



GIFTS *for* GOOD®

2024

Impact Report

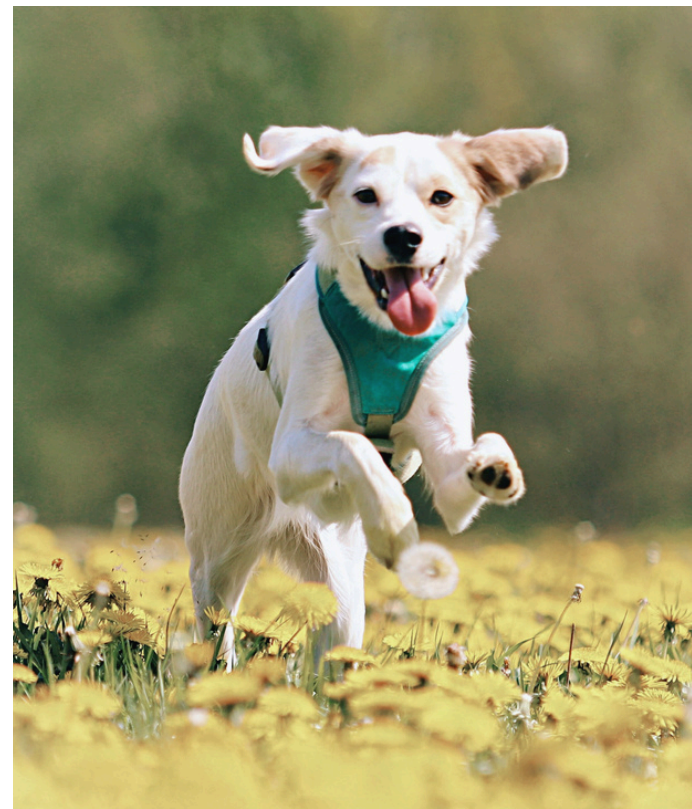
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The Abraham Foundation

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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, 2024 to December 31, 2024.

ABOUT *us*

Gifts for Good® is a mission-driven small business based in Los Angeles, 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, with a score of 126, reflecting our commitment to addressing today’s most pressing social, economic, and environmental challenges.

In early 2025 we also re-certified under the new Climate Label Certification (formerly Climate Neutral) and were amongst the first 16 companies in the world to achieve the new certification alongside notable brands like REI, Vuori and Reformation.

OUR VISION

A world where every gift purchased gives back.



Jenise on a recent field trip
with our Impact Partner
Seatrees, learning about kelp
restoration.

a LETTER from our Chief Impact Officer

I'm proud to share Gifts for Good's 2024 Impact Report—a reflection of another incredible year of using business as a force for good. Together with our clients and Cause Partners, we've continued to turn everyday moments of gifting into powerful opportunities to uplift communities, protect our planet, and create lasting change.

At the heart of our work is a deep commitment to accountability and transparency. We remain focused on measuring what matters, partnering closely with our nonprofit and social enterprise partners to track the tangible outcomes of every gift.

To our clients, Cause Partners, and broader community: thank you... because without YOU, none of this happens. Your trust, passion, and commitment fuel everything we do. The impact we've achieved this year belongs to all of us.

Even in the face of today's challenges, we remain committed to building a more equitable and sustainable future—one gift, one partnership, one story at a time. Progress may not always be easy, but with your continued support, we're moving forward together. Thank you for being part of this incredible journey.

With a grateful heart,

Jenise

Jenise Steverding

Chief Impact Officer

[Connect with Jenise on LinkedIn](#)

2024 IMPACT *at a glance*

WE DONATED
\$581,040
TO CHARITY



WE FUNDED

57,837

CHILDREN WITH LIFE-SAVING
VITAMINS FOR ONE YEAR



WE FUNDED

17,272

MONTHS OF SCHOOL SUPPLIES
FOR CHILDREN IN-NEED

Supporting as many as 1,808 students
and 113 teachers

WE PROVIDED

49,966

HOURS OF DIGNIFIED WORK FOR
INDIVIDUALS IN UNDERSERVED
COMMUNITIES

That's the equivalent of
full-time employment for 24
people for an entire year

FUNDED THE PLANTING OF

48,215

TREES



WE FUNDED

266,020

MEALS FOR CHILDREN IN-NEED

WE FUNDED

696,390

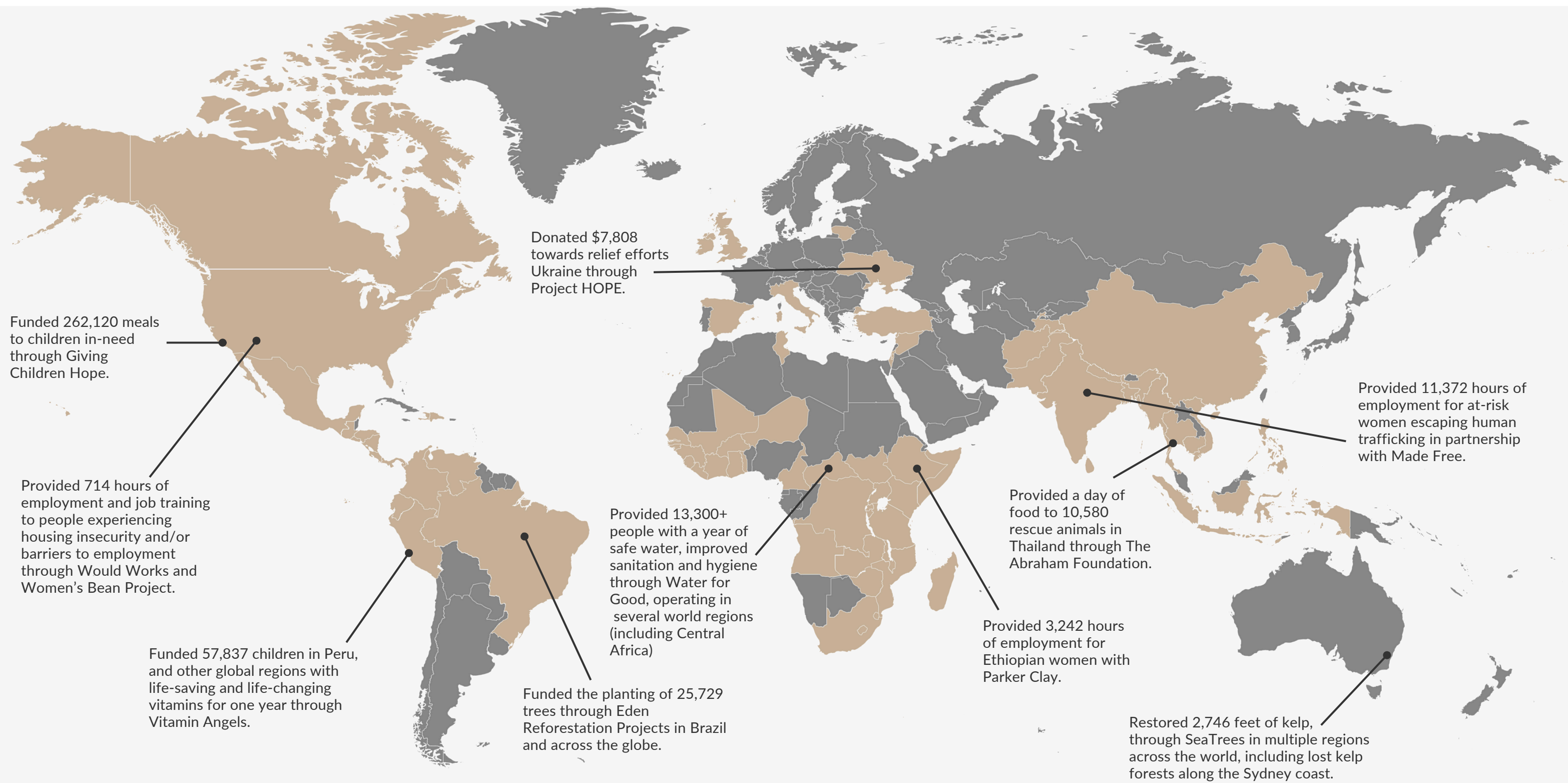
WEEKS OF SAFE WATER,
SANITATION, AND IMPROVED
HYGIENE TO THOSE IN-NEED



Serving over 13,300 individuals for an
entire year—preventing thousands of
waterborne illnesses and helping
families stay safe.

our global REACH in 2024

We supported the work of 82 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)



Funded 262,120 meals to children in-need through Giving Children Hope.

Donated \$7,808 towards relief efforts Ukraine through Project HOPE.

Provided 714 hours of employment and job training to people experiencing housing insecurity and/or barriers to employment through Would Works and Women's Bean Project.

Funded 57,837 children in Peru, and other global regions with life-saving and life-changing vitamins for one year through Vitamin Angels.

Funded the planting of 25,729 trees through Eden Reforestation Projects in Brazil and across the globe.

Provided 13,300+ people with a year of safe water, improved sanitation and hygiene through Water for Good, operating in several world regions (including Central Africa)

Provided a day of food to 10,580 rescue animals in Thailand through The Abraham Foundation.

Provided 3,242 hours of employment for Ethiopian women with Parker Clay.

Provided 11,372 hours of employment for at-risk women escaping human trafficking in partnership with Made Free.

Restored 2,746 feet of kelp, through SeaTrees in multiple regions across the world, including lost kelp forests along the Sydney coast.

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.






Clockwise from top: Gifts for Good team with Kelly from Best Friends Animal Society; Gifts for Good team making candles with Alex Pineda in the workshops of Made by DWC; Jenise Steverding (Chief Impact Officer at Gifts for Good) and Madelon Wallace, Director of Social Enterprise at the Downtown Women's Center in Los Angeles.

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 56 social enterprise makers, and provides charitable donation gifts through 18 nonprofit organizations.



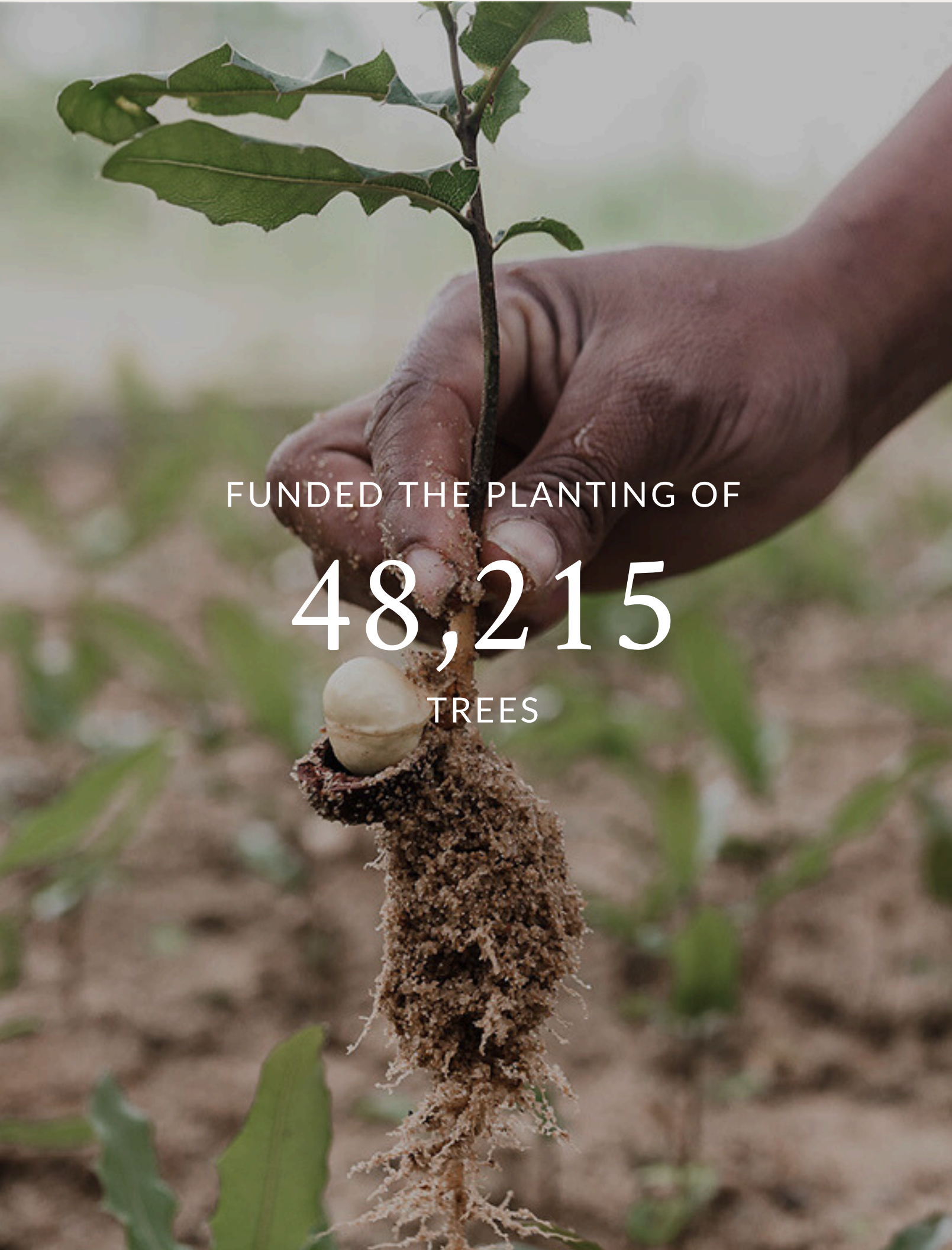
WHEN YOU SHOP AT GIFTS FOR GOOD, YOU...

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



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. In addition, we support sustainable reforestation and agroforestry programs to create a better world.



FUNDED THE PLANTING OF
48,215
TREES



Protecting the Environment

REMOVED
24,500
PLASTIC BOTTLES FROM
THE WORLD'S OCEANS

SAVED
3,132,043
GALLONS OF WATER BY USING
BAMBOO OR RECLAIMED
MATERIALS IN CLOTHING ITEMS

DIVERTED
6,879
POTENTIAL POUNDS OF E-
WASTE FROM LANDFILLS



RECYCLED
2,541
PLASTIC BOTTLES INTO
PRODUCTS



RESTORED
2,746
FEET OF KELP, 2,351 FEET OF
COASTAL WATERSHED, AND
1,466 FEET OF SEAGRASS

Each restored stretch supports marine biodiversity, improves water quality, and helps combat climate change by capturing carbon

DIVERTED
5
LARGE BILLBOARDS FROM
LANDFILLS BY REPURPOSING
THE MATERIALS INTO
PREMIUM ACCESSORIES

CAUSE PARTNER SPOTLIGHT

Rareform Repurposes Billboards

Rareform partners with the three largest names in Out-of-Home Advertising to rescue thousands of billboards from landfills each month. Once collected from across the country, these durable vinyls are transported to hubs in Los Angeles and Nashville, where their second life begins.

At each facility, teams sort, clean, and cut the weather-resistant material to craft one-of-a-kind bags and accessories—each piece shaped by the unique patterns and designs of its original billboard. No two items are ever the same.

After years of refining its process and building a nationwide network of upcycling partners, Rareform has become a quiet but impactful force in sustainable design. From vinyl banners to mesh materials, the company is committed to giving hard-to-recycle materials a meaningful second life—proving that sustainability isn’t a trend, but a standard. Gifts for Good is proud to have diverted 5 large billboards from landfills in 2024.



Founders Alec & Aric Avedissian

The idea for Rareform began when founder Alec Avedissian saw billboard vinyl being used as roofing in El Salvador.

Inspired by its durability and weather resistance, he and his brother Aric created their first product—a surfboard bag made from retired billboards.

Today, Rareform transforms over 90% of U.S. billboards into functional, one-of-a-kind bags, giving new life to materials once destined for landfills.

OVER	MORE THAN
20 million	90%
POUNDS OF BILLBOARD VINYL HAVE BEEN RECYCLED AS OF 2025	OF BILLBOARDS IN THE U.S. ARE COLLECTED AND RECYCLED BY RAREFORM



Rareform creates original bags and accessories, each upcycled from retired billboards. Every item is designed to be functional, durable, and completely one-of-a-kind.

**GIFTS FOR GOOD WAS ONE
OF THE FIRST 16
COMPANIES IN THE WORLD
TO BE CERTIFIED UNDER
THE NEW CLIMATE LABEL
CERTIFICATION—JOINING
BRANDS LIKE REI, VUORI, &
REFORMATION**



**THE
CLIMATE
LABEL**

CERTIFIED



What is The Climate Label?

The Climate Label is a certification that holds companies financially accountable for their climate goals. It requires measuring full emissions, funding real reductions, and publicly reporting progress—ensuring sustainability efforts are both credible and transparent.

HOW WE EARNED IT

BY MEASURING OUR EMISSIONS

As part of the certification process, we calculated our operational emissions for the 2024 reporting year. Working with The Change Climate Project's measurement tools and methodology, we identified a total footprint of 36 tons of CO₂ across our operations.

BY COMMITTING TO REDUCTIONS

Each certified company is required to implement new, measurable reduction strategies. This year, we committed to launching a low-carbon business travel policy while continuing our remote-first model, eliminating the emissions tied to a physical office.

THROUGH A CLIMATE TRANSITION BUDGET

One of the most powerful aspects of the new Climate Label is the requirement to invest in long-term, systemic changes—what's called Value Chain Abatement (VCA).

Our value chain abatement wasn't just 100%—it ended up being over 1,000% and we'll continue to lead with action and exceed expectations wherever we can.



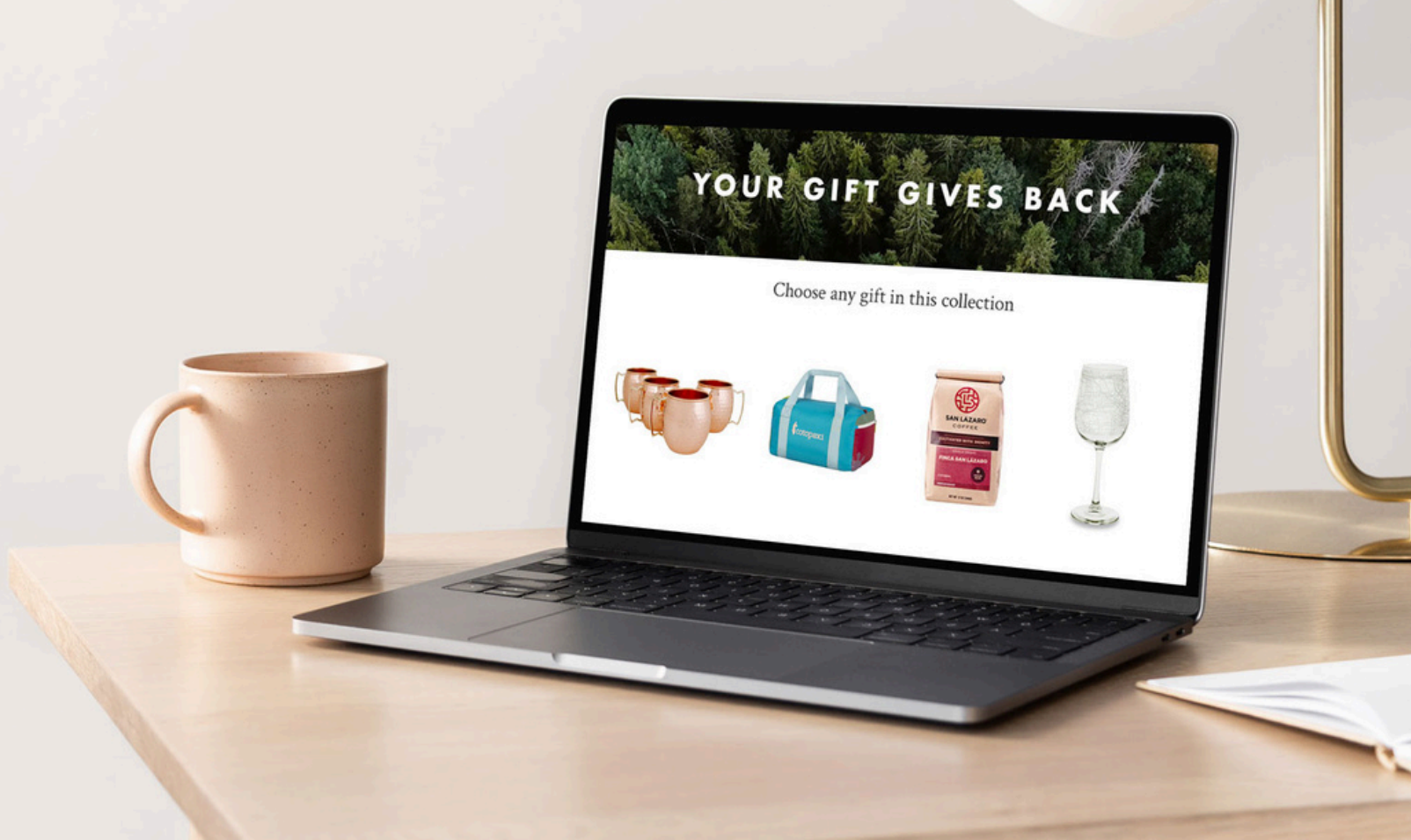
Learn more about our [CLIMATE LABEL CERTIFICATION](#)

REDUCING WASTE WITH

Our Corporate Gift Platform, GIFTforward®

CORPORATE GIFTING CAN BE WASTEFUL

Each year, U.S. companies spend billions on corporate gifts, yet an estimated 40% of those gifts go unused or end up in the trash, contributing to nearly 40 million tons of plastic waste annually. Much of this waste comes from cheap, throwaway swag that no one really wants—undermining both the intended gesture and the company’s environmental record.



OUR SOFTWARE INHERENTLY
REDUCES WASTE

GIFTforward empowers the recipient to choose their own gift, or allocate 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 using our gift platform, your employees or clients will be delighted to receive a gift they genuinely want. At the same time, you will be doing your part in reducing the number of gifts ending up in landfills and reducing the emissions generated through the standard returns process.

[!\[\]\(17413706fd4997a1a4bdf85c6864eee1_img.jpg\) LEARN MORE ABOUT GIFTforward®](#)



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

997

BACKPACKS FOR CHILDREN
ENTERING FOSTER CARE

FUNDED

17,272

MONTHS OF SCHOOL SUPPLIES
FOR CHILDREN IN-NEED ACROSS
AMERICA

Supporting as
many as 1,808
students and 113
teachers



FUNDED

266,020

MEALS FOR CHILDREN
IN-NEED IN THE USA



FUNDED

1,527

DAYS OF SCHOOLING FOR
CHILDREN IN-NEED IN
HONDURAS



PROVIDED

592

BOOKS FOR CHILDREN
ENTERING FOSTER CARE

PROVIDED

1,142

DENTAL & TOILETRY KITS FOR
CHILDREN ENTERING FOSTER
CARE

CAUSE PARTNER SPOTLIGHT

Subarzsweets Helps Bring Joy to Hospitalized Children

Subarzsweets has turned a beloved sweet treat into a vehicle for joy, connection, and healing. What began as a passion for baking has grown into a heartfelt commitment to fighting food insecurity and supporting children and families facing medical challenges.

Inspired by her daughter’s journey with chronic illness, founder Daphne Subar partnered with The Oscar Litwak Foundation to help bring mobile playrooms to hospitals. These are specially manufactured carts filled with toys, books, arts and crafts that can be wheeled from one room to the next, serving a great number of patients. The contents of each mobile playroom can be customized to the needs of each hospital based on its patient population, and offers kids a chance to laugh, play, and just be children—even in the face of serious illness. In 2024, Subarzsweets helped donate a mobile playroom to Cedars-Sinai Hospital, creating moments of light during difficult times.



“We believe strongly in the importance of healing through joy, and we are honored to contribute to a cause that brings comfort and connection to young patients and their families. Supporting this cause means supporting hope, healing, and the emotional well-being of some of the most vulnerable among us.”

-Daphne Subar

Subarzsweets Founder & Chief Baking Officer



Traditional Chocolate Chip Subarz from Subarzsweets



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

90,186

HOURS OF CARE FOR
RESCUE ANIMALS
THROUGH BEST
FRIENDS
ANIMAL SOCIETY



DONATED

\$ 340

TO ORPHANED ELEPHANTS
AT THE SHELDRIK
WILDLIFE TRUST

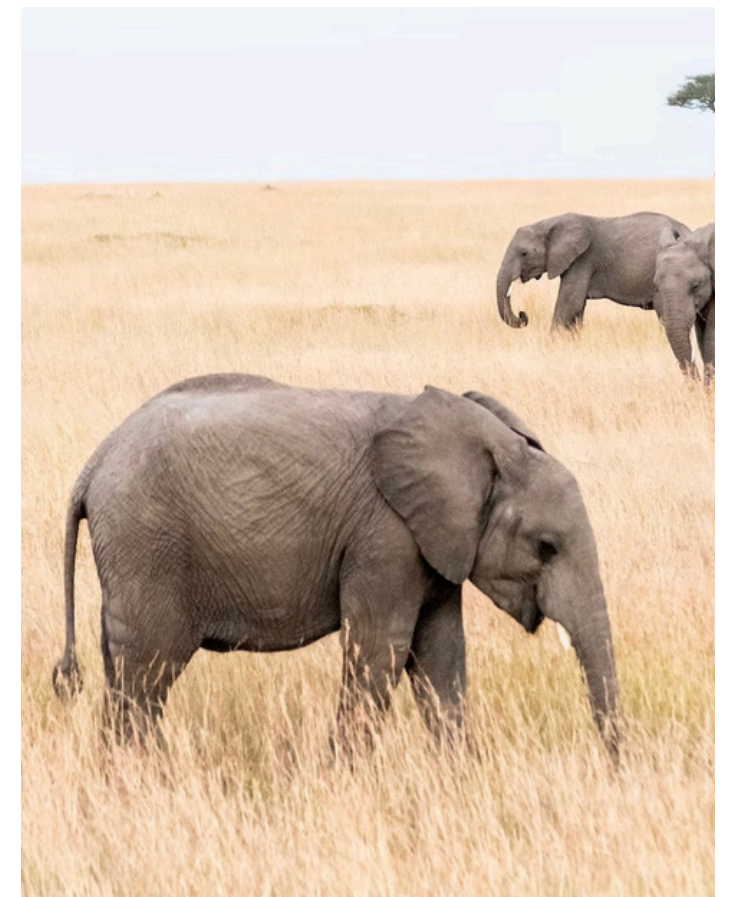
Providing funding to foster
7 elephants

PROVIDED

10,580

RESCUE ANIMALS WITH A
DAY OF FOOD AT THE
ELEPHANT NATURE PARK IN
THAILAND

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



SAVING ANIMALS | 20

CAUSE PARTNER SPOTLIGHT

Trunks Up: Feeding Animals In-need

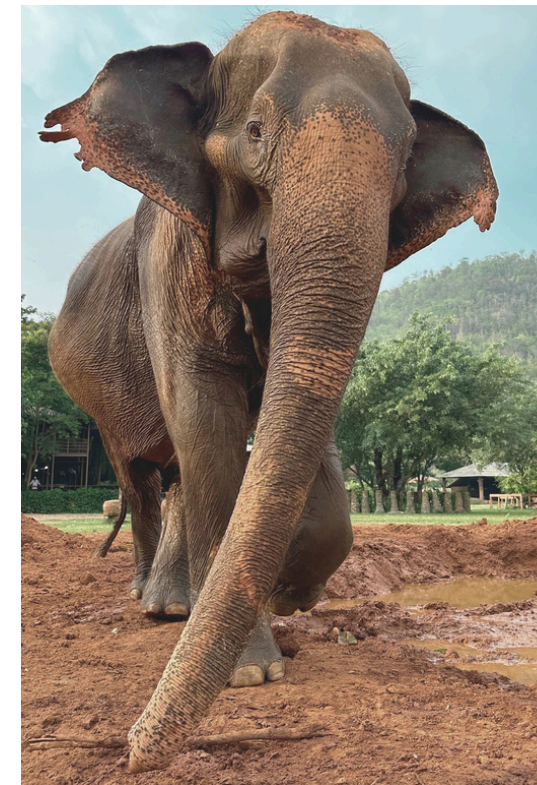
Trunks Up is a dedicated branch of the Abraham Foundation that helps provide vital support to the Elephant Nature Park in Thailand—a sanctuary founded by Lek Chailert that’s home to over 5,000 rescued animals, including 115+ elephants, dogs, cats, buffalo, cows, rabbits, and other animals. One of the most essential needs they help meet is providing food.

From truckloads of fresh fruit and vegetables for elephants, to daily meals for thousands of rescued dogs and cats, the cost of feeding every animal adds up quickly. Support for Trunks Up helps keep the sanctuary going by ensuring that no animal ever goes hungry.

Funding helps to provide:

- **6+ tons of food per day** to feed the elephants
- **Hundreds of meals daily** for dogs, cats, and other rescued species
- **Sourcing and transportation** to the sanctuary’s remote location

Every gift to Trunks Up through the Abraham Foundation helps fill a bowl, a trough, or a truck, ensuring that animals who were once neglected or abused now live with full bellies and full hearts.



MEET SOPA

At 83 years old, Sopa spent most of her life in the tourism industry, giving rides and enduring the exhaustion and pain of a life controlled by humans. When she was rescued by Trunks Up and brought to Elephant Nature Park, she arrived in a weakened state with both visible wounds and emotional scars. But in the sanctuary, everything changed.

With time, specialized nutrition and vet care, and the freedom to simply be, Sopa began to heal. Today, she moves with grace through the sanctuary grounds, often visiting with other rescued elephants, both young and old, on her own terms.

Her transformation is a testament to the resilience of elephants and the impact of compassionate rescue, and it’s exactly why Trunks Up exists: to help elephants like Sopa find safety and dignity.



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

49,966

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

14,470*

Hours of employment that
supports women at-risk

19,508*

Hours of employment that
supports global artisans

1,646*

Hours of employment that
supports people in the USA
with barriers to work

**THAT'S THE EQUIVALENT OF
FULL-TIME EMPLOYMENT FOR 24
PEOPLE FOR AN ENTIRE YEAR!**

* There is some crossover between these
employment categories, so the sum of
these hours will not equal 49,966

PROVIDED

934

ARTICLES OF
PROFESSIONAL
CLOTHING TO JOB SEEKERS



DONATED

\$11,985

TO VETERANS IN-NEED



Helping 12 veterans get
the services and support
they need to move off the
streets and into safe and
dignified living situations

CAUSE PARTNER SPOTLIGHT

NOVICA: Supporting Global Artisans

In 2024, Gifts for Good provided 15,751 hours of dignified employment through our partnership with NOVICA—supporting artisans in Guatemala, Thailand, Peru, and other regions with limited access to global markets.

NOVICA empowers talented artisans worldwide, helping preserve centuries-old traditions. With each handcrafted item, artisans earn reliable income that helps fund education, healthcare, and basic household needs. For many women in rural areas, this work is life-changing: it allows them to contribute meaningfully to their families and gain respect and independence within their communities. From luxurious alpaca throws from Peru, to recycled auto parts sculptures in Mexico, the gifts made through this partnership reflect the beauty of traditional craftsmanship and the power of economic opportunity.

We’re proud to continue partnering with NOVICA to help artisans thrive—while bringing meaningful, story-rich products to the people and companies we serve.



MEET WARAPORN

From a young age, Waraporn was captivated by the textures and patterns of wood. Her father, a skilled carpenter, made simple toys from leftover lumber—and she watched in awe as ordinary scraps became sources of joy and connection.

Today, Waraporn honors that legacy through handcrafted wooden games rooted in Thai culture and childhood memories. Each piece blends traditional craftsmanship with timeless play.

Through our partner NOVICA, Gifts for Good shares Waraporn’s creations with clients worldwide—helping sustain her workshop, support her team, and keep this meaningful craft alive.





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 (186 trees planted in 2024), and our signature gift boxes are made from reclaimed fabric by artisans in India, providing 107 hours of employment in 2024.





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.

Photo Credit: Water for Good

Photo Credit:
Water for Good

CAUSE PARTNER SPOTLIGHT

Sackcloth & Ashes: Providing Blankets to Homeless Shelters

Sackcloth & Ashes is a purpose-driven blanket company on a mission to blanket the nation with warmth—both physically and emotionally. For every blanket purchased, they donate one to a local homeless shelter. Each blanket is crafted in Italy from post-consumer recycled materials, then finished in the U.S. without the use of water, dyes, or chemicals—bringing sustainability and dignity into every thread.

Since their founding in 2014, Sackcloth & Ashes have given over 1 million blankets through their local giving partners, including Night Strike, Humanity Showers, and City Relief. **In 2024 alone, 33,547 blankets were provided to people experiencing homelessness.**

“When you’re out here, a blanket isn’t just a blanket—it’s hope. It means someone sees you, someone cares. It’s the kind of kindness that helps you get through one more night.” - Silas from Night Strike



MEET JORDAN

For over five years, Sackcloth & Ashes has partnered with Humanity Showers, a nonprofit founded by Jordan Verdin that provides mobile showers and hygiene services to people experiencing homelessness across Southern California. Humanity Showers is grounded in the belief that every person deserves dignity—and that something as simple as a warm shower and a kind conversation can help restore it.

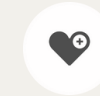
Through this partnership, Sackcloth & Ashes has donated thousands of blankets to Humanity Showers, ensuring guests not only leave refreshed but wrapped in warmth. It’s a beautiful example of collective impact: when mission-driven brands and grassroots organizations come together, compassion spreads—and communities heal.

To date, nearly 1 million blankets have been donated by Sackcloth & Ashes to support individuals experiencing homelessness.





PROVIDED
696,390
WEEKS OF WATER,
SANITATION, & HYGIENE



Improving Human Health

FUNDED
220

SOLAR LIGHTS TO
LOCATIONS WITHOUT
ELECTRICITY



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

DONATED

\$7,808

TO UKRAINE RELIEF EFFORTS

FUNDED
352

BLANKETS FOR THE UNHOUSED



PROVIDED
64,262
MEALS TO FAMILIES
IN-NEED IN THE USA

FUNDED
1,516

PREGNANCY RISK
ASSESSMENTS TO
EXPECTANT MOTHERS



FUNDED
198
HOURS OF MENTAL
HEALTH TREATMENT
FOR VETERANS



© Vitamin Angels Sarah Fretwell UG18



© Vitamin Angels UK22



Emily Nichols for Project HOPE



FUNDED

41,878

MONTHS OF PRENATAL
VITAMINS FOR MOMS IN-NEED

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

FUNDED

53

BED NETS TO PREVENT
MALARIA

FUNDED

227

HOURS OF MENTAL HEALTH
COACHING FOR AT-RISK
YOUTH

FUNDED

13,771

RIDES TO TREATMENT
FOR CANCER
PATIENTS



FUNDED

57,837

CHILDREN WITH LIFESAVING
VITAMINS FOR AN ENTIRE YEAR

DONATED

\$5,852

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

FUNDED

447

AI AUSCULTATION
EXAMINATIONS TO CHILDREN
IN-NEED



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

14,470



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

12,188*

Hours for women escaping
human trafficking

3,392*

Hours for women in the USA
escaping domestic abuse, or
dealing with housing insecurity
or chronic unemployment

150*

Hours for women refugees
in the USA with barriers to
work

12,130*

Hours for women artisans
and makers in underserved
communities around the
world

* There is some crossover between these
employment categories, so the sum of
these hours will not equal 14,470

FUNDED

2,050



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

CAUSE PARTNER IMPACT STORY

Thread Talk: Restoring Dignity To Women Escaping Domestic Violence

In 2024, Gifts for Good helped restore dignity to 2,050 domestic violence shelter residents—from Alaska to Florida—by providing a week’s worth of personal care products. These items are not luxuries; they’re the foundation for physical and emotional healing.

Access to basic necessities like personal care products increases a survivor’s chance of transitioning to safe, independent living by more than 60%. Yet today, more than 6,000 shelters operate across the U.S., and over 70% report ongoing shortages of essential items such as hygiene products, blankets, and clothing. In a single 24-hour period, more than 10,000 requests for shelter and basic services go unmet.

Survivors are arriving right now, hoping for help. These numbers reflect more than just a gap in resources—they represent real people in crisis, facing uncertainty. Meeting their most basic needs is not only urgent—it’s life-changing.



MEET JULIANA

Juliana is one of countless survivors whose journey began with nothing but courage. Like so many who arrive at domestic violence shelters with only the clothes on their backs, she faced the unknown—alone and afraid.

That’s where Thread Talk steps in. By providing comfort items and personal essentials to shelters nationwide, they help survivors feel safe, seen, and supported from the very first day.

Today, Juliana is thriving—leading her own nonprofit to uplift others. Survivors like her aren’t just rebuilding their lives; they’re reaching back to lift others up. That’s the kind of ripple effect we are honored to be a part of.



NO METRICS *left behind!*

One of the things that sets us apart from other gifting 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 2024, and completes our impact reporting for the year.

1
MOBILE PLAY UNIT FUNDED FOR HOSPITALIZED KIDS THROUGH THE OSCAR LITWAK FOUNDATION

28
HOURS OF CHILDCARE PROVIDED TO CHILDREN IN-NEED

14
CHILDREN SENT TO AN OUTDOORS PROGRAM THROUGH THE NATIONAL PARKS FOUNDATION

\$325
DONATED TO CHARITY:WATER TO FUND THEIR CLEAN WATER PROJECTS

\$247
DONATED TO KIVA TO SUPPORT THE GROWTH OF SMALL BUSINESSES AND NONPROFITS IN THE MIDDLE EAST & AFRICA

620
BLANKETS PROVIDED TO CHILDREN ENTERING FOSTER CARE THROUGH COMFORT CASES

\$1,810
DONATED TO GIFTS FOR GOOD'S DISASTER RELIEF FUND AND ALLOCATED TO THE HANDS & FEET PROJECT IN HAITI

1,156
HOURS OF CAREGIVER SUPPORT IN CHINA THROUGH ONESKY

72
HOURS OF LCD ENERGY SAVED BY RECYCLING GLASS

134
MEALS WERE PROVIDED IN RESPONSE TO HUMANITARIAN, CLIMATE, AND COMMUNITY CRISES THROUGH WORLD CENTRAL KITCHEN

7,686
POUNDS OF CO₂ PREVENTED FROM ENTERING THE ATMOSPHERE THROUGH RECYCLED MATERIALS

ALL-TIME

TOTAL IMPACT



\$3,345,720

GIVEN TO CHARITY SINCE 2017



1,963,298

CHILDREN HAVE BEEN PROVIDED
WITH LIFESAVING VITAMINS
FOR ONE YEAR



1,639,663

TREES HAVE BEEN
PLANTED AROUND
THE WORLD



696,390

WEEKS OF SAFE WATER,
SANITATION, & HYGIENE WERE
PROVIDED TO THOSE IN-NEED



683,887

MEALS HAVE BEEN
PROVIDED TO
CHILDREN IN-NEED



261,225

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

A photograph of four diverse professionals standing against a plain grey wall. From left to right: a man with glasses and a beard wearing a blue denim jacket over a white shirt, holding a silver laptop; a woman with short grey hair and glasses wearing an orange button-down shirt and blue jeans, holding a smartphone; a man with a beard wearing a white beanie and a mustard-colored corduroy jacket over a white shirt, holding a notepad; and a woman with blonde hair wearing a white and black striped sweater over a white collared shirt, holding a silver laptop. All four are smiling and looking towards the right.

CUSTOMER IMPACT STORIES

We work with a wide variety of clients from large corporations like Subaru of America to social impact organizations like The Skoll Foundation to handle internal and external gifting needs. Each made their own extraordinary impact in 2024—because every single gift makes the world better.

CUSTOMER IMPACT STORY: AUTOMOTIVE

Subaru’s Impactful Customer Appreciation

Subaru of America partnered with Gifts for Good to launch a national customer appreciation program that turns gratitude into real-world impact. As part of the Subaru Love-Encore™ experience, customers returning to their retailer after purchasing a new vehicle were invited to select a gift that supported a nonprofit or social enterprise—benefiting people in need, animals, or the environment.

Gifts were ethically sourced from social enterprises based in the U.S, packaged in reusable materials, and fulfilled by Goodwill Southern California—supporting job training and employment for individuals overcoming significant barriers. In the first month alone, over 50% of customers chose to donate the value of their gift to charity, demonstrating Subaru customers are active participants in the company's commitment to giving back through the Subaru Love Promise.



“Love-Encore has always been about helping customers get the most from their Subaru. Now, it’s also about giving something back. Gifts for Good helped us reimagine what appreciation can look like, and our customers feel the difference.”

Jacob Flagg - National Owner Education Training Manager
Subaru of America, Inc.

JUST SOME OF THE AMAZING IMPACT MADE BY SUBARU IN 2024

PROVIDED

695

DAYS OF CARE
TO RESCUE PETS

PROVIDED

2,922

RIDES TO TREATMENT FOR
CANCER PATIENTS

PROVIDED

143

CHILDREN IN FOSTER CARE
WITH A WARM BLANKET

PROVIDED

272

CHILDREN IN NEED WITH A
YEAR OF SCHOOL SUPPLIES

PROVIDED

38

HOURS OF MENTAL HEALTH
COACHING TO AT-RISK YOUTH

PLANTED

280

TREES IN GLOBAL
REFORESTATION PROJECTS



Reusable Gift Packaging

To align with Subaru’s sustainability goals, Gifts for Good introduced a reusable mailer bag for the Love-Encore program—solving the challenge of consistent, eco-friendly packaging across six fulfillment centers. The solution reflects both brands’ commitment to minimizing environmental impact.



The mailer includes a resealable closure and prepaid return label, allowing customers to easily send it back for reuse. Subaru was the first major brand to adopt this model, reinforcing its “Loves the Earth” values with a practical, circular packaging solution.



CUSTOMER IMPACT STORY: TECHNOLOGY & SaaS

Zoom makes a BIG IMPACT with Gifts

In 2024 Zoom partnered with us to design a global employee recognition program that aligns with the company’s core values and commitment to social impact. The program enables Zoom employees (“Zoomies”) to recognize peers through the GIFTforward platform, where recipients can choose between a physical gift with a social impact, a meaningful local experience, or allocating their gift value to a charity.

To support Zoom’s workforce of over 9,000 people across dozens of countries, we developed a tailored solution that includes global logistics for physical gifts and localized options for charity impacts and experiences. Gifts are often branded not with a company logo, but with the company’s core value of “Care,” reinforcing Zoom’s focus on meaningful, values-driven recognition. The program continues to see strong employee engagement and large impact across multiple causes.



"For us at Zoom, recognition is about showing genuine appreciation and reinforcing our culture of care. The partnership with Gifts for Good has allowed our Zoomies to experience that in a way that also reflects their desire to contribute positively to the world."

Sara Shillinglaw, Head of Employee Engagement & Impact at Zoom



JUST SOME OF THE IMPACT MADE BY ZOOM’S GIFTS IN 2024

PROVIDED
221
PEOPLE WITH 1 YEAR OF SAFE WATER,
SANITATION, AND IMPROVED HYGIENE

PROVIDED
9,625
CHILDREN IN-NEED WITH A ONE YEAR
SUPPLY OF LIFESAVING VITAMINS

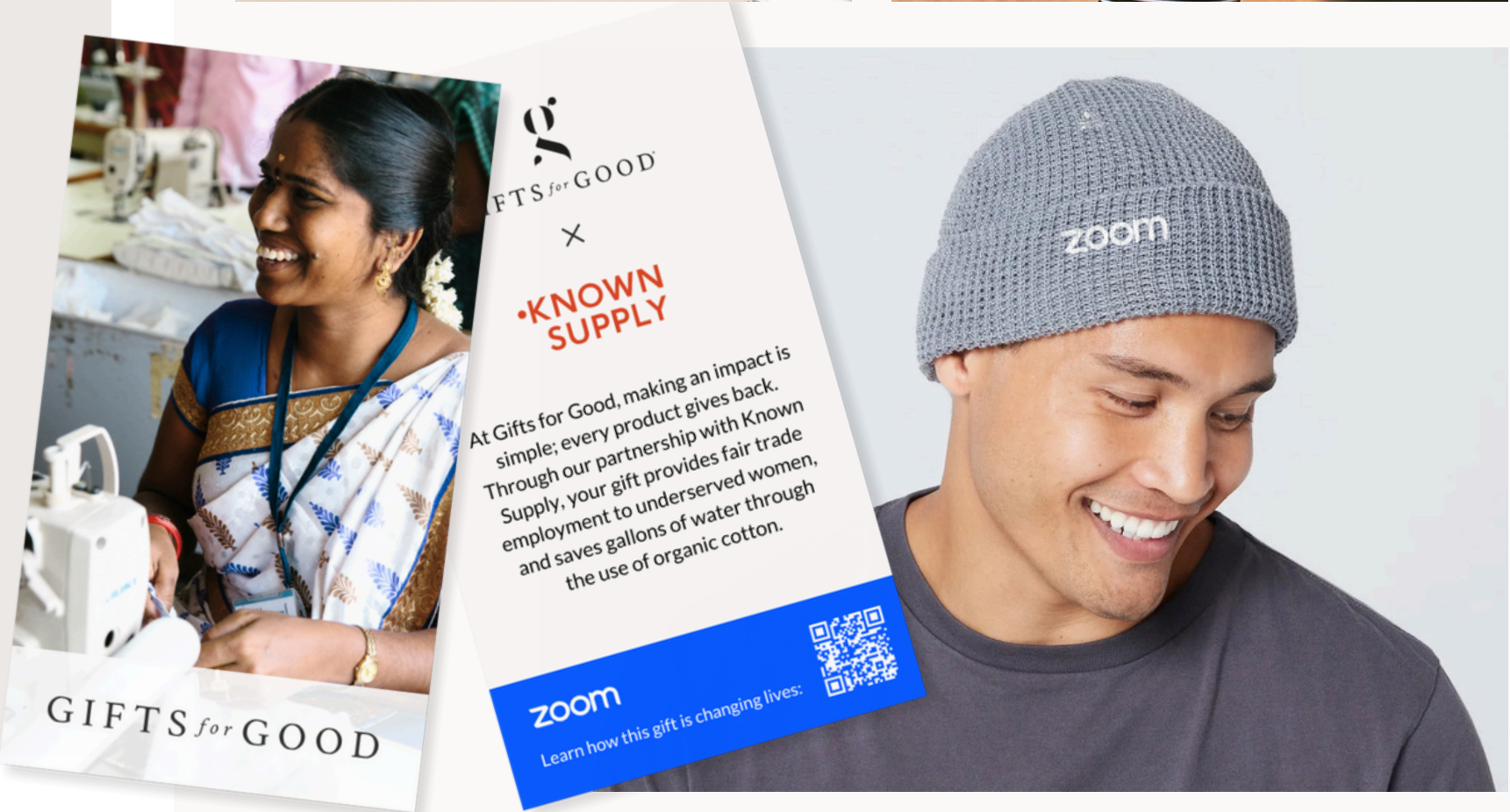
PROVIDED
7,364
HOURS OF CARE FOR
RESCUE PETS

PROVIDED
35,555
MEALS TO CHILDREN
FACING FOOD INSECURITY

PLANTED
6,096
TREES TO COMBAT
DEFORESTATION

PROVIDED
311
MOTHERS IN-NEED WITH
PRENATAL VITAMINS DURING
THEIR PREGNANCY

PROVIDED
1,137
RIDES TO TREATMENT FOR
CANCER PATIENTS



Thank you to our

CAUSE PARTNERS

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

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a closing message from our **FOUNDER & CEO**

This year, I welcomed my first child into the world. Becoming a working mom has profoundly changed me—and for the better. It’s reinforced how important it is for each of us, no matter our job or role in society, to show up and do our part to help create a better world for future generations.

I see my work at Gifts for Good as a calling. I deeply believe in the idea of creative restoration through sacrifice. Every day, I’m inspired by the coworkers, Cause Partners, and clients around me who make meaningful personal and professional sacrifices—often in the face of real hardship—to create a better world for others. I’m endlessly grateful to be part of that effort.

Gifts for Good is not—and will never be—the easiest path to gift by. From restoring our world’s oceans, to feeding hungry children and abused animals, and empowering women out of human trafficking and homelessness—the work we do here is not easy. There is so much we still need to do to address our world’s brokenness and improve our communities, that sometimes the task at hand can feel overwhelming.

But looking at this report, I am reminded that each small thing we do during our time on earth matters. Each of you—our customers, our corporate clients, our employees, our Cause Partners, our vendors, our contractors—is a hero.

Thank you for recognizing that every gift you send is a vote for the kind of world you want to live in. Thank you for doing YOUR work so that we can keep doing ours.

With my deepest gratitude,

Laura

Laura Hertz

Chief Executive Officer

[Connect with Laura on LinkedIn](#)



Help us do MORE GOOD!

Join us in 2025 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 giver 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®

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@giftsforgoodHQ



SUPPORT

877-554-1550

hello@giftsforgood.com