



a year for
kindness

2020
IMPACT REPORT

a look inside

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Dear KIND Community,

We are excited to share with you our first-ever KIND Impact Report, giving you an inside look at our collective impact in 2020. With your support, we furthered our mission to create a kinder and healthier world. We brought our KIND Promise – of crafting foods that lead with a nutrient-dense ingredient – into new categories and countries. And we increased our focus on breaking down barriers to create more inclusive and empathetic communities.

While I am personally proud of **WHAT** we have accomplished, I am even prouder of **HOW** we did it. The stories inside this report are a testament to our team’s and community’s resilience, integrity and commitment to modeling the values we want to see in society.

Together, we tackled a challenging year with empathy, nuanced critical thinking and respect for one another regardless of our differences.

I look forward to all that we will achieve together as we continue on our journey to build the world’s foremost health and wellness platform.

Warmest,
Daniel Lubetzky
KIND Founder

“Together, we tackled a challenging year with empathy, nuanced critical thinking and respect for one another regardless of our differences.”



nice to
meet you,
we're KIND

OUR MISSION

create a kinder and healthier world —
one act, one snack at a time

our ingredients

We believe you shouldn't have to compromise between health and taste. Our family of over 100 snacks all lead with a nutrient-dense first ingredient – such as nuts, whole grains or fruit – and are not made with genetically engineered ingredients, sugar alcohols or artificial sweeteners. **That's the KIND Promise.**



our values



our foundation

We established The KIND Foundation, a separate 501(c)(3) non-profit organization, in 2016 to deepen our impact of fostering kinder, more empathetic communities. From supporting frontline workers to sparking connections between students across the globe, the mission is brought to life through a variety of programs that bring communities together. Our approach is to create and invest in initiatives that will have scalable, lasting impact.

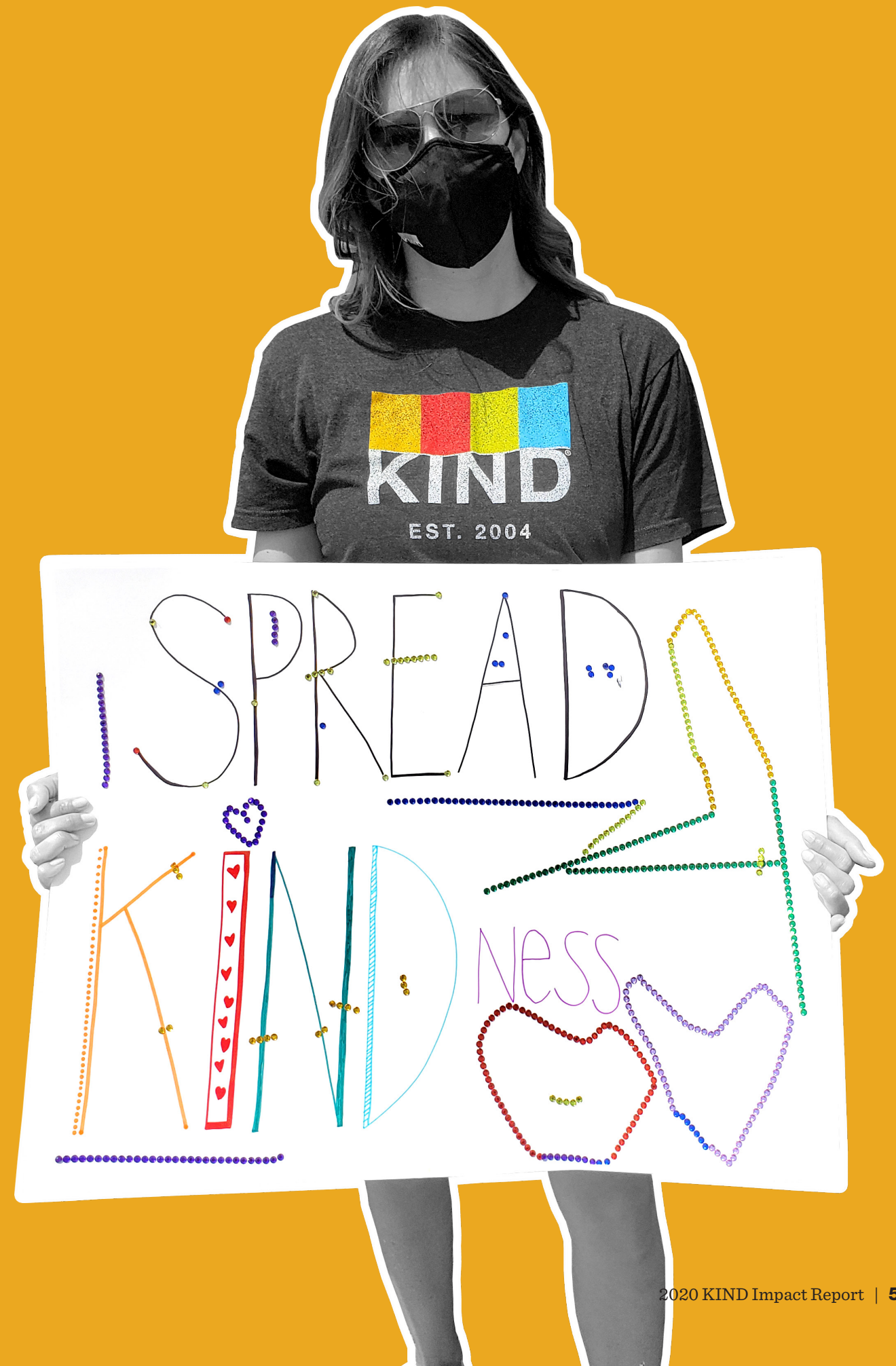


**in a
challenging year**

defined by the COVID-19
pandemic and the movement
for racial equality

**KIND
teammates
rallied**

to support each other
and our communities



When the COVID-19 pandemic began, we leaned into what we know best – the importance of nutritious food and the value of kindness



delivering resources to the frontline

Frontline workers leading the COVID-19 response are risking their lives to keep us safe. The KIND Foundation launched **Frontline Impact Project** in the U.S., a platform mobilizing companies to direct donations to frontline institutions in need.

FRONTLINE IMPACT
PROJECT

1.1
million+
frontline workers
reached

5.8
million+
products donated

60+
partner
companies

“Your donation nourished our bodies so that we could continue to fight on the frontlines.”

- A Registered Dietitian at Mercy Catholic Medical Center, *Mercy Philadelphia Campus*

SOME OF OUR PARTNERS

Justin's

hint
water

purely
elizabeth.

ESTÉE LAUDER

MARY KAY

WORLD CUISINE
SAFFRON
ROAD

La COLOMBE
COFFEE

RISE
BREWING CO.

approaching mental health with kindness

After losing his father to suicide as a teenager, Harry Corin has found purpose in creating supportive spaces to speak about mental health. Amid the early days of the pandemic, Harry recognized the impact that the stress and isolation would have on mental health. He started hosting talks for his KIND colleagues, creating a safe place for team members to get mental health information, support and wellness tips.

We created a series on mental health and kindness and offered it to our customers and their employees, drawing 1,500 participants over the course of 15 talks.

“We’re a brand that believes in the power of kindness and kind acts for others,” said Harry. “Through these conversations, we can have a big impact.”

“We’re a brand that believes in the power of kindness and kind acts for others.”

When the Mental Health Foundation designated kindness as the theme for Mental Health Awareness Week in May, our UK team was inspired to expand the reach of Harry’s talks.



Harry Corin,
*Mental Health &
Projects Manager*
at KIND



Blair Hiram
*Digital & Social Content Development
Manager at KIND*

team member spotlight: Blair Hiram

While many of us worked from home in 2020, team members united in incredible ways to keep the camaraderie of our team going strong. For Blair Hiram and those who know her, creating ways to connect with her team was a natural role to play. “I wanted to bring us together and get some laughs in. It gave me purpose at a time when everything was uncertain.”

Blair organized a series of virtual events for her teammates, including comedy shows, Pilates classes and a tour of an animal sanctuary. She also looked for ways to support people who have been out of work during the pandemic, like organizing a mixology class with a bartender from New York City.

Blair’s events brought joy to so many team members and connected us at a time when we needed it most. Through this work, she saw the spirit of KIND shine through. “I think our culture has become even stronger since we’ve been virtual. It has strengthened our bond as we go through this big challenge together.”

CREATING SPACE FOR WELLNESS AND CONNECTION

Across cities and time zones, teammates around the world came together for a virtual Wellness Week during the early days of the global pandemic. From martial arts training to cooking workshops, activities promoted movement, mindfulness and connection. The success of the first Wellness Week in May inspired a bigger activation in September.

Racism has no place in our world and no place within KIND



In the spring of 2020, the tragic killings of George Floyd, Breonna Taylor and Ahmaud Arbery sparked a national conversation about racial inequity and injustice. We affirmed our long-standing commitment to foster empathy and kindness to ensure that we all recognize our shared humanity and nurture a culture of authentic respect toward all.



The Diversity, Equity & Inclusion Action Team is championing this critical work at KIND. Through their steadfast leadership, we are working to make positive and constructive change for the long term.

SOME OF THE STEPS WE TOOK IN 2020

Hosted several Community Conversations, establishing a safe forum for KIND team members to share in dialogue about racial prejudice and bias. Launched “Partnering for Perspective” for teammates to both learn from others and share their point of view on various topics, like a session on the history of voting rights in partnership with the American Civil Liberties Union.

Committed to acts of solidarity on Juneteenth. Some team members marched for racial justice, while over 90 team members participated in a film screening and discussion centered around racial understanding and perspective building.

Completed Unconscious Bias Workshops. Team members learned how biases might show up at work and the importance of actively creating an inclusive environment. We committed to developing personal action plans to combat bias through continued education and empowerment.

Adopted two Historically Black Colleges and Universities to help further support and provide opportunities for tomorrow’s changemakers. Through this program, we have committed to fund over \$100,000 in student scholarships and create a program that offers students opportunities for internships, career coaching and networking with industry leaders.

team member spotlight: Nia Mack Rodney

When Nia Mack Rodney joined our DEI Action Team, she was in search of the right platform to do her part in service of the Black community. “I remember feeling personally overwhelmed. Joining the DEI Action Team, I realized this is how I can make a difference – more than I could if I was marching in the streets.”

Nia has been integral to a number of DEI Action Team programs launched in 2020 to increase engagement around diversity, inclusivity and belonging at KIND. This includes both racial justice initiatives and programs around the value of voting. And the work in 2020 is just the start.

“The DEI team is focused on expansion – we may have formed in response to Black team members and our emotions in the wake of the deaths of George Floyd, Breonna Taylor and Ahmaud Arbery, but the team is committed to going far beyond our current work.

“I’m proud of how our company has recognized where we can do better.”

We have matured and evolved in our approach to DEI to be the best KIND we can be. Incorporating this into our culture will have incredible impact on people and business going forward.”

Nia Mack Rodney,
*Senior Shopper
Marketing Manager
at KIND*



encouraging engagement in the 2020 U.S. election

Voter Action Portal:

The DEI Action Team developed a portal for team members to share information, resources and support for voting and volunteering at the polls.

Civic Alliance:

We joined a group of non-partisan businesses working together to build a future where everyone participates in shaping our country.



Leadership Now Project Commitment:

KIND founder Daniel Lubetzky joined business leaders in pledging to ensure election integrity amid the COVID-19 crisis.



Time to Vote Movement:

We participated in the business-led initiative for the second year, setting dedicated time and enhanced flexibility for team members to vote before and on Election Day.



The Frontline of Democracy:

During the U.S. election, The KIND Foundation extended the reach of *Frontline Impact Project*, partnering with local election boards and 11 companies to donate more than 120,000 items to election workers. KIND also donated over 1 million bars and participated in the Pizza to the Polls initiative to feed Americans waiting in line to cast their vote.





Nutrition Facts
Serving Size 1 container (230g)
Amount Per Serving
Calories 100
Total Fat 2g
Sodium 100mg
Total Carbohydrate 20g
Dietary Fiber 2g
Sugars 10g
Protein 2g

ALLE
PLEASE LET THE
@PIZZA TO THE POLLS

VOTING STATIONS?

this was a year that called for **kindness**



THROUGHOUT 2020, OUR MISSION HAS NEVER BEEN MORE IMPORTANT:

**create a kinder and
healthier world – one act,
one snack at a time**

**kinder to
our bodies**

**kinder to our
communities**

**kinder to
our planet**

kinder to our bodies

by 2025, we will add more than 2 billion servings of nutrient-dense foods to people's diets



KINDER TO OUR BODIES: 2020 IMPACT

disrupting new categories with healthy snacking

Our products are central to the KIND mission to create a healthier world. We entered several new snack categories in 2020, marking our biggest year of innovation to date. KIND® is now in over eight grocery store aisles – from snack mix to the frozen section.



Like all KIND® snacks, the newest offerings elevate people's experience and deliver on the KIND Promise: **the first ingredient is a nutrient-dense food recommended for daily consumption.**

In 2020, we also welcomed Nature's Bakery to the KIND family. Known for their beloved Fig Bars and other soft-baked foods, their better-for-you snacks prioritize real, simple and wholesome ingredients.



empowering our community to make informed choices

In January 2020, we became the first national snack brand to adopt new nutrition research from the United States Department of Agriculture, furthering our commitment to transparency surrounding our products and their ingredients.

The research found that whole nuts have fewer calories than previously thought due to the way our bodies digest their fat. Almonds and cashews contribute 19% and 16% fewer calories, respectively. Despite contributing fewer calories, the nutrition profile of these nuts remains the same.



More than 95% of KIND's nut bar portfolio was impacted when we updated our labels to reflect USDA's research, resulting in a 10-30 calorie reduction per bar.

lifting up community food organizations

With unprecedented need during the pandemic, local food non-profits are doing critical work to feed communities. We are proud to stand by our long-term partners as well as support new ones during these challenging times.

OPERATION
BLESSING

CITY &
HARVEST
RESCUING FOOD FOR NYC



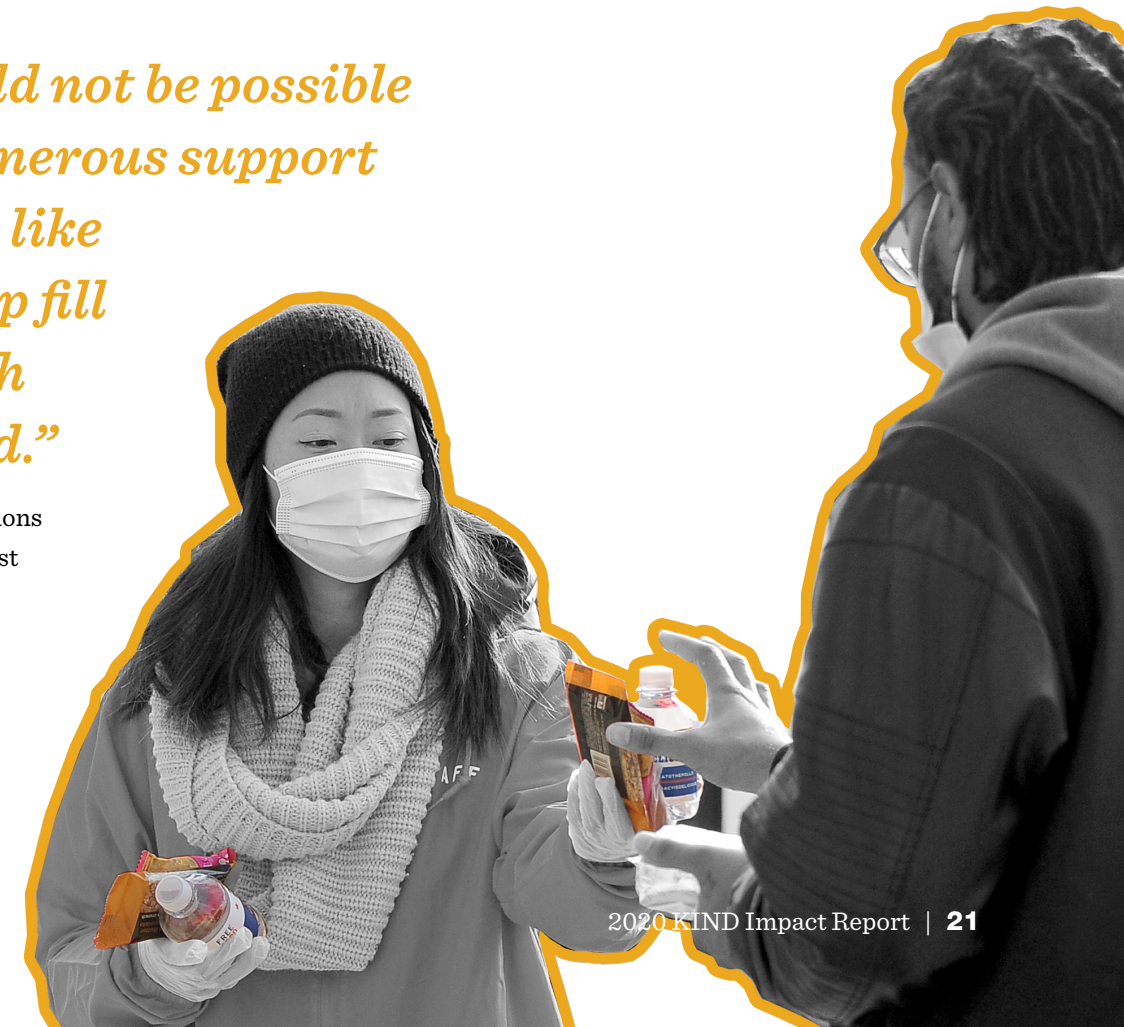
BERLINER Tafel E.V.

In addition to product donations, The KIND Foundation also provided World Central Kitchen with a \$100,000 donation to support their efforts to activate thousands of restaurants and kitchens to provide meals for people in need around the globe.



“Our work would not be possible without the generous support of food donors like KIND, who help fill our trucks with nutritious food.”

- Senior Manager of Donor Relations and Supply Chain at City Harvest



kinder to our communities

we will continue to break down barriers to create more inclusive and empathetic communities



KINDER TO OUR COMMUNITIES: 2020 IMPACT

transforming our wrappers for good

We first introduced the KIND Snack & Give Back Project back in 2019. Through the project, we have worn our heart on our wrapper, showcasing custom designs in support of communities that haven't received their fair share of kindness.

KIND® PRIDE

Protecting and empowering homeless LGBTQ+ youth



KIND® EQUALITY

Advancing gender equality

KIND® HEROES

Supporting mental health for those who keep us safe every day, including healthcare workers, first responders, military service members and veterans



With each special-edition bar, we also make a donation to a partnering non-profit organization directly supporting the community in need. In 2020, we were proud to work with both new and long-standing partners.

OUR 2020 PROGRAM PARTNERS



KIND® Pride:

Honored Pride Movement trailblazers in partnership with the Ali Forney Center with a rainbow light installation in the heart of New York City's West Village. The installation served as tribute to the canceled Pride Marches around the world and paid homage to the LGBTQ+ rights movement.

KIND® Equality:

Rallied support with the Alice Paul Institute for the passage of the Equal Rights Amendment to guarantee equal legal rights for all Americans regardless of sex. KIND collected petition signatures via a mobile text campaign and donated \$1 to the Alice Paul Institute for every signed petition shared on Twitter.



KIND® Heroes:

Launched five petitions with the National Alliance on Mental Illness targeting states that ask intrusive mental health questions on state medical board license applications. The petitions ask the state medical boards to reassess and tailor questioning around mental health to further encourage healthcare heroes to get the help they need.



“The Ali Forney Center gives opportunities to people that otherwise wouldn’t have the chance. To me, that’s doing the kind thing.”

Working with the Ali Forney Center and other organizations, we’re giving back to our communities and helping people in the areas we live and work. I love working for KIND and the mission we’re on.”

- Dashon Willis, Deductions Analyst at KIND

A TIMELINE OF RECENT LGBTQ+ ADVOCACY EFFORTS IN THE U.S.





creating a habit of kindness across the globe

Leading up to World Kindness Day on November 13, we launched **#21DAYSKIND**, a global initiative to inspire daily acts of kindness. Over 21 days – the amount of time it takes to form a habit – we challenged our team and community to join us in building a habit of kindness.

#21 DAYS KIND



Across 25 countries, **#21DAYSKIND** inspired a ripple of daily acts of kindness from the United States to China and many places in between! Our team also participated in virtual volunteer opportunities to support local charities in our own backyard.

Since 2017, we have launched KIND in more than 35 countries. **#21DAYSKIND** marked our first global campaign in support of our efforts to maximize the impact of the KIND mission around the world.



*“Seeing how **#21DAYSKIND** inspired kindness, it gives us opportunity for hope. Now more than ever this campaign was needed.”*

- Rachael Banks, National Accounts Manager at KIND

building bridges between diverse peers

Empatico is a free video tool, incubated by The KIND Foundation, to connect classrooms around the world, sparking curiosity, kindness and empathy. In 2020, this mission took on greater meaning as Empatico adapted to best serve students and teachers navigating remote learning during the pandemic.



“Through our work with Empatico and our partner class, my students developed the power to be patient and resilient, communicate effectively, be positive digital citizens and kind and empathetic towards others.”

- Educator from a fellowship between classrooms in Texas and Pennsylvania

2020 PROGRAMS AND PARTNERSHIPS

Empathy Across the USA:

Connecting U.S. classrooms across domestic and racial divides to build empathy and understanding in students, in partnership with the Greater Good Science Center.

SEL and STEM Tools for Educators:

Providing educators and students with the tools to infuse empathy and social-emotional learning (SEL) skills into design thinking and engineering, in partnership with Cisco.

SEL Partnership Expands Reach:

Became the highest performing SEL partner on Kahoot!, a global learning platform. Empatico’s “kahoots” about empathy, joy and curiosity have been played by over 940k users, enabling Empatico to reach thousands of new homes.

kinder to our planet

by 2025, we will exclusively source 100% of our almonds from bee-friendly farms



KINDER TO OUR PLANET: 2020 IMPACT

growing the marketplace for bee-friendly almonds

As the purchasers of 1-2% of the world's almonds, we have the ability and responsibility to address an issue integral to our #1 ingredient* – protecting pollinators like bees and butterflies. In 2020, we became the first snack company to commit to exclusively source 100% of our almonds from bee-friendly farms.

OUR ALMOND SUPPLIERS ARE:

Reserving 3-5% of their farmland to create dedicated pollinator habitats by 2025

Immediately eliminating the use of neonicotinoids and chlorpyrifos, two pesticide treatments harmful to pollinators

We invested \$150,000 in the Williams Lab at the University of California, Davis to help answer critical questions about bee health and track the efficacy of these farm-level improvements. We will also collaborate with the Environmental Defense Fund on emerging opportunities for improved orchard management.

UCDAVIS



rethinking packaging

KIND is aspiring to reach 100% recyclability, compostability or reusability across all of our plastic packaging by 2025, while also reducing the use of single-use plastic overall.

As part of this pledge, we signed the **Ellen MacArthur Foundation's New Plastics Economy Global Commitment**, aligning with the Foundation's vision for a circular economy for plastic so that it never becomes waste or pollution.



Global
Commitment

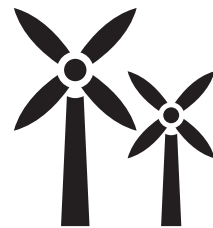
MEMBER OF



We are also a member of the **Sustainable Packaging Coalition**, the leading voice on sustainable packaging, through which we hope to champion new packaging solutions in partnership with the broader food industry.

POWERED BY WIND

In 2020, we purchased enough renewable energy credits to cover our U.S. offices and manufacturing sites. But we know we can go further. In 2021, we will begin to integrate renewable energy sources into our direct operations.



in memory of jeff aitken

In late 2019, we lost a beloved member of the KIND family. Jeff Aitken was a cherished colleague and friend, who personified the spirit of KIND in every way. With great appreciation for the lasting impact that Jeff left on our organization, we dedicate this report to his memory.





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