



IMPACT REPORT

2018-2019



A brighter future starts today.

It's been a monumental year for education in the United States. We watched teachers stand up and speak out for school funding. We saw students marching for safety. We witnessed girls leveling the playing field in STEM and STEAM, and young people from coast to coast using their voices to demand equality, justice, and change for brighter futures.

Now more than ever, we see young people who are already shaping the future, and we believe it is our collective responsibility to ensure they have the tools to succeed. As we look back on this past year, we are proud to share many great moments that you, as a customer or partner, helped make possible.

Whether it was through added support in the wake of natural disasters, an extra purchase on Giving Tuesday to donate more school supplies, or a willingness to raise awareness and lift up youth who need our support most – we thank you.

We look forward to taking our Yoobi Give to new heights next school year, and with your help we know we are that much closer to ensuring teachers have support and ALL kids have the tools they need to learn and be creative.

Make today, and every day, a good day to give.

Sincerely,



Ido Leffler
CEO, CO-FOUNDER



Justin Wolff
CHIEF GIVING OFFICER





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To one day provide ALL kids in need with the tools they need to learn and be creative.

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.

OUR NEXT GOAL IS TO DONATE SCHOOL SUPPLIES TO 5 MILLION KIDS.





THE ISSUE

Students don't have the supplies they need to succeed.



On average, teachers spend **MORE THAN \$560** out of their own pockets to support their students.¹



MORE THAN HALF of teachers in high-poverty districts report 75% of their students arrive without school supplies on the first day of school.²



The highest poverty school districts receive **\$1,200 LESS FUNDING** per student on average than wealthier districts.³



A student living in poverty with less access to supplies is **13 TIMES LESS LIKELY** to graduate on time.⁴

¹<http://bit.ly/2KcB1GQ>

²<http://bit.ly/2KcB1GQ>

³<http://bit.ly/33bM6AO>

⁴<http://bit.ly/32Ym5Vm>

How we donate.



Step 1: You purchase a Yoobi item.



Step 2: For every item purchased, Yoobi donates a school supply item into a Yoobi Classroom Pack.



Step 3: Yoobi teams up with our non-profit partners to distribute Yoobi Classroom Packs.

[> Click to see our partners](#)



Step 4: Kids in high-need areas* receive free Yoobi school supplies that enable them to learn and be creative.

[> Click to watch our give in action](#)

[> Click to learn more about how we give](#)

* Yoobi works with KINF to identify schools of highest need, where at least 70% or more of its students are eligible to receive free or reduced-price meals through the National School Lunch Program.



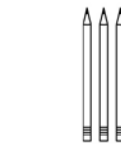


OUR GIVE

The Yoobi Classroom Pack.

A Yoobi Classroom Pack contains the most fundamental tools needed for learning and creativity. Within each pack there are 425 essential learning tools, enough to support 30 students.

Each student set contains:



2 SETS OF
3 NO. 2 PENCILS



2 ERASERS



1 YOوبي STICKER



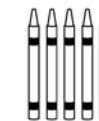
3 GLUE STICKS



1 PENCIL CASE



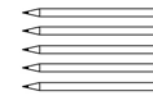
1 PENCIL SHARPENER



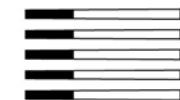
1 SET OF 5 CRAYONS



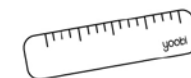
1 FOLDER



1 SET OF 5
COLORED PENCILS



1 SET OF 5 MARKERS



1 RULER



+5 SCISSORS
TO SHARE

[> Click to learn how teachers get supplies](#)

Together, we're changing lives.



IMPACT THIS YEAR

786,030

KIDS IMPACTED

26,201

TEACHERS SUPPORTED

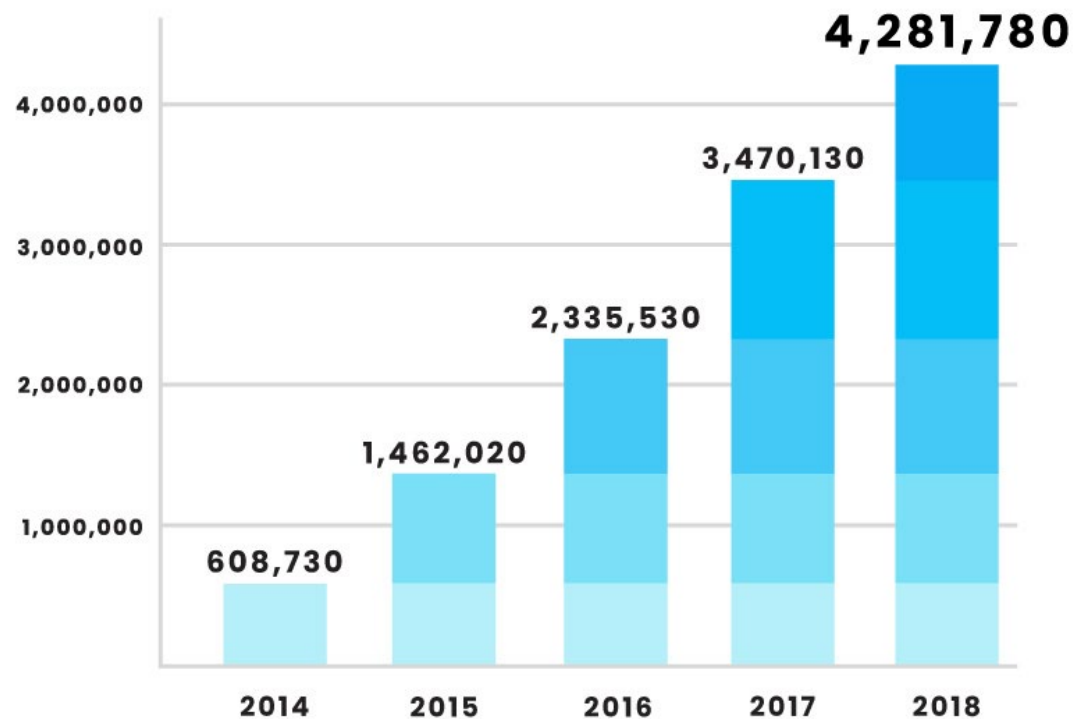
11,135,425

SCHOOL SUPPLIES DONATED

* Impact figures based on the number of items sold between 4/1/2018 - 3/31/2019 across Yoobi's U.S. sales channels.

Since launch, the give has grown to impact millions.

TOTAL KIDS IMPACTED CUMULATIVELY BY YEAR



IMPACT SINCE LAUNCH

4,281,780
KIDS IMPACTED

EVERY 2.5 SECONDS

A YOObI ITEM IS DONATED

2,427
KIDS SUPPORTED EVERY DAY

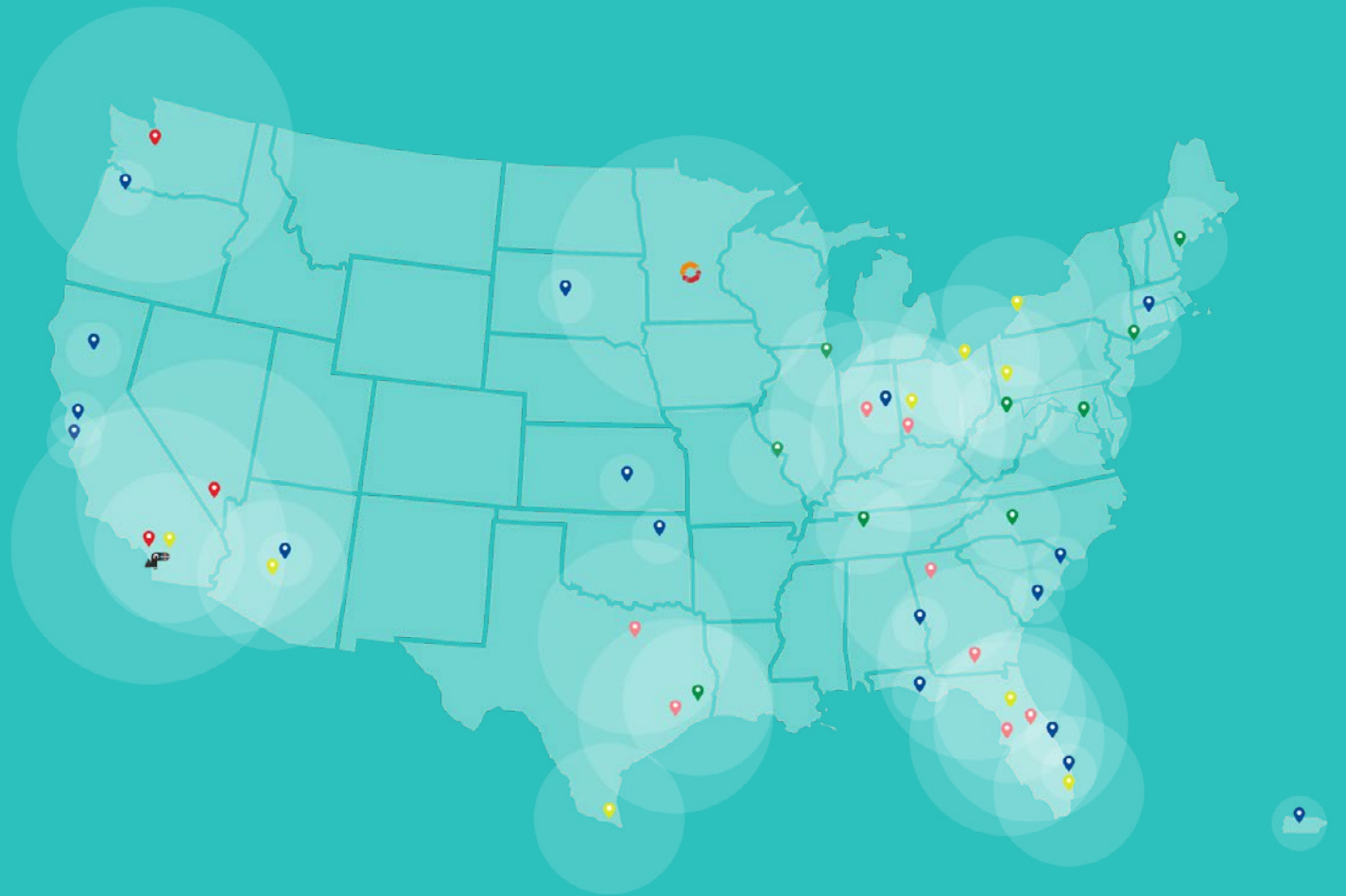
* All numbers represented in this report reflect sales based on Yoobi's fiscal year (04/01 - 03/31), from 6/1/2014 to 3/31/2019.

On behalf of the teachers, students, and districts we serve, thank you for helping make a difference in the lives of kids.



Over 4.2 million kids have brighter futures.

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 United States.



YOوبي DONATIONS IN THE U.S.**



- ALABAMA**
 - DISASTER RELIEF SUPPORT | SMITHS STATION, AL**
1,260 KIDS
- ARIZONA**
 - SPECIAL DISTRIBUTION**
PINE RIDGE RESERVATION, AZ
4,500 KIDS
 - TREASURES 4 TEACHERS | PHOENIX, AZ**
96,060 KIDS
- CALIFORNIA**
 - DISASTER RELIEF SUPPORT | PARADISE, CA**
3,000 KIDS
 - SCHOOL TOOLS INLAND EMPIRE UNITED WAY**
RANCHO CUCAMONGA, CA
96,930 KIDS
 - SPECIAL DISTRIBUTION | OAKLAND, CA**
21,000 KIDS
 - TEACHER RESOURCE CENTER OF THE NORTH BAY**
NAPA, CA
750 KIDS
 - YOوبي LOCAL DISTRIBUTION HUB | LOS ANGELES, CA**
256,070 KIDS
- CONNECTICUT**
 - TEACHER RESOURCE CENTER HARTFORD**
HARTFORD, CN
37,560 KIDS
- FLORIDA**
 - A GIFT FOR TEACHING | ORLANDO, FL**
106,920 KIDS
 - DISASTER RELIEF SUPPORT | PANAMA CITY, FL**
7,500 KIDS
 - RED APPLE SUPPLIES | WEST PALM BEACH, FL**
21,000 KIDS

- GEORGIA**
 - ATLANTA KIDS IN NEED RESOURCE CENTER**
ATLANTA, GA
117,450 KIDS
 - SPECIALISTS' HARVEST | VALDOSTA, GA**
106,290 KIDS
- ILLINOIS**
 - TEACHER RESOURCE CENTER CHICAGO**
CHICAGO, IL
70,920 KIDS
- INDIANA**
 - BACK TO SCHOOL TEACHERS' STORE**
MUNCIE, IN
9,000 KIDS
 - TEACHERS' TREASURES | INDIANAPOLIS, IN**
127,140 KIDS
- KANSAS**
 - PROJECT TEACHER | WICHITA, KS**
45,000 KIDS
- MAINE**
 - RUTH'S REUSABLE RESOURCES | PORTLAND, ME**
76,170 KIDS

- MINNESOTA**
 - KIDS IN NEED MINNESOTA | MINNEAPOLIS, MN**
317,710 KIDS
- MISSOURI**
 - KIDSMART - TOOLS FOR LEARNING**
ST. LOUIS, MO
68,430 KIDS
- NEVADA**
 - TEACHER EXCHANGE | LAS VEGAS, NV**
238,560 KIDS
- NEW YORK**
 - TEACHER RESOURCE CENTER - NY**
BRONX, NY
70,920 KIDS
 - THE TEACHER'S DESK | BUFFALO, NY**
81,540 KIDS
- NORTH CAROLINA**
 - CLASSROOM CENTRAL | CHARLOTTE, NC**
69,810 KIDS
- OHIO**
 - CLEVELAND KIDS IN NEED RESOURCE CENTER**
CLEVELAND, OH
83,310 KIDS
 - CRAYONS TO CLASSROOMS | DAYTON, OH**
81,150 KIDS
 - CRAYONS TO COMPUTERS | CINCINNATI, OH**
119,370 KIDS
- OKLAHOMA**
 - THE PENCIL BOX | TULSA, OK**
22,500 KIDS
- OREGON**
 - SCHOOLHOUSE SUPPLIES | PORTLAND, OR**
40,620 KIDS

- PENNSYLVANIA**
 - THE EDUCATION PARTNERSHIP | PITTSBURGH, PA**
93,750 KIDS
- PUERTO RICO**
 - DISASTER RELIEF SUPPORT | PUERTO RICO**
15,000 KIDS
- SOUTH CAROLINA**
 - DISASTER RELIEF SUPPORT**
MYRTLE BEACH, SC
9,190 KIDS
 - TEACHERS' SUPPLY CLOSET | CHARLESTON, SC**
37,500 KIDS
- SOUTH DAKOTA**
 - SPECIAL DISTRIBUTION**
CHEYENNE RIVER RESERVATION
3,000 KIDS
- TENNESSEE**
 - LP PENCIL BOX | NASHVILLE, TN**
69,450 KIDS
- TEXAS**
 - DISASTER RELIEF SUPPORT | BEAUMONT, TX**
330 KIDS
 - NORTH TEXAS TEACHER RESOURCE CENTER**
DALLAS, TX
135,000 KIDS
 - SCHOOL TOOLS | MCALLEN, TX**
93,150 KIDS
 - SCHOOL TOOLS - SE TEXAS FOOD BANK**
BEAUMONT, TX
81,900 KIDS
 - TEACHERS AID - HOUSTON FOOD BANK**
HOUSTON, TX
120,570 KIDS

- WASHINGTON**
 - TEACHER RESOURCE CENTER PNW | SEATTLE, WA**
173,550 KIDS
- WASHINGTON, D.C.**
 - SPECIAL DISTRIBUTION | WASHINGTON, D.C.**
72,000 KIDS
- WEST VIRGINIA**
 - TEACHER RESOURCE CENTER PPI**
PHILIPPI, WV
67,260 KIDS
- OUTSIDE GIVING**
 - UNITED NATIONS ASSOCIATION**
DOMESTIC REFUGEE SUPPORT
1,000 KIDS
 - NON-NETWORK PARTNER | SPECIAL DISTRIBUTION**
40,128 KIDS
 - WORLD VISION | SPECIAL DISTRIBUTION**
15,000 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 U.S. sales from 06/01/2014 - 03/31/2019.

In their own words.

Don't take our word for it — school supplies are massively important, and students, teachers, and supporters agree. Meet a few of our Yoobi friends who have witnessed the impact of school supplies.



"MY TEACHERS GO TO BAT TO MAKE SURE THEIR KIDS HAVE EVERYTHING THEY NEED, SO WHAT YOوبي IS DOING IS AMAZING."

PRINCIPAL NICOLE BULLEN
HAMBRICK ELEMENTARY, GA



"IT'S A BIG DEAL; NOT A LOT OF KIDS HAVE ACCESS TO SCHOOL SUPPLIES BECAUSE THEIR PARENTS CAN'T AFFORD THEM. IT'S IMPORTANT THAT THEY HAVE THE RIGHT TOOLS. I'M PASSIONATE ABOUT THIS, AND I WANT TO GIVE A BIG SHOUT OUT TO YOObi FOR LETTING ME BE INVOLVED IN CHANGING SOMEONE'S LIFE."

SHAMEIK MOORE
ACTOR

"KIDS NEED TO BE SEEN, HEARD, AND LOVED. THEY NEED TO START THEIR YEAR OFF RIGHT WITH SCHOOL SUPPLIES, AND YOObi ALWAYS DOES THAT."

TIFF MCFIERCE
DJ & PERSONALITY FOR NY KNICKS



Our favorite moments.

Here are some of the highlights from this past year.



Made our single biggest donation during the Back to School timeframe yet - we donated school supplies to more than 425,000 kids! That's enough kids to fill Yankee Stadium more than seven times over!

[> Read more](#)



Joined Michelle Obama and Reach Higher at the Gila River Indian Community to donate 900 school supply sets and announced our commitment to support 10,000 Native American students every year going forward.

[> Read more](#)



Surprised Euclid Avenue Elementary in Los Angeles with a visit from Los Angeles Dodgers player Yasiel Puig, who helped us donate more than 10,000 free school supply sets to support every kid in the school.





Recruited Shameik Moore, the voice of Spider Man in Sony Picture's *Spider Man: Into the Spiderverse*, and Tiff McFierce, DJ and personality for the New York Knicks, to donate school supplies and get 800 kids excited for the new school year.



Teamed up with Jennifer Hudson to donate free school supplies to more than 2,000 kids in need on Chicago's South Side.



Worked with YouTube star Wengie to generate awareness and donate 25,000 school supplies to kids in need through her Wengie x Yoobi box.



Partnered with Khloe Kares, a young changemaker who helps communities in need, and donated school supplies to support high-need students across Los Angeles.

[> Read more](#)

"What a moving day – best hug ever. I've never been hugged by so many awesome people at once!"

WENGIE

Yoobi supports when disaster strikes.

Yoobi works with The Kids in Need Foundation's Second Responder Program to deploy school supplies that enable students and schools to recover more quickly following a natural disaster.

[> Read more about Yoobi disaster relief](#)



HURRICANE FLORENCE

NORTH AND SOUTH CAROLINA

Hurricane Florence ripped through North and South Carolina, resulting in billions of dollars in damage and widespread disruption to dozens of schools across the two states. Yoobi donated Classroom Packs and Backpack Bundles to over 9,000 kids following the hurricane to help families achieve a speedier recovery.

HURRICANE MICHAEL

FLORIDA PANHANDLE

Hurricane Michael was one of the most powerful hurricanes to make landfall in U.S. history. Its effects were most felt across the Florida Panhandle where Yoobi stepped in to send Classroom Packs to support two entire schools, including one on Air Force Base Tyndall where we helped service members' kids get back to studying while their moms and dads returned to protecting our country.

THE CAMP FIRE

BUTTE COUNTY, CALIFORNIA

The Camp Fire was the deadliest and most destructive wildfire in California history. Virtually all schools in Paradise and surrounding areas were destroyed by the fire. Yoobi responded by sending school supply sets for 3,000 kids, enough to provide for every elementary student impacted by the fire.

First Yoobi school supplies donated in Canada.

This past year, Yoobi expanded into Canada selling exclusively at Indigo stores nationwide, which generated school supplies for more than 9,000 students. It was an incredibly heartfelt first year, and we're gearing up to grow our impact even more next year. Here is a list of the Canadian schools we supported through our Canadian non-profit partner, the Indigo Love of Reading Foundation.*



KEY 📍 90-250 📍 250-300 📍 300-400 📍 400-450 📍 450-600

Learn more about Yoobi in Canada:

- [> The Need for School Supplies](#)
- [> The Indigo Love of Reading Foundation](#)
- [> Who Receives Canadian Classroom Packs](#)

YOوبي DONATIONS IN CANADA

<p>ALBERTA</p> <ul style="list-style-type: none"> 📍 DR J. K. MULLOY SCHOOL CALGARY, AB 510 KIDS 📍 PARKDALE SCHOOL WETASKIWIN, AB 300 KIDS 📍 SPRUCE AVENUE SCHOOL EDMONTON, AB 180 KIDS <p>BRITISH COLUMBIA</p> <ul style="list-style-type: none"> 📍 BRIDGEVIEW ELEMENTARY SURREY, BC 210 KIDS 📍 TILlicum COMMUNITY SCHOOL VICTORIA, BC 420 KIDS 📍 XPEY' ELEMENTARY VANCOUVER, BC 120 KIDS <p>MANITOBA</p> <ul style="list-style-type: none"> 📍 ÉCOLE OPASQUIA SCHOOL THE PAS, MB 420 KIDS 📍 PINKHAM SCHOOL WINNIPEG, MB 210 KIDS 📍 RIVERVIEW BRANDON, MB 240 KIDS 	<p>NEW BRUNSWICK</p> <ul style="list-style-type: none"> 📍 CANTERBURY HIGH SCHOOL (K-12) CANTERBURY, NB 150 KIDS 📍 ÉCOLE DONAT-ROBICHAUD CAP-PELÉ, NB 330 KIDS <p>NEWFOUNDLAND</p> <ul style="list-style-type: none"> 📍 CATALINA ELEMENTARY TRINITY BAY N., NL 150 KIDS 📍 ST. TERESA'S SCHOOL ST. JOHN'S, NL 600 KIDS <p>NOVA SCOTIA</p> <ul style="list-style-type: none"> 📍 HARBOUR VIEW ELEMENTARY SCHOOL DARTMOUTH, NS 240 KIDS <p>NORTHWEST TERRITORIES</p> <ul style="list-style-type: none"> 📍 ECHO DENE SCHOOL FORT LIARD, NT 210 KIDS <p>ONTARIO</p> <ul style="list-style-type: none"> 📍 BIIDAABAN KINOOMAAGEGAMIK MASSEY, ON 270 KIDS 📍 BLESSED SACRAMENT CATHOLIC ELEMENTARY SCHOOL LONDON, ON 270 KIDS 📍 FENSIDE PUBLIC SCHOOL NORTH YORK, ON 300 KIDS 📍 GLEN RAVINE JUNIOR PUBLIC SCHOOL TORONTO, ON 360 KIDS 📍 LAKE AVENUE HAMILTON, ON 540 KIDS 📍 LORD ELGIN PUBLIC SCHOOL LONDON, ON 360 KIDS 📍 SIMON JACOB MEMORIAL EDUCATION CENTRE WEBEQUIE, ON 360 KIDS 📍 VISCOUNT MONTGOMERY ELEMENTARY HAMILTON, ON 450 KIDS <p>PRINCE EDWARD ISLAND</p> <ul style="list-style-type: none"> 📍 MOUNT STEWART CONSOLIDATED SCHOOL MOUNT STEWART, PE 240 KIDS 	<p>QUEBEC</p> <ul style="list-style-type: none"> 📍 DE LA PLÉIADE BEAUPORT, QC 390 KIDS 📍 ÉCOLE CURÉ-BEAUDET ST-ÉPHREM, QC 330 KIDS 📍 ÉCOLE SAINT-PAUL GATINEAU, QC 270 KIDS <p>SASKATCHEWAN</p> <ul style="list-style-type: none"> 📍 ST. MARY'S SCHOOL NORTH BATTLEFORD, SK 90 KIDS 📍 SUTHERLAND ELEMENTARY SCHOOL SASKATOON, SK 120 KIDS <p>YUKON TERRITORY</p> <ul style="list-style-type: none"> 📍 TESLIN SCHOOL WHITEHORSE, YT 270 KIDS
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* The Indigo Love of Reading Foundation is committed to ensuring that children at high-needs Canadian elementary schools have access to books and educational resources that will inspire in them a love of reading.



WHAT'S NEXT

We're on a mission to provide supplies and remove barriers so kids can learn.

In the last five years we've done a lot of listening. We've sat down with students, walked with teachers and polled administrators to better understand their needs.

We know that school supplies are a critical component to increasing confidence, self-esteem and attendance for students, but we also know that they're only the beginning.

As a leading give-back company in the education space, we feel it's our responsibility to understand how we can do more to break down the barriers students face. We hope you join us as we set out to make a bigger impact than we ever have before.

Together, we can make real impact.

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

SUPPORT TEACHERS

Spread the word with all the teachers you know that Yoobi donates free school supplies!

SHOP BRANDS THAT GIVE BACK

Your purchase has real power when you shop Yoobi. For every item you buy, we donate a school supply item.

[> Click to shop](#)

GET ACTIVE ON SOCIAL

Follow Yoobi on social media and like, comment, and share posts that resonate with you!





**YOUR SUPPORT MAKES
BRIGHT FUTURES POSSIBLE.**

♥ From all of us at Team Yoobi



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