

YOObi IMPACT REPORT 2016-2017

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# IT'S A GOOD DAY TO GIVE



yoobi™   
one for you. one for me.



## SOMETHING AMAZING IS HAPPENING IN CLASSROOMS ACROSS THE U.S.

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**Just three years ago**, Yoobi set off on a journey to level the playing field for students in the U.S. by donating a school supply to a classroom in need for every item purchased.



Thousands of teachers and millions of students now start their day in classrooms filled with colorful and creative school supplies. After all, classrooms are places where anything is possible – where teachers pass on knowledge, provide creative outlets and develop the skills students need to succeed. But teachers can't do that alone.

**Yoobi believes that we all have a responsibility to ensure that teachers and students in our most underserved schools have the essential supplies they need.**

With Yoobi, individuals and organizations can help! In this 2016-2017 Impact Report, you will see Yoobi's impact in action and what we have accomplished to date. As we look back and celebrate our progress, we have our eyes set on achieving greater impact each year.

**For the first time ever, in the 2017-2018 school year, Yoobi is aiming to impact over 1 million kids in a single school year!**

Together, we can create change. Thank you for being a part of our incredible journey where every day is a good day to give!

Sincerely,

Ido Leffler  
CEO, Co-founder

Justin Wolff  
Chief Giving Officer

94% OF TEACHERS REPORT THAT ACCESS TO FREE SCHOOL SUPPLIES IS CRITICAL TO DAILY CLASSROOM ACTIVITIES<sup>1</sup>.

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<sup>1</sup><http://bit.ly/2q2ZKvV>





73% OF TEACHERS REPORT THAT ACCESS TO SCHOOL SUPPLIES HAS ENABLED THEM TO CREATE A MORE EQUAL LEARNING ENVIRONMENT<sup>2</sup>.

## ABOUT YOObI

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### REALITY FOR TEACHERS AND STUDENTS

“The majority of U.S. public school students come from low-income families,”<sup>3</sup>

Parents often face impossible choices they shouldn't have to make – pay the electricity bill or buy school supplies for their children.

**99.5%**

OF ALL TEACHERS BUY ESSENTIAL CLASSROOM MATERIALS OUT OF THEIR OWN POCKET<sup>4</sup>

**\$578**

AVERAGE OUT OF POCKET SPEND PER TEACHER EACH YEAR<sup>5</sup>

**\$1.6 BILLION**

TOTAL K-12 TEACHER SPENDING ON SCHOOL SUPPLIES EACH YEAR<sup>6</sup>

**Yoobi believes there is a better way.**

### OUR MISSION & VISION

We think that school supplies should be available to every child in every classroom, and teachers should not have to spend their hard-earned money to make that happen. To address this, Yoobi keeps a simple promise - for every Yoobi item you buy, a Yoobi item is donated to a classroom in need, right here in the U.S.\*

**Our vision is to one day provide ALL kids in need with the tools they need to learn and be creative.**

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<sup>2</sup><http://bit.ly/2q2ZKvV>

<sup>3</sup><http://wapo.st/2sYwaDz>

<sup>4</sup><http://prn.to/1QF8U0y>

<sup>5</sup><http://bit.ly/2q2ZKvV>

<sup>6</sup><http://prn.to/1QF8U0y>

\*Yoobi Trading Corp. Ltd. will donate a Yoobi item to Kids in Need Foundation for each Yoobi item purchased for distribution to a U.S. classroom in need. Actual item donated is based on classroom need and may be of equal or lesser value than item purchased.

## HOW OUR GIVE WORKS

### OUR NATIONAL GIVE PARTNER



The Kids In Need Foundation (KINF) is our incredible national give partner. KINF is a 501(c)3 that provides free school supplies to classrooms in need in the U.S. **KINF's mission is to ensure that every child is prepared to learn and succeed.** This mission is supported through a national network of teacher resource centers that includes over 40 facilities. Teachers from low-income schools visit the centers to obtain free school supplies for their students. In 2016, KINF provided free school supplies to over 5 million students and provided material and/or financial support to over 200,000 teachers. **KINF distributes our Yoobi Classroom Packs nationwide through their facilities.** Learn more about our awesome partner at [www.kinf.org](http://www.kinf.org).

### HOW WE GIVE














**KINF focuses on elementary schools where at least 70% or more of its students are eligible to receive free or reduced cost lunch through the National School Lunch Program.**

We focus on the youngest students first because studies show that creating equal access to school supplies at an early age has the greatest impact on the chances of a child succeeding down the road.

## WHAT WE GIVE

**For many students, Yoobi Classroom Packs provide the first set of supplies a student can call their own.**

The Yoobi Classroom Pack is filled with over 425 core learning tools, providing a teacher with school supplies for 30 students. Each student receives:

- |   |                    |   |                   |
|---|--------------------|---|-------------------|
|  | 9 NO. 2 PENCILS    |  | 1 RULER           |
|  | 2 GLUE STICKS      |  | 1 LIQUID GLUE     |
|  | 1 ERASER           |  | 1 PENCIL CASE     |
|  | 1 PENCIL SHARPENER |  | 5 CRAYONS         |
|  | 1 FOLDER           |  | 5 COLORED PENCILS |
|  | 5 MARKERS          |  | 1 YOوبي STICKER   |
- +  5 SCISSORS PER CLASSROOM





SINCE LAUNCH IN JUNE 2014\*\*,

**2,492,659**

KIDS IMPACTED

**35,312,673**

ITEMS DONATED

**83,089**

CLASSROOMS STOCKED

EVERY

**2.7**

SECONDS A YOObI ITEM IS DONATED

**2,216**

KIDS ARE SUPPORTED EVERY DAY

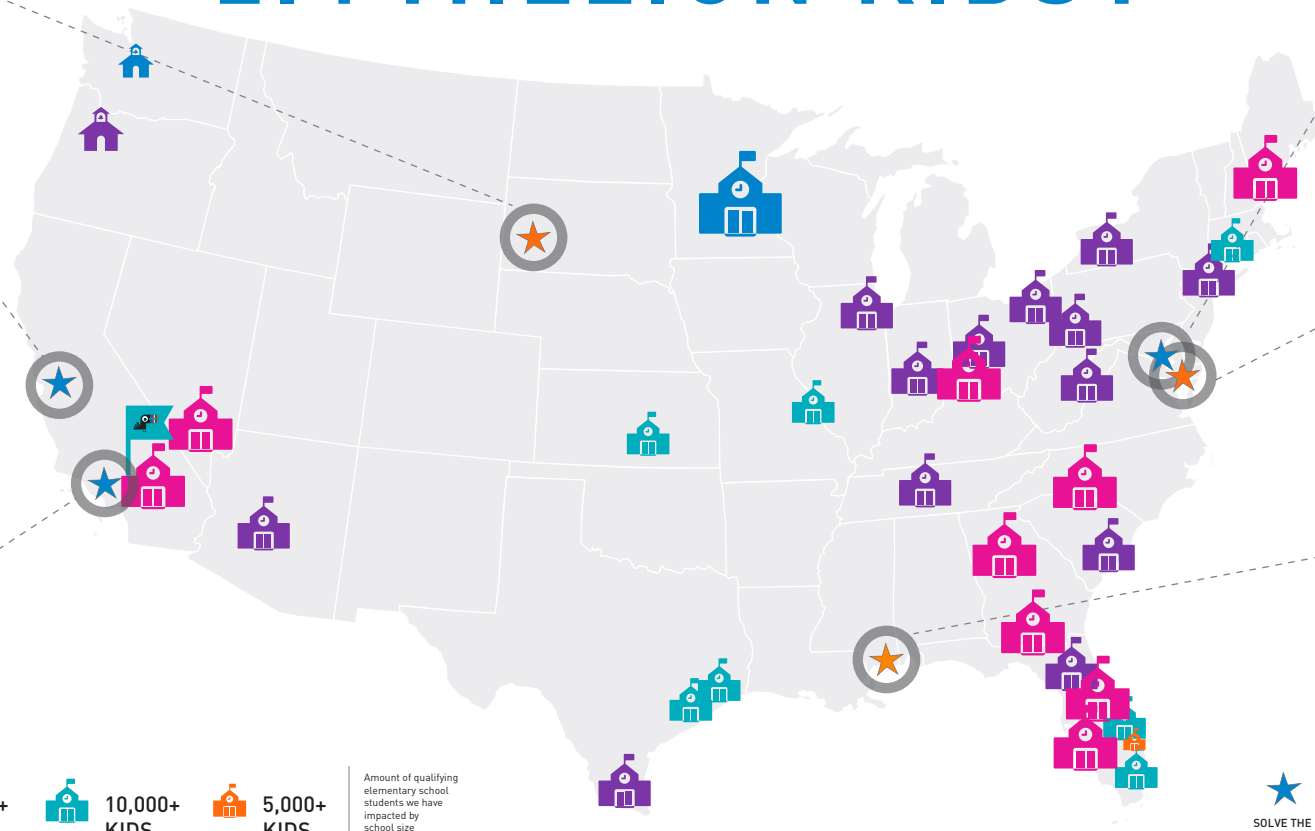
**AND WE'RE JUST GETTING STARTED!**

\*\*All numbers represented in this report reflect sales from 06/01/2014 through 06/30/2017. For more information visit [yoobi.com/ourstory](http://yoobi.com/ourstory).

# YOObi'S IMPACT NATIONWIDE

SINCE LAUNCHING IN 2014, YOObi HAS DONATED\* FREE SCHOOL SUPPLIES TO IMPACT THE LIVES OF OVER

## 2.4 MILLION KIDS\*\*!



### INDIAN RESERVATIONS IN-NEED September 1, 2016

**KIDS IMPACTED:** Over 4,500  
**PARTNER:** U.S. Department of Education and former Secretary of Education, John B. King  
**ACHIEVEMENT:** Distributed support and smiles to underserved and low-income students at Pine Ridge Indian Reservation in South Dakota.



### SOLVE THE PROBLEM INITIATIVE, OAKLAND, CA March 14, 2017

**KIDS IMPACTED:** Over 20,000  
**IMPACT PARTNER:** Mayor Shaaf and Oakland Unified School District  
**ACHIEVEMENT:** Provided free school supplies to all elementary schools in Oakland.



### SOLVE THE PROBLEM INITIATIVE, INGLEWOOD, CA August 31, 2016

**KIDS IMPACTED:** Over 7,500  
**IMPACT PARTNER:** Inglewood native, actress and musician, Becky G  
**ACHIEVEMENT:** Provided free school supplies to all elementary schools in Inglewood.

### SOLVE THE PROBLEM INITIATIVE, WASHINGTON, DC August 24, 2016

**KIDS IMPACTED:** Over 30,000  
**IMPACT PARTNER:** Mayor Bowser and DC Public Schools  
**ACHIEVEMENT:** Provided free school supplies to all elementary schools in Washington, D.C.



### RESETTLED REFUGEE STUDENTS IN THE U.S. June 12, 2016

**KIDS IMPACTED:** Over 1,000  
**IMPACT PARTNER:** The United Nations Association, with recognition by former UN Secretary General Ban Ki-Moon  
**ACHIEVEMENT:** Gave school supply sets and a warm welcome to resettled refugee students across the U.S.



### DISASTER RESPONSE September 16, 2016

**KIDS IMPACTED:** Over 400  
**IMPACT PARTNER:** U.S. Department of Education and former Secretary of Education, John B. King  
**ACHIEVEMENT:** Delivered much-needed school supplies to flood-ravaged schools in Baton Rouge, LA.



500,000+ KIDS



100,000+ KIDS



50,000+ KIDS



10,000+ KIDS



5,000+ KIDS

Amount of qualifying elementary school students we have impacted by school size



Yoobi's goal with this initiative is to provide free school supplies to every qualifying elementary school in a district.



At times Yoobi works in special ways to impact classrooms in communities that face unique challenges that require unique solutions.



Yoobi's first-ever retail store is located at Westfield Santa Anita Mall in Arcadia, CA. All purchases support local schools within a 10-mile radius.

## YOObi'S IMPACT IS POWERED BY KINF:



- TWIN CITIES KIDS IN NEED RESOURCE CENTER | MINNEAPOLIS, MN**  
509,640 KIDS
- CRAYONS TO COMPUTERS | CINCINNATI, OH**  
199,230 KIDS
- ATLANTA KIDS IN NEED RESOURCE CENTER | ATLANTA, GA**  
191,760 KIDS
- TEACHER EXCHANGE | LAS VEGAS, NV**  
174,690 KIDS
- A GIFT FOR TEACHING | ORLANDO, FL**  
161,070 KIDS
- TEACHER'S HARVEST | VALDOSTA, GA**  
126,480 KIDS

- RUTH'S REUSABLE RESOURCES | PORTLAND, ME**  
123,480 KIDS
- SCHOOL TOOLS INLAND EMPIRE UNITED WAY | RANCHO CUCAMONGA, CA**  
121,650 KIDS
- TEACHING TOOLS FOR HILLSBOROUGH SCHOOLS | TAMPA, FL**  
108,390 KIDS
- CLASSROOM CENTRAL | CHARLOTTE, NC**  
105,000 KIDS
- WORLD VISION TEACHER RESOURCE CENTER CHICAGO | CHICAGO, IL**  
90,000 KIDS

- SCHOOL TOOLS - A PROJECT OF THE FOOD BANK RGV | MCALLEN, TX**  
90,000 KIDS
- WORLD VISION TEACHER RESOURCE CENTER NY | BRONX, NY**  
87,000 KIDS
- WORLD VISION TEACHER RESOURCE CENTER PPI | APPALACHIA, WV**  
86,280 KIDS
- THE TEACHER'S DESK | BUFFALO, NY**  
86,650 KIDS
- TOOLS 4 TEACHING | OCALA, FL**  
85,650 KIDS

- CRAYONS TO CLASSROOMS | DAYTON, OH**  
82,680 KIDS
- TEACHERS' TREASURES | INDIANAPOLIS, IN**  
75,000 KIDS
- TREASURES 4 TEACHERS | PHOENIX, AZ**  
69,000 KIDS
- CLEVELAND KIDS IN NEED RESOURCE CENTER | CLEVELAND, OH**  
66,000 KIDS
- SCHOOLHOUSE SUPPLIES | PORTLAND, OR**  
55,050 KIDS
- THE EDUCATION PARTNERSHIP | PITTSBURGH, PA**  
54,090 KIDS

- TEACHERS' SUPPLY CLOSET | CHARLESTON, SC**  
50,400 KIDS
- WORLD VISION TEACHER RESOURCE CENTER PNW | FIFE, WA**  
49,500 KIDS
- SCHOOL TOOLS - SE TEXAS FOOD BANK | BEAUMONT, TX**  
45,000 KIDS
- KIDSMART - TOOLS FOR LEARNING | ST LOUIS, MO**  
21,000 KIDS
- TEACHERS AID - HOUSTON FOOD BANK | HOUSTON, TX**  
19,080 KIDS
- LP PENCIL BOX | NASHVILLE, TN**  
16,200 KIDS

- WORLD VISION TEACHER RESOURCE CENTER HARTFORD | HARTFORD, CT**  
16,200 KIDS
- SUPPLY ZONE FOR TEACHERS | BREVARD COUNTY, FL**  
15,000 KIDS
- TOOLS FOR SCHOOLS BROWARD | POMPANO BEACH, FL**  
15,000 KIDS
- PROJECT TEACHER | WICHITA, KS**  
12,000 KIDS
- RED APPLE SUPPLIES | WEST PALM BEACH, FL**  
7,500 KIDS

SPECIAL THANKS TO YOObi'S INCREDIBLE PARTNERS: , OUR CUSTOMERS, TEACHERS, STUDENTS, PARENT SUPPORTERS, AND OUR YOObi FAMILY.

\*\*We distribute Yoobi Classroom Packs through its network of affiliate resource centers. Accordingly, the number of kids impacted at each site, in aggregate, may vary slightly from the total number of kids served. Yoobi Trading Corp. LLC will donate a Yoobi item to Kids in Need Foundation for each Yoobi item purchased for distribution to a U.S. Classroom in need. Actual Item Donated is based on Classroom need and may be of equal or lesser value than item purchased. \*\*\*All numbers represent data Yoobi report reflect sales from 06/01/2014 through 06/30/2017. For more information visit yoobi.com/yoobi



# THE FACES OF CHANGE

The feedback we receive from teachers, students and administrators is a constant source of inspiration. We are proud of the thousands of letters and stories we receive explaining how Yoobi supplies have changed the game from teachers' classrooms to students' confidence.

## MIA R.

5th grade  
Jefferson Elementary, Lennox School  
District, Los Angeles, CA



### IMPACT ON HER MOTIVATION:

"When I get new school supplies, it motivates me because of all the colorful colors... and it makes me feel motivated to do my homework every day. I want to be a teacher when I grow up. **When I have school supplies, then I feel like I can make it and I can do anything.**"



## ASHLEY DALE

Vice Principal  
Eagle Rock Elementary, Los Angeles, CA

### IMPACT ON HER SCHOOL:

"Yoobi's [Classroom Packs] have helped to boost the confidence of my students and staff by giving the students the feeling of being prepared for school. **I notice when students receive their school supplies it triggers their inner motivation and gets everybody excited about learning.** Every year for the past couple of years I have had a wonderful feeling of relief knowing that the Yoobi staff truly supports students in need by providing materials to each and every student in the whole school."

## LEAH JONES

LIFE Prep School, St. Paul, Minnesota  
Teaching for 15 years



### IMPACT ON HER CLASSROOM:

"Having access to school supplies makes a huge difference in my classroom. My students deserve to not worry about having the notebooks, crayons, and pencils they need to be the best student they can be.

**When we have enough of these things, my students can be creative and confident. They get excited about learning!"**



## BILL DONNELLY

Forest Street School, Orange, New Jersey  
Teaching for 5.5 years

### IMPACT ON HIS STUDENTS:

"Access to school supplies makes a major difference... the outcome I like most of all is that the child who is a new arrival in our country, proudly carries the Yoobi products and story back to their families at home. **This surprise gift of high-quality, school supplies then opens a positive dialogue between ESL teacher and family, and that connection invariably leads to student success from every direction.**"





“  
As our 2016-17 school year wore on, supplies in some of our classrooms were running short. **Then Yoobi stepped up to give our District a much-needed helping hand... Yoobi is clearly a company that cares about young people** and we deeply appreciate the partnership in helping students across Oakland Unified School District.

- **Dr. Devin Dillon**, former OUSD Superintendent. ”

“

I want to tell each and every one of these students that they can do great things and by giving them the necessary tools — like Yoobi has done and will continue to do — **we are helping them achieve their potential in life.**

- **Becky G**, Singer & Actress ”



“



The Cheyenne River Lakota Reservation in South Dakota is the poorest place in America with school funding in the lowest one percent of all schools nationwide. Imagine the importance of, and the joy for, the donation of Yoobi school supplies for children who lack so many basic educational supplies. **Children need stimulating experiences and excitement in their learning environment. Yoobi provided that in a big way.**

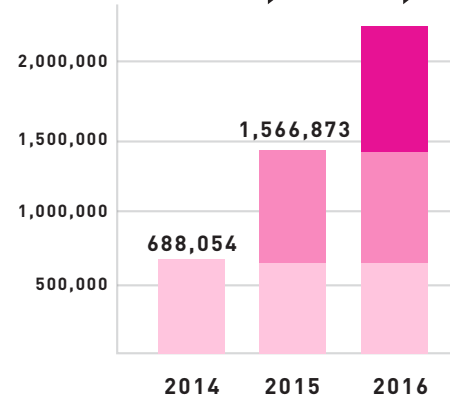
- **Rochelle Ripley**, Founder and President, Hawkwing, 2015 Top Ten CNN Hero ”



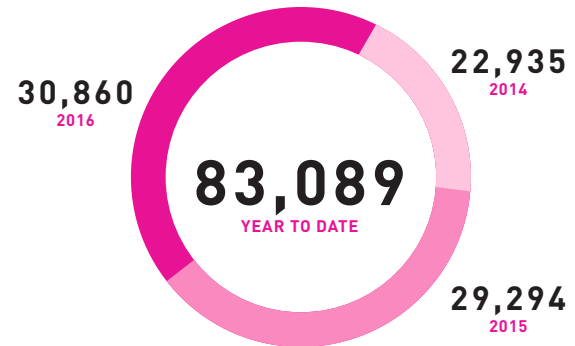
## IMPACT IN ACTION

Yoobi is proud to have impacted 2,492,659 kids to date\* but we know we have much more work to do. We thank our partners who help remind us every day of the importance of having access to essential school supplies.

**2,492,659**



**TOTAL KIDS IMPACTED CUMULATIVELY BY YEAR**



**TOTAL CLASSROOM PACKS DONATED TO DATE\***

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## WHAT'S NEXT

688,054

KIDS IMPACTED IN 2014

878,819

KIDS IMPACTED IN 2015

925,786

KIDS IMPACTED IN 2016

2,492,659

TOTAL KIDS IMPACTED TO DATE

**5,000,000 KIDS**

YOوبي'S NEXT IMPACT GOAL

More than 16 million kids live in extreme poverty in the U.S. and arrive on the first day of school without the supplies they need to learn.<sup>7</sup>

Yoobi wants to help change that.

Yoobi is on a mission to provide free school supplies to all kids in need in the U.S. with the next goal of impacting **5 MILLION KIDS**.

We hope you will help us get there!\*\*

Follow Yoobi's impact at [www.yoobi.com/ourstory](http://www.yoobi.com/ourstory)

<sup>7</sup><http://bit.ly/2q2ZKv>

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