

2020 - 2021

yoobi 

# IMPACT REPORT






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# LEARNING TO ADAPT

It goes without saying the 2020–2021 school year was a complete whirlwind and full of unexpected challenges.

When schools abruptly closed nationwide, Yoobi and Kids In Need Foundation (KINF)\* went to work putting our heads together to find solutions that would be most impactful. We shifted our focus to think of new essentials that could help schools, teachers and parents transition from the classroom to distance learning, and back into the classroom again safely.

We got creative on how to continue our impact, distributing PPE supplies along with our traditional classroom pack to the students and teachers we serve through our GIVE. We reworked the classroom pack for individual distribution, invested in PPE, and navigated the digital divide in homes by partnering with Verizon Innovative Learning Schools.

Despite the obstacles, and through the collective efforts of our team here at Yoobi and KINF we were still able to donate over 10 million supplies. We will continue this work in the 2021–2022 school year, listening and working together with Kids In Need Foundation (KINF) to focus the distribution of product to schools of highest need, where at least 70% or more of its students are receiving free or reduced-price meals through the National School Lunch Program (NSLP). Now and always, our founding mission is to ensure teachers have our support, and ALL kids have the tools they need to learn and be creative. Because no matter what is happening in the world, every day is a good day to give.



**Ido Leffler**  
CEO, CO-FOUNDER

\* 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.



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# 06

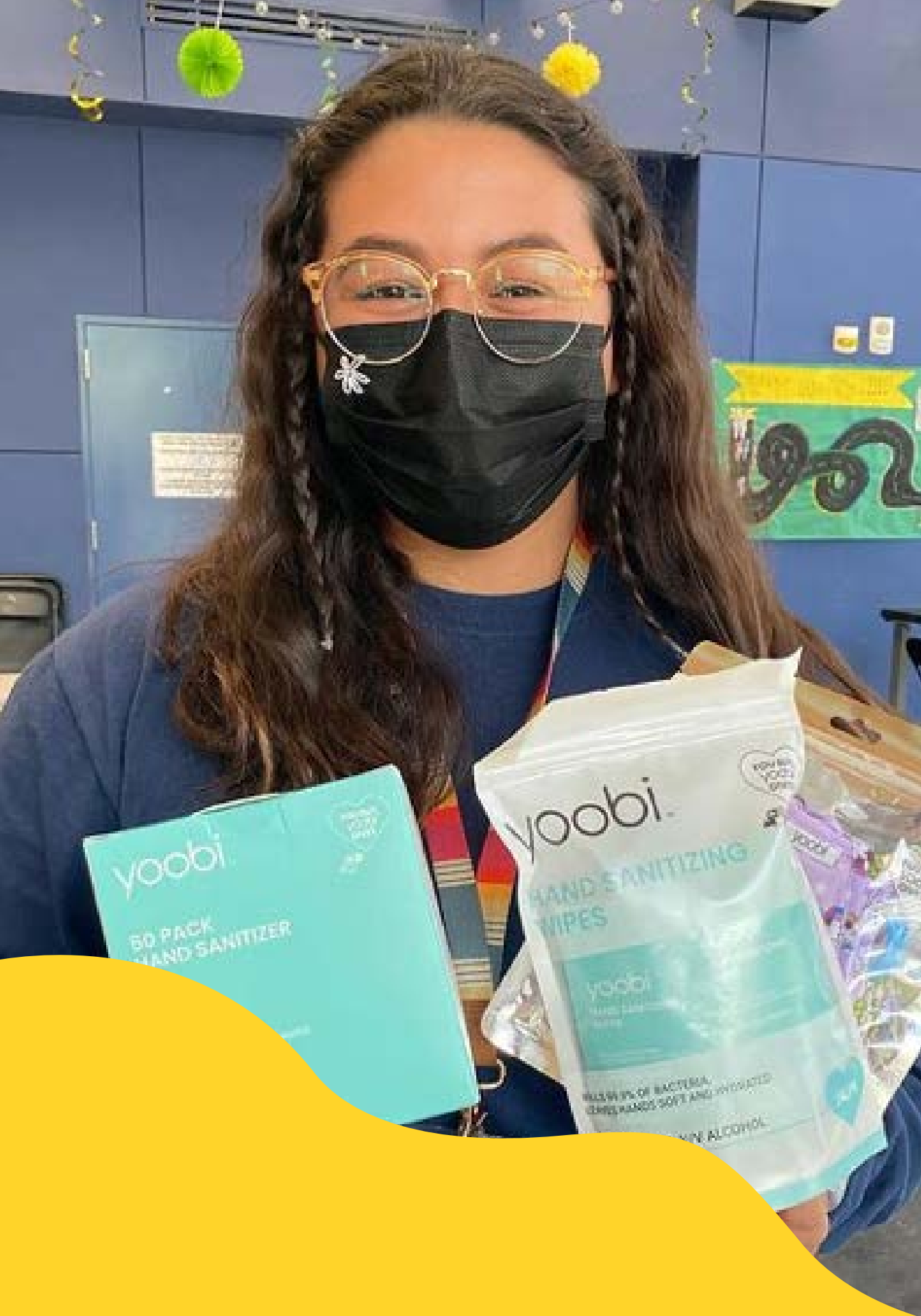
## **TO ONE DAY PROVIDE ALL KIDS IN NEED WITH THE TOOLS THEY NEED TO LEARN AND BE CREATIVE.**

We believe 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.

***TO DATE WE'VE IMPACTED NEARLY  
5.5 MILLION KIDS, OUR NEXT GOAL IS TO  
DONATE SCHOOL SUPPLIES TO 5 MILLION  
KIDS PER YEAR.***

---





yoobi.  
60 PACK  
HAND SANITIZER

yoobi.  
HAND SANITIZING  
WIPES

yoobi  
Hand Sanitizing  
Wipes

KILLS 99% OF BACTERIA,  
LEAVES HANDS SOFT AND HYDRATED

70% ALCOHOL

YO OBI  
YO OBI  
YO OBI



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# STUDENTS DON'T HAVE THE SUPPLIES THEY NEED TO SUCCEED.



**10 MILLION**

American children live in poverty.



**75% OF THOSE STUDENTS**

run out of supplies by the start of second semester.



**75% OF STUDENTS**

start the first day of school without the necessary supplies.



On average, teachers spend

**MORE THAN \$479**

on supplies for their classroom each school year.

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## 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 partner Kids In Need Foundation (KINF) to distribute Yoobi Classroom Packs.



### STEP 4

Kids in under resourced communities 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™

**HELLO**  
MY NAME IS \_\_\_\_\_  
\_\_\_\_\_

Send thank you notes to  
Yoobi Headquarters  
2210 E. Maple Avenue  
El Segundo, CA 90245

yoobi  
Each student receives 1 set of 4  
**crayons**



# 12 THE PANDEMIC.

In the midst of a pandemic, we knew that students and teachers would need our help more than ever. Distributing donations became an obstacle and required some creative thinking from our team to figure out how we could safely distribute necessary school supplies.

This past year Yoobi provided a fun new addition to our classroom packs! Each classroom pack included resealable bags allowing teachers to create individual supply bundles to hand out to their students. In true Yoobi fashion, the resealable bags featured a section that allowed students to personalize their supplies. This small and creative innovation allowed us to safely continue our donation process through unprecedented times and provide an extra special experience to every student in need.



OUR GIVE



# 3 THE YOObi CLASSROOM PACK.

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

## Each student set contains:

2 SETS OF  
3 NO. 2 PENCILS



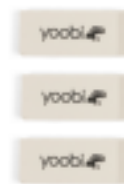
2 SETS OF  
4 CRAYONS



1 SET OF  
COLORED PENCILS



3 ERASERS



3 GLUE STICKS



1 FOLDER



1 RULER



1 YOObi STICKER



1 PENCIL SHARPENER



+5 SCISSORS  
TO SHARE



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

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## TOGETHER, WE'RE CHANGING LIVES.





**376,223**

*KIDS IMPACTED*

---

**12,541**

*CLASSROOM PACKS GENERATED*

---

**10,392,950**

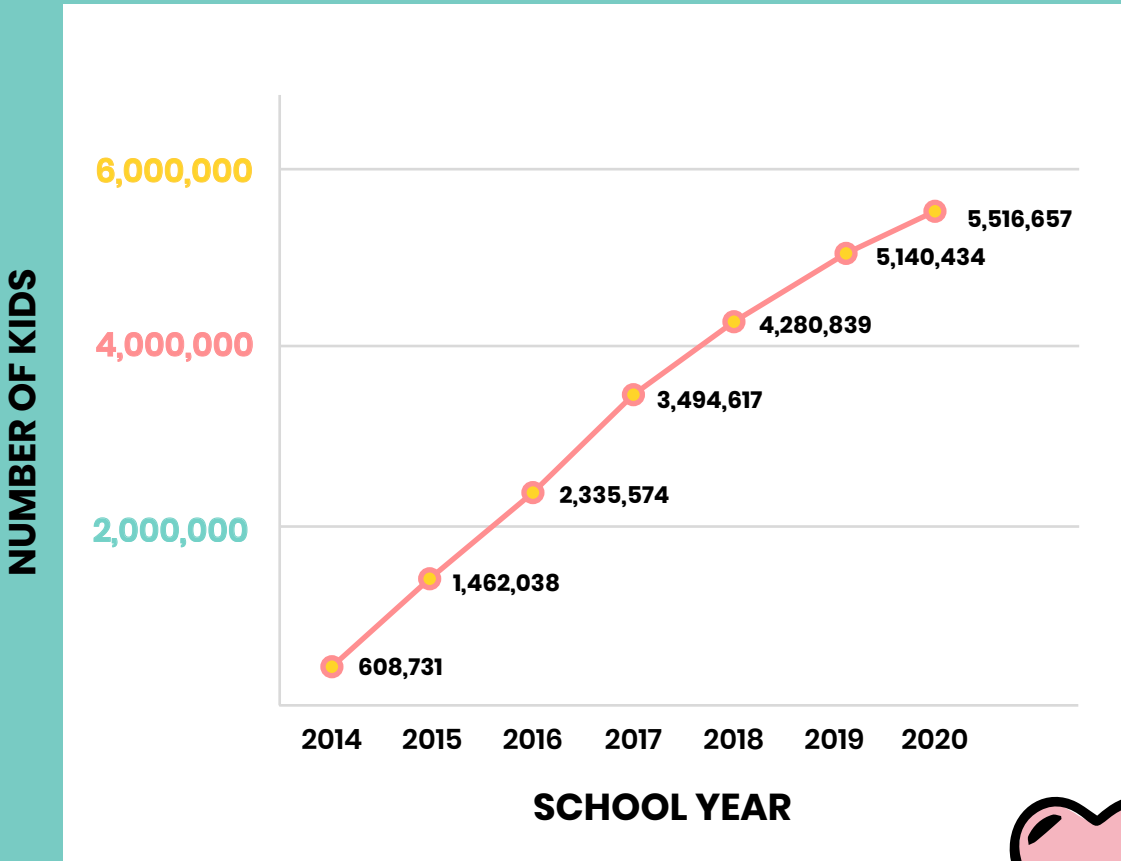
*SCHOOL SUPPLIES DONATED*

**IMPACT FROM 2020-2021**

\* Impact figures based on the number of items sold between 4/1/2020 - 3/31/2021 across Yoobi's U.S. sales channels.

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**SINCE LAUNCH, THE GIVE HAS GROWN TO IMPACT MILLIONS OF KIDS.**







**5,516,657**

*KIDS IMPACTED*

---

**EVERY 5.92  
SECONDS**

*A YOObI ITEM IS DONATED*

---

**1031**

*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 3/31/2021.

**IMPACT SINCE LAUNCH**

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## ON BEHALF OF THE TEACHERS, STUDENTS, AND DISTRICTS WE SERVE,





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## OUR FAVORITE MOMENTS.

2020 - 2021 MOMENTS



Yoobi teamed up with the Verizon Innovative Learning Schools program to help provide students with the necessary tools to successfully learn at home. Yoobi Classroom packs were donated to 50,000 students in the program who also received tablet devices, access and teacher training through Verizon.

[> Click to learn more about Yoobi x Verizon](#)



Yoobi and Kids In Need Foundation joined forces with Kristen Bell to help under-resourced teachers and students get the essential school supplies they needed for the 2020 school year with our Supply a Student initiative. Through press coverage and social support, Kristen was able to help three deserving teachers receive Yoobi supplies for their entire school and helped rally others to purchase essential supplies through Yoobi.com. Those items were sent directly to under-served communities. Yoobi matched contributions for the duration of the month and we were able to reach over 30,000 students.



Seeing the impact and concern for safety in the classroom as students and teachers returned to in-person learning, Yoobi sent donations to help. Hand sanitizer wipes, pouches, and masks were sent to Los Angeles Unified School District as well as the Boys and Girls Club of LA, right in Yoobi's backyard. Yoobi sent over 3.1 million units of hand sanitizer and PPE to under-served students in Southern California.





Fill in the blank with your best idea of a team player. Confident, kind.

#WhoWillWin  
THIS SCHOOL YEAR?

MY SCHOOL: \_\_\_\_\_







# FOCUS WALL

Essential Question

Why do people participate in government?

## TRANSITIONS

We use precise Picture in our

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# **WE'RE ON A MISSION TO PROVIDE SUPPLIES AND REMOVE BARRIERS SO KIDS CAN LEARN.**

In the last year we used our creativity and teamwork more than ever. We proactively sought answers from teachers, administrators, families, and our partner at Kids In Need Foundation to ensure our giving efforts aligned with what was truly needed. This year especially, we've learned that teachers' needs go beyond supplies.

***Our mission of giving back continues to be our focus and driving force in everything we do. This year taught us that giving these tools gives people hope.***

As a leading give-back company in the education space, we feel it's our responsibility to continue listening and proactively helping children overcome obstacles in and out of the classroom. We hope you are inspired to join us to celebrate all that has been accomplished this year.

YOU CAN HELP

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## TOGETHER, WE CAN MAKE A 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!





IT'S A  
GOOD DAY  
TO GIVE

# YOUR SUPPORT MAKES BRIGHT FUTURES POSSIBLE.

♥ From all of us at Team Yoobi

Thank You  
yoobi!!  
from 74<sup>TH</sup> Street



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