



PACKED w PURPOSE

Our Year in Social Impact

IMPACT REPORT 2021



This year, we continued strengthening our relationships with our Impact Partners, each of whom brings a mission and purpose to the world through their products. And, because of your purchases and support, we have been able to create deep societal impact in our communities.

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



115K+
HOURS OF
LIFE-CHANGING
WORKFORCE
DEVELOPMENT



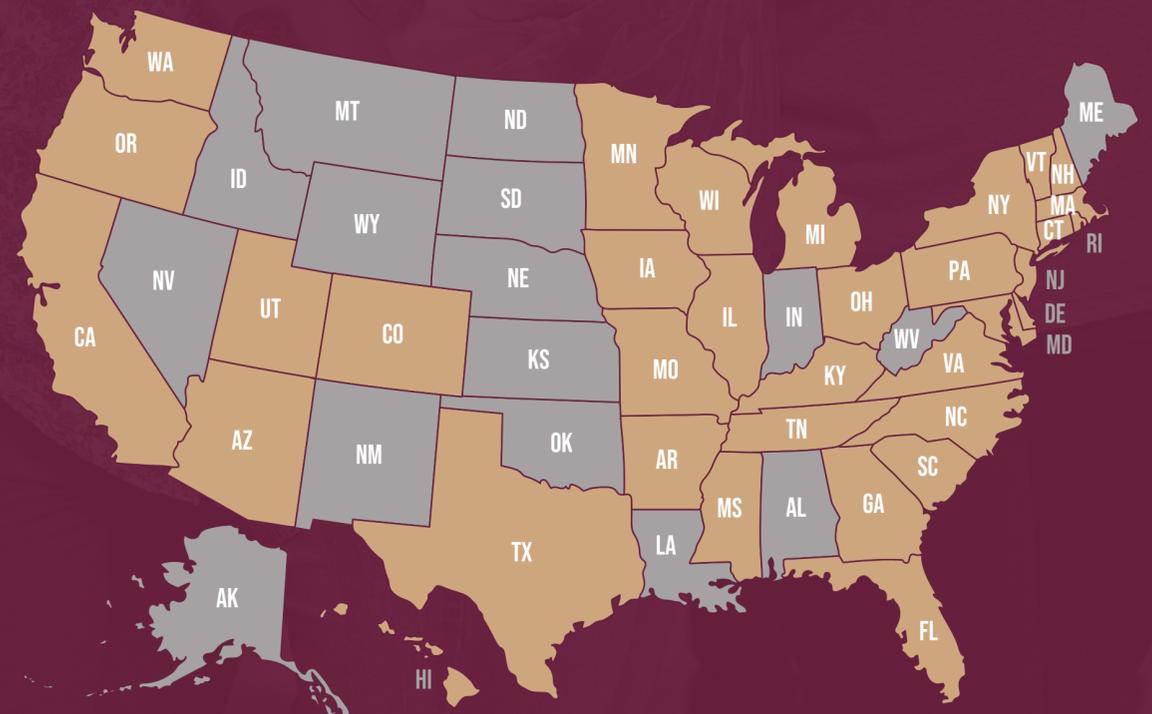
100K+
ACRES OF
PROTECTED OR
SUSTAINABLY
FARMED LAND



58,000
WOMEN
EMPOWERED
AND EMPLOYED
WORLDWIDE



 IN 2021, THE GIFTS YOU SENT TO EMPLOYEES, CLIENTS, COLLEAGUES, AND FRIENDS POSITIVELY IMPACTED **OVER 750,000 LIVES** THROUGH OUR **140 IMPACT PARTNERS** ACROSS **33 STATES** AND **16 COUNTRIES.**





YOUTH ADVANCEMENT

In a year when young people experienced extraordinary challenges, our Youth Advancement Impact Partners provided significant opportunities for them to **work, create, learn** and **thrive**. They support individuals' physical and mental well-being from infancy through young adulthood across the country.

From literacy programs to art development, and from job-skills training to building entire schools, **these partners work tirelessly to create change for the next generation** through sales from their products.



This year, Love + Chew supported 100+ girls through its partnership with Oasis for Girls—a nonprofit that empowers teen girls of color from underresourced communities by providing mentoring and internships.

Love + Chew

San Francisco, CA | AAPI-owned, Certified Women-Owned business

1,400+ students were provided with a safe place to learn & grow through the construction of schools in Mali, Guatemala, Laos, and Ghana.

Denik

Logan, UT



CHANGE IS BREWING!

BLK & Bold partnered with Ben & Jerry's to support the People's Response Act, a game-changing piece of national public safety legislation that prioritizes community needs. In addition, BLK & Bold gives back 5% of profits to youth-in-need organizations.



BLK & Bold

Des Moines, IA | Black-owned, Certified Minority-Owned, B Corp



WOMEN'S EMPOWERMENT

Our Women's Empowerment Impact Partners know that incredible things happen when women and girls receive the resources and investment to live up to their fullest potential. These Partners provide women in need with **professional development** and **job-skills training** so they can better provide for themselves and their families.

They provide safe and stable housing for young mothers and their children, educate college students about relationship abuse prevention, and create support systems to **help women from all walks of life flourish and break the cycle of poverty.**



95%+ of participants are still employed one year after graduating the program.

Women's Bean Project

Denver, CO | Woman-founded

“Outwardly, I portray someone with fierce confidence that could never be broken down. That's out of necessity. But with these women in my life, I have a chance at making that become my reality.”

Kenzie, TWB participant

Together We Bake

Alexandria, VA | Woman-owned-and-founded



Empowers women survivors of domestic violence, prostitution, trafficking, and addiction.

108,384 HOURS OF EMPLOYMENT

6,900 NIGHTS OF SAFE, SUPPORTIVE HOUSING

5 WOMEN REUNITED WITH THEIR CHILDREN IN 2021

Thistle Farms

Nashville, TN | Woman-founded



SUSTAINABILITY & ENVIRONMENT

To our Sustainability and Environment Impact Partners, “sustainable” and “eco-friendly” are more than just buzzwords. In every part of their business, they intentionally weave **earth-friendly best practices** into every aspect of their production.

Through local sourcing, recyclable packaging, carbon-neutral practices, reforestation efforts, and ecological investments, each of their products **contribute to a healthier planet for everyone to enjoy.**



“We’ve planted over 2.5 million trees on 6 different continents.”

Ben Jo VandenWymelenberg, Founder & CEO

Woodchuck USA

St. Paul, MN



From day one, Moonshot Snacks has been **carbon neutral**. Their wheat is grown only **2 miles** from the mill where it becomes flour and it is processed **85 miles** away, where it becomes delicious climate-friendly snacks.

Moonshot Snacks

San Francisco, CA | Black-owned, Certified Women-Owned, Certified Minority-Owned

Over **75%** of Sun & Swell's products come in compostable packaging.

Sun & Swell Foods

Venture, CA | Woman-owned-and-founded, B Corp
1% for the Planet member



Nearly **1 in 3** people don't have access to drinkable water. Ecovessel partners with Water for People to provide reliable access to safe water and sanitation services.

Ecovessel

Boulder, CO | Woman-founded, 1% For the Planet member





DIVERSE & WOMEN-OWNED

This was a monumental year for small business owners. **Black, AAPI, LGBTQIA+, Indigenous, Veteran, Latino/a, and Women-owned** companies kept communities alive and thriving during the pandemic.

Whether through a commitment to sustainability efforts, workforce development, youth advancement, or health and well-being, our Diverse & Women-Owned Impact Partners make a **stronger business ecosystem for the communities in which they operate.**



“ We began Veteran Roasters in 2017 with a single goal: Do what we can to give struggling veterans a place to work and regain their lives. ”

Branden Marty, CEO & Managing Partner

Veteran Roasters

Chicago, IL | Veteran-owned, B Corp

“ Ommie is my opportunity to create something meaningful that can impact people's lives and the community around me. ”

Claudia Fierro-Poppen, Founder

Ommie Snacks

Chanhassen, MN | Latina-owned, Woman-owned and founded



“ I FIND A SENSE OF PRIDE IN BEING A **BLACK, FEMALE-OWNED CHOCOLATIER** IN THE UNITED STATES. ”

Karen Blackwell, Founder & CEO

Kanda

Los Angeles, CA | Black-owned, Certified Women-Owned, Certified MBE, B Corp



WORKFORCE DEVELOPMENT

The dignity of a stable job is a critical component of ending the cycle of poverty and creating a fresh start. In the U.S. and abroad, our Workforce Development Impact Partners work to provide economic security for individuals in communities around the world.

Some Partners empower **adults with disabilities** through job training and work placements to earn a dignified living wage. Some support people experiencing homelessness or **justice-involved** individuals with finding work of substance. Others embrace sustainable practices to provide **fair trade employment** to overseas farmers, creating a more equitable supply chain.



“ This is my first job ever in my life, and I’m 44 years old. It showed me how to be a leader. ”

Johnny, Employee of Sweet Beginnings

Sweet Beginnings

Chicago, IL | Black-owned, Certified Minority-Owned

“ 60% of our farmers are women, 90% of our production team is female, and we’ve created over 150 jobs that pay farmers up to 67% above market price. ”

Renee Dunn, Founder & CEO

Amazi

Washington, D.C. | Certified Women-Owned, Woman-founded



177 INDIVIDUALS WITH DEVELOPMENTAL DISABILITIES RECEIVED MEANINGFUL EMPLOYMENT AND ENRICHING DAY PROGRAM SERVICES IN 2021.

Lambs Farm

Libertyville, IL



HEALTH & WELL-BEING

A holistic focus on individual well-being—of body, mind, and spirit—is critical to maintaining the health of whole communities. These Partners commit to providing **access to nutritious meals, snacks, and food literacy.**

Some adopt best practices for the ethical husbandry or protection of animals. Others contribute to cancer research, provide access to clean water, and champion community health initiatives. Whatever form Health & Well-Being may take, **our Partners help provide sanctuary for those around them.**

CARAMELS WITH A CAUSE

“Our relationship with Packed with Purpose has been really amazing, especially through the pandemic, because your sales did not dip. It was really helpful for us to have that solidarity... It’s awesome to have a customer whose priority and mission is so aligned with ours. It makes us really proud and excited that what we do is going into such great hands.”

— Louisa, Founder

Big Picture Farm

*Townsend, VT | Certified
Animal Welfare-Approved*



“Watching my son struggle with food sensitivities was agonizing. Creating a solution was empowering, and it helped me turn that pain into joy.”

Abigail Wald, Founder



YES Bar

Los Angeles, CA | Woman-founded



1 million+ meals provided to those in need.

Nunbelievable

New York, NY | Black- and LGBTQIA+ owned



PACKED W PURPOSE BY THE NUMBERS

In addition to the societal contributions made from our Impact Partners, Packed with Purpose continued to grow in our mission to heighten the human experience through ethically sourced gifts.

This year, Packed with Purpose:

DONATED

300K

OF FOOD TO THE
GREATER CHICAGO FOOD
DEPOSITORY AND PILSEN
FOOD PANTRY

PLANTED

850+

TREES IN MULTIPLE
CONTINENTS
ACROSS
THE GLOBE

GIFTED

14,923

BARS OF
SUSTAINABLY-
SOURCED
CHOCOLATE

RANKED

#149

ON THE INC. 5000
LIST OF FASTEST-
GROWING PRIVATE
COMPANIES

ACHIEVED

100%

RECYCLABILITY IN OUR
PACKAGING BY SWITCHING
TO FSC™ PAPER IN OUR
IMPACT BOOKLETS

“ I don't think I will ever be able to express how thankful I am and how much this meant for our team and for the refugees who we were able to hire just for your large order this fall, who are now able to keep each of those jobs. ”

Nina Tickaradze, CEO & Founder

NADI

Atlanta, GA | Certified Women-Owned





THANK YOU

for changing lives this year through the everyday act of gift giving

GROW OUR MISSION | **CONNECT WITH US!**



MAKE AN IMPACT



CONNECT WITH OUR GIFT CONCIERGE

Proud to Partner with:



BAUMHART CENTER

