

Crave  
A WORLD  
OF GOOD™







# Redefining A Social Enterprise



## Community

We created **our own 501c3 to give back to our communities** through nonprofit partnerships and invite our employees, retailers and consumers to **join us to do good together!**



## Sourcing

Quality means more than just peak season deliciousness—we ensure that the people who grow our ingredients are treated and paid fairly, too.



## Environment

Our products are **Plastic Neutral Certified**—for every pound of plastic we use in our products, one pound of plastic will be removed from our waterways.

**6,627**  
**PEOPLE HAVE**  
**PLEDGED TO**  
**DO GOOD IN**  
**2023**

Small acts of kindness can have a big impact, creating a ripple effect of good deeds. It is GoodPop's pledge to create every day good by giving back to our communities through our nonprofit partners.

Our Pledge Good counter is spreading a whole lot of good! Take a look at some of the thoughtful pledges that have been submitted:

- fostering animals from a local shelter
- donating books to libraries
- starting a community compost pile
- donating unworn clothes
- taking a family member to a doctors appointment
- sharing extra food with roommates or neighbors
- posting a review for local business,
- calling a friend to check in with them





Supporting Equity and Inclusion



Helping Animal Find Homes



Nurturing a Healthy Environment



Ending Hunger in America





**Brighter Bites provides schools across 12 cities nationwide fresh produce and nutrition education to support the fight against hunger in the communities that need it most.**

Alongside a monetary donation, GoodPop employees participated in packaging 200+ produce boxes in Austin, Texas during the summer - one of the hungriest times of year. GoodPop also donated 3,000 Texas watermelons from GoodPop's own supply chain - the same great tasting watermelons that go into our Watermelon Agave pops!





**We became a Best Friends Animal Society national partner, funding life-saving services for adoptable pets across the US.**

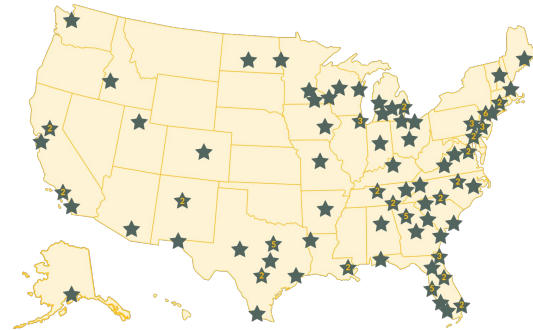
In March, GoodPop covered adoption fees for 15 pets in LA at their NKLA Life Saving Center. In August, GoodPop hosted a pop up event at the Bentonville BFAS Life Saving Center covering adoption fees, vaccinations and microchips while handing out pops to all! We served over 30 animals and provided 70+ services through the day.





Together with the Mighty Millie Foundation we served 100 childhood cancer centers across 34 states with GoodPop Organic Freezer Pops!

Over the last 3 years, we have served 90,000 pops! Creating small moments of big joy wherever childhood cancer treatment is ongoing.







**THANKS FOR  
DOING GOOD!**

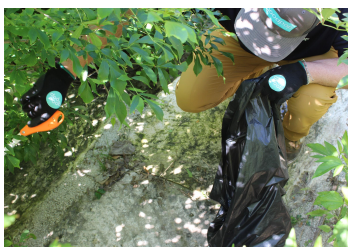
**#GOODDEEDSDAY**

## In 2023, GoodPop led Good Deeds Day in the USA in a BIG way!

Good Deeds Day is a global movement of people who are dedicated to doing good. Since 2007, millions of people and thousands of organizations from 115 countries unite annually to volunteer and #DoGood.

Not only did we do our own good in ATX, we also recruited brand partners across the US as City Sponsors, sparking good in their communities

**13** CITIES   **12** PARTNERS   **24** ACTIVITIES   **1,000+** VOLUNTEERS



The **Cleveland Kitchen** team worked at the **Cleveland Food Bank** packing shelf stable boxes of food, successfully packing **12 pallets** and **400 lbs of food**.

**Mighty Millie Foundation** provided GoodPops to **250 race participants** at the **Race to Cure Sarcoma** and donated pops to the **Atlanta Ronald McDonald House**.

**MUSH** volunteered to clean up a **neighborhood in the South Side of Chicago** that is home to a large group of foster families within the **Chicago foster care network**.

**4ocean** crew, family and friends cleaned up the mangrove forest along the **Intracoastal Waterway** at Spanish River Park in Boca Raton, FL and removed **119 pounds of trash and plastic**.

**Chobani** prepared **52 planting beds** and **30 pots** at the **Hell's Kitchen Farm Projects** rooftop farm, preparing the farm for the upcoming season, which will grow between **400-500 pounds of produce** for the food pantry a few stories below.





## COMMUNITY

### GoodPop volunteered together as a team and donated to nonprofits of their choice through the Employee Giveback Program.

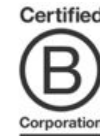
The Employee Giveback Programs allots \$1000 to each employee for a donation. In 2023, we donated to 40 different nonprofits across 6 giving categories!





## GoodPop sourced ingredients globally to ensure quality and freshness of our products with respect to people and planet

Knowing that certain ingredients (like vanilla, coconut milk and cacao for example) can be associated with poor working conditions and unfair wages, we only seek out suppliers that are fair trade and enforce a Supplier Code of Conduct. This ensures we are sourcing in respect to the people who grow and process our ingredients and that they are getting paid and treated fairly, boosting their local economy.





## In 2023, we sourced over 56,000 lbs of Magdalena River Mangos from Columbia.

We specifically chose our Columbian mango supplier not only for their great tasting product but because we want to support their efforts to employ refugees in their facilities. They have been employing Venezuelan refugees, offering them stability and an opportunity to establish a new life in a new country. By buying GoodPop's Mango No Sugar Added Pop a consumer can make a direct tie to supporting refugees at the source!







## SUSTAINABILITY



**We have committed to clean up over 500,000 pounds of plastic by the end of 2024 and cleaned up 250,000 lbs in 2023 already.**

GoodPop partnered with 4ocean to become the first food brand that is Plastic Neutral Product Certified – for every pound of plastic GoodPop uses in its products, one pound of plastic will be cleaned up from the oceans.

Our partnership with 4ocean allows GoodPop to be proactive now but it is only the beginning of what we hope to achieve. We are actively researching better options to replace our plastic wrappers with home compostable wrappers. In addition, GoodPop is measuring its 2023 carbon footprint to better understand the impact on the environment and make improvements in our supply chain.



The GoodPop team also joined the 4ocean team for a beach and waterways clean up in April and June in Boca Raton, FL recovering 300+ pounds of plastic





# Thank You!

