



kindhumans







We are in business  
to make the world  
a kinder place



Kindhumans was created to celebrate the good in humanity by elevating community, commerce and world-changing causes.

We are on a mission to unite and grow a community of kindness, promote conscious consumption by making it easy for everyone to consume responsibly and give back to world-changing causes that support kids, the planet and humanitarian aid.

We envision a brighter future where being kind—to ourselves, to the Earth and to each other—is a top priority of people and businesses everywhere. This kindness will manifest as happier, healthier communities, greater sustainability, ethical treatment of everyone, and a cleaner planet to call home.

Welcome to our quest to create a kinder world. We're honored to have you along for the ride.

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## Our Certifications



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Immutably verifiable on  
Nimiq Blockchain

Our 2020  
Impact: **\$184,506**  
donated to 25  
cause partners



**\$45,569**  
donated to raising  
kind humans



**\$47,766**  
donated  
to the planet



**\$91,171**  
donated to  
humanitarian aid



# Raising Kind Humans

We are drawn to causes that help raise Kindhumans—causes that provide mentorships to at-risk children and expose kids to the beauty of the great outdoors, creating a connection to planet and people. After all, they are our future.

29,093

hours of youth mentorship have been provided with our cause partner Stoked

2,000

students trained in outdoor ethics with our cause partner Leave No Trace



# Kind To The Earth

Earth-based causes we support replenish exploited landscapes, ensuring that we give back more than we take, leaving the planet better than we found it. Brands that we carry commit to offering goods and packaging that use very little waste and put Earth first. It's our responsibility to leave a green, healthy planet for our children.

10,000

trees planted with cause partner National Forest Foundation.

5,418

mangroves planted with cause partner SeaTrees.



# Kind To Each Other

We are One Tribe, occupying One Planet. One small act of kindness can make a huge impact on a person's life. We support causes that prioritize honoring, respecting and supporting our greater tribe, whether they are in Michigan and in need of clean drinking water or in San Diego and in need of a wholesome meal due to circumstances outside their control.

13,244

gallons of safe, free water distributed with cause partner 501CTHREE SBEV Water Box in Flint, MI

1,332

nutritious meals donated to those impacted by Covid-19 with cause partner Grassroots Aid Partnerships

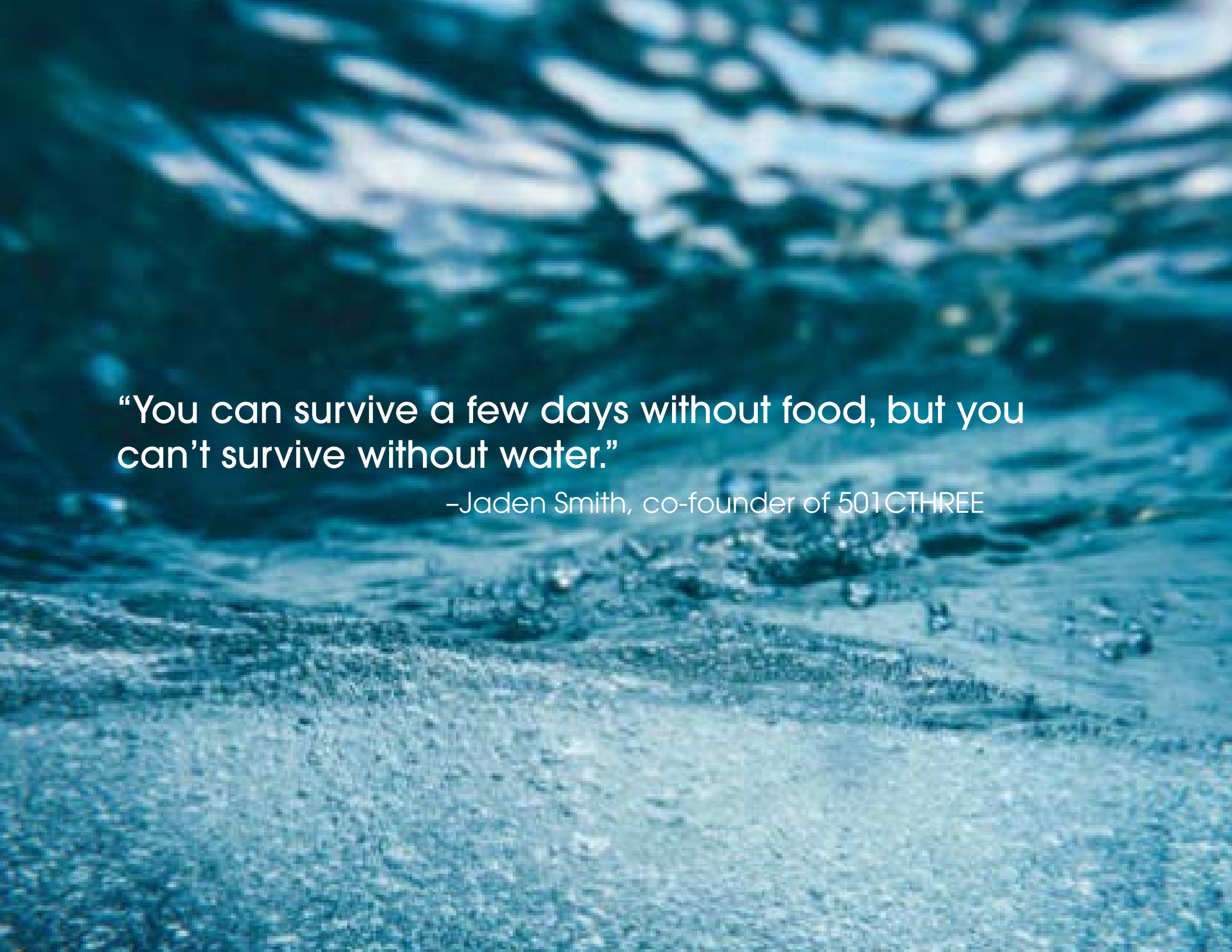


105,952  
single-use 16 oz. plastic bottles of water replaced with 501CTHREE SBEV Water Box in Flint, MI



425  
jugs of refillable water carriers have been provided to those in need



A blue-tinted photograph of a beach. In the foreground, there is a wide expanse of light-colored sand. In the middle ground, waves are breaking onto the shore, creating white foam and splashing water. The background shows the ocean extending to the horizon under a bright sky.

“You can survive a few days without food, but you can’t survive without water.”

–Jaden Smith, co-founder of 501CTHREE



FEATURED CAUSE PARTNER

# 501CTHREE

When communities are devastated by a lack of access to clean water, it's up to us to rise up as Kindhumans and support where we can. That's why we donated a 501CTHREE Water Box to the Sylvester Broome Empowerment Village (SBEV) in Flint, Michigan. The building supports over 600 families significantly impacted by the Flint water crisis by providing services in literacy, after-school programs, and community and mentoring programs. A Water Box for SBEV ensures clean water for the community and keeps thousands of plastic water bottles out of our landfills. Supporting causes like 501CTHREE.org results in twice the impact: kind to humans and kind to planet.



The 501CTHREE Water Box is kind to humans + kind to the planet

- 13,244 gallons of safe, free water distributed with 501CTHREE SBEV Water Box in Flint, MI via SBEV partner
- 105,952 single-use 16 oz. plastic bottles of water replaced with 501CTHREE SBEV Water Box in Flint, MI
- 425 jugs of refillable water carriers have been provided to those in need





100% of our carbon  
emissions have been  
measured, reduced + offset


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86 tCO<sub>2</sub>e

of carbon  
was offset for 2019/2020



As a Climate Neutral Certified brand, we have successfully:




Sourced responsible products and partnered with like-minded brands who care for people and the planet.



Improved + expanded our HQ Recycling Program. We partner with like-minded companies to turn trash into products.

Implemented flexible work-from-home schedules to support a balanced life + reduce individual footprints.



Installed smart light switches at HQ our office.



Measured our 2019/2020 carbon footprint, which includes all of the emissions from making and shipping our products and service.

Restructured fulfillment to cluster shipments to maximize efficiency.

# Activism

One act of kindness starts a ripple effect of good. We aren't blind to the social injustices of our world. As a woman- and minority-owned business, we understand the challenges and extra effort that is put into even the smallest endeavors. We're in it, and we support the efforts of organizations who work hard to combat injustice and discrimination while promoting real solutions for real people.







\$15,000

donated to ACLU, Color of Change, and NAACP

3,000

attended Paddle Out for Unity Event to take a stand for social justice



Kindhumans is a Women / Minority owned business





# Your Marketplace for Good

We simplify sustainable shopping by finding the very best products that are kind to people and kind to the planet. It starts with our Kindhumans Credo, our pledge to make it easier to do good, where every product we sell meets or exceeds our expectations for creating a healthier, kinder world. Through our marketplace for good, Kindhumans gives back a minimum of 3% of revenue to nonprofits while also collaborating with causes on special products that make a larger contribution, creating greater impacts together.

## Our Vetting Standards:



Sustainable +  
Eco-Friendly



No Harmful  
Ingredients



Ethically  
Made



Cruelty-Free



Truthful +  
Transparent



Give-Back  
Promise



## Collabs for Kindness

This unique product line unites awesome artists with important causes to create limited-edition art pieces that donate a large portion of proceeds directly to a cause partner, making a measurable impact with each purchase.



### **Unity Print**

Artist: Skye Walker

Cause: Stoked



### **Last Wild Bison Tee**

Artist: Mariah Quintanilla

Cause: Buffalo Field Campaign



### **Stoked Tee**

Artist: Stoked + Kindhumans

Cause: Stoked

## Brand Partnerships:

Kindhumans also teamed up with Nocking Point Wines to collaborate on the Kindness Red Blend, thoughtfully crafted using sustainable products and procedures. Profits from sales of this wine resulted in donations of \$20,000 to Stoked, SeaTrees, 501CTHREE and Grassroots Aid Partnerships.



## Amplified impacts via our Brand Partners

We amplify brands that work just as hard as we do to support people and planet. Every purchase made in our marketplace for good results in a 3% giveback and activates our third party brands who are minority-owned, women-owned, and work for change through various earth and people-friendly certifications.

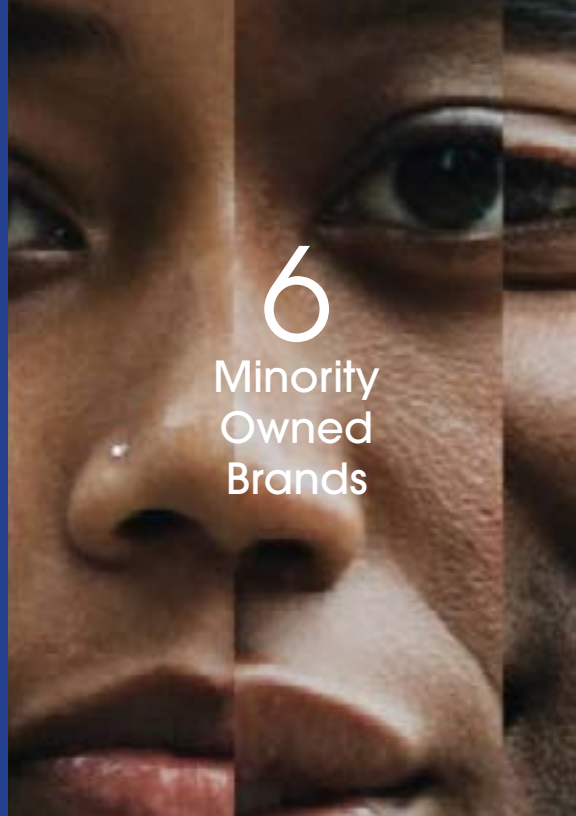


38  
Women  
Owned  
Brands

9  
BCorp  
Brands



14  
1% For  
The Planet  
Brands



6  
Minority  
Owned  
Brands



## Kindhumans Branded Goods

Kindhumans branded goods are the result of high standards in terms of production and sustainability. Our tees are made from sustainable bamboo and organic cotton to reduce the water required to make our garments, steering clear of pesticides and GMOs. Our future vision is focused on innovations toward a fully circular space.

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kindness.  
pass it on.

This is just the beginning.  
Join us on our mission to spread  
kindness for people + the planet.

Our impact report was fingerprinted and immutably recorded on the Nimiq blockchain so you can verify its authenticity and that it has not been tampered with. To do this, first the hash (SHA256) of the original report was created. You can regenerate the hash of the downloaded report for comparison with this tool **GET TOOL**». This hash was submitted in the message of a transaction from our Kindhumans Nimiq wallet to a burn address, thus creating an immutable record of the fingerprint.

**LEARN MORE ABOUT NIMIQ»**