



IMPACT REPORT 2017-2018



IT'S A GOOD DAY TO GIVE



Kids need the right tools to pursue their dreams. Things like markers, crayons and colored pencils can set an imagination free. And when we enable kids to learn and explore, there are no limits to how they might change the world.

With your help, this year we were able to impact more kids than ever before. Together we put essential school supplies into the hands of young learners who would likely not have access to these tools otherwise. We are humbled by this, and hope you are too, because your support of Yoobi means so much more than the products. It means we can inspire a new generation of dreamers, thought-leaders and change-makers who have the tools to achieve their dreams, reject status quos and have a positive impact in communities across the nation.

Thank you for helping us on our mission to inspire young people to learn and be creative. Because of you, there are now millions of kids across the U.S. who have received school supplies that have helped to motivate them and remind them that we care.

This story is written because of consumers and partners like you and we look forward to another fantastic year.

Make today and every day a good day to give.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ido Leffler'.

Ido Leffler
CEO, CO-FOUNDER

A handwritten signature in black ink, appearing to read 'Justin Wolff'.

Justin Wolff
CHIEF GIVING OFFICER



CEO and Co-Founder, Ido Leffler at Magnolia Elementary School in Los Angeles. Yoobi donated supplies to 100k students in Los Angeles Unified School District.



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VISION

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

MISSION

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 U.S. classroom in need.



THE ISSUE

MILLIONS OF CHILDREN IN THE U.S. LACK ACCESS TO SCHOOL SUPPLIES



MORE THAN 50%

of the highest-need school districts in the U.S. don't receive adequate funding to meet their students' needs.¹



MORE THAN \$500

is spent on average out of teachers' own pockets to support their students.²



21 MILLION KIDS

rely on free or reduced-price school meals in the U.S., and are therefore likely to lack access to basic school supplies.³

¹<http://bit.ly/2JQwq10> ²<http://bit.ly/2JQb4uD> ³<http://bit.ly/2JQb4uD>

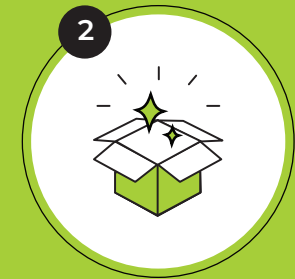


OUR GIVE

HOW IT WORKS



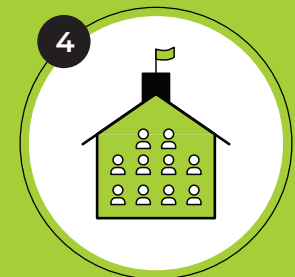
You purchase a Yoobi item.



For every item purchased, Yoobi donates a school supply item into a Yoobi Classroom Pack.



Yoobi partners with the Kids In Need Foundation to distribute Yoobi Classroom Packs.



Students in high-need areas receive free Yoobi school supplies that enable them to learn and be creative.

> [Click for more info on the Yoobi Give.](#)

OUR GIVE

THE YOObi CLASSROOM PACK



A Yoobi Classroom Pack contains the most fundamental tools needed for learning and creativity. Within each pack there are enough supply sets for an average classroom size of 30 students.

This year, we updated the Yoobi Classroom Pack with new and improved supplies!

We gathered input from teachers, and added more of the items they most requested, and got rid of messy items like glue bottles.

[> Click for a complete list of items included.](#)



OUR IMPACT

YOوبي HITS A MAJOR MILESTONE!

With your help, more than one million kids received free Yoobi school supplies in just one year.

1,134,600

Kids impacted this year*

This means...

Every **2**

Seconds a Yoobi item is donated

3,108

Kids are supported every day

*Impact figures based on the number of items sold between 4/1/2017-3/31/2018 across Yoobi's U.S. sales channels.

OUR IMPACT

SCHOOL SUPPLIES HAVE THE POWER TO CHANGE LIVES

Studies show that when kids have new school supplies of their own, grades and classroom behavior improve, and self-esteem increases.⁴

Thank you for helping us change lives since 2014.

IMPACT SINCE LAUNCH

3,470,130

Kids impacted

49,160,175

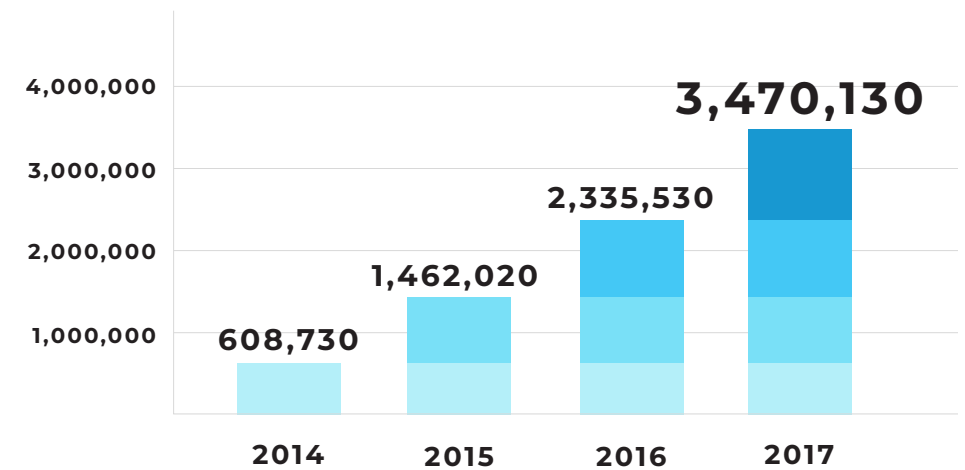
Supplies donated

⁴<http://bit.ly/2JQb4uD>

*All numbers represented in this report reflect sales based on Yoobi's fiscal year (04/01 - 03/31), from 6/1/2014 to 03/31/2018.

Since launching in 2014, our impact has consistently grown year over year.

TOTAL KIDS IMPACTED CUMULATIVELY BY YEAR



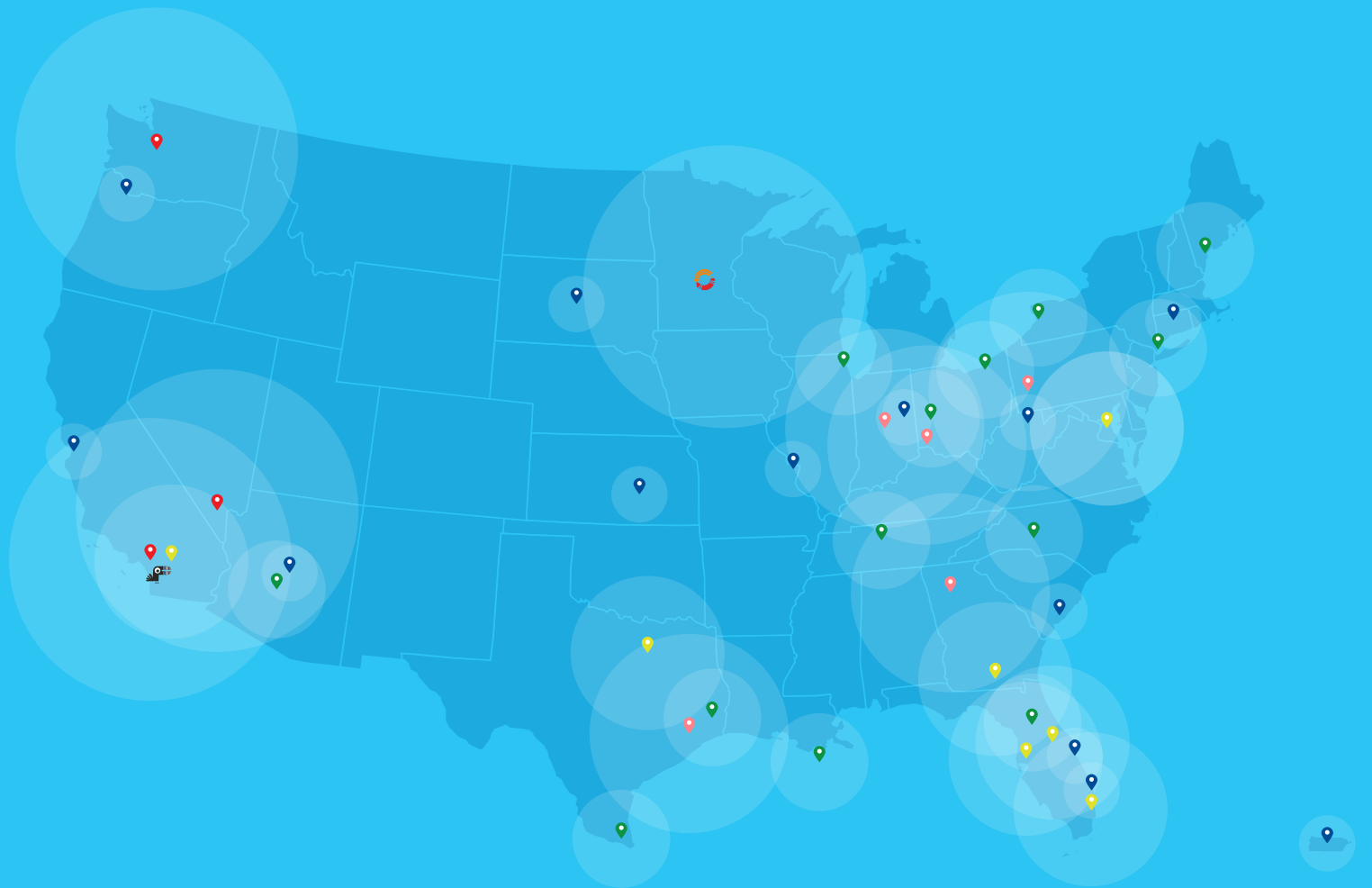
CLASSROOM PACKS DONATED



OUR IMPACT FROM COAST TO COAST

Through our partnership with the Kids In Need Foundation and their network of resource centers, Yoobi Classroom Packs are distributed to schools in high-need areas* all across the nation.

OVER
3.4 MILLION
KIDS IMPACTED SINCE LAUNCH**



KEY 1,000-50,000 50,000-70,000 70,000-90,000 90,000-110,000 110,000-400,000+

- ARIZONA**
 - SPECIAL DISTRIBUTION - PINE RIDGE RESERVATION** ARIZONA 4,500 KIDS
 - TREASURES 4 TEACHERS** | PHOENIX, AZ 68,310 KIDS
- CALIFORNIA**
 - SCHOOL TOOLS INLAND EMPIRE UNITED WAY** RANCHO CUCAMONGA, CA 84,930 KIDS
 - SPECIAL DISTRIBUTION** | OAKLAND, CA 21,000 KIDS
 - YOوبي DISTRIBUTION HUB** | LOS ANGELES, CA 204,420 KIDS
- CONNECTICUT**
 - TEACHER RESOURCE CENTER HARTFORD** HARTFORD, CN 23,190 KIDS
- DISTRICT OF COLUMBIA**
 - UNITED NATIONS ASSOC. - DOMESTIC REFUGEE SUPPORT** | WASHINGTON, D.C. 1,000 KIDS
 - WORLD VISION** | WASHINGTON, D.C. 72,000 KIDS
- FLORIDA**
 - A GIFT FOR TEACHING** | ORLANDO, FL 82,170 KIDS

- RED APPLE SUPPLIES** | WEST PALM BEACH, FL 7,500 KIDS
- TEACHING TOOLS FOR HILLSBOROUGH SCHOOLS** TAMPA, FL 85,470 KIDS
- THE SUPPLY ZONE FOR TEACHERS** BREVARD COUNTY, FL 15,000 KIDS
- TOOLS 4 TEACHING** | OCALA, FL 64,800 KIDS
- TOOLS FOR SCHOOLS BROWARD** | FT. LAUDERDALE, FL 85,410 KIDS
- GEORGIA**
 - KIDS IN NEED ATLANTA** | ATLANTA, GA 103,950 KIDS
 - TEACHERS' HARVEST / SECOND HARVEST** VALDOSTA, GA 74,340 KIDS
- ILLINOIS**
 - WORLD VISION TEACHER RESOURCE CENTER, CHICAGO** | CHICAGO, IL 56,550 KIDS
- INDIANA**
 - TEACHERS' TREASURES** | INDIANAPOLIS, IN 102,390 KIDS
 - BACK TO SCHOOL TEACHERS' STORE** MUNCIE, IN 9,000 KIDS

- KANSAS**
 - PROJECT TEACHER** | WICHITA, KS 36,000 KIDS
- MAINE**
 - RUTH'S REUSABLE RESOURCES** | PORTLAND, ME 64,170 KIDS
- MINNESOTA**
 - TWIN CITIES KIDS IN NEED RESOURCE CENTER** MINNEAPOLIS, MN 314,130 KIDS
- MISSOURI**
 - KIDSMART** | BRIDGETON, MO 34,680 KIDS
- NORTH CAROLINA**
 - CLASSROOM CENTRAL** | CHARLOTTE, NC 56,310 KIDS
- NEVADA**
 - TEACHER EXCHANGE** | LAS VEGAS, NV 226,560 KIDS
- NEW YORK**
 - THE TEACHER'S DESK** | BUFFALO, NY 54,000 KIDS
 - WORLD VISION TEACHER RESOURCE CENTER** | BRONX, NY 56,550 KIDS
- OHIO**
 - CRAYONS TO CLASSROOMS** | DAYTON, OH 56,400 KIDS

- CRAYONS TO COMPUTERS** | CINCINNATI, OH 105,870 KIDS
- CLEVELAND KIDS IN NEED RESOURCE CENTER** CLEVELAND, OH 68,310 KIDS
- OREGON**
 - SCHOOLHOUSE SUPPLIES** | PORTLAND, OR 27,120 KIDS
- PENNSYLVANIA**
 - THE EDUCATION PARTNERSHIP** | PITTSBURGH, PA 93,750 KIDS
- PUERTO RICO**
 - SPECIAL DISTRIBUTION** | PUERTO RICO 15,000 KIDS
- SOUTH CAROLINA**
 - TEACHERS' SUPPLY CLOSET** | CHARLESTON, SC 24,000 KIDS
- SOUTH DAKOTA**
 - SPECIAL DISTRIBUTION - CHEYENNE RIVER RESERVATION** | SOUTH DAKOTA 3,000 KIDS
- TEXAS**
 - SCHOOL TOOLS** | MCALLEN, TX 68,400 KIDS
 - SCHOOL TOOLS - SE TEXAS FOOD BANK** BEAUMONT, TX 68,400 KIDS

- TEACHERS AID - HOUSTON FOOD BANK** | HOUSTON, TX 107,070 KIDS
- WORLD VISION NORTH TEXAS TEACHER RESOURCE CENTER** | DALLAS, TX 78,480 KIDS
- TENNESSEE**
 - LP PENCIL BOX** | NASHVILLE, TN 55,950 KIDS
- WASHINGTON**
 - TEACHER RESOURCE CENTER PNW** | FIFE, WA 149,640 KIDS
- WEST VIRGINIA**
 - WORLD VISION TEACHER RESOURCE CENTER, PHILIPPI** PHILIPPI, WV 49,050 KIDS
- YOوبي HQ**
- KINF HQ**

*KINF focuses on providing support to elementary schools where at least 70% or more of its students are eligible to receive free or reduced-price meals through the National School Lunch Program.
**All numbers represented in this report reflect sales from 06/01/2014 – 03/31/2018.

> [Check out our interactive map at Yoobi.com/map](https://yoobi.com/map)

OUR IMPACT IN THEIR WORDS

“

It is incredibly touching to see our students proudly carrying their new Yoobi school supplies during breakfast and home with them after school. For many of our children, it is a challenge for us to ensure school supplies will be available outside the classroom. **The Yoobi donation removes that barrier to education** for these kids and enables them to complete homework and continue learning outside of school. We are incredibly fortunate to have received Yoobi Classroom Packs.

”

Peggy Wynn-Madison, *Principal*
The Patrick F. Daly Magnet School of the Arts
Brooklyn, NY

“

Thank you so much for the school supplies! **I really needed new pencils and erasers so I can do my homework.** I'm also thankful for Yoobi because you also saved my Teacher Mrs. Wester from buying us supplies when we run out.

Hugo, *5th Grade Student*
Colson Elementary
Seffner, FL

”

Roxanne Slattery, *Teacher*
Hilltop Elementary
Seattle, WA

“








So many of our families have to make decisions on how they are going to put food on the table or where they'll sleep from night to night. **Being able to provide school supplies for these kids is an equalizer.** Now they can focus all their energy on learning. Thank you, Yoobi.

”

OUR IMPACT

2017-2018 HIGHLIGHTS

From forging new partnerships to launching new awareness campaigns, here are some of our favorite moments.

	<p>Executed the largest donation to a single school district in our company's history that provided free school supplies to over 100k kids in the Los Angeles Unified School District.</p>
	<p>Partnered with Target, the Kids In Need Foundation and Naomi Davis of @LoveTaza to provide Yoobi backpacks and school supplies to more than 300k kids across the nation. > Watch</p>
	<p>Launched a digital campaign in celebration of Teacher Appreciation Week called #TCHRPWR that generated heartfelt thank you messages to teachers for having the power to change lives. > Watch</p>
	<p>Recruited the support of musical artist Becky G to help us raise awareness across social media that millions of kids lack access to basic school supplies.</p>
	<p>Sponsored Chalkbeat's first-ever Great American Teach Off at SXSWedu that highlighted best-practices of teaching for other educators to learn and analyze effective instruction methods.</p>
	<p>Raised awareness that social impact can be achieved through purposeful business in a Forbes.com series covering companies to know in the social impact sector. > Read more</p>
	<p>Hosted social entrepreneurs and philanthropists at Yoobi Headquarters as part of The Heart Series Conference to share ideas and strategies for innovation and impact.</p>



Joined National Walk to School Day in Los Angeles with Mayor Eric Garcetti to support initiatives that get students to school safely. [> Read more](#)

OUR IMPACT

A CAMPAIGN TO INSPIRE KIDS

This year, Yoobi launched a campaign called #WhoWillYoobi to motivate and inspire the next generation of leaders.

We added #WhoWillYoobi messaging to our school visits, and asked kids to take photos and tell us who they want to be when they grow up and how they want to change the world.

The response has been powerful. Hundreds of kids and influencers nationwide have taken #WhoWillYoobi selfies to join the movement and we can't wait to inspire more kids to dream in the year ahead.

> [Click to watch the #WhoWillYoobi video.](#)





#WHOWILLYOBTI

I'LL BE THE
FIRST KID
LIKE ME IN
THE NBA

Angel
*Member of varsity
basketball team*

> [Click to see the video of the teachers
who inspired these students.](#)



#WHOWILLYOBTI

I'LL BE THE GIRL
WHO MAKES
CODING COOL

Tashenae
*Going to college for
computer science*

OUR IMPACT DISASTER RELIEF SUPPLIES AND SUPPORT

Yoobi recognizes that when disasters hit, our school communities need our help more than ever. This past year was one of the worst years on record for natural disasters impacting the United States. By working with the Kids In Need Foundation's Second Responder Program, we supported efforts that allowed students and schools to recover more quickly.

[> Learn more](#)



Puerto Rico



Justin Wolff, Yoobi Chief Giving Officer and Arne Duncan, Former U.S. Secretary of Education





Northern California



Miami, FL



Houston, TX



CALIFORNIA

400

supply sets donated to support kids who were impacted by the state's worst wildfires on record.

FLORIDA

50K

students were able to more quickly get back to normal after receiving free Yoobi school supplies following Hurricane Irma.



PUERTO RICO

MORE THAN

15K

students who were impacted by Hurricanes Maria and Irma received free Yoobi school supplies to help rebuild and recover.



Isaac Del Rosario Elementary School
Cataño, Puerto Rico Hurricane Maria Relief 2018

TEXAS

135K

students received free Yoobi school supplies after Hurricane Harvey caused record-breaking floods that devastated parts of Texas.



> [Read more on support in Puerto Rico.](#)

WHAT'S NEXT

WE'RE ON A MISSION TO PROVIDE FREE SCHOOL SUPPLIES TO ALL KIDS WHO NEED THEM

We're thrilled to announce that we're expanding! Yoobi already makes an impact in the U.S. and Australia, and this 2018 - 2019 school year we'll be taking the business to Canada to impact even more kids who lack access to essential school supplies.

In order to have lasting impact for kids, we promise to continue to create the best school supplies that empower our customers through giving, and enable and inspire young people to be creative, caring change-makers.

Join us as each new year we come one step closer to reaching our goal of impacting five million kids.





HOW YOU CAN HELP TOGETHER WE CAN MAKE REAL IMPACT

Yoobi stands by teachers and students. Here are three simple ways you can too.

BE A MEGAPHONE

We raise our voices to make sure schools, teachers and students feel supported. Like and share our Yoobi social posts to let your voice be heard.

> [Click to raise awareness.](#)

SUPPORT BRANDS THAT GIVE BACK

You have the power to purchase products that have an impact. We promise that when You Buy, #YoobiGives. Always.

> [Click to shop and give on Yoobi.com](#)

PASS IT ON

Forward this digital impact report to someone you think should know about Yoobi!



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