



## What is a Social Enterprise?

Have you ever bought the Big Issue? Read it over a bar of Divine chocolate? Watched Jamie Oliver's Fifteen? Visited the Eden Project? Shopped at the Co-op? Well, then you already know a bit about social enterprises: businesses that are changing the world for the better. Social enterprises are businesses that trade to tackle social problems, improve communities, people's life chances, or the environment. They make their money from selling goods and services in the open market, but they reinvest their profits back into the business or the local community. *And so when they profit, society profits.* Social enterprises are in our communities and on our high streets – from coffee shops and cinemas, to pubs and leisure centres, banks and bus companies. (Courtesy of Social Enterprise UK, <http://www.socialenterprise.org.uk/> )

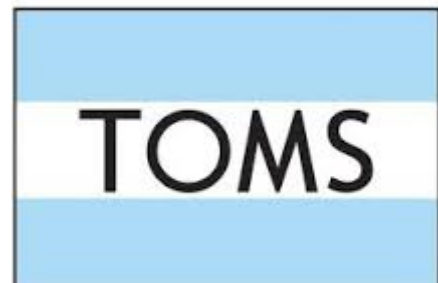
## TOMS

TOMS is an example of one such social enterprise, and here is what they have to say about themselves, taken from their website <http://www.toms.co.uk/one-for-one-en> We're in business to help improve lives. With every product you purchase, TOMS will help a person in need. One for One.®

In 2006, TOMS founder Blake Mycoskie befriended children in a village in Argentina and saw that they didn't have adequate shoes to protect their feet. Wanting to help, he created TOMS Shoes, a company that would match every pair of shoes purchased with a pair of new shoes for a child in need. One for One.® In 2011, the One for One model was expanded and TOMS Eyewear was launched. With every pair purchased, TOMS helps restore sight to a person in need. One for One.®

What began as a simple idea has evolved into a powerful business model helping address need, and also advance health, education and economic opportunity for children and their communities around the world. And this year, we're thrilled to launch TOMS Roasting Co. With every bag of coffee purchased, TOMS will provide one week of clean water to a person in need. One for One.®

TOMS has given more than 10 million pairs of new shoes to children in need and helped restore sight to over 200,000 people. We are incredibly proud of and humbled by this milestone, and more excited than ever to see how the continual evolution of our Giving can positively impact communities in need around the world. To find out more about TOMS please look at their website: <http://www.toms.co.uk/one-for-one-en>



## QUESTION: WHY SHOES?

**OUR APPROACH:** When you buy a pair of TOMS Shoes, you're also helping improve the health, education and well-being of a child. But why don't we give water, medicine or something else? Actually, we partner with humanitarian organizations addressing those needs and support them with shoes, which then protect kids from infections and rough terrain and help make it possible for them to attend school.

**WE LEARNED:** On their own, shoes have a limited ability to change a life. But when combined with programs run by our Giving Partners, they can become a powerful tool in helping create opportunities for a better future.



## FACT:

There is no "TOM." Our founder's name is Blake. TOMS is actually an abbreviation for "Shoes for a Better Tomorrow," but we couldn't get that on the back of a shoe, so we shortened it to TOMS. "Shoes act as a simple barrier, providing an extra layer of protection against soil-transmitted infections. The combination of disease-fighting drugs and new shoes pack a one-two punch against Neglected Tropical Disease for children." Rick Santos, President and CEO of Giving Partner, IMA World Health

