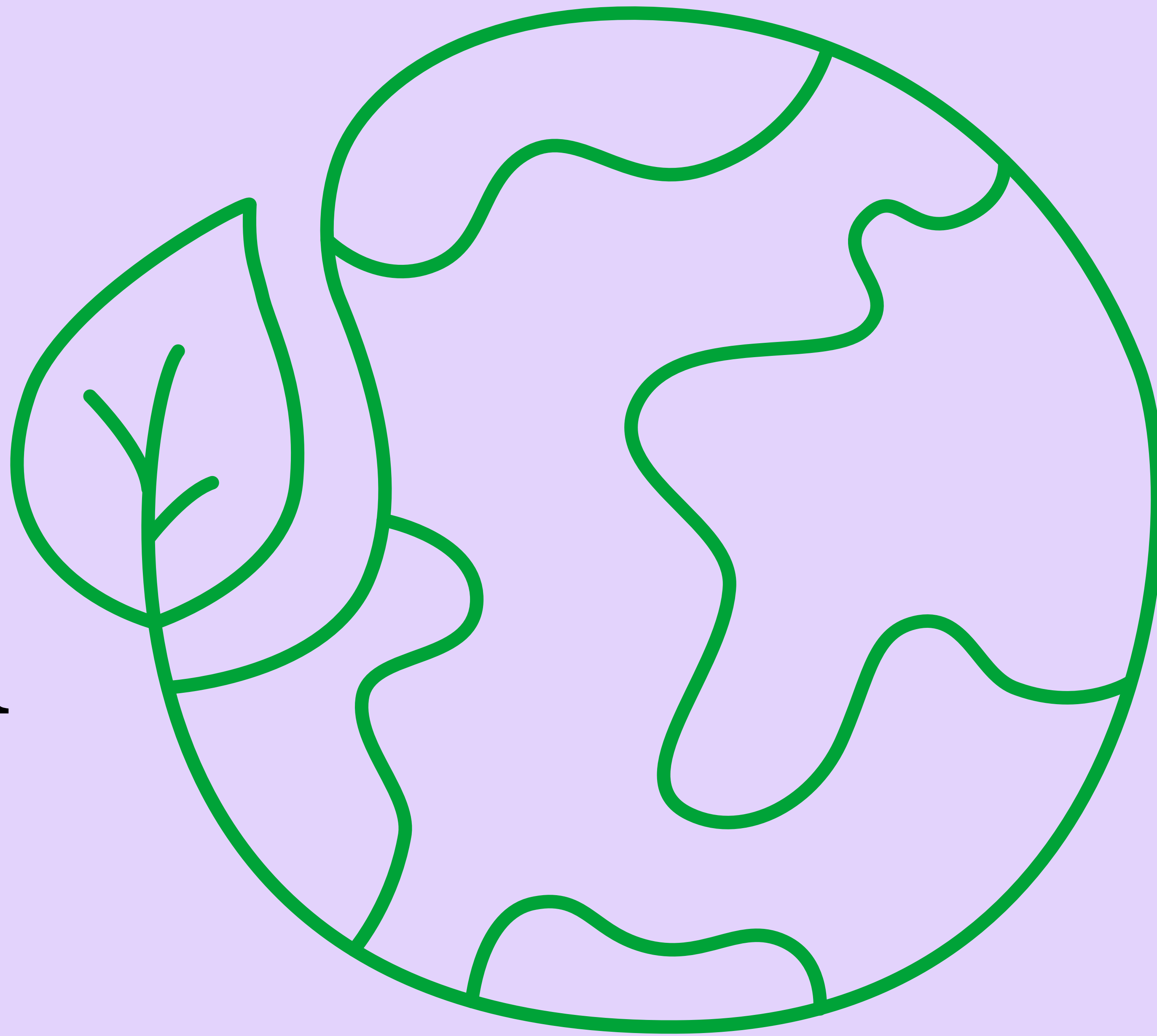


loop & tie



**Annual  
Impact  
Report**

**2023**





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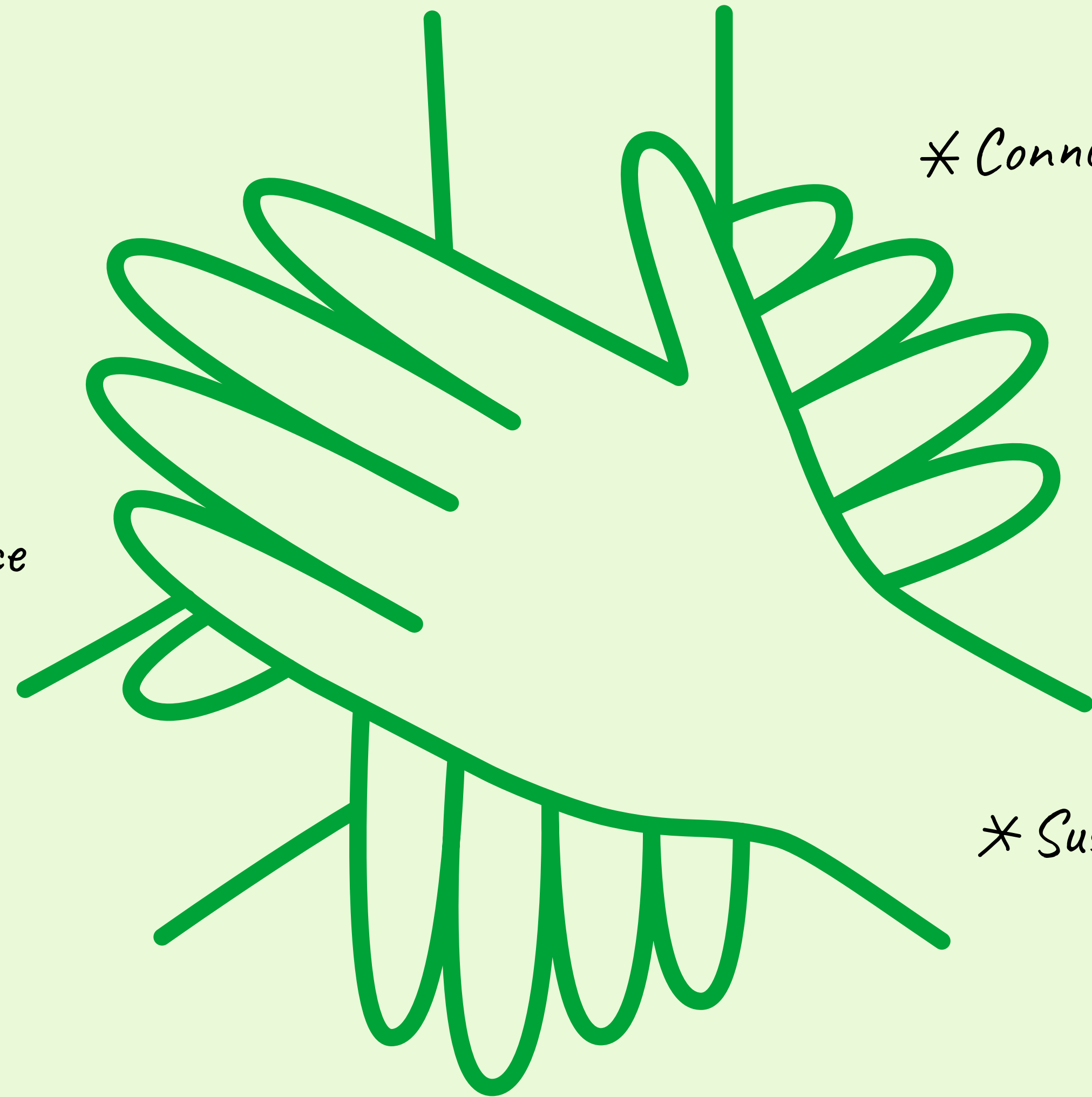
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The way you build a  
business *matters*

\* Choice



# It's not just what you send, it's why you send it

Giving is a powerful tool for connection. In addition to connecting the gifter and giftee, we're connecting corporate budgets with small businesses, environmental regeneration programs, and great causes.













Who is receiving your gift?

Kara Milton	milton.kara@gmail.com	8/8/2023
<small>Recipient name</small>	<small>Recipient email</small>	<small>Delivery date</small>

Send your gift

Kara, choose your gift!





# We turn corporate gifting budgets into engines of social impact.

At Loop & Tie, the gift is just the beginning. Every gift sent through Loop & Tie ignites a chain reaction of impact around the world. As the only carbon regenerative gifting platform, our mission is to make gifting a more sustainable practice.

*“We see commerce as this amazing system where businesses and buyers get to make thoughtful choices about what they want to see exist in the world.”*

- Sara Rodell, Founder & CEO





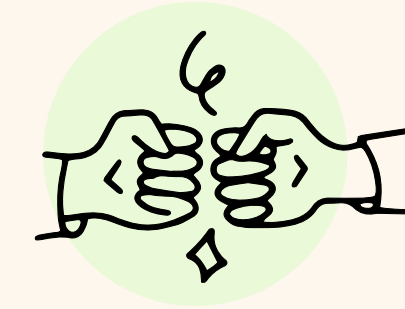
# Our Three Whys



## Why Choice

Businesses in the United States are expected to spend \$306 billion on corporate gifting by 2024— and most of that money is headed for a landfill. Loop & Tie reduces financial and environmental waste through choice.

When you give recipients the freedom to pick their own gift, it's more likely to become part of their household (not their trash pile).



## Why Connection

Transactional relationships between the gifter and giftee ignore the social and economic ripple effect that corporate gifting creates, often leading to harmful outcomes.

Loop & Tie's marketplace was built to support small businesses, high-impact charities, and makers from historically marginalized communities. Every gift sends a positive wave through local and global economies.



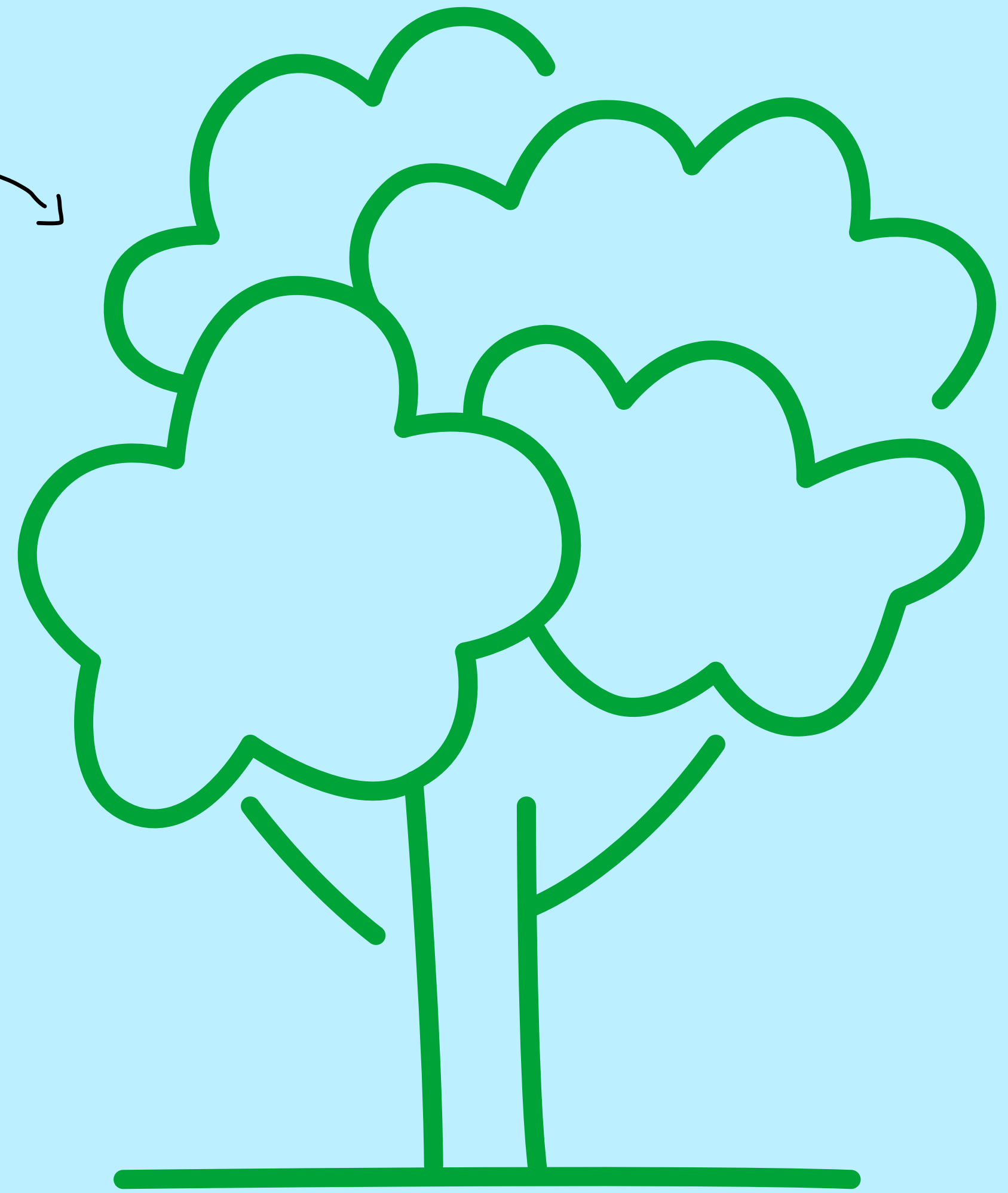
## Why Sustainability

Transactional relationships between the gifter and giftee ignore the social and economic ripple effect that corporate gifting creates, often leading to harmful outcomes.

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*We plant a tree every  
time a gift ships!*



Your gifts are part  
of something *bigger*



Through working with companies just like yours, in 2023 we were able to...



*sequester*

**12,625,120 lbs**

of carbon

*plant*

**117,894**

trees

*remove*

**15,812 lbs**

of plastic from the ocean

*remove*

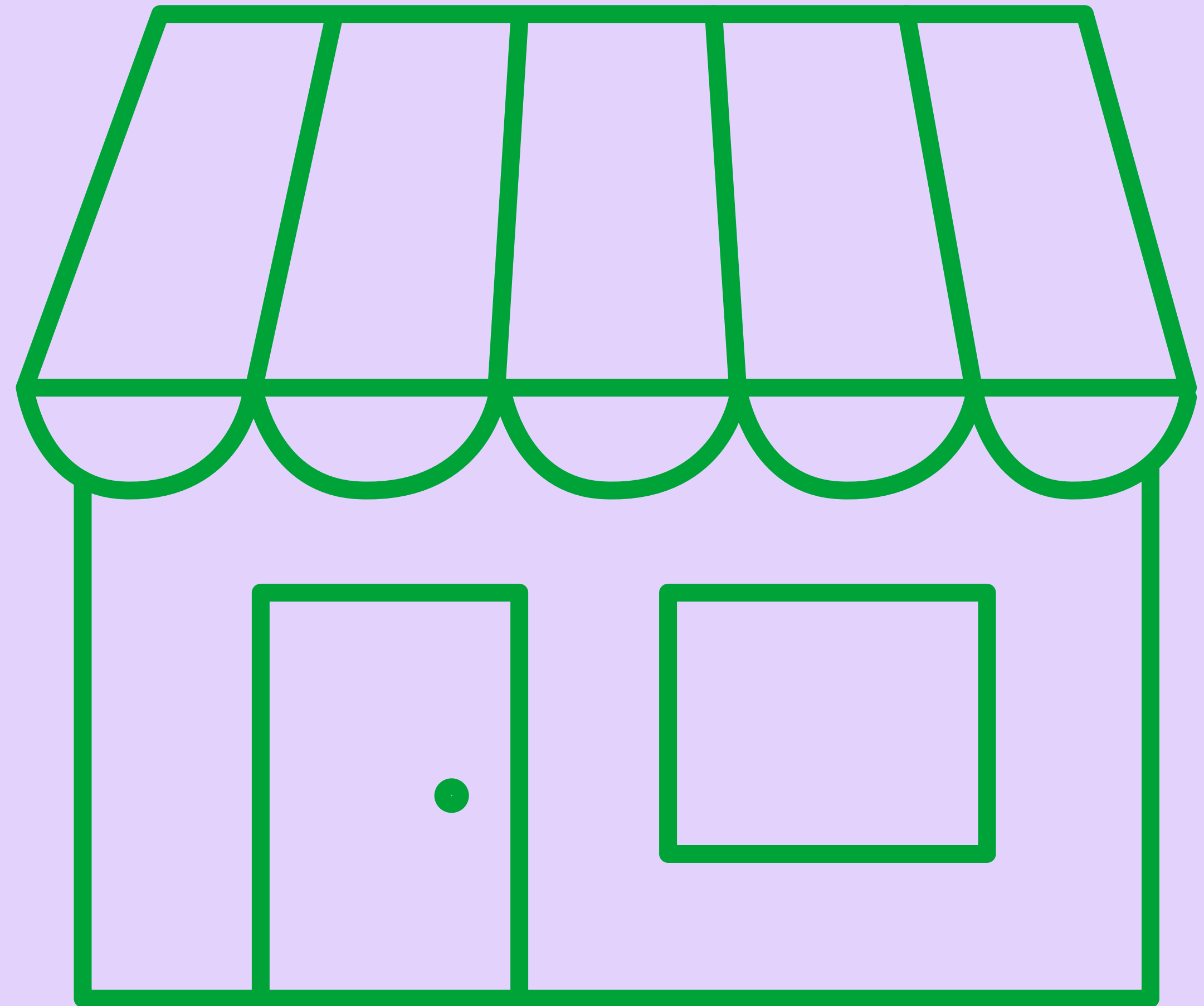
**75,035 lbs**

of ocean-bound plastic



\* We proudly source gifts from  
small, women-owned, BIPOC-owned,  
queer-owned, and social-impact businesses

The way we curate  
gifts is *different*





Small Business Impact

\* BIPOC & Women-Owned



&

Every single gift helps support craft makers, small businesses, and local artisans.



\* Women-Owned



\* BIPOC & Women-Owned, Social Impact

309

small businesses supported in 2023

74

BIPOC-owned businesses supported in 2023

230

women owned businesses supported in 2023

185

social-impact businesses supported in 2023



Gifts that *give back*



Gift-it-forward by opting to donate gifts to a charity or cause of choice.



**\$467,545**

donated to charities through Loop & Tie in 2023

**217**

charities supported in 2023

**Top 3 charities:**

- No Kid Hungry (\$36,985)
- mothers2mothers (\$34,024)
- Make-a-Wish (\$32,452)



*\* Add your own charities to support causes you care about*

Total Impact To-Date

*Impact to-date* ↘

&

# We've been thinking impact since the beginning.

Since Loop & Tie was founded in 2013, we have aimed to make a positive impact on society and the environment. To-date, the total impact we have made and will continue to make pushes us forward everyday.



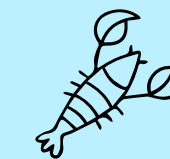
**48.6m+ lbs**

of carbon sequestered to date!  
That's like removing 4,418 cars from our roadways.



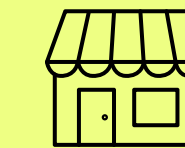
**2.1m+**

charitable contributions made.  
Your generosity has gifted-it-forward to 1,019 causes.



**175k+ lbs**

of ocean-bound plastic removed.  
That's heavier than 116,000 lobsters!



**1,120+**

small businesses supported through our marketplace. That's enough stores to fill 22 large shopping malls.



**618k+**

trees planted and counting.  
That's the same as planting 34 Central Parks!



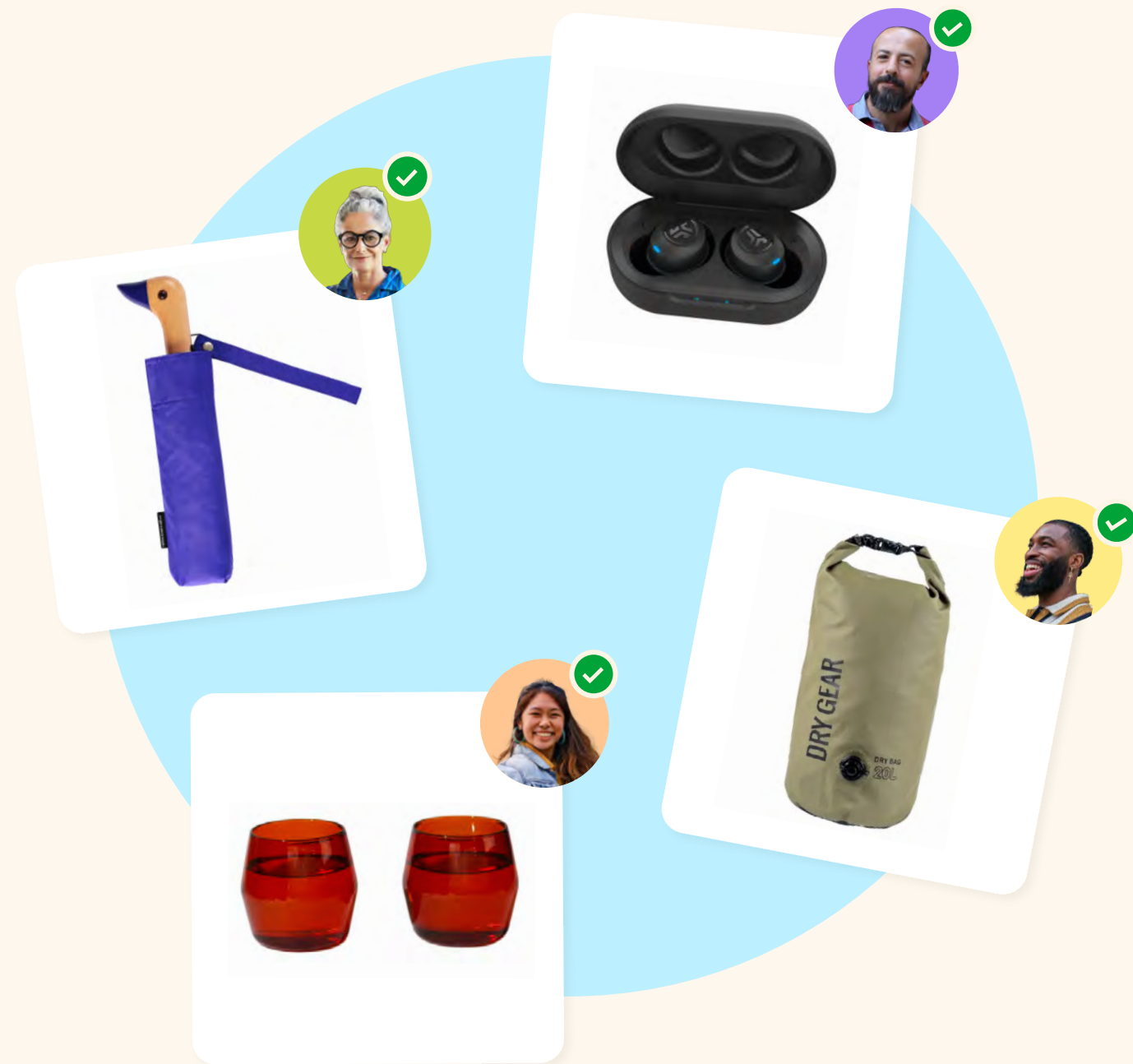
**58k+ lbs**

of plastic removed from the ocean.  
That's more than the weight of 8 orca whales.



# Gifts done differently

In 2024 we are aiming to increase our impact even more. **Contact us** for a free consultation to learn how your company can increase connection through gifting.



## Better for gift receivers

With choice-based gifting, your recipient shops and selects their preferred gift from a curated collection.

## Better for gift givers

When you build and nurture relationships through Loop & Tie, the data you need to start the perfect conversation is always at your fingertips.

## Better for everyone

Give back at every step of the gifting journey, from gifts that support small businesses and local economies to charitable donation options and planet-friendly delivery.