



NO SHOELESS KIDS

- BECAUSE INTERNATIONAL IMPACT REPORT 2017 -

Letter From The President

Dear friends,

It's amazing to think of how far our mission has come in the little over two years since our story was shared and our innovative little shoe started getting on the feet of thousands of kids in need. And it's all because of the support of our shoe distribution partners and donors who have made it all possible. Thanks for being part of our team and taking our mission to heart!

My story starts with me meeting a lifelong friend in second grade, a kid named Kenton Lee. After growing up together and graduating college, Kenton traveled for over a year and after returning he told me about his stay at an orphanage in Kenya and this crazy idea he had about making a growing shoe so the kids he met could always have a pair of shoes that fit. He told me about the nonprofit he was going to start and asked me to be a board member. Little did I know that years later, the shoe would be invented, the story would go viral, and I'd quit my career to team up with Kenton in our mission to get life-changing shoes to incredible kids.

What a year 2017 has been. With the help of our distribution partners, in 2017 alone over 60,000 children now have a new pair of shoes that will grow with them! In addition to blessing kids with shoes, we want to provide jobs in these same areas. We completed our first 10,000 pair order in Ethiopia with production plans moving forward in Kenya and Haiti as well. Bednet Buddy, our next project, will launch in early 2018. And instead of continuing to invent our own products, our commitment has shifted to those living in areas of need who have their own innovative ideas and solutions. Through our "Pursuit" program, we will come alongside locals to provide the support they need to make their own ideas a reality.

First and foremost, thank you for helping us in our mission to get life-changing shoes to incredible kids. Many of you have personally delivered and fitted shoes on children. And your financial support has meant that for every \$15, another child has been protected from disease and parasites, can be healthy and happy, run and play, and attend school more often. Your generosity and support have also allowed us to continue to develop the shoe, making it fit better, last longer, and function better than ever while keeping the cost for those distributing the shoes at \$15 per pair. Finally, thank you for investing in our team. Although our mission is to get long lasting shoes to as many kids as possible, we're not stopping there. Our team is relentless. We're working hard to set up international production, continually improve the shoe, launch Bednet Buddy, and develop "Pursuit".

If we haven't met, I'd love the chance to connect with you personally and share more. I'm so proud of our team, but I also think every day about the donors, supporters, and partners who make this all possible. We're simple people trying to do extraordinary work. Thanks again for being part of our team!



TABLE OF CONTENTS

Letter from the President	3
Highlight Timeline	7
Rebranding	9
Our Distribution Partners	11
Impact Stories	13
FUNdraising	15
Global Reach Map	17

Small Steps & Giant Leaps	18
2017 Pursuit	20
Team Trip	21
Bednet Buddy	22
Production	23
Your Team	25
Team Values	26
Letter from the Founder	29





PORT AU PRINCE, HAITI
Hope Home Orphanage

2017

A YEAR OF
AMAZING GROWTH
AND
INCREDIBLE STORIES

JANUARY

Goals are set and we are ready to kick-off 2017!

PORT-AU-PRINCE, HAITI

Hope Home Orphanage

FEBRUARY

2nd Annual Board of Directors Retreat held in Nampa, ID

MARCH

Bednet Buddy testing

APRIL

Awarded M. J. Murdock Charitable Trust Grant (see page 25 for impact)

Begin TSTG 2.0 shoe redesign-more functional, durable, and comfortable than ever

2nd annual Wear a Pair - 224 individuals and families participating

MAY

Most successful distributions month ever with 11,489 pairs sent

Met with factories in Haiti to start investigating production.

JUNE

VBS Programs and Partnerships Start

Won Classy Award

JULY

First 10,000 pair order placed in Ethiopia

AUGUST

Moved to new office headquarters in Nampa, Idaho and received 25,000 pair shipment

BrightVibes viral video came out- over 9M views

SEPTEMBER

New branding complete and new website launched

Surpassed 40,000 pairs distributed in 2017 and total pairs distributed in 2016

OCTOBER

Rwanda Trip for TNHF Accelerate Academy and mentored young entrepreneurs

Visited Kenya in search of new shoe production locations

Received final samples of TSTG 2.0 shoe redesign, began "fit" testing

NOVEMBER

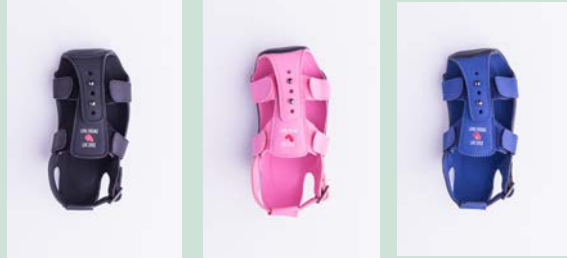
3rd Annual Board of Directors Retreat held in Nampa, ID

DECEMBER

First Ethiopia order completed

Celebrating our best year yet!

RE BRANDING



THE SHOE



THAT GROWS

In 2009, Because International developed and brought The Shoe That Grows to life. As The Shoe That Grows gains greater recognition, Because International worked to optimize the product brand for new opportunities through the 2017 re-branding efforts. The new logo is inspired by a visual of two shoes over-lapping and creating a heart-shape. This encompasses our goal to ultimately show love to those receiving our shoes.

The re-branding efforts represent a step into the future as we further expand globally. We want to be known as a non-profit that not only provides shoes for the shoe-less, but also a non-profit that creates a new, bright future for kids in poverty. We love these kids and we love our distribution partners. Along with the new logo launch, we introduced a new website, making it clean, fresh and easy to navigate.

Two Brands

Global poverty
rate 10.7%

1.5 billion people
suffer from soil-
transmitted disease
world-wide

300 million
without shoes

Same Focus



At Because International, our focus is to make things better by making better things. We seek to inspire innovation so that we can best serve those living in poverty. We believe that everyone deserves a chance to succeed. Together, we can make the world a better place, with the power of small things.

Mission: Our mission is to leverage innovation to make things better. We use the positive cycle of innovation to fight against the negative cycle of poverty.

Vision: We want to help create a world where people challenged by poverty have more chances to succeed through health, employment, and empowerment.

Purpose: To inspire innovation so that we can best serve those living in poverty.

There are amazing things that happen when a child has a pair of shoes. The simple gift of a pair of shoes creates a ripple-effect. With shoes, kids can be healthier, attend school more often, and be more confident. We aim to make the world a better place by starting simple- with a pair of shoes. Shoes help put kids in the best position to achieve their dreams.

Mission: We give life-changing shoes to incredible kids.

Vision: Until every kid, everywhere has a pair of shoes that fit.

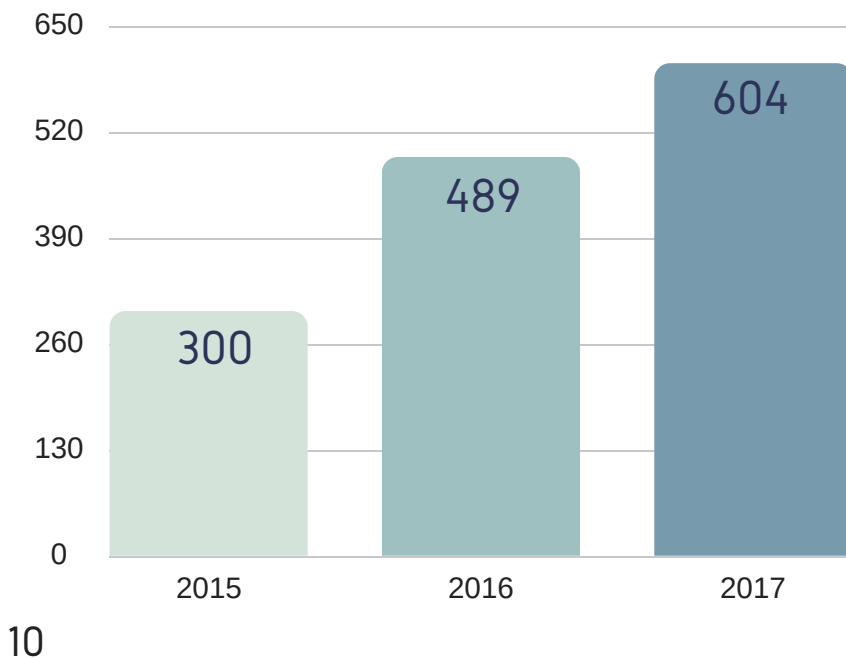
Purpose: To help kids live happier, healthier lives.



ZIMBABWE
Hands of Hope Africa

Our Distribution Partners

DISTRIBUTION PARTNERS



This year, we cultivated new relationships with individuals and organizations around the world. These non-profits and adventurous travelers lead our distribution efforts and made change possible. In 2017, we saw an increase in volume of shoes taken per trip. Our distribution partners carried The Shoe That Grows to all corners of the globe and reached thousands incredible kids.



"My name is John Ross and I've been leading teams to Zimbabwe to serve with orphaned children with Hands of Hope Africa. We partner with local churches and have purchased a home where the widows and parents from the local church will raise 10-12 orphans together as a family. We also have Feeding Centers and Transformation Centers throughout Zimbabwe. I was introduced to Kenton, who started The Shoe That Grows, through a mutual connection at Hear The Cry.

As Kenton and I met for coffee, he shared stories from TSTG [The Shoe That Grows] and his vision and heart for serving and helping those in need.

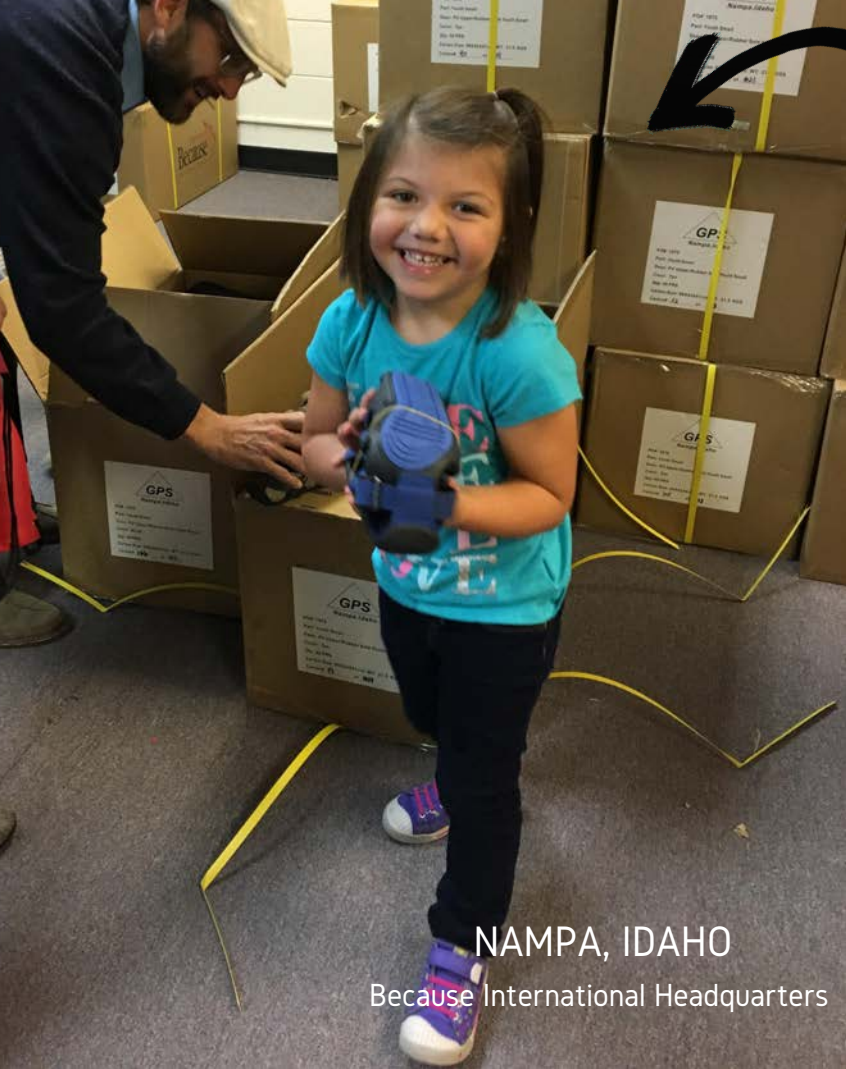
Our team of 18 from Portland, Oregon were in Zimbabwe to host a Skills Training Camp and a Vacation Bible School. Our trips are centered on building relationships and being a support and encouragement to those who are on the ground working and serving the day-to-day. We took over about 25 pairs this year to distribute to various homes and locations so that we can find the best uses and locations for them moving forward.

At one point, we were on a hike a couple of hours away from where we were staying and we ran into another group who had been traveling through Africa distributing shoes from TSTG as well. It's really incredible to see TSTG community and vision moving forward and partnering with organizations on the ground to serve those in need.

We often hear the stories of the kid who walks 10 miles a day to receive his or her meal for the day. But there's a difference from hearing a story and a statistic and visiting the child's home and walking that same path. Walking into a village void of resources and food. Walking at certain times of day to avoid lions. Walking into a hut with nothing more than a dirt floor. It's no longer a statistic, it's a brother and sister who could use a helping hand. And just like that meal can build a bridge and hope for a child's future, a pair of shoes can do exactly the same thing."

**"WE RAN INTO
ANOTHER GROUP
WHO HAD BEEN
TRAVELING
THROUGH AFRICA
DISTRIBUTING
SHOES FROM TSTG"**

- JOHN ROSS, THE SHOE THAT GROWS DISTRIBUTION PARTNER



NAMPA, IDAHO
Because International Headquarters

MEET GRETA

This energetic preschooler visited the Because International headquarters in October. For her 4th birthday, Greta asked friends and family to not give her presents. Instead, Greta encouraged everyone to donate to help send The Shoe That Grows to kids in need. Because of her compassionate heart, Greta was able to raise funds to give 70 kids a pair of shoes for kids in Puerto Vallarta.

THE PHELAN FAMILY

After watching a documentary on Sudan, which featured kids without shoes, the Phelan family got involved with Wear-a-Pair. Caitlin, who is eight years old, asked her parents how they could help. The kids (Caitlin and Connor) made a presentation and asked everyone they knew to donate to get The Shoe That Grows to kids in need. They raised over \$1,000 to donate 68 pairs!



FONTANA, CALIFORNIA
Phelan Family



BERTLETT, TENNESSEE
First Baptist Church

FAITH BAPTIST CHURCH

The awesome kids at Faith Baptist Church in Tennessee participated in The Shoe That Grows VBS Mission Project in summer. During their week-long Vacation Bible School, they learned about the need for shoes, tried on The Shoe That Grows themselves, and gave generously so that more kids could get a pair of shoes that fit! Their donation covered the cost of over 350 pairs of shoes for kids in need around the world!

MEET BETTY

Betty started with a goal to provide 675 pairs for students at a boarding school in Kibeho, Rwanda. Throughout the year, Betty shared the need for shoes and the stories of these incredible kids. Betty saw that the need was greater than her original target. Without hesitation, she changed her goal and has now raised almost \$12,000 for 795 pairs of shoes!



PUEBLO, COLORADO
Betty's Home



LEOGÂNE, HAITI
Momance School



KIPKAREN, KENYA
BEAM Kenya



NAMINA, MOZAMBIQUE
Associação Witxala



UGANDA
Buyamba Uganda



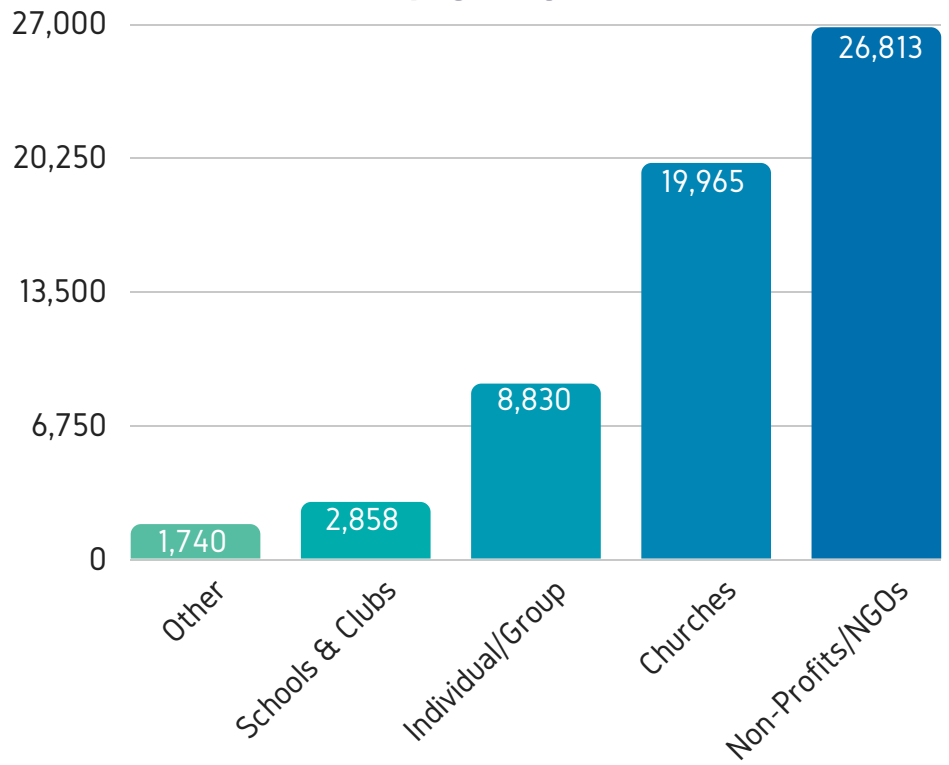
JORDAN
Carry the Future

Our most successful year of fundraising was boosted by our summer VBS Mission Project, with 142 churches participating.

Together, kids and supporters raised a total of \$199,358 and provided the funds for 13,290 pairs for kids all around the world!

We are so inspired by all of the groups and individuals who donated to send The Shoe That Grows to some incredible kids across the globe!

PAIRS DONATED



Online Fundraisers

477

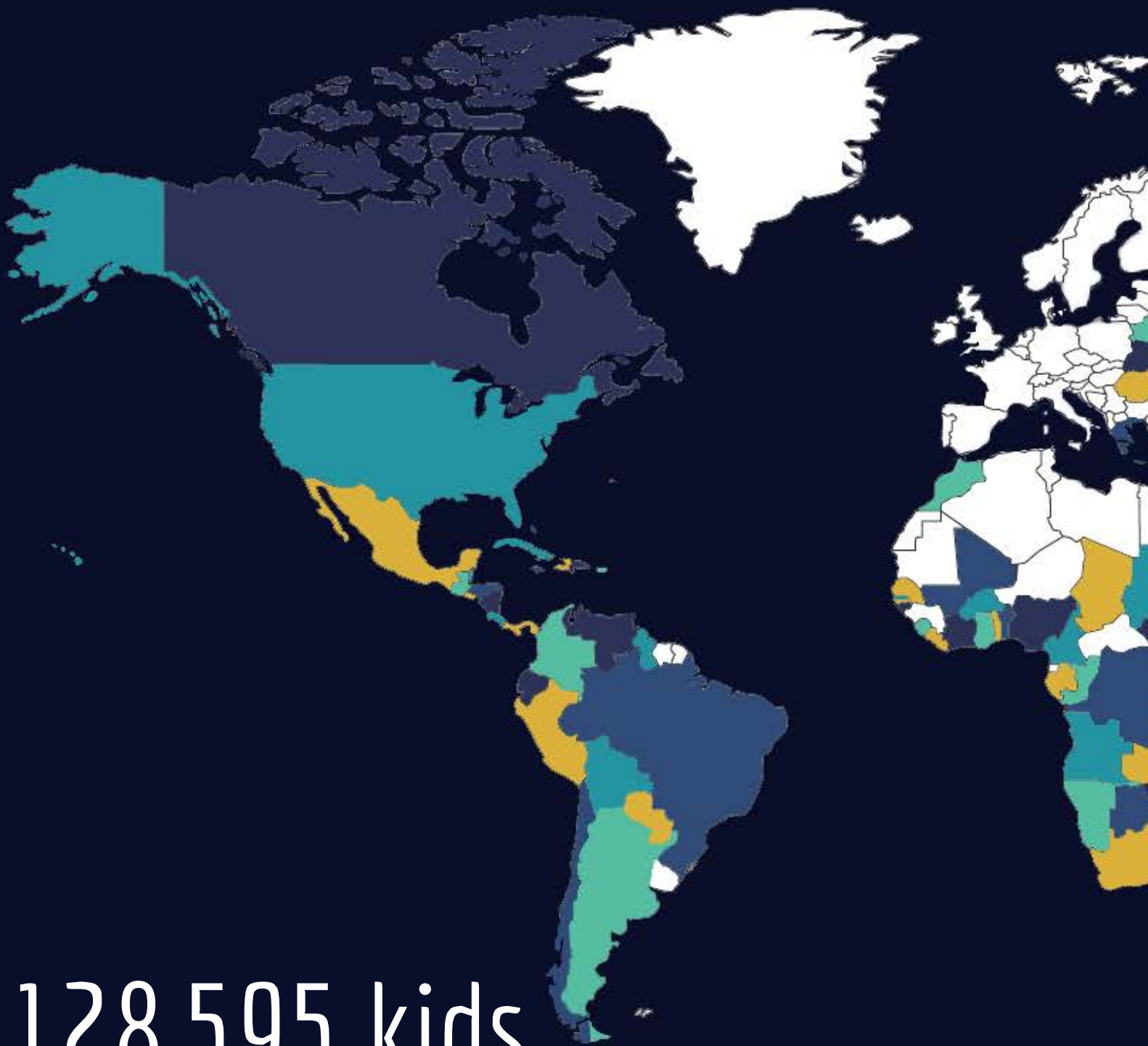


552%

Increase in funds raised from VBS Mission Project

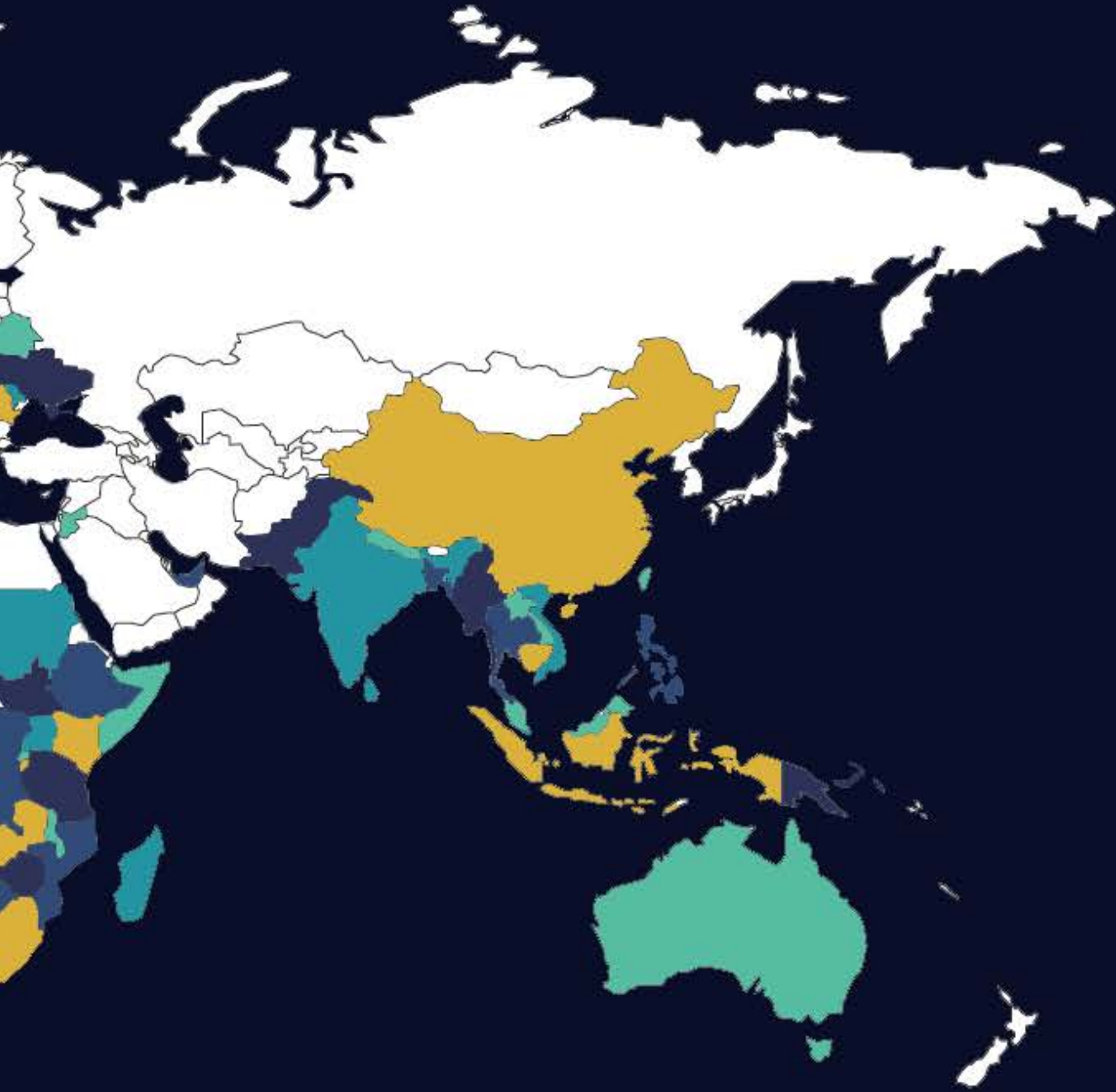
A YEAR OF SUCCESSFUL

FUNDraising



128,595 kids

94 Countries

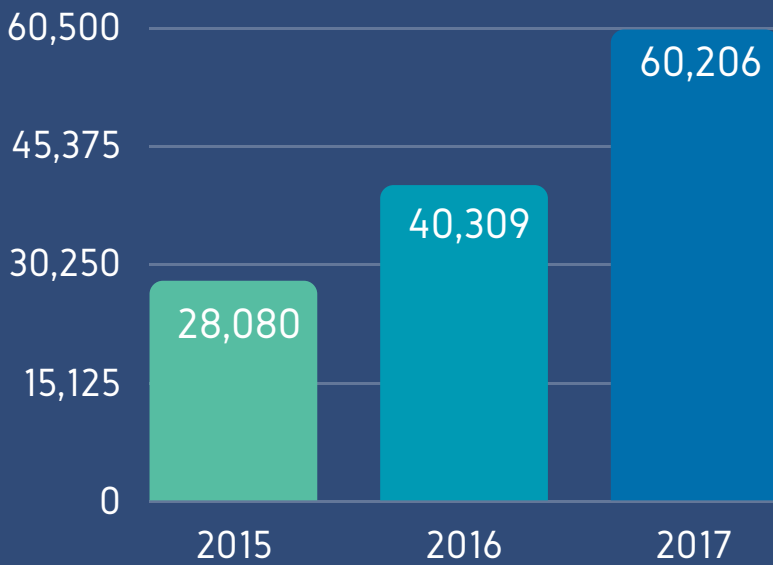


SMALL STEPS & GIANT LEAPS

IMPACT

2017

ANNUAL DISTRIBUTION OF SHOES



YEAR OVER YEAR INCREASE

49%

TOTAL

128,595

PAIRS

TOTAL DONORS

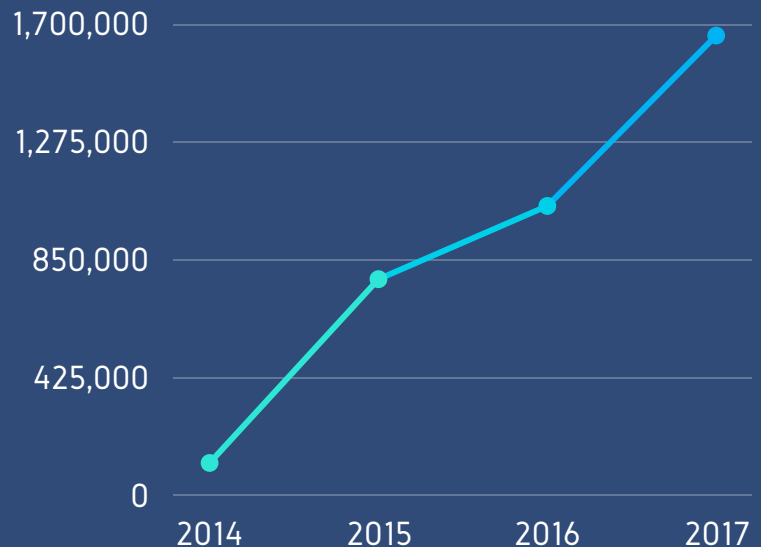
6,257

AMAZING PEOPLE WHO MADE POSITIVE CHANGE POSSIBLE IN 2017

YEAR OVER YEAR INCREASE

32%

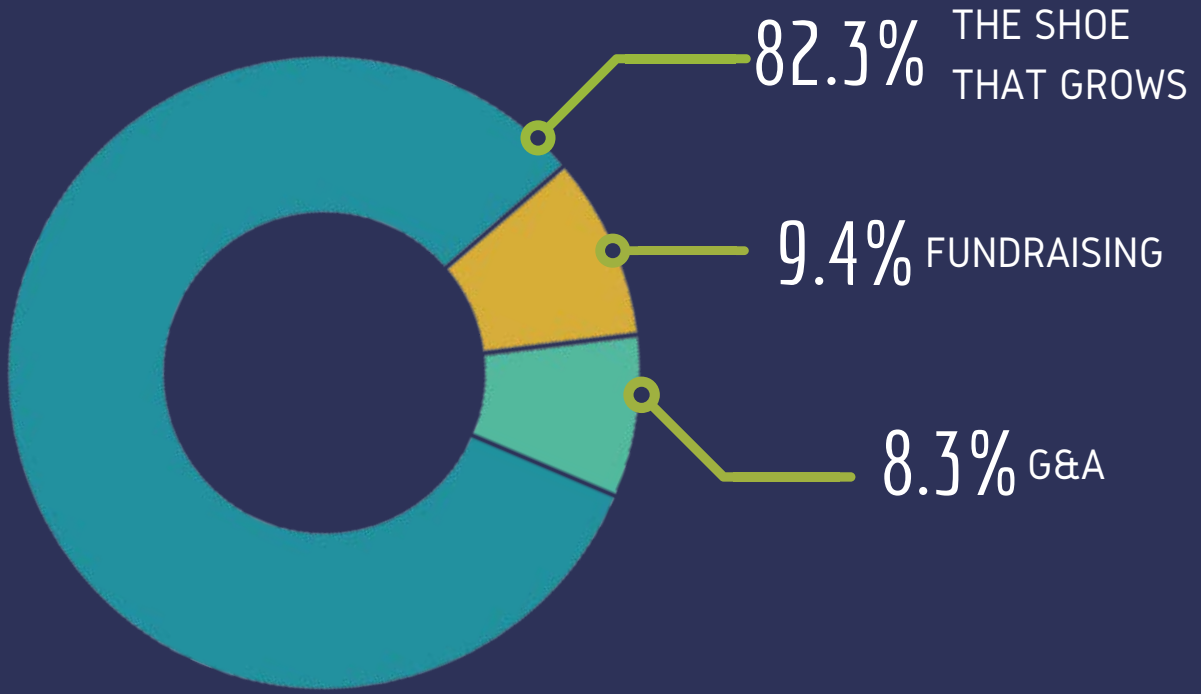
ANNUAL REVENUE



TOTAL

\$1,656,630

THE IMPACT OF YOUR DOLLAR



PORT AU PRINCE, HAITI
Hope Home Orphanage

2017 PURSUIT

We often ask ourselves the question, what if a local Kenyan had the idea for The Shoe That Grows instead of Kenton? We know how difficult it was to make the idea a reality in the US even with all the resources available to us. But we believe that everybody deserves a chance, and that there are many entrepreneurs around the world that just need an opportunity to bring about tremendous change in their communities with their ideas. We want to provide these opportunities where we can, and share our knowledge, experience, and capital to help push these ideas forward.

Our first initiative towards this began in October when two from our team attended an Accelerate Summit in Rwanda hosted by Portland nonprofit These Numbers Have Faces. Approximately 120 Rwandan entrepreneurs with new businesses attended a 3 day crash course business school program put on by a series of lectures and then broken into small groups led by a US and Rwandan coach. After the 3 days was up, the top 40 were selected to be part of an 8 month program led by These Numbers Have Faces, where they will be given training and mentorship to develop their businesses further. At the conclusion, they will pitch their businesses to investors and about 10 will receive funding to take their business to the next level. We participated by giving a lecture to the group and fulfilling two US coach roles. This was an incredible experience and gave us many ideas for how we can pursue this directive in 2018!



“THE KIDS HAD A LOT OF FUN PICKING OUT THEIR SHOES, CHOOSING THE COLOR, CHECKING THE SIZE, COMPARING THEIR SHOES TO THE PERSON NEXT TO THEM, LEARNING HOW TO ADJUST THEM. IT WAS A LOT OF FUN FOR THE KIDS TO RECEIVE THE SHOES.”

-LIZ SCHANDORFF

HOPE HOME
ORPHANAGE
PORT-AU-PRINCE,
HAITI



Haiti Team Trip

In May, the Because International Team and a videographer flew to Haiti with four duffel bags of shoes. Our goals were to investigate a production opportunity as well as distribute The Shoe That Grows to kids at an orphanage in Port-au-Prince and a school in Jacmel. We experienced, first hand what a shoe distribution is like, and we were able to capture the moments of joy that came with the kids receiving their new pair of The Shoe That Grows.

Since Haiti is one of our top countries where our shoes are distributed, we wanted to look into possible opportunities to manufacture our shoes and create jobs local. Two members from the Because Team spent time visiting with government officials, lawyers, business people, and a couple factories to pursue this idea further. Overall, it was a very informative and productive time, and hopefully the relationships we made can be developed into full scale production in Haiti in the future.



BEDNET BUDDY

We hope to make Bednet Buddy the most practical and fun bed net available to children in areas of high risk for malaria. No child should ever have to sleep without a bed net and be at risk of malaria, whether they sleep inside or outside. The free-standing nature of Bednet Buddy allows children more options on where they can sleep, and the fun prints help promote usage by encouraging children to actually use their bed net. Both are problems with traditional bed nets that we believe Bednet Buddy can solve.

Having finalized the first prototype at the end of 2016, we made a push in 2017 to conduct testing and gather feedback on the design and effectiveness of Bednet Buddy. We sent out Bednet Buddies to a variety of organizations working with children in malaria-prone countries, as well as two larger scale tests in Uganda and Cameroon. In Uganda, we partnered with Eddie, a Ugandan local, who is helping teach members of his community how to develop sustainable incomes. Eddie helped facilitate testing in the small village of Mpigi, where we handed out Bednet Buddies to six families and asked them to provide periodic feedback. In Cameroon, we collaborated with global NGO Malaria No More, whose mission is to completely eradicate malaria. Malaria No More took our last four prototypes and conducted a formal pilot test with four families in rural Ebebda, Cameroon. We received tremendous feedback and learned a great deal from the tests, and we used that information to modify the design to create a final sample of Bednet Buddy.



Through the testing process, we were surprised and pleased to hear all the different ways Bednet Buddy was being used. In addition to a child sleeping in it at night, we also received happy comments from parents who took their Bednet Buddy with them to the fields, allowing their child to be protected from insects while they worked, rather than just lying unprotected on a blanket. Children were able to be protected when they slept outside during the hot summer, where it is too hot to sleep inside the house, and we even heard of a child using Bednet Buddy at an overcrowded hospital, where there was no room for her to sleep inside.

We are thrilled to concentrate efforts in 2018 to make an official launch of Bednet Buddy and get it handed out to as many children in need as possible!



ADDIS ABABA, ETHIOPIA
Anbessa Factory

GOAL:
PRODUCE
SHOES IN THE
AREAS WHERE
THEY ARE
NEEDED MOST.

HAITI

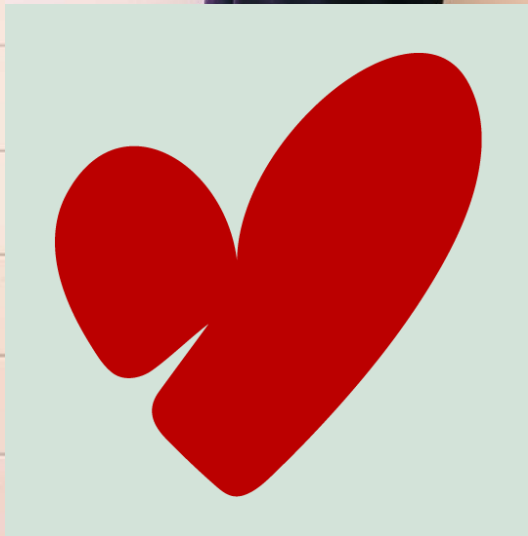
ETHIOPIA

KENYA

PRODUCTION

We are constantly looking to squeeze every ounce of impact out of The Shoe That Grows, and the next logical progression is to create jobs locally where these shoes are most commonly being distributed. In 2016, we began the factory search, and through a partnership with a Portland, Oregon-based shoe company that focuses on production in Africa, we were introduced to a factory in Ethiopia. Then we began the tedious but necessary process required before making a first purchase order. We learned a tremendous deal from this experience, and after more than a year, we are extremely pleased to have completed our first order in Africa in 2017.

But we did not want to stop there! We have been on the lookout for other strategic partnerships with factories in areas where high concentrations of our shoes are distributed. Haiti and Kenya are also ideal countries we'd like to manufacture our shoes in, so 2017 was a year of searching and vetting for factories in these countries. We visited factories in Haiti in April, and in Kenya in October, and we hope to continue developing these relationships in 2018.



Your Because International Team

2017 marked a year of AMAZING growth for shoe distribution, revenue, and our team! It was so good, we outgrew our building! We are at a new location with more room for greater expansion in the future.

The year started with a solid team of 4: Kenton, Andrew, Luke and Kayla. The team stayed focused on getting as many shoes out as possible. Our founder, Kenton Lee, lead fundraising efforts and traveled to share our story with people from all around the world. President, Andrew Kroes, made Because International soar as he lead efforts for extreme advances for The Shoe That Grows. Luke Goodman, Director of Operations, and lover of Excel spreadsheets, kept our finances in check and worked on our growing project, the BedNet Buddy. Kayla, our Impact Coordinator, worked closely with the awesome groups and individuals that support our cause and managed our big campaigns- VBS and Wear-a-Pair.

Has 4 New Members

Because International welcomed Rev. Dr. Nathan Roskam as the Director of Development upon the award of a three year grant from the M. J. Murdock Foundation. Nathan is full of vibrant energy and has a sincere passion for creating and developing relationships with our donors. McKenzie Buuck joined the team as our Marketing Coordinator, she is devoted to taking our marketing efforts to new heights. Logan Freiburghaus, our Partnerships Coordinator, has a genuine heart for helping those in need, and has advanced our relationships with groups and non-profits around the world. Oscar Diaz came on as the new, "Make Stuff Happen Coordinator," yes, he makes stuff happen. Oscar is extremely capable and diverse in in his many skills, ¿hablas español? Oscar is your guy!

Your team of eight is excited for 2018!

“OUR CULTURE HAS BEEN FORMED AND SHAPED BY THE PERSONALITIES AND VALUES OF OUR FOUNDING TEAM. WE’RE EXCITED TO WRITE THESE DOWN AND PRESERVE THEM AS THE TEAM CONTINUES TO GROW.”

- ANDREW KROES,
PRESIDENT

This year, as Because International has experienced AMAZING growth. We thought it was time to solidify our team values. Our team has a true passion for helping incredible kids around the world get shoes. With that passion foremost in our minds, we have begun to develop our company culture. These are the values that we will carry as we sprint into the future of possibilities.

OUR TEAM VALUES



BE HUMBLE

Our origins are from humble Nampa, Idaho. We are simple people trying to do extraordinary work.

HUSTLE

Work smarter, not longer. But work when needed. Squeeze every bit of impact out of the opportunities we have.

CHASE THE IDEAL

There is always a better way. We may not be able to do it today, but we'll work toward it. And when we achieve it, we'll find a way to do it better again.

STAY ORGANIZED

Incorporate systems and processes that make sure no person or priority slips through the cracks.

DELIVER THE UNEXPECTED

WOW our supporters, other team members, and ultimately the children we serve through an incredible experience, delivered by you.

DEVELOP SOMEONE ELSE

Whether it's a donor, potential supporter, coworker or someone else, take the opportunity every day to build up someone else and celebrate with them as they succeed.

ACT LIKE AN OWNER

There are no actual owners, we're a nonprofit! So we are all owners in our mission. This is your organization.

LEARN SOMETHING NEW
EVERY DAY

We want to continually grow the impact of the organization and therefore the impact of every member of the team. Look for something new to learn each day.

TRY

We're simple people solving complex problems because we are willing to try. If you aren't failing, you aren't trying.

HAVE FUN AND BE YOURSELF

Embrace your inner quirkiness and be yourself. And in case you aren't having enough fun working, take some time to have fun.



NAMPA, IDAHO
Because International Headquarters

Letter From the Founder

As I write this, it is October 2017. I cannot help but think that three years ago we received our very first shipment of 3,000 pairs of The Shoe That Grows. My wife and five month old son were there to help put the boxes into our guest bedroom (I was not even there - I was out of town!). It had taken six years to create our shoes, and that batch was the first time that we a real pair of growing shoes to give to kids in need.

It is unbelievable to me to see where are today.

From that first batch of 3,000 pairs - we have now distributed over 100,000 pairs of The Shoe That Grows to kids in over 90 countries. We have worked with over 800 distribution partners. And 2017 was the best year that we ever had.

Things have changed a lot since we operated Because International out of my guest bedroom. Our team grew this year to eight full-time staff who are incredible. We continue to improve the design and durability of The Shoe That Grows. We are ready to launch our second project Bednet Buddy. And we have committed to helping entrepreneurs around the world turn their ideas into reality through our coaching and funding.

As I reflect on 2017 and the past three years since we received our first batch of shoes, there are two things that keep coming back to me. First, the positive cycle of innovation has the power to fight the negative cycle of poverty. Even if it is a small thing like a pair of shoes - there is power in small things. Ideas. Execution. Production. Innovation is a powerful form of very practical compassion. We are more dedicated to our mission now than ever before.

Second, I am humbled and amazed by the support we receive from kids, teenagers, adults, older adults, and everyone in between all around the world. We cannot do this without YOU. Thank you for making 2017 a year of incredible impact. Thank you for partnering with us to change the world - one small act at a time.

Let's keep it going for 2018 and beyond. And let's continue to do it together.

-KENTON LEE, THE FOUNDER GUY

THE SHOE THAT GROWS
Version 3.2



THE SHOE
THAT GROWS