



TOMS Company Overview

The TOMS Story

In 2006, American traveler Blake Mycoskie befriended children in a village in Argentina and found they had no shoes to protect their feet. Wanting to help, he created TOMS, a company that would match every pair of shoes purchased with a pair of new shoes given to a child in need. One for One®.

Realizing that the One for One model could serve other global needs, Blake launched TOMS Eyewear in 2011 to help restore sight to a person in need with every purchase of sunglasses and optical frames. In 2014, TOMS Roasting Co. launched with the mission to provide jobs and clean water to developing countries with the purchase of premium coffee.

TOMS is in business to help improve lives. We identify global needs and create products to help address them. This simple idea is what makes us more than a company - we're a movement that's continually evolving.

We've given 10 million pairs of new shoes to children in need, teaching us 10 million lessons.

Since 2006, people like you have helped us achieve this amazing accomplishment - and it's leading to bigger, better things! We've evolved our giving to include different types of Giving Shoes based on terrain and season and have helped create local jobs by producing shoes in countries where we give. All of TOMS Shoes are given to children through humanitarian organizations who incorporate shoes into their community development programs.





200,000 people have had their sight restored through purchases of TOMS Eyewear since 2011.

We give sight in over 10 countries, providing prescription glasses, medical treatment and/or sight-saving surgery with each purchase of eyewear. Not only does a purchase help restore sight, it supports sustainable community-based eye care programs, helps create professional jobs (often for young women), and provides basic eye care training to local health volunteers and teachers.

“Over the years, we’ve seen one consistent need in almost everywhere we give: lack of clean drinking water.”
- Blake Mycoskie

In 2014, TOMS Roasting Company launched with the mission to give clean water back to the countries we source our premium, single-origin coffee beans. Partnering with Water For People, we provide one week of clean water to a person in need with each bag of coffee purchased. TOMS Roasting Co. supports long-term water solutions that are community-owned, ensuring that communities have access to safe water for generations.

We realized that the movement had grown bigger than us. That’s why we launched The Marketplace.

We believe that commerce can be about more than just profits. We brought over 30 socially conscious brands together on TOMS.com, providing a platform to help them succeed. With hundreds of items to choose from, TOMS offers customers the opportunity to shop by the cause and region they wish to help.

Awards and recognition

In 2007, TOMS was honored with the prestigious People’s Design Award from the Smithsonian’s Cooper-Hewitt, National Design Museum. Two years later, Blake and TOMS received an Award for Corporate Excellence (ACE) from Secretary of State Hillary Clinton, recognizing our commitment to corporate social responsibility, innovation, exemplary practices and democratic values worldwide. In 2010, TOMS was named Footwear News’ Brand of the Year.