



GIFTS *for* GOOD®

2025

*Impact Report*

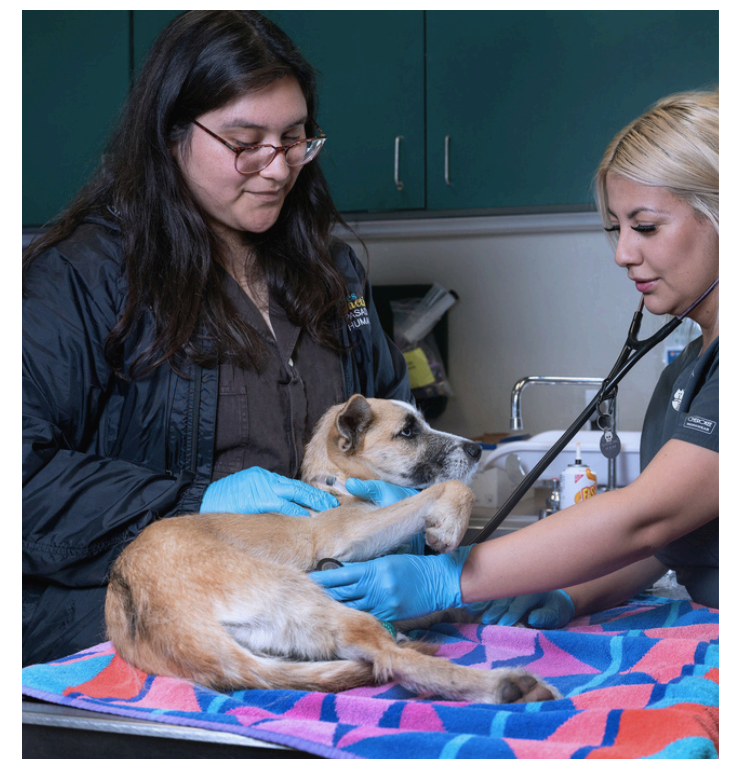
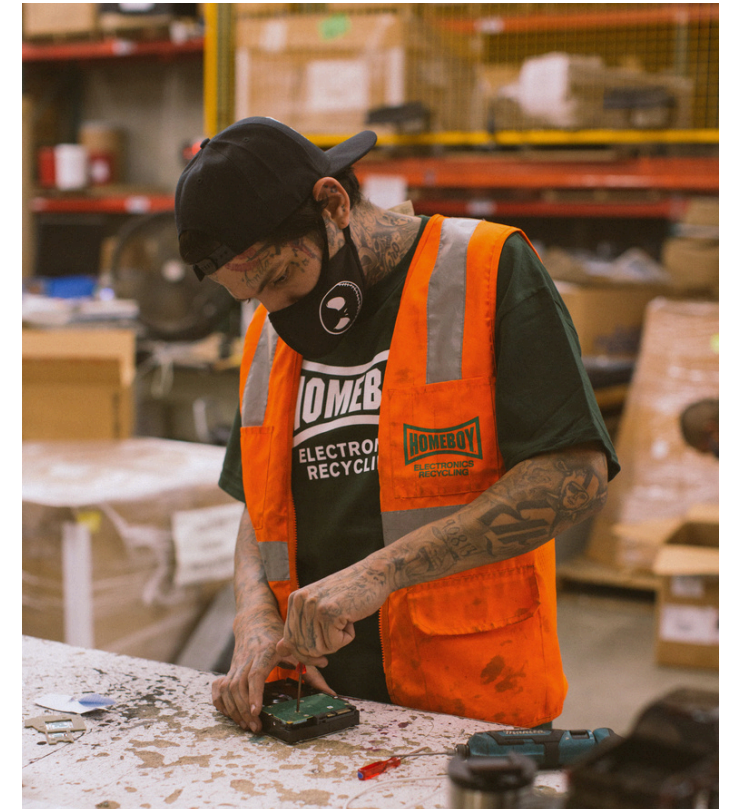


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## ABOUT *this report*

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, 2025 to December 31, 2025.*

# 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.

## OUR VISION

*A world where every gift purchased gives back.*





Jenise volunteering in the Los Angeles wildfire rubble with a survivor who found her children's baby footprints cast in plaster

# *a LETTER from our Chief Impact Officer*

Every year, I wonder if this will be the year people stop caring. And every year, you prove me wrong.

2025 was a challenging year by almost any measure. And yet, when I sat down with the numbers – really sat with them – what I found stopped me. 2025 set RECORDS. The most cash ever directed to our Impact Partners, new highs for rescue pets, children in foster care, system-impacted youth, and hours of employment created for those with barriers to work. More orders shipped than any year in our history. In a year that tested everyone, our community showed up more than ever before. That gave me hope I didn't expect to find.

I felt that same hope earlier in the year, volunteering in the rubble after the Los Angeles wildfires. In the middle of devastation, a woman I was helping found her children's baby footprints – cast in plaster, pink and blue, one for each child – buried in the ash. In an enormous pile of loss, there they were. Something worth holding onto. That's what this report feels like to me.

What moves me most isn't any single number. It's the pattern – client after client choosing to use their gifting budget as a statement of values, and Cause Partners who kept delivering for communities that needed them most.

We're honest that measuring lasting change is hard. But through these partnerships, we push each other to ask better questions and keep raising the bar. That shared commitment is what gives this report its integrity.

To every client, Cause Partner, and member of this community: the impact in these pages is yours. We're just grateful to be the place where your values and your gifting meet.

Thank you for not looking away. The world needs that right now, and so do we. With a grateful heart,

*Jenise*

**Jenise Steverding**

Chief Impact Officer

[Connect with Jenise on LinkedIn](#)

# 2025 IMPACT at a glance



WE DONATED  
**\$1,568,332**  
TO CHARITY

WE FUNDED

**87,705**

CHILDREN WITH LIFE-SAVING  
VITAMINS FOR ONE YEAR



WE FUNDED

**145,842**

MONTHS OF SCHOOL SUPPLIES  
FOR CHILDREN IN-NEED

Supporting as many as 15,352  
students and 960 teachers in a school  
year

WE PROVIDED

**60,749**

HOURS OF DIGNIFIED WORK FOR  
INDIVIDUALS IN UNDERSERVED  
COMMUNITIES

That's the equivalent of  
full-time employment for 29  
people for an entire year

FUNDED THE PLANTING OF

**27,863**

TREES



WE FUNDED

**219,527**

MEALS FOR CHILDREN IN-NEED

WE FUNDED

**60,149**

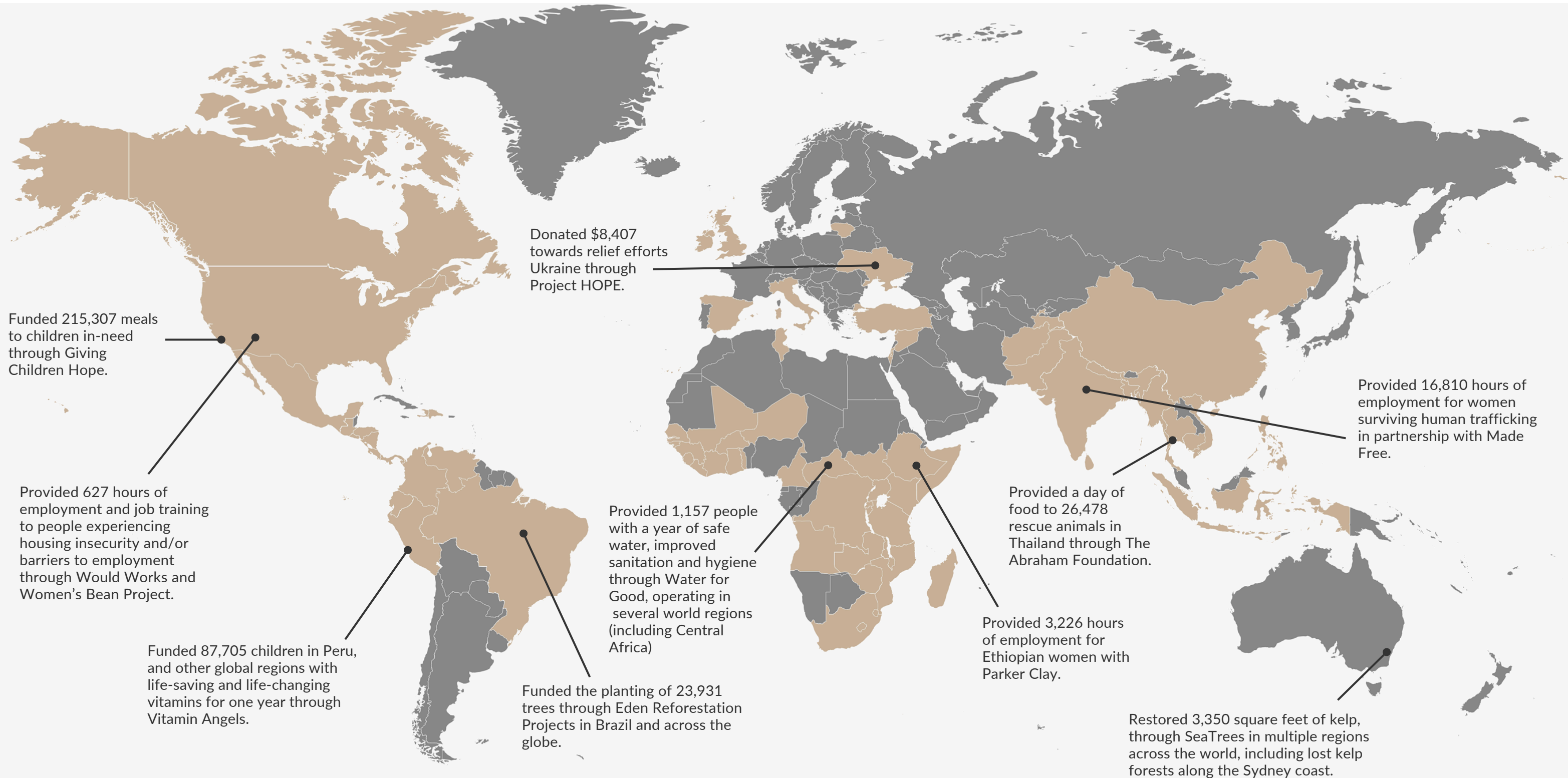
WEEKS OF SAFE WATER,  
SANITATION, AND IMPROVED  
HYGIENE TO THOSE IN-NEED

Serving over 1,157 individuals for an  
entire year—preventing thousands of  
waterborne illnesses and helping  
families stay safe.



# our global REACH in 2025

We supported the work of 74 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.






Top: Gifts for Good team with Jacob Flagg of Subaru America Inc.; Left to Right: Jenise Steverding & Nicole Evans of the Gifts for Good team with Brynja Seagren of Boys & Girls Clubs of Santa Monica; Gifts for Good Team at Downtown Women's Center.

# 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 55 social enterprise makers, and provides charitable donation gifts through 19 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

Climate change, deforestation, and ocean degradation remain some of the most urgent challenges of our time. That is why we sell products made from recycled materials, reclaimed fabrics, and repurposed billboards. In addition, we fund reforestation programs and marine habitat restoration, planting 27,863 trees and restoring over 8,387 square feet of seagrass and kelp in 2025 alone.



FUNDED THE PLANTING OF

27,863

TREES



## Protecting the Environment

PREVENTED

2,383

KG OF CO<sub>2</sub> FROM ENTERING THE ATMOSPHERE THROUGH RECYCLED OR REUSABLE MATERIALS

SAVED

534,955

GALLONS OF WATER BY USING ORGANIC OR RECLAIMED MATERIALS IN CLOTHING ITEMS

DIVERTED

22,288

POTENTIAL POUNDS OF E-WASTE FROM LANDFILLS



RECYCLED

2,561

PLASTIC BOTTLES INTO PRODUCTS



RESTORED

8,387

SQ FT OF SEAGRASS, 3,350 SQ FT OF KELP, AND 3,117 SQ FT OF COASTAL WATERSHED

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

DIVERTED

6

LARGE BILLBOARDS FROM LANDFILLS BY REPURPOSING THE MATERIALS INTO PREMIUM ACCESSORIES

## CAUSE PARTNER SPOTLIGHT

# Nimble Closes the Loop on Electronic Waste

Every year, over 62 million metric tons of electronic waste is generated worldwide – and less than 20% is properly recycled. In 2018, Nimble, set out to address that. Just weeks after launching, Nimble partnered with Homeboy Electronics Recycling to create the One-for-One Tech Recovery Project – a first-of-its-kind nationwide mail-in recycling program that makes responsible e-waste disposal free, easy, and accessible to every customer.

But e-waste recycling is only half the story. Nimble's proprietary REPLAY™ process transforms post-consumer materials – recycled aluminum, silicone, plastics and more – into high-performance tech accessories that meet UL safety standards. From wireless chargers to power cables, every product ships in 100% plastic-free, fully recyclable packaging made from recycled scrap paper with water-based inks – because closing the loop means considering every detail.

Homeboy Electronics Recycling is a social enterprise based in Los Angeles that provides certified e-waste recycling and data destruction services – while offering permanent jobs and on-the-job training to people who face systemic barriers to employment.

With every Nimble product purchased, customers can download a free shipping label to send old electronics directly to Homeboy's facility – turning a junk drawer cleanout into a second chance for both materials and people.

OVER  
**2,900,000**  
LBS OF WASTE DIVERTED  
FROM LANDFILLS &  
AQUATIC SYSTEMS

OVER  
**116,000**  
LBS OF E-WASTE  
RECYCLED SINCE 2018

Nimble's REPLAY™ line turns post-consumer waste into high-performance tech accessories – every detail designed with the planet in mind.



## LEADING BY EXAMPLE

# CLIMATE ACTION PLAN

Caring for the planet is part of who we are. As a purpose-driven company and a Certified B Corporation, we believe responsible businesses have a unique obligation to lead by example.

Gifts for Good's Climate Action Plan reflects that belief in action. We've focused our efforts on three areas where we have the most direct influence: the products we curate, the way our clients give, and how we operate as a company.

Our targets are SMART — Specific, Measurable, Achievable, Relevant, and Time-Bound — and progress will be shared transparently each year through our annual Impact Report.

## THREE SMART TARGETS IN ONE DIRECTION

**GIFTforward Adoption:** By December 2027, GIFTforward will be included as a standard option in at least 75% of new corporate gifting proposals. Approximately 40% of corporate gifts go unused or are thrown away—GIFTforward gives recipients the agency to choose something they actually want, dramatically reducing waste.

**Catalog Sustainability Standard:** By December 2028, at least 35% of active products in our marketplace will come from suppliers with at least one verified sustainability credential—B Corp certification, Fair Trade certification, or recycled, repurposed, or reclaimed materials.

**Remote Work Policy:** Gifts for Good's fully remote operations model—adopted in August 2025—will be formally codified as a standing company policy through at least 2030, eliminating employee commute emissions from our footprint entirely.

→ [Read Gifts for Good's Climate Action Plan here.](#)

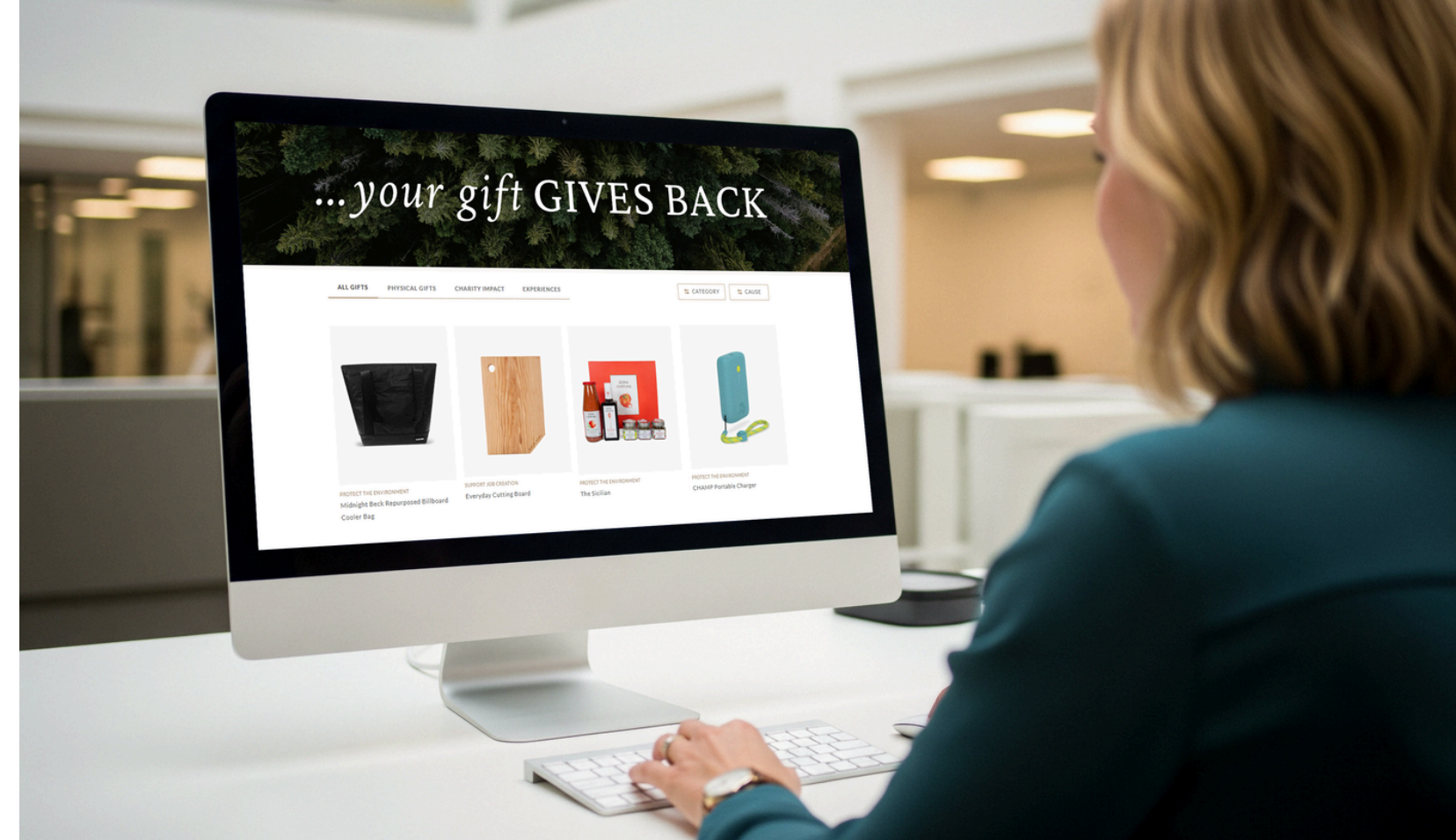


REDUCING WASTE WITH

# 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.

[\*\*i\*\* LEARN MORE ABOUT GIFTforward®](#)



# CARING FOR CHILDREN

Every two seconds, a child somewhere in the world goes without a meal. Nearly one in six children in the United States lives in poverty, and globally, the numbers are far greater. That is why we support programs that provide nutritious meals, school supplies, vitamins, and education to children in-need around the world.



## Caring for Children

PROVIDED

7,686

BLANKETS FOR CHILDREN ENTERING FOSTER CARE

FUNDED

219,527

MEALS FOR CHILDREN IN-NEED IN THE USA



FUNDED

145,842

MONTHS OF SCHOOL SUPPLIES FOR CHILDREN IN-NEED ACROSS AMERICA

Supporting as many as 15,352 students and 960 teachers in a school year



FUNDED

3,785

DAYS OF SCHOOLING FOR CHILDREN IN-NEED IN HONDURAS



PROVIDED

1,104

BOOKS FOR CHILDREN ENTERING FOSTER CARE

PROVIDED

1,460

DENTAL & TOILETRY KITS FOR CHILDREN ENTERING FOSTER CARE

## CAUSE PARTNER SPOTLIGHT

# Old Skool Cafe: Turning Second Chances into New Beginnings

Over twenty years ago, Old Skool Cafe was founded to provide an immediate alternative to incarceration, gang violence, and the foster care system. Today, it fulfills that same mission by offering jobs to system-impacted youth at a critical crossroads – equipping them with the skills, confidence, and support to pursue careers, secure safe housing, and higher education.

In 2025, the program reached a record level of participation, with 51 youth gaining essential skills through on-the-job training, resume-building, and interview practice. Eight youth completed three-month externships, taking on increased leadership and responsibility. Meanwhile, 110 young musicians received regular, paid performance opportunities – boosting confidence while creating meaningful experiences for guests.

Gifts for Good is proud to partner with Old Skool Cafe, whose commitment to investing in young people aligns deeply with our mission to use business as a force for good.



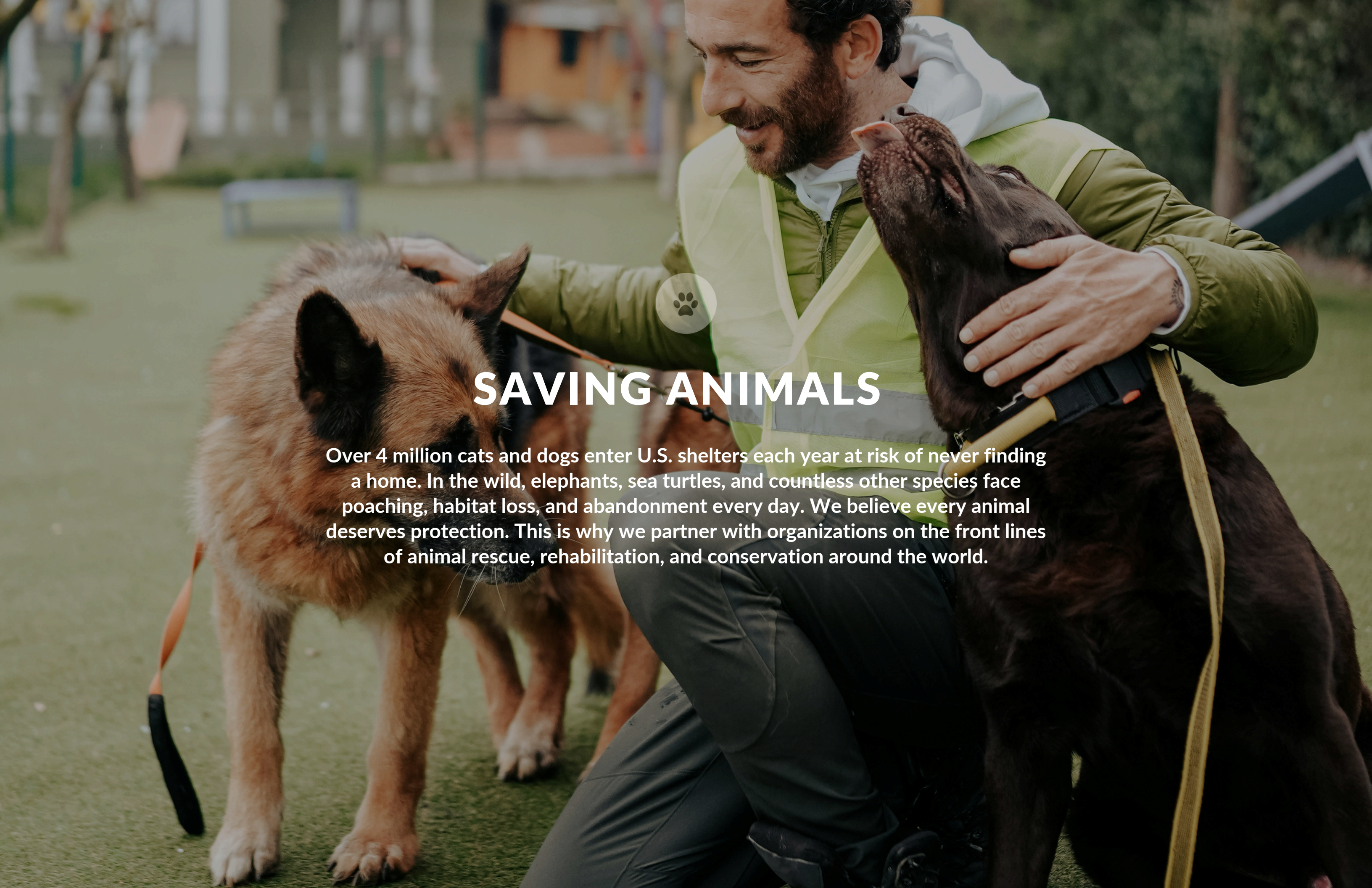
## MEET SILVER

Silver was arrested at 17 and sent to juvenile detention. Determined to turn things around, he told the judge he was ready to get a job – and that's how he came to Old Skool Cafe.

At first, Silver went through the motions. But with consistent coaching and investment, everything began to shift. He earned promotions, spent time in rehab, graduated from high school, and recently had his ankle bracelet removed. Today, Silver is saving toward his goals, working on his driver's license, and planning for college.

*“I wouldn't have been able to graduate from high school without Old Skool. They gave me the support and time I needed to get it done. Ever since I've been here, I've been focused on my goals. I've seen myself get better at a lot of things.”*





# SAVING ANIMALS

Over 4 million cats and dogs enter U.S. shelters each year at risk of never finding a home. In the wild, elephants, sea turtles, and countless other species face poaching, habitat loss, and abandonment every day. We believe every animal deserves protection. This is why we partner with organizations on the front lines of animal rescue, rehabilitation, and conservation around the world.



# Saving Animals

FUNDED

# 560,302

HOURS OF CARE FOR  
RESCUE ANIMALS  
THROUGH BEST  
FRIENDS  
ANIMAL SOCIETY



PROVIDED

# 26,478

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

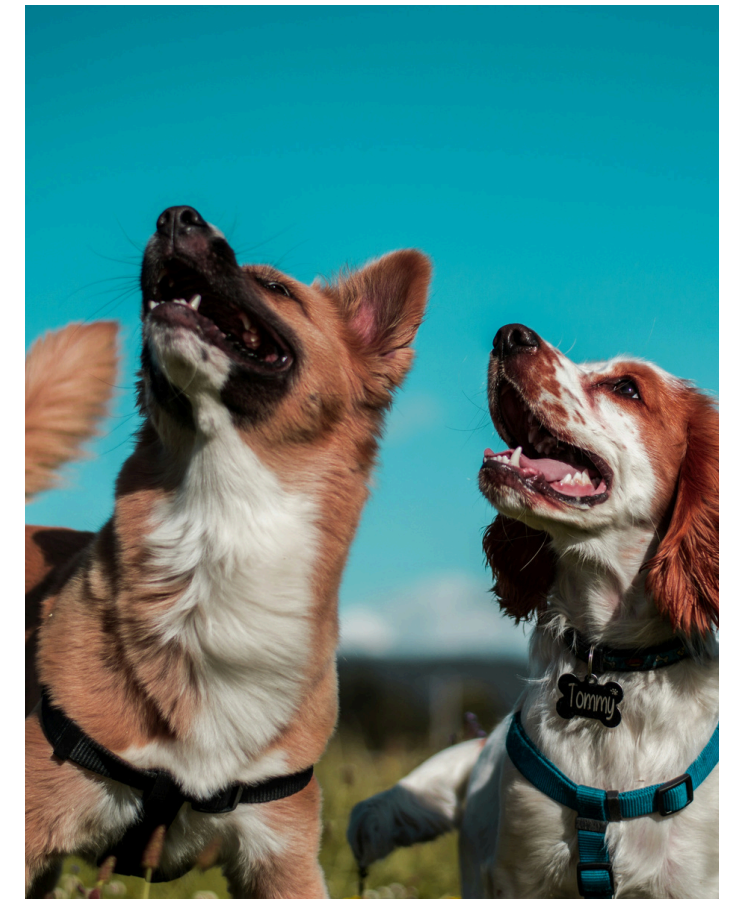
Including elephants, dogs, cats,  
and water buffalo, from various  
backgrounds of mistreatment  
and abandonment



DONATED

# \$ 1,056

TO ORPHANED ELEPHANTS AND  
\$616 FOR LIONS THROUGH THE  
ELEPHANT PROJECT





# SUPPORTING JOB CREATION

Every person deserves access to dignified, meaningful work that pays a living wage. However, for those formerly incarcerated, living with disabilities, experiencing homelessness, or displaced from traditional markets, stable employment remains out of reach. That is why we partner with social enterprises that create real jobs and real pathways for people who need them most.

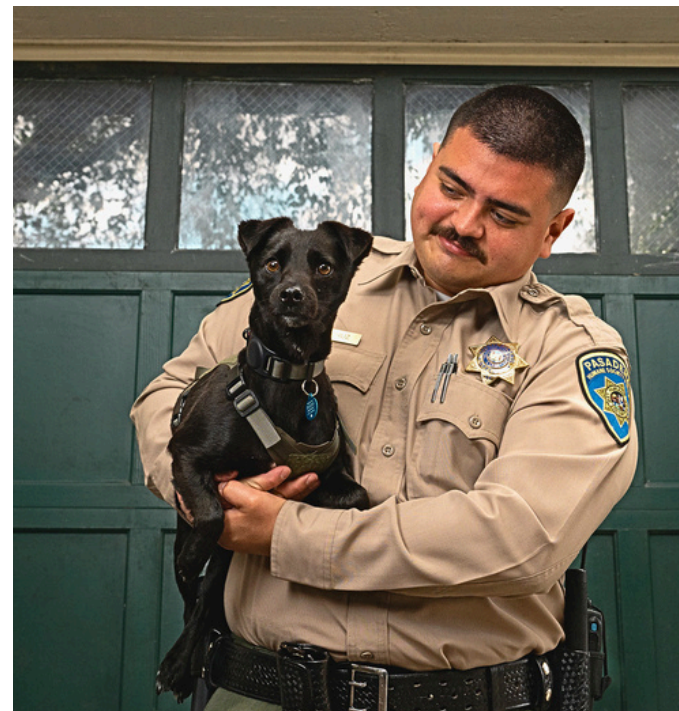
## CAUSE PARTNER SPOTLIGHT

# Pasadena Humane: Compassion and Care for Every Animal

Pasadena Humane is more than an animal shelter — it is a community-supported animal resource center providing compassion and care for all animals. Since 1903, Pasadena Humane has offered lifesaving programs and services for animals and the people who love them across the Greater Los Angeles area.

The organization provides shelter, medical care, and new beginnings for thousands of vulnerable animals each year, while supporting pet families through free and low-cost spay/neuter and vaccines, a pet food pantry, training classes, and an animal support call center.

In 2024 alone, Pasadena Humane helped more than 55,000 animals through adoptions, wildlife rehabilitation, veterinary services, lost and found support, and surrender prevention assistance.



Riley before treatment



Riley after treatment

## MEET RILEY

Riley arrived at Pasadena Humane after being found in the burn zone during the Eaton Fire. He was alone, scared, and in pain.

Pasadena Humane veterinarians immediately began treatment for burns on all four of his paws and for smoke inhalation. In the ICU, Riley received fluids, oxygen, and pain medications as he rested in safe shelter for the first time after his traumatic experience. His physical wounds healed over the following months, but the fear he had experienced left a lasting impact — Riley was slow to trust new people.

With patient, consistent care from Pasadena Humane staff and volunteers, his personality began to shine through more and more every day. After months of progress, Riley was finally adopted by a wonderful family, where he will be loved for the rest of his life.



## Supporting Job Creation

PROVIDED

# 60,749

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

## 27,072\*

Hours of employment that supports empowering women

## 28,046\*

Hours of employment that supports global artisans

## 5,641\*

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

PROVIDED

# 737

ARTICLES OF PROFESSIONAL CLOTHING TO JOB SEEKERS



SUPPORTED

# 16

VETERANS INTO PERMANENT, SUPPORTIVE HOUSING



Providing each veteran with 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 29 PEOPLE FOR AN ENTIRE YEAR!**

\* There is some crossover between these employment categories, so the sum of these hours will not equal 60,749

## CAUSE PARTNER SPOTLIGHT

# Wagster Treats: Baking a Better Future, One Treat at a Time

Wagster Treats are premium, all-natural dog biscuits — and so much more than a snack. A social enterprise created by Homeward Bound of Marin, Wagster Treats employs graduates of Fresh Starts Culinary Academy, with every batch baked by a team overcoming homelessness and building job skills for the future. Fresh Starts Culinary Academy offers 11 weeks of free, hands-on culinary training to low-income adults, with students working alongside professional chefs to build core skills in cooking techniques, kitchen equipment, and food safety.

Upon completing the program, 80% of graduates secure employment within 90 days. Every dollar of Wagster proceeds supports nonprofit training and support programs for low-income and homeless adults through Homeward Bound of Marin.



Every Wagster treat is handcrafted by graduates building skills, confidence, and a path forward — one batch at a time.



## MEET JENNIFER

The daughter of a chef, Jennifer grew up with an appreciation for hard work in the kitchen. She took up the challenge of culinary training herself as she began rebuilding after a period of homelessness.

Thanks to proceeds from Wagster Treats, Fresh Starts Culinary Academy offers 11 weeks of free hands-on learning for people like Jennifer seeking new opportunities. She's now employed with Wagster's parent agency, helping with meals for shelter and housing residents as well as event services like catering.

Jennifer recently began shipping out wholesale orders for Wagster to expand her experience. "It's interesting to learn how all facets of business are done," Jennifer says. "This program gives me so many ways to see how I can fit into the food and hospitality industry."



# *fulfillment with* IMPACT

Gifts for Good's fulfillment center is at Goodwill Southern California. That's not a logistical detail. It's a decision.

Every order we fulfill creates employment for people rebuilding toward stable work: veterans, individuals with disabilities, people overcoming homelessness. Thousands of hours of employment and job training. Professional clothing placed directly with job seekers. Tens of thousands of shipments, each packed by someone it meant something to.

Even our shipping boxes give back. Eco-mailers that plant trees. Signature gift boxes made from reclaimed fabric by artisans in India.

The gift doesn't start when it's opened. It starts the moment it's packed.



PROVIDED

# 4,677

HOURS OF EMPLOYMENT  
& JOB TRAINING TO  
PEOPLE WITH BARRIERS  
TO WORK

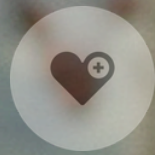
52,278 shipments. Behind every order: people starting over and rebuilding their lives.

PROVIDED

# 737

ARTICLES OF PROFESSIONAL  
CLOTHING TO JOB SEEKERS





# 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. 696 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.



PROVIDED

60,149

WEEKS OF WATER,  
SANITATION, & HYGIENE



## Improving Human Health

FUNDED

159

SOLAR LIGHTS TO  
LOCATIONS WITHOUT  
ELECTRICITY



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

DONATED

\$8,407

TO UKRAINE RELIEF EFFORTS

FUNDED

214

BLANKETS FOR THE UNHOUSED



PROVIDED

50,185

MEALS TO FAMILIES  
IN-NEED IN THE USA

FUNDED

87,705

CHILDREN WITH LIFESAVING  
VITAMINS FOR AN ENTIRE YEAR



FUNDED

197

HOURS OF MENTAL  
HEALTH TREATMENT  
FOR VETERANS

## CAUSE PARTNER SPOTLIGHT

# American Cancer Society: Paving the Road to Recovery, One Ride at a Time

The American Cancer Society is one of the nation's foremost cancer-fighting organizations — working to end cancer as we know it, for everyone. For more than 110 years, it has improved the lives of people with cancer and their families through advocacy, research, and patient support, with a commitment to ensuring that every person has the opportunity to prevent, detect, treat, and survive cancer. For many cancer patients, the hardest part of treatment isn't just the diagnosis — it's getting there. A lack of reliable transportation leads to missed appointments, interrupted treatment, and delays in follow-up care. These gaps don't just add stress. They affect outcomes.

Since 2021, the American Cancer Society has invested more than \$50 million in transportation and lodging grants to health system partners across the country. By the end of 2027, that investment is expected to reach more than 370,000 patients — delivering over 4.3 million transportation and lodging services to people who need them most.



### MEET JULIE

Julie Spangler knows what it means to need support during cancer treatment. First diagnosed with breast cancer 16 years ago, then with skin cancer more recently, Julie underwent 38 rounds of radiation — each one requiring a trip to the hospital.

"Both times, I was shocked by the diagnosis," she said. "But having a supportive family and community made a world of difference to me."

Now that Julie has completed her treatments, she volunteers with Road to Recovery, an American Cancer Society program that connects cancer patients with rides to and from their appointments — addressing one of the most overlooked barriers in the treatment journey. For Julie, it's personal. And for the patients she drives, it makes all the difference.

The American Cancer Society's Road to Recovery program connects volunteer drivers with cancer patients who need rides to treatment — removing one of the most significant barriers to completing care.





FUNDED

134,857

MONTHS OF PRENATAL VITAMINS FOR MOMS IN-NEED

That's 14,984 women supplied with vitamins for their entire pregnancy!

FUNDED

38

BED NETS TO PREVENT MALARIA

FUNDED

1,265

HOURS OF MENTAL HEALTH COACHING FOR SYSTEM-IMPACTED YOUTH

FUNDED

58,543

RIDES TO TREATMENT FOR CANCER PATIENTS



DONATED

\$4,742

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

FUNDED

96

AI AUSCULTATION EXAMINATIONS TO CHILDREN IN-NEED



# *LA Fires: The Response*

In January 2025, wildfires driven by 80-mile-an-hour winds tore through Los Angeles County with a ferocity no one expected – destroying neighborhoods, displacing tens of thousands of families, and leaving entire communities reduced to ash overnight.

For Gifts for Good, this wasn't a distant disaster. Our Co-founder and CEO Laura Hertz lost her home of eight years in the Palisades fire. Hours later, she fled the Eaton fire with her newborn baby. She knew firsthand what was being lost. Not just homes, but communities, livelihoods, and decades of memories.

In response, Gifts for Good mobilized a Los Angeles Wildfire Relief Fund, directing donations to organizations already on the ground, chosen for their immediate impact and long-term commitment to recovery.



DONATED  
**\$47,387**



TO SUPPORT THE LOS ANGELES FIRE RELIEF FUND

Distributed to the LA Fire Foundation, The Salvation Army Southern California, and Pasadena Humane – supporting families, frontline firefighters, and pets.

## CAUSE PARTNER IMPACT STORY

# The Salvation Army Southern California: First In, Last Out

When 80-mile-an-hour winds drove the January 2025 wildfires through Los Angeles County, The Salvation Army mobilized immediately. Emergency Disaster Services teams served evacuees hot meals and warm drinks, welcomed families to safe shelter, and provided spiritual and emotional care amid the chaos – and did the same for the weary first responders fighting to preserve life and property across Southern California.

When the smoke cleared, The Salvation Army stayed. Disaster case managers worked one-on-one with survivors – distributing millions of dollars in financial assistance and helping families navigate housing, insurance, and the long road of rebuilding. As of January 2026: 10,000 meals served. 4,600+ households assisted. 4,000+ individuals provided emotional and spiritual care.

The Salvation Army Southern California Emergency Disaster Services team on the front lines from the first night of evacuations through long-term recovery.



## MEET PORTRETT

For most of her life, Portrett measured time through the memories built inside her family's home on Calaveras Street in Altadena – four generations of holidays, milestones, and belonging. In January 2025, her family fled with only the essentials. Hours later, their block was gone.

The Salvation Army walked alongside them through what came next – providing medical equipment, weekly groceries, housing support, and compassionate guidance. As the holidays approached, her children received gifts through the Angel Tree program that restored a sense of hope.

Today, Portrett remains focused on rebuilding a secure future for her family – rising from the ashes with resilience and renewed strength.



## CAUSE PARTNER IMPACT STORY

# LAFD Foundation: Keeping Firefighters Safe on Every Shift

The Los Angeles Fire Department (LAFD) Foundation provides vital equipment, training, and resources that help the LAFD protect lives and property across the City of Los Angeles. While the LAFD responds to more than 1,500 emergency incidents each day, the Foundation helps ensure firefighters and paramedics have the specialized tools and safety equipment they need – items often not covered by the City budget.

Through philanthropic support, the Foundation invests in firefighter safety gear, emergency medical equipment, wildfire response tools, and critical fire station improvements that support more than 3,400 firefighters and paramedics across 106 stations, ultimately benefiting the 4 million residents of Los Angeles.

Support from partners like Gifts for Good allows the Foundation to address urgent needs quickly – protecting the people who protect us all.

## THE IMPACT IN ACTION

Firefighters spend long hours inside their stations between emergency calls, making the safety of these facilities critically important. With support from Gifts for Good, the LAFD Foundation recently funded repairs to diesel exhaust extraction systems at six LAFD fire stations – systems designed to remove harmful exhaust fumes from the apparatus bay when fire engines return from calls.

"Firefighters respond to emergencies at all hours, and when they return to the station, the last thing they should worry about is exposure to diesel exhaust," said Chief Marty Mullens, LAFD Fire Facilities. "These repairs ensure our stations remain safe and healthy environments for the firefighters who live and work there."

Diesel exhaust is a known carcinogen, and properly functioning extraction systems are a critical safeguard that helps protect firefighters from long-term health risks. Thanks to this investment, firefighters at six stations now have improved protection from harmful fumes while they rest, train, and prepare for their next emergency response.





# EMPOWERING WOMEN

Eighty-five percent of domestic violence occurs against women. Eighty percent of all trafficking survivors are women. This 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

# 27,073



HOURS OF EMPLOYMENT FOR WOMEN NAVIGATING CRISIS AND SYSTEMIC BARRIERS. THIS INCLUDES:

- 18,400\* Hours for women surviving human trafficking
- 1,811\* Hours for women in the USA surviving domestic abuse, or dealing with housing insecurity or chronic unemployment
- 170\* Hours for women refugees in the USA with barriers to work
- 6,691\* 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 27,073

FUNDED

# 150



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

FUNDED

# 1,989



PREGNANCY RISK ASSESSMENTS TO EXPECTANT MOTHERS

## CAUSE PARTNER IMPACT STORY

# MADE by DWC: Creating Economic Opportunity in Skid Row

MADE by DWC is the Downtown Women's Center's social enterprise and paid job training program, creating economic opportunity for women and survivors of violence who have experienced homelessness in the heart of Skid Row. Through meaningful work, skill-building, and community, participants build confidence, strengthen job readiness, and move toward long-term economic stability.

MADE by DWC operates three business lines: a café, a resale boutique, and a consumer products line featuring handcrafted soaps, candles, and bath salts. Participants complete 275 hours of paid, hands-on job training in customer service, sales, and product development inside a trauma-informed workplace. In 2025, 32 participants completed this training – part of a broader workforce program that served 200 people with job training and career coaching, leading to a nearly 30% increase in participants gaining employment upon completion.

Stable employment is key to long-term housing retention – helping ensure women and survivors of violence not only secure housing, but sustain it.



## MEET NEVAEH

When Nevaeh first connected with the Downtown Women's Center (DWC), she was looking for stability and a path forward. Through MADE by DWC, she gained hands-on experience in retail and customer service while strengthening her communication skills and building the confidence she needed to reenter the workforce and reconnect with her sense of purpose.

"MADE is more than just clothes, soaps, and goods," she shares. "It's a family and a supportive environment that provides a sense of belonging."

Today, Nevaeh serves as a Time Limited Subsidy (TLS) Coordinator at DWC, where she helps women and survivors access housing resources and build trust within the community. Having experienced the journey herself, she now offers encouragement and guidance to others as they work toward stability.



# NO METRICS *left behind!*

If it happened, it's here.

We track every outcome, not just the straightforward ones. The small wins, the hard-to-calculate metrics, the numbers that take extra work to verify. Because a commitment to impact means counting all of it, not just the parts that are easy to report. When it comes to closing out our impact metrics for the year, **EVERYTHING** gets recorded.

*This page includes the metrics we also recorded for 2025, and completes our impact reporting for the year.*

2,595

HOURS OF FOSTER FAMILY SUPPORT IN CHINA THROUGH ONESKY

2,069

HOURS OF TEACHER SUPPORT IN CHINA THROUGH ONESKY

797

DAYS OF TRAINING FOR A SOCIAL WORKER IN CHINA THROUGH ONESKY

2,851

HOURS OF MENTAL HEALTH TRAINING FOR A HEALTHCARE WORKER THROUGH PROJECT HOPE

\$220

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

1,594

BACKPACKS PROVIDED TO CHILDREN ENTERING FOSTER CARE THROUGH COMFORT CASES

3,155

HOURS OF PLAY-BASED PROGRAMMING FOR CHILDREN IN-NEED THROUGH BOYS & GIRLS CLUB

3,030

HOURS OF CAREGIVER SUPPORT IN CHINA THROUGH ONESKY

\$10,740

TO VARIOUS NONPROFITS FROM OUR CAUSE PARTNER GIVE-BACKS

158

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

2,383

POUNDS OF CO<sub>2</sub> PREVENTED FROM ENTERING THE ATMOSPHERE THROUGH RECYCLED MATERIALS

ALL-TIME

# TOTAL IMPACT



## \$4,914,052

GIVEN TO CHARITY SINCE 2017



### 2,051,003

CHILDREN HAVE BEEN PROVIDED WITH LIFESAVING VITAMINS FOR ONE YEAR



### 1,667,526

TREES HAVE BEEN PLANTED AROUND THE WORLD



### 120,298

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



### 903,414

MEALS HAVE BEEN PROVIDED TO CHILDREN IN-NEED



### 321,974

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

A photograph of three people sitting around a wooden table in a meeting. A woman on the left is looking at a laptop. A woman in the center is smiling. A man on the right is also smiling and looking at the laptop. The background is a textured wall with some plants.

# CUSTOMER IMPACT STORIES

Our clients come in all shapes and sizes, but they share one thing in common: they believe a gift can do more. In 2025, companies like Subaru of America, Zoom, and Snap Inc. used their gifting programs to create real, measurable impact for people, animals, and the planet. These are their stories and their impact.

CUSTOMER IMPACT STORY: AUTOMOTIVE

# Subaru Turns Customer Appreciation into Community Impact

Subaru of America partnered with Gifts for Good to launch a national customer appreciation gifting program on March 1, 2025, as part of the Subaru Love-Encore™ experience. New vehicle owners returning to their retailer are invited to select a gift that directly benefits a nonprofit organization or social enterprise—supporting people in need, animals, or the environment. Customers can choose a quality, ethically sourced product and read about the impact their selection creates, or direct the full gift value as a charity impact.

Gifts are picked and packed in partnership with Goodwill Southern California, supporting job creation and workforce training for individuals facing barriers to employment. In the first year, customers sent 34,075 thank-you notes to Subaru through the gifting platform—demonstrating how a customer experience moment can also be a community impact moment, scaled nationally.

*“Gifts for Good understands the intersection of upholding our brand values and our commitment to the customer experience. At Subaru, we look for partners who view impact and engagement as fundamentally linked, and the Gifts for Good platform meaningfully extends the Subaru experience beyond the showroom, creating a lasting impression throughout the ownership journey.”*

Tim Tagye - Vice President of Field and Distributor Operations  
Subaru of America, Inc.



## Reusable Gift Packaging

To align with Subaru's sustainability goals, Gifts for Good introduced a custom reusable mailer bag for the Love-Encore™ program—designed to work consistently across all six fulfillment centers, including Goodwill Southern California.

The mailer features a resealable closure and prepaid return label so customers can easily send it back for reuse.

Subaru was the first major brand to adopt this circular packaging model, putting the Loves the Earth commitment into practice with every single gift delivered.



### IMPACT SINCE THE PROGRAM LAUNCHED ON MARCH 2025

PROVIDED  
**594,188**  
HOURS OF CARE  
FOR RESCUE ANIMALS

PROVIDED  
**54,213**  
RIDES TO TREATMENT FOR  
CANCER PATIENTS

PROVIDED  
**8,806**  
CHILDREN IN FOSTER CARE  
WITH A WARM BLANKET

PROVIDED  
**13,669**  
CHILDREN IN NEED WITH A  
YEAR OF SCHOOL SUPPLIES

PROVIDED  
**38**  
HOURS OF MENTAL HEALTH  
COACHING TO AT-RISK YOUTH

PLANTED  
**8,368**  
TREES IN GLOBAL  
REFORESTATION PROJECTS

## CUSTOMER IMPACT STORY: TECHNOLOGY & SaaS

# Zoom's GIFTforward Program: Recognition That Gives

In 2025, Zoom built a recognition program that does more than say "good job." Through GIFTforward, Zoomies recognize their peers with gifts that carry a real-world impact, choosing between a physical gift ethically sourced from a cause partner, a meaningful local experience, or a charity impact directed to a cause they care about.

The program serves Zoom's global workforce of over 9,000 employees across dozens of countries, with logistics and localized options built to meet employees wherever they are. Gifts aren't branded with a company logo; they're branded with Zoom's core value of "Care." That choice says something about who they are as a company.

The results speak for themselves. Zoomies showed up for each other, and for the world.

### JUST SOME OF THE IMPACT MADE BY ZOOM'S GIFTS IN 2025

PROVIDED

514

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

PROVIDED

32,382

CHILDREN IN-NEED WITH A ONE YEAR SUPPLY OF LIFESAVING VITAMINS

PROVIDED

24,564

HOURS OF CARE FOR RESCUE ANIMALS

PROVIDED

52,777

MEALS TO CHILDREN FACING FOOD INSECURITY

PLANTED

8,813

TREES TO COMBAT DEFORESTATION

PROVIDED

3,178

MOTHERS IN-NEED WITH PRENATAL VITAMINS DURING THEIR PREGNANCY

PROVIDED

3,918

RIDES TO TREATMENT FOR CANCER PATIENTS

## A Culture of Care: Most Popular Gifts

Zoomies didn't just recognize their peers — they showed up for the world. The Sarah Scarf was the gift Zoomies reached for most, generating 5,550 minutes of dignified employment for individuals with barriers to work. And when directing their gift value to a cause, they chose clean water above everything else.

All-time, the Zoom program has funded 28,896 weeks of safe water, hygiene, and sanitation — the equivalent of 556 people receiving reliable access for an entire year.



*"Building a recognition program that works across dozens of countries and thousands of employees is no small thing. Gifts for Good made it possible without losing any of the intentionality we care about. Every gift still feels personal — and every gift still gives back."*

Sara Shillinglaw, Head of Employee Engagement & Impact at Zoom

## CLIENT SPOTLIGHT: TECH & MEDIA

# Snap Inc. Gears Up for World Kindness Day 2025

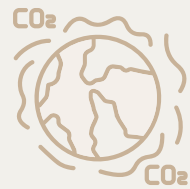
Gifts for Good was proud to partner with Snap Inc. for World Kindness Day 2025, Snap's beloved annual Global Day of Service, celebrated every November 13. This year, more than 1,350 Snap team members across the globe came together to volunteer with nonprofits in their local communities, collectively dedicating 2,622 hours of service.

As part of the celebration, Snap employees wore a custom branded windbreaker from Gifts for Good, ethically sourced and made to reflect the values at the heart of Snap Philanthropy. Each piece arrived with custom branding, designed to make every volunteer feel part of something bigger than the day itself.

## IMPACT FROM WORLD KINDNESS DAY 2025

SNAP INC. PREVENTED

# 1,600



KG OF CO<sub>2</sub> FROM ENTERING THE  
ATMOSPHERE THROUGH RECYCLED  
OR REUSABLE MATERIALS



Chandelle Wiebe Hakim,  
Global Philanthropy  
Snap Inc.

*“World Kindness Day is one of the most meaningful days on our calendar, and Gifts for Good has been our partner on it for six years now. Doing an ethically-sourced, globally-shipped, company-wide gift is genuinely hard, and they make it look easy. Every year, they show up with something our entire global team is proud to wear and actually wears.”*





*Thank you to our*  
**CAUSE PARTNERS**

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



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

2025 began with the hardest thing I've ever lived through. In January, the Palisades fire destroyed the home we'd lived in for eight years — the one we'd just left months earlier when we moved to Pasadena to start a new chapter with our newborn. That same day, the Eaton fire forced us to evacuate our new home, too. Like so many Angelenos, we started the year grieving a community, a neighborhood, and a way of life.

And then something I'll never forget happened. You showed up. Our clients, Cause Partners, and community gave \$47,387 to our Los Angeles Wildfire Relief Fund — money that went directly to the families, firefighters, and rescued pets who needed it most. Emails arrived checking in. Every client call started with “*Laura, how are you? How's your family?*” before we got to business. In the darkest stretch of my life, you reminded me what kind of people we get to work with.

The year kept finding ways to give back. On March 1, we went national with Subaru — a partnership years in the making, and the first real breath of light in what had felt like a world of darkness. I took a delayed maternity leave, five weeks on Vancouver Island, and for the first time since founding this business I stepped away while my team kept everything running. They let me step down so I could step into being a mother. In August, after nine years, we said goodbye to our Los Angeles showroom and went fully remote — something we never imagined was possible when we started this company.

Gifts for Good is not a gifting company. It is a movement of people — clients, Cause Partners, employees, and strangers — who have decided the world is worth showing up for, even when it feels dark. Especially when it feels dark.

Thank you for showing up for us. Thank you for helping us keep the light on in Los Angeles. Thank you for proving, again and again, that every gift is a vote for the kind of world we want to live in.

With a grateful, mending heart,

*Laura*

**Laura Hertz**

Chief Executive Officer

[Connect with Laura on LinkedIn](#)



## Help us do MORE GOOD!

Join us in 2026 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®

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



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