



yoobi™ 
one for you. one for me.

YOوبي IMPACT REPORT 2017

**IT'S A
GOOD
DAY TO
GIVE**

CONTENTS

- 1 LETTER FROM YOObI
- 2 THE FACTS
- 4 WHAT WE GIVE
- 6 IMPACT
- 8 WHERE WE GIVE
- 10 HOW WE GIVE
- 12 THE YOObI EFFECT
- 13 THE BIG PICTURE



LETTER FROM YOObI

Just two years ago, Yoobi set off on a journey to level the playing field for students in Australia, by donating a school supply to a kid or classroom in need for every item purchased. Hundreds of teachers and thousands of students now start their day in classrooms filled with colourful and creative school supplies.

After all, classrooms are places where anything is possible – where teachers pass on knowledge, provide creative outlets and develop the skills students need to succeed. To all the students and teachers out there that are a part of our growing Yoobi family, you are why we do what we do.

But teachers can't do that alone. Yoobi believes that we all have a responsibility to ensure that teachers and students in our most underserved schools have the essential supplies they need.

With Yoobi, individuals and businesses can help! In this 2017 Impact Report, you will see Yoobi's impact in action and what we have accomplished to date. As we look back and celebrate our progress, we have our eyes set on achieving a greater impact each year.

Together, we can create change. Thank you for being a part of our incredible journey where every day is a good day to give!

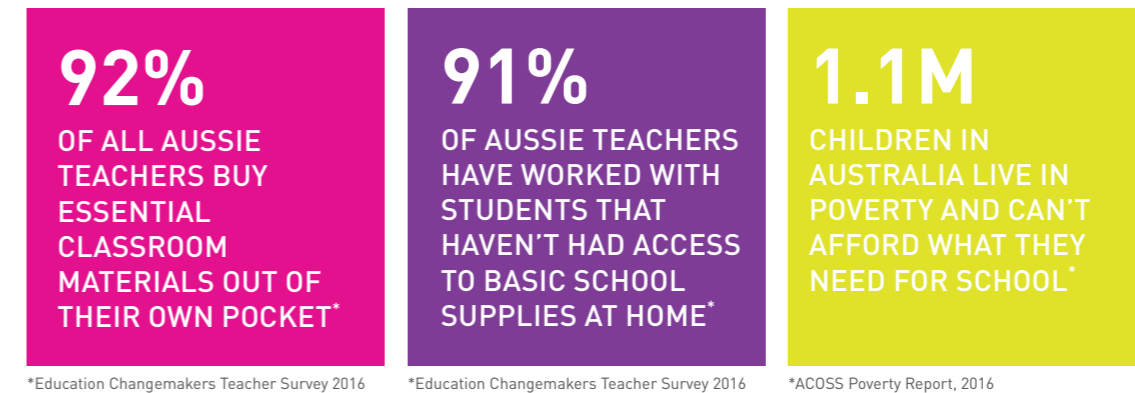
Lance Kalish
Co-Founder

A BIG PROBLEM WITH A BRIGHT SOLUTION

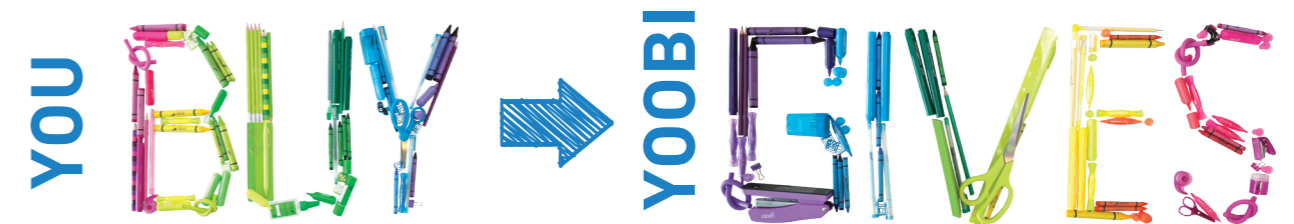
As so many kids in Australia don't have access to basic school supplies, Yoobi aims to level the playing field and give every Australian child a fair go. We believe that it should be a right, not a privilege, for all children to have creative and colourful tools for learning. So for every Yoobi item you purchase, we will donate an item into a Yoobi Classroom Pack. Once we fill up a Yoobi Classroom Pack, we work with our Not for Profit Partners to distribute it to a classroom in need, right here in Australia. At Yoobi, we will not rest until every kid - in every classroom - has the tools they need to succeed.

THE FACTS

1.1 million Australian kids are lacking the basic supplies for school - including pencils, paper and other stationery essentials. We don't think that's right and we bet you don't either!



BRIGHT SOLUTION



For every Yoobi item purchased, we will donate an item into a Yoobi Classroom Pack.

Yoobi will contribute a school item to a kid or classroom in need.



WHAT WE GIVE













Each Yoobi Classroom Pack includes 425 core learning tools and is designed to meet the needs of teachers and students.

YOوبي CLASSROOM PACK

The average classroom has approximately 24 students.* For that reason, we have included enough supplies for 30 students to make sure every child has their very own set of stationery. In some cases, Yoobi Classroom Packs provide the first set of supplies student can call their own. Once we fill up a Yoobi Classroom Pack, we work with our Not for Profit Partners to distribute it to a classroom in need here in Australia.


WHAT'S IN A CLASSROOM PACK?


Each Yoobi Classroom Pack contains the following goodies, specially packed in a Yoobi give box:

-  **60 3-PACK OF HB PENCILS**
-  **30 RULERS**
-  **30 5-PACKS OF COLOURED PENCILS**
-  **90 GLUE STICKS**
-  **30 FOLDERS**
-  **30 5-PACKS OF MARKERS**
-  **60 ERASERS**
-  **30 PENCIL CASES**
-  **5 KIDS SCISSORS**
-  **30 PENCIL SHARPENERS**
-  **30 5-PACKS OF CRAYONS**
-  **... PLUS, YOوبي STICKERS!**

* Source: DEC, Australian Centre for Education Statistics and Evaluation, Office of Education. Class size audits conducted in 1997 and 2004 to 2014.





40,472
 **KIDS**
IMPACTED

1,349
CLASSROOM PACKS
GIVEN 

573,350
SCHOOL SUPPLIES 
DONATED

WHERE WE GIVE

WA

Collie
Gosnells
Karratha
Kwinana
Midland
Mirrbooka
Port Headland



QLD

Brisbane
Caboolture
Coolangatta
Gold Coast
Inala
Ipswich
Labrador
Maroochydore
Redland City
Toowoomba



NSW

Broken Hill
Central Coast
Coffs Harbour
Dapto
Dubbo
Goulburn
Hunter
Lithgow
Nowra
Orange
Shellharbour
Southern Wollongong
Sydney
Tamworth
Taree
Tarrawanna
Wagga



SA

Christie Downs
Elizabeth Downs
Elizabeth Vale
Hackham
Morphett Vale
Port Adelaide
Salisbury
Smithfield Plains



VIC

Bairnsdale
Ballarat
Bendigo
Entrance
Geelong
Melbourne
Morwell,
Shepparton
Weeribee



ACT

Canberra



TAS

Burnie
Hobart



HOW WE GIVE

We believe that every person and every donated school supply can make a difference. For every Yoobi item purchased, we will donate an item into a Yoobi Classroom Pack. We then distribute the Classroom Packs to classrooms in need, through our Not for Profit Partners. We are proud to have established new partnerships with two amazing Not for Profit Organisations that will help us to reach our goal of donating even more products in 2018.

WORLD VISION AUSTRALIA

World Vision Australia is a relief, development and advocacy organisation which has worked with Aboriginal and Torres Strait Islander communities since the 1970s. Together they are working towards improving health, developmental and wellbeing outcomes for children across nine Western Australian communities through an early years' education program that incorporates community playgroups, early childhood capacity building and leadership development for parents and caretakers.



THE SYDNEY STORY FACTORY

The Sydney Story Factory is a Not for Profit creative writing centre for young people. The Sydney Story Factory is on a mission to change the lives of young people through creative writing and storytelling. They make writing fun and rewarding, and help kids find their voice - because all Australian young people, no matter their background, should be given the opportunity to tell their story.



STOCKISTS

Thank you to our amazing stockists, for making Yoobi widely available and helping us impact the lives of Aussie kids in need.

FOR SCHOOL, HOME AND STUDY



FOR BUSINESSES



ADDITIONAL STOCKISTS



CASE STUDY

THE YOObi EFFECT WILLMOT PUBLIC SCHOOL

We at Yoobi love our give events, where we have the opportunity to visit primary schools and donate classroom packs to Australian kids in need. We love seeing the smiles on the kids' faces when they receive their very own, and sometimes first, kit of school supplies.

The give events show and confirm time after time how important school supplies are for learning and development.

Carley Bugeja, Assistant Principal at Willmot Public School, said that there has been an overnight difference in students since they had received the donations.

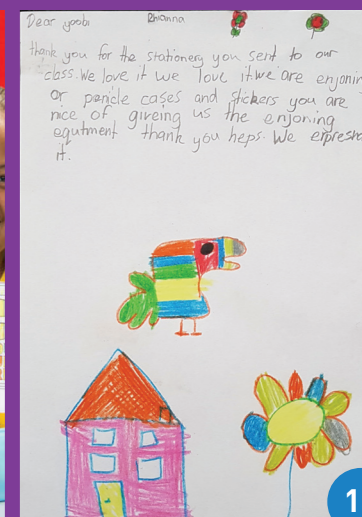
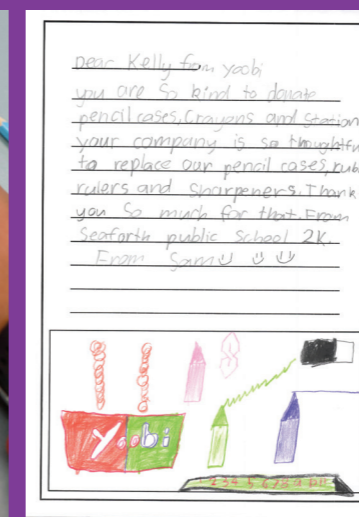
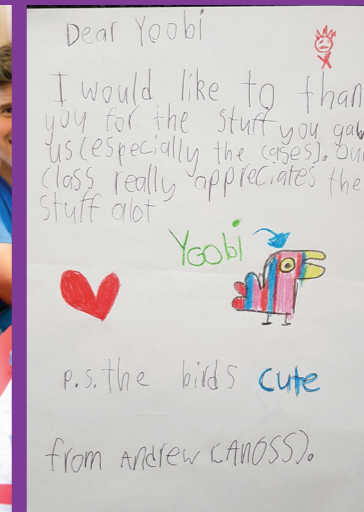
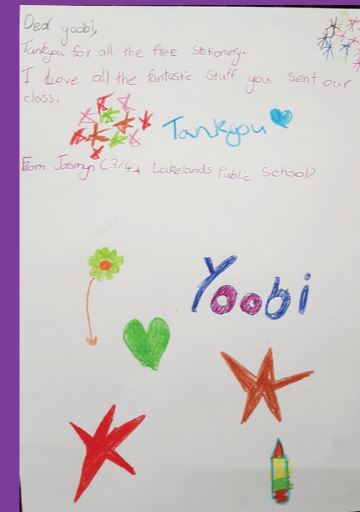
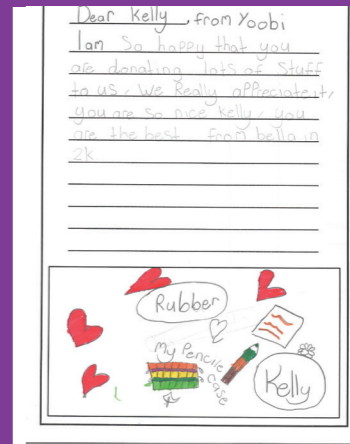
Although the school tries to provide pencils, rulers and glue sticks to share, many families at the school are in crisis mode with little left for school supplies.

"Having ownership of your own equipment for learning is a big deal to kids," Carley said. "It can mean the difference between getting started with a task straight away or having a delayed start because you are looking for a pencil or waiting for a pair of scissors. It can also mean the difference between feeling confident and ready for learning as opposed to feeling embarrassed and ashamed that you don't have your own kit."

The Yoobi program does the opposite, sending a message to students that "they matter and their learning matters. From this, their confidence in themselves begins to grow and a belief that they can achieve great things begins to flourish."



THE BIG PICTURE





THANK YOU FOR YOUR GENEROUS SUPPORT IN 2017.

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