

# PACKED WITH PURPOSE



2020

We create impact **together**



PACKED w PURPOSE

From Day One, we set out to revolutionize the everyday act of gifting by connecting each purchase to real societal impact.

In 2020, that impact touched more lives than ever.



Together, we've impacted  
**160,000+** lives across **28** states and **35** countries this year

**48,200+**

Hours of education, job training,  
and employment provided

**129**

Purposeful Purveyor partners

**75%**

Ratio of Purveyors that are small  
or independent businesses

# OUR IMPACT KEEPS GROWING



The eco-friendly, small-batch, and USA-made **products we source from our Purposeful Purveyors** are what make Packed with Purpose gifts so unique and impactful.

Each gift supports the **positive social initiatives** of these Purveyors, who represent Minority-Owned, Women-Owned, B-Corp, and BIPOC companies, among others. They empower under-resourced women and youth, train and hire individuals with barriers to employment, and promote environmental sustainability, among their many impacts.

We're proud to call them—and you—our partners.





## WORKFORCE DEVELOPMENT



Photo Credit: Spectrum Bakes

**48,200+ HOURS**

of job training provided by our Purveyors in 2020

**1,300+ YOUNG PEOPLE**

developing self-confidence and entrepreneurial skills

These Purveyors create opportunities for people with social or physical barriers to employment. **Spectrum Designs Foundation** provides education, job training, and employment for adults with cognitive differences.



## WOMEN'S EMPOWERMENT

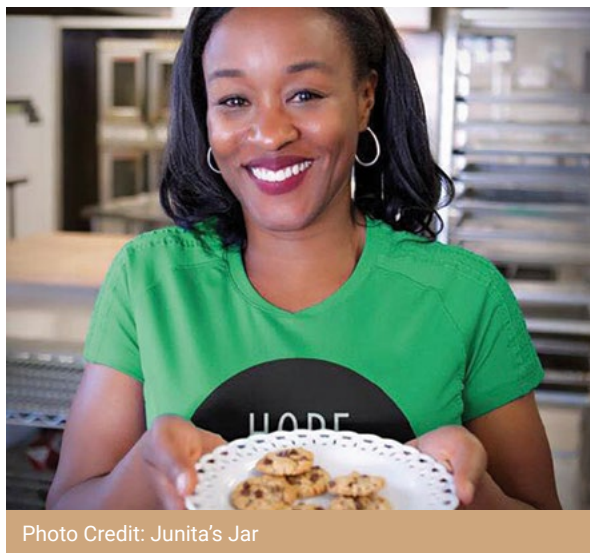


Photo Credit: Junita's Jar

**24,000+ WOMEN**

empowered and employed worldwide by Purveyors

**30% OF PURVEYORS'**

businesses are women- or minority-owned

*"During the years that I was in an abusive relationship, baking cookies was my emotional escape. I want to provide the same experience for others."*

—JUNITA FLOWERS, founder of Junita's Jar



## YOUTH DEVELOPMENT

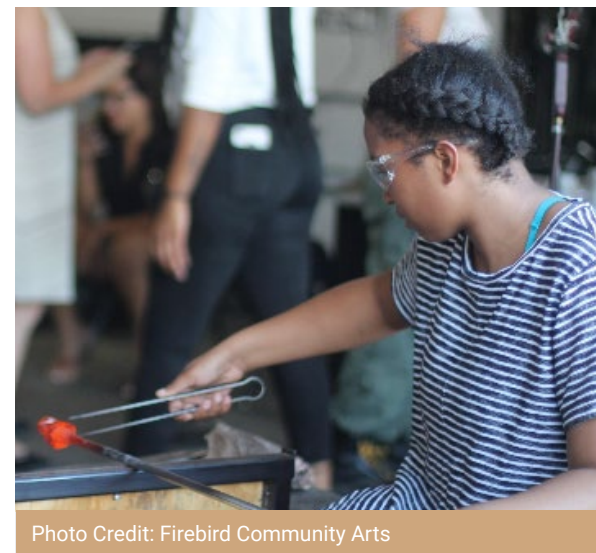


Photo Credit: Firebird Community Arts

**\$20,000 DONATED**

to fund the building of new playgrounds

**740 HOURS**

of youth education and vocational training provided

Several of our partners empower and educate U.S. and global youth. Among them, **Firebird Community Arts** facilitates brighter futures through trauma recovery, professional development, and artistic and literacy training.



## ENVIRONMENT



Photo Credit: SpudLove Snacks

### 930+ ACRES

of sustainable farmland harvested by our partners

### 5,300+ FARMERS

supported in ethical agriculture

**SpudLove Snacks** is a sustainability standout in its farming and production practices. In 2020, partners like these supported rain-forests and endangered species, reduced waste, and fought climate change—all while producing exceptional small-batch products.



## WELLNESS



Photo Credit: Welly and charity:water

### 400+ PEOPLE

in Africa gained access to clean water through our partners

### 10,000+ POUNDS

of fresh produce donated to food shelters

Our health- and wellness-focused Purveyors like **Welly** made an amazing impact this year through their clean water efforts, life-saving nutrition programs, and funding of cancer screenings.



# IMPACT FROM COAST TO COAST



## MIIR

### WASHINGTON

"The health of our environment is something we take seriously. As a design-forward and generosity-driven company, we lead with our commitment to funding trackable giving projects that support clean water, a healthy environment, and strong communities."

—BRYAN PAPÉ, Founder & CEO



## CONFECTIONS WITH CONVICTIONS

### MICHIGAN

"Your purchases help us provide a stable income, allowing our staff to have more financial predictability."

—DALE ANDERSON, Founder

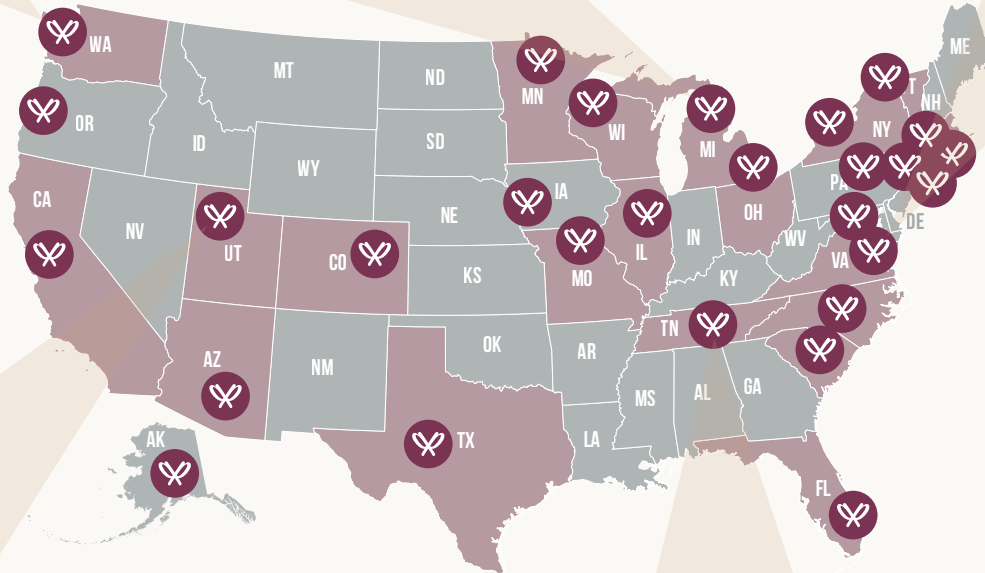


## CAMERON'S COFFEE & CHOCOLATES

### VIRGINIA

"Our mission is to employ individuals with intellectual disabilities alongside those without disabilities, in a safe environment."

—ELLEN GRAHAM, Founder



## DENIK

### UTAH

In addition to helping build schools around the world, Denik donated over \$37,000 worth of their notebooks to the Kids in Need Foundation in 2020.



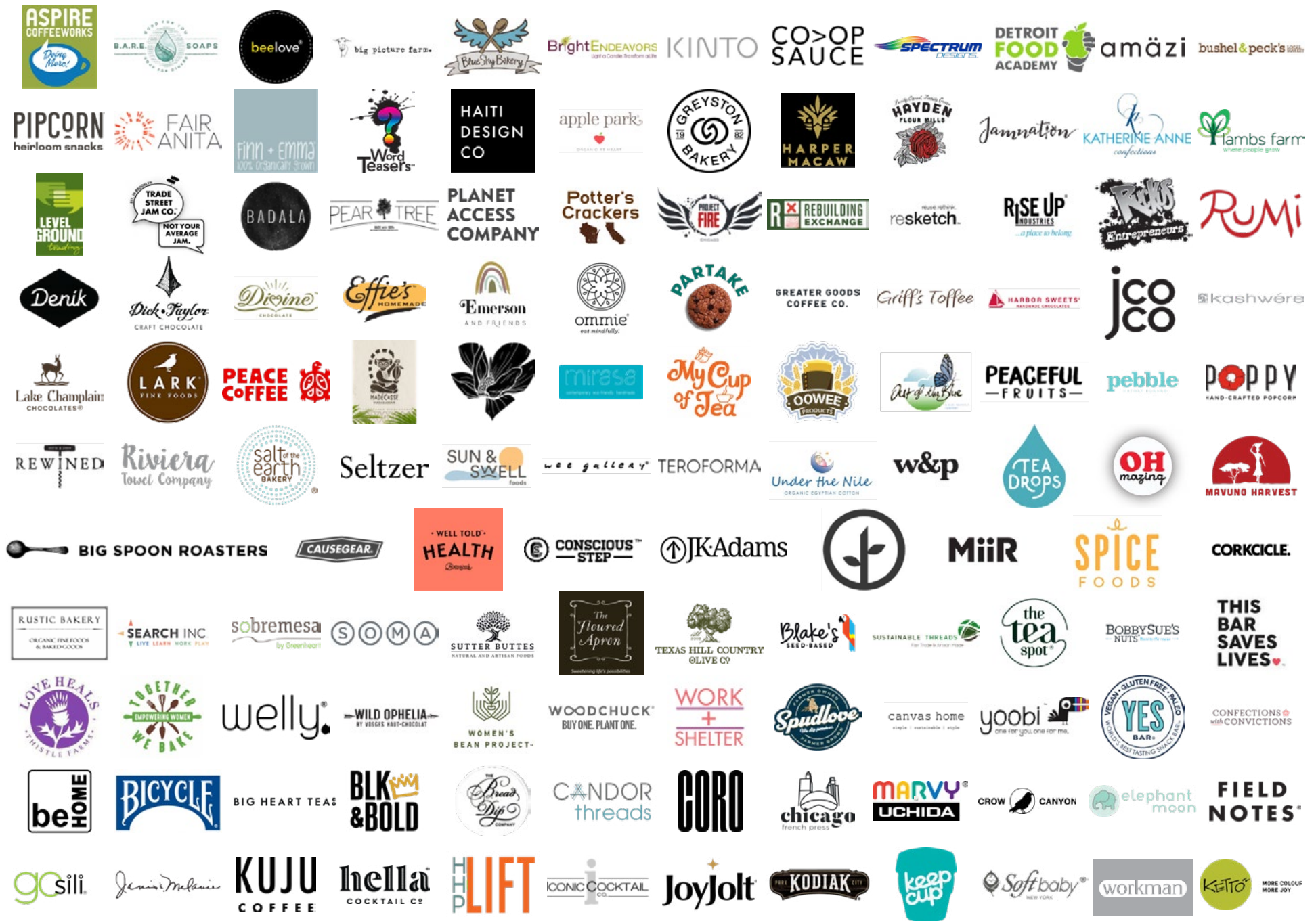
## MY CUP OF TEA

### TENNESSEE

"My Cup Of Tea has made a big difference in my life. The employees are like my sisters, we are family."

—PHYLLIS HUBBARD, Manager

Learn more about our Purveyors' impacts and products [on our site](#)





# THANK YOU

to all our partners and clients for the impact you made  
this year on your communities, gift recipients, and us.

