



2016 IMPACT REPORT





DEAR FRIENDS,

I still can't believe that a little while ago this was just a hobby with a few thousands pairs of shoes living in my guest bedroom. It has been unbelievable to be on this rollercoaster ride the last two years. But it all comes back to our mission of practical compassion - the belief that small things make a BIG difference.

The Shoe That Grows was our main focus of 2016. Our donors, supporters, and distribution partners empowered us to provide 40,000 pairs of shoes to children in over 80 countries. Our team updated the design and functionality of The Shoe making it better than ever. And in our most exciting development - we began a relationship with a local factory in Ethiopia to begin to produce the shoes in the places where they are being used the most to bring jobs and increased economy to these areas.

2016 was an incredible year. Our story has evolved. Our mission has expanded. And we have used practical compassion to impact thousands of kids.

One of the best things of 2016 was the support we received from hundreds of new donors and partners. We loved working with 600 distribution partners, over 500 new donors, and dozens of volunteers. We could not have had such outstanding impact without our generous community. It is one of our favorite things to sing the praises of our supporters.

We are committed to a mission of practical compassion. We believe that small things really do make a BIG difference. We saw it all over the world in 2016. We can't wait to see it more in the years to come.

Thank you,

KENTON LEE

Founder, Because International



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SMALL
THINGS
THAT MAKE A
BIG
DIFFERENCE





We know that our shoes do not solve every problem for the kids that we serve.

But they do make a BIG difference in their daily lives.

Keeping them healthy.
Helping them attend school.
Raising confidence.
It makes a BIG impact on kids to have a pair of excellent shoes that fit (and keep fitting!)



JAN  2016

WE ARE COMMITTED TO MAKING
THE BEST PAIR OF SHOES POSSIBLE
TO PROTECT THE FEET OF KIDS FOR
FIVE SIZES AND SEVERAL YEARS.

OCT  2016



CHANGES IN 2016

VELCRO ON THE SIDE STRAPS
ADDED LENGTH FOR FOOT ARCH
ADDITIONAL PEG FOR FRONT TOE
NEW MATERIALS FOR ADDED
DURABILITY



MEET PATRICK

Eddie is a native Ugandan and our Bednet Buddy coordinator. A few months back, he was driving through a rural village in Uganda when he saw a boy climbing a tree trying to get an unripe jackfruit. The boy said he was hungry and wanted to have something in his stomach so he could sleep. His name is Patrick and 13 years old. Eddie had compassion on Patrick and taught him about farming so he could earn a little money for his family.

When our Director of Operations Luke Goodman came to Uganda to check on the Bednet Buddies with Eddie, he brought 10 pairs of The Shoe That Grows. When Eddie saw the shoes, he immediately thought of Patrick. Patrick works on the farm and also walks long distances barefoot through harsh terrain to get to school.

As Eddie and Luke drove they made a final stop at Patrick's farm. He was there working in the cabbage field. Eddie handed him a pair of shoes. Luke helped him adjust the shoes to his foot size. Luke noticed how weathered his feet had become, even at such a young age.

Eddie shared a story that occurred after Luke left. The day after they gave the shoes to Patrick, he went out and fetched 20 liters of water, and then he sold it for 500 shillings (\$0.14 USD). He used this money to make a phone call to Eddie. Eddie answered the phone and Patrick only wanted to say thanks for the shoes because it was the first pair of shoes he had ever owned. Since he is going to start school soon, he was so happy to have a pair of shoes to wear to walk the long distance.

Eddie and Patrick are classic examples of the kind of local leaders and young people that we are privileged to work with everyday. We are proud that over 40,000 pairs of The Shoe That Grows were placed on the feet of children and teenagers like Patrick in 2016 so that their feet could be better protected. This protection leads to improved health and increased attendance at school. And as you read in the story, there is something about owning your own pair of awesome shoes that helps boost the confidence of these young people. There are many reasons why we work so hard to get our shoes out to kids who need it most. But overall, we are motivated by kids like Patrick.



MEET TODD & REGINA

We love connecting with individuals who care about kids. Many of our donors are individuals who will never have the opportunity to travel internationally and work personally with kids living in poverty. But some of our supporters use their personal travels to be generous and help kids receive life-changing pairs of The Shoe That Grows.

Todd and Regina are names that have become very familiar to our team. This awesome couple first began to work with us during their wedding two years ago. They had their wedding guests make donations for The Shoe That Grows instead of bringing presents. Then Todd and Regina used those donations to distribute over 100 pairs of The Shoe That Grows on their honeymoon in Kenya at the Upendo Children's Orphanage.

Since that first trip, Todd and Regina have taken two more international trips (they love to travel!). In both of their trips they found a way to distribute The Shoe That Grows to children in those areas. In late 2015 they distributed 130 pairs in Cambodia. And then in September 2016 they took 850 pairs to Vietnam and Myanmar. Plus, they have already started to fundraise (over 300 so far) for their next trips to Tibet and Nepal. Wow!

Todd and Regina are examples of many individuals who travel internationally for pleasure or work. We love it when these individuals add an element of practical compassion into their trips by taking The Shoe That Grows and distributing through local leaders. Our friends Todd and Regina have made a BIG difference for hundreds of kids around the world.





MEET ESTHER

Churches are one of our largest partners. We love working together with churches of all shapes and sizes from around the USA and the world. Children, teenagers, adults, and senior adults work hard to raise funds and awareness for The Shoe That Grows at their church. In 2016, we were involved with over 300 churches through distribution trips, fundraisers, speeches, VBS, and more.

One of our favorite church stories from 2016 is through an awesome community called Potential Church. Esther Ortiz is the Missions Director at this Florida church. She worked closely with our President Andrew Kroes to set up a fundraiser during a two-day conference through a campaign called “Viva Missions Drive”. They were amazed when donations came in for over 900 pairs of The Shoe That Grows. Wow!

This is just one example of the exciting things that happen when churches get involved with our cause. We could tell myriad stories of kids raising money through VBS, teenagers mowing lawns to fundraise money, congregations rallying around our story of practical compassion, and churches taking shoes to countries all over the world. We love working together with churches. Here we go!



MEET JOE WITH OMSHIPS

Nonprofit organizations are one of our best partners. We love working together with small organizations who support one specific group of kids (orphanage, ministry, etc.). And we enjoy working with large organizations that serve thousands of kids in many countries. We partnered with over 100 different nonprofit organizations from around the USA and the world in 2016.

One of our favorite organizations is OM Ships. This awesome international organization travels to developing countries with medical ships. They pull into a port and offer medical care from their gigantic ships. Joe Parker is the Help Ministries Director. He has been involved with Because International since our early days in 2014. OM Ships has purchased almost 4,000 pairs of The Shoe That Grows - with 1,500 of those coming in 2016. Joe values the relationship with Because International (and we value him!) and always offers us feedback on our shoes as the ships distribute them to children in several countries.

There are hundreds of friends like “Joe Parker” and organizations like “OM Ships” who partner with us. We love working together with organizations of all shapes and sizes from all over the world to get shoes to the kids who need them most. Here we go!



CARRY THE FUTURE



Sometimes the best things are surprises. That was the case with our incredible campaign that took place in November with our new friends at Carry The Future. At the beginning of 2016, we had no plans to do a special campaign. And then a simple phone call started the ball rolling on something great.

Carry The Future is a new organization that started in response to the refugee crisis in Syria. They began by simply getting strollers to families with babies as they walked long distances. Now they are a large organization that is completely volunteer-run. And they have expanded to helping kids and families in a large refugee camp in Greece. They saw something about The Shoe That Grows and reached out to us to see if we could work together on something.

Donations from generous supporters throughout the year had given us about 2,000 pairs of shoes that were ready for distribution. So we partnered with Carry The Future on a 3-day campaign to raise money for shoes. Anything that they raised - we would match shoe-for-shoe up to 2,000 pairs. It was exhilarating to watch their donation total rise throughout the campaign. They raised enough money for more than 2,000 pairs. So that means that a total of more than 4,000 pairs are going to the kids in the refugee camp in Greece. Love it!

The campaign with Carry The Future was so successful and was such a win-win that we are planning on doing two similar campaigns with organizations in 2017. Again, sometimes the best things are surprises. Can't wait to see what the next surprise will bring!



IMPACT



IN 2016, OVER 40,000 PAIRS
TO KIDS IN OVER 78 COUNTRIES

HEALTH

Serious parasites and diseases get into the body through cuts and scrapes in bare feet.

Jiggers and other small bugs can eat at bare feet.

Walking on difficult terrain and sharp objects causes pain and injuries to bare feet.

Wearing shoes that do not fit causes issues with the normal growth of feet.

When kids have shoes to protect their feet - they are more healthy.

EDUCATION

Many countries have mandatory school uniforms that require shoes.

Often kids have to walk long distances to get to school.

With shoes - more kids can attend school more often.

CONFIDENCE

For many kids, this is their first pair of shoes.

For others, it is their first pair of shoes that fit.

Having your own pair of shoes that fit great boosts dignity and confidence.

Now the kids feel like they can do anything!



Because International is committed to producing The Shoe That Grows in the places where they are being used the most. We not only want to use our shoes to help kids - but we want to use the production to help people. It is exciting that our shoes can bring jobs and increased economy to a struggling area.

In 2016, we formalized a relationship with a local factory in Ethiopia. This factory is locally owned and operated. They are going to produce our shoes, and then we will have a small warehouse/distribution facility in Kenya. We have so many pairs of The Shoe That Grows go to countries in East Africa that this will be an incredible platform for both production and distribution.

We want to squeeze every ounce of impact out of The Shoe That Grows. We hope that in the next few years we can be producing our shoes in several world areas. And it is all began in 2016 with our production in Ethiopia.

OUR SUPPORTERS



We think that we have the best supporters in the world. Not sure if there is a contest to prove that. But if there was – our supporters would be right at the top!

In 2016, we were thrilled to receive donations from thousands of people from around the world. Whether it was a \$1 donation from a child or a large gift from a major donor – we could not do anything without our supporters. And we wouldn't want to. It is better to do this together.

2016 was a banner year for growth in the number of supporters and diversity of ways they were involved with our cause. We had over 200 groups start fundraising pages on our website. There were over 60 churches that used The Shoe That Grows as a VBS mission project. We received our first grant from a foundation. We have had dozens of volunteers help out at our office and many more assist us online. The dedication and passion of our supporters never ceases to amaze us.

We believe that every dollar makes a difference. We honor each and every scrap of effort and generosity given towards our cause. Our supporters really are the best in the world. And if you are one of them – thank you!

OUR TEAM

Because International is a small team, but we are mighty. Our five-person team leads our mission of practical compassion through The Shoe That Grows and future projects. There is nothing that our team cannot do.

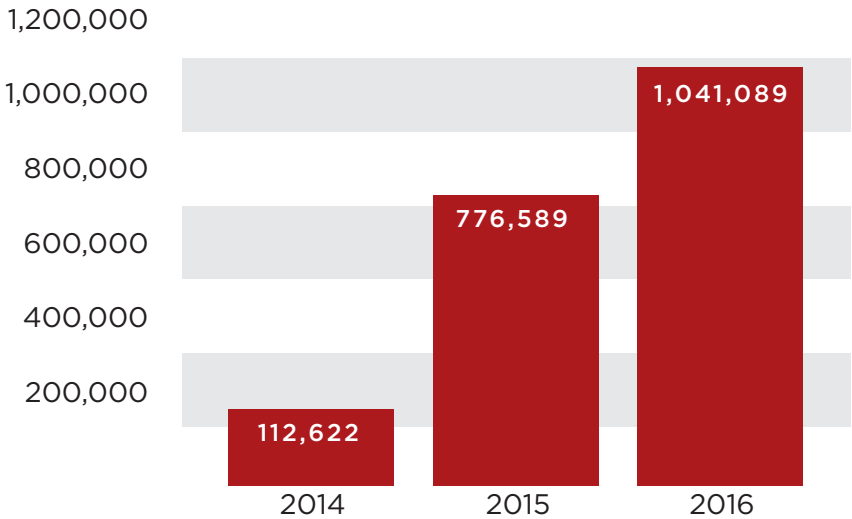
Andrew Kroes makes everything happen as our President. Our founder Kenton Lee loves sharing all of our stories and leading our fundraising efforts. Luke Goodman joined the team in the summer as our Director of Operations. He is a whiz with all things financial. Kayla Hetherington also began working with us in the summer as our Communication Coordinator. She does a little bit of everything and - most impressively - does it all extremely well. Finally, Trevor Lee works part-time as our Warehouse Manager when he is not attending class and studying at Boise State University.

Our team is committed to working with discipline, hustle, and passion. We believe in our cause. We are excited about what we are doing - and we work extremely hard to do it better and better. All of our success in 2016 only spurs our team on to tackle more challenges in 2017. Here we go!

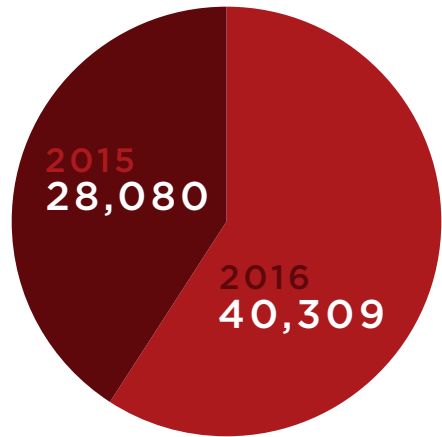


FINANCIALS

ANNUAL REVENUE



**ANNUAL
DISTRIBUTION
OF SHOES
68,389 TOTAL**



2015

**25 COUNTRIES
300 GROUPS**

2016

**78 COUNTRIES
489 GROUPS**



WHAT'S NEXT



?

We are not content to sit still. It is not in the nature of Because International. So even in the midst of a book sharing about the impact of 2016 – we are focused on “what’s next”.

Our goals for the future revolve around three things. First, we want to focus on our projects. We will improve upon the designs of The Shoe That Grows. And we will launch new products like the Better Bednet. Second, we will continue to work hard to produce our products in the places where they are being used the most. We will ramp up production in Ethiopia, and we will find a way to produce in Haiti, too. Third, we will begin to work with entrepreneurs in developing economies to help turn their ideas into products – and then turn those products into businesses. We are excited to come alongside entrepreneurs who are hoping to change the world.

Lots of incredible things coming up in our pipeline in the next months and years. You can say a lot of things about Because International, but you cannot say that we are boring. Here we go!



THANK
YOU

EVERYTHING IN THIS IMPACT REPORT IS POSSIBLE BECAUSE OF REGULAR PEOPLE COMING TOGETHER IN A SPIRIT OF PRACTICAL COMPASSION - TRULY BELIEVING THAT SMALL THINGS CAN MAKE A BIG DIFFERENCE.

WE WANT TO SAY "THANK YOU" FROM THE BOTTOM OF OUR HEARTS. YOUR SUPPORT MOTIVATES BECAUSE INTERNATIONAL TO GO HIGHER, FARTHER, DEEPER.

BRING ON 2017.



THE SHOE THAT GROWS



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