PRODUCERS

PLANTED
292 TREES TO COMBAT
GLOBAL DEFORESTATION

DONATED
\$900
TOWARDS SUPPORTING
FORMERLY HOMELESS
VETERANS ON THEIR
WAY TOWARDS
PERMANENT,
SUPPORTIVE HOUSING



CLIENT SPOTLIGHT: TECH & MEDIA

Customized Merch for Snap Inc.

Gifts for Good® was excited to partner with Snap Inc. for the fourth year in a row for Snap's global day of service, celebrated annually on World Kindness Day. Each year, Snap's global workforce comes together to volunteer with nonprofits in their local communities. In 2023, Snap employees wore a branded fleece from Gifts for Good while they volunteered on World Kindness Day.

Given the name of their flagship day of volunteering, kindness was a core value they wanted their gear to embody. Each quarter zip fleece was made at a Fair Trade Certified production facility in India and arrived with an embroidered custom logo on the front chest, along with Snap Philanthropy branding in the collar, and a custom hang tag in the shape of the Snap Ghost. The tag featured a QR coding leading to a custom written article we hosted on the Gifts for Good blog about the impact of the fleece, and featuring the makers behind the item.



Chandelle Weibe Hakim,
Global Philanthropy
Snap Inc.

“Gifts for Good continues to be a trusted partner for various teams across Snap. This was the fourth year we’ve worked with them to deliver premium branded merch for Snap’s annual World Kindness Day—our global volunteer day for employees across multiple countries. The Gifts for Good team always goes above and beyond to source meaningful swag that aligns with the values of Snap Philanthropy.”



THE IMPACT FROM THIS CAMPAIGN

SNAP INC. PROVIDED

4,425

HOURS OF FAIR
TRADE EMPLOYMENT
FOR WOMEN IN INDIA

Menaka was a maker involved with the Snap Inc. fleece production, working as a tailor. With two children, Menaka hopes to buy land with her husband to one day build a home for them.



our team

IN THE COMMUNITY

Over the past year, the Gifts for Good® team has continued our support of our local community in Southern California.

In May of 2023, we spent the day volunteering with our Cause Partner, Best Friends Animal Society, in Los Angeles. While there, we helped beautify the streets surrounding the sanctuary building where the dogs are taken for daily walks, removing over 80 lbs of potentially hazardous trash from the sidewalks.

In July, we joined forces with Kids In Need Foundation, the City of Inglewood, and our friends at FAT Brands Inc, City First Bank, and Hollywood Park to fill 1000+ school backpacks with back to school supplies. This backpack filling event was in preparation for a giveaway in Inglewood, California, the following week—helping children in the city who needed assistance in acquiring basic school supplies for the year ahead.



“I am proud to work for a company that makes a positive impact on the world. It was deeply satisfying to be hands-on during our volunteer events. Whether it's working with our partner Kids in Need Foundation to pack and distribute backpacks of school supplies to local children, or building dog toys for shelter pets with Best Friends Animal Society, I've found our company 'volunteer days' a great way to make a tangible impact.”

-Will Hoffmann
DIRECTOR OF IT



Certified



Corporation

WE RECERTIFIED AS A B CORP IN 2023

Our new B Corp score in 2023 was 126.9, which is an increase from our old score (100.2) when we last certified in 2020.

our new B CORP score explained



- **126.9** - Gifts for Good's overall impact score
- **80** - The minimum score for B Corp certification
- **50.9** - The median score for ordinary businesses

How is it calculated?

GOVERNANCE

This evaluates a company's overall mission, ethics, accountability, and transparency. We scored 14.9 in this category.

WORKERS

This section assesses how a company treats its employees. We scored 21.6 in this category

COMMUNITY

Here, the company's relationship with its local communities is examined. We scored 56.3 in this category

ENVIRONMENT

This evaluates a company's environmental performance. We scored 11 in this category

CUSTOMERS

This category looks at how a company benefits its customers. We scored 22.9 in this category.

i Learn more about our [B CORP CERTIFICATION](#)

IMPACT *over the years*

Since 2017 we have worked alongside Cause Partners, corporate clients, and our incredible customers to impact the lives of *millions* of people around the world. It really is amazing to see how far we've come from our humble beginnings

In the last 7 years, we've faced challenges and celebrated successes, but our commitment to making a difference remains core to our ethos. These stories and statistics show the real scope of impact being created.

To all our incredible stakeholders: your support has been key to creating this impact.

THIS WOULD NOT HAVE HAPPENED WITHOUT YOU

SINCE 2017, TOGETHER WE HAVE

DONATED

\$2,764,680

TO CHARITY



1,905,461

CHILDREN HAVE BEEN PROVIDED WITH LIFE SAVING VITAMINS FOR ONE YEAR



1,591,448

TREES HAVE BEEN PLANTED AROUND THE WORLD



831,687

MONTHS OF CLEAN DRINKING WATER HAVE BEEN PROVIDED TO THOSE IN-NEED



417,867

MEALS HAVE BEEN PROVIDED TO CHILDREN IN-NEED



211,259

HOURS OF EMPLOYMENT HAVE BEEN PROVIDED TO THOSE WITH BARRIERS TO WORK



Thank you to our
CAUSE PARTNERS

Every gift comes with a story card explaining the social or environmental impact behind each product.





a message from our
FOUNDER & CEO

Over the past seven years, one of the most rewarding aspects of running Gifts for Good has been witnessing the kindness of strangers. It's one of the greatest gifts of my career that every day, I get to observe the very best of humanity.

Our customers—working as event planners or human resources professionals—go from an employee to a hero in their day-to-day jobs. Our Cause Partners are not just our vendors, but my friends and people whom I deeply admire; social enterprise leaders who demonstrate remarkable courage, strength, and resilience while working in some of the most difficult communities in the world to seek solutions for a better future.

I believe that there has never been a greater opportunity to use business as a force for good than today. And this report is proof. We extend our heartfelt thanks to our community for joining us in this movement over the past year.

Here's to many more years of doing good—together.

With my deepest gratitude,

Laura

Laura Hertz

Chief Executive Officer

[Connect with Laura](#) on LinkedIn



Help us do MORE GOOD!

Join us in 2024 to carry on this story of incredible impact. Whether you are a large organization looking for employee recognition gifts, a boutique agency that needs thoughtful client gifts, or a solo gift hunter intent on creating positive world change through your gift-giving, we invite you on this journey with us to Do Good.

FOR BUSINESS GIFTS

[Book a demo](#) of our GIFTforward platform or [schedule a call](#) with our gift experts to discuss turning your gifting budget into a force for good!

FOR PERSONAL GIFTS

Search over 1,000 premium gifts with a social or environmental impact on our [Gift Marketplace](#).



GIFTS *for* GOOD®

[GIFTSFORGOOD.COM](https://www.giftsforgood.com)



CONNECT

@giftsforgoodHQ



SUPPORT

877-554-1550

hello@giftsforgood.com

VISIT

Our Los Angeles
showroom