



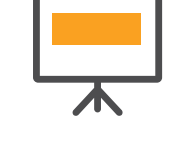
# 2017 ANNUAL IMPACT REPORT

## 2017 IN REVIEW



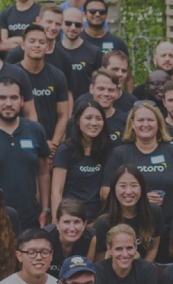
**306,903**

Items saved from landfills



**4.3**

Million lbs of carbon dioxide reduced



**350,988**

Items donated



**62**

Community events hosted



**1,361**

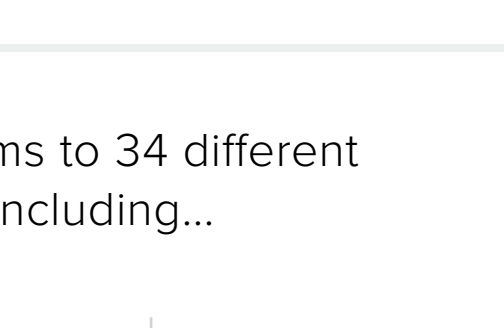
Hours volunteered



### OUR TECHNOLOGY

## THIS WAS OUR GREATEST YEAR YET

We saved **306,903** items saved from landfills

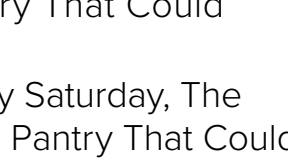


We kept **4.8** million pounds of carbon dioxide from entering the atmosphere

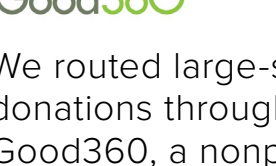
We donated **350,988** items to 34 different charities on behalf of our clients, including...



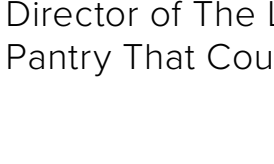
**2,000** bags of dog food to the American Red Cross for hurricane relief



**2,709** home and garden items to Habitat for Humanity



**3,426** toys to Toys for Tots campaign sites in central Tennessee

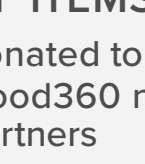


**13,080** items to The Little Pantry That Could

“You guys have made such a difference for us. I can’t even tell you how much we appreciate it.”

**Stacy Downey,** Director of The Little Pantry That Could

Every Saturday, The Little Pantry That Could opens its doors to over 200 families in the Middle Tennessee community. Providing a free grocery shopping experience to those in need, the organization gives away more than 5,000 produce and shelf stable items each week. The Little Pantry That Could heavily relies on donations from Optoro to fill their aisles each week.



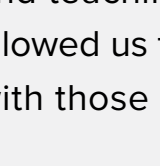
We routed large-scale donations through Good360, a nonprofit that facilitates meaningful donations to a network of over 60,000 charities nationwide.

**17** TRUCKLOADS OF ITEMS

donated to 15 Good360 nonprofit partners

**\$1,216,819**

worth of goods were donated in 2017



### OUR COMMUNITY

## WE STRIVE TO BE A POSITIVE EXAMPLE OF COMMUNITY BUILDING AND INCLUSION

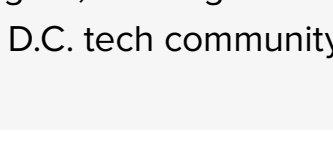
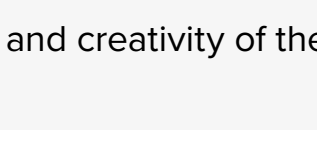
Our technology allows us to reduce negative impacts on the planet on a global scale, but equally important is our mission as a company to uplift and immerse ourselves in our local environments.

**62** OPEN COMMUNITY EVENTS

took place in our D.C. office. Mostly centered around tech and teaching, these events allowed us to share our resources with those in our community.

Highlights include...

- 5 District UX Bookclubs
- 4 Self-Care Sessions with Alexandra Elle
- 3 Black Code Collective Meetings
- 2 Women in Product Meetings
- 1 D.C. Health & Human Services Hackathon



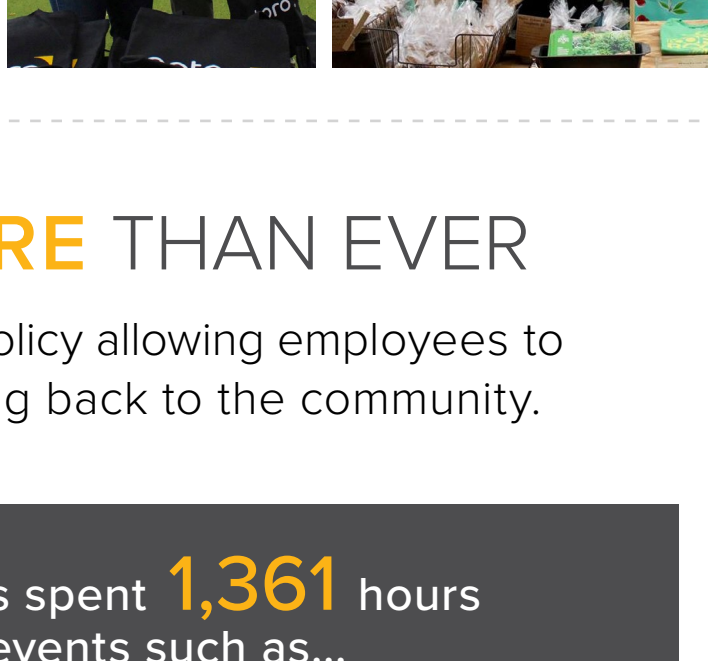
### TECH EVENTS WE SPONSORED

In 2017, Optoro sponsored The DCFemTech Awards and Tech the Halls, two events focused on bringing together the D.C. tech community. The DCFemTech Awards recognize powerful women programmers, designers, and data scientists based in the Washington, D.C. region and Tech the Halls celebrates the inclusion and creativity of the D.C. tech community.

### SWAP SHOP

WE HOSTED OUR FIRST ANNUAL SWAP SHOP EARTH DAY EVENT.

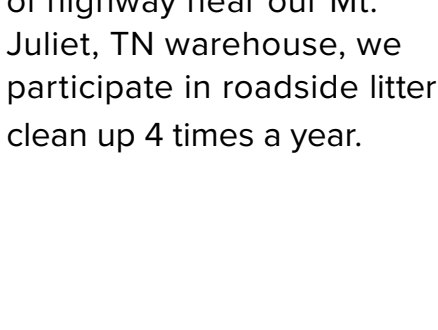
Swap Shop facilitated the collection of over 1,000 items for exchange among community members, and gave us the opportunity to promote our mission to keep retail goods out of landfills.



## GIVING BACK MORE THAN EVER

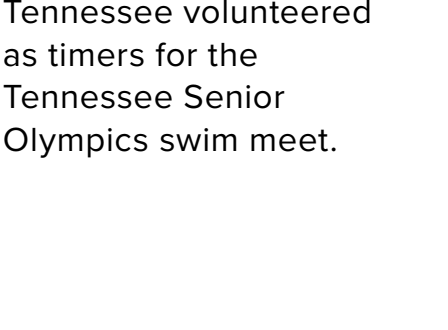
In 2017, Optoro formalized a policy allowing employees to use **1%** of their work time giving back to the community.

In 2017, our employees spent **1,361** hours volunteering at events such as...



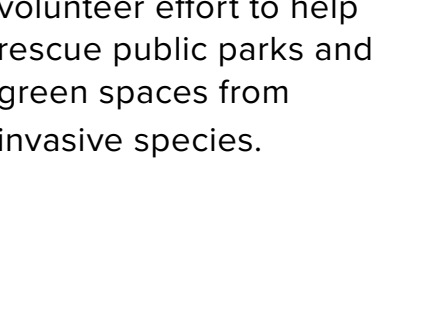
### MARTHA'S MARKET

Optoro adopted Savoy Elementary for the 2017-2018 school year. Each month, we staff an open market for students to “shop” for fresh, seasonal produce and health pantry staples.



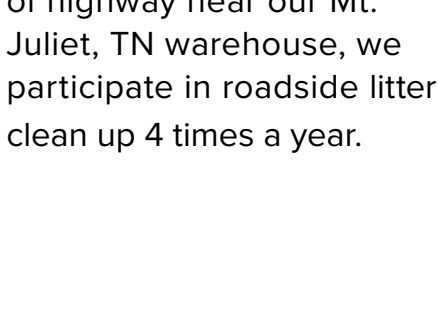
### OPTORO'S SUMMER OUTING

144 employees spent the morning at the Anacostia Watershed and Walker Jones Elementary as part of our annual summer outing. Each team worked on beautification projects at their respective locations and convened an afternoon celebration.



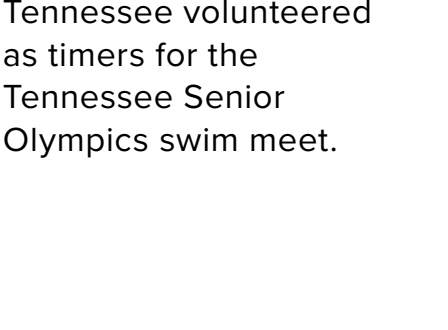
### S.O.M.E.

Each month Optoro employees serve meals to those in need in the D.C. area through a local organization, S.O.M.E. (So Others Might Eat). In 2017, we served over 1,500 meals to individuals in our community.



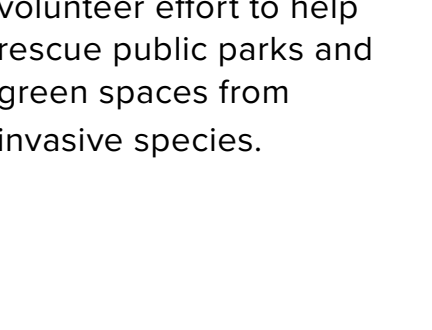
### TENNESSEE ADOPT-A-HIGHWAY

Since adopting a stretch of highway near our Mt. Juliet, TN warehouse, we participate in roadside litter clean up 4 times a year.



### TENNESSEE SENIOR OLYMPICS

This year, our team in Tennessee volunteered as timers for the Tennessee Senior Olympics swim meet.



### WEED WRANGLER

In March, we participated in a one-day, citywide, volunteer effort to help rescue public parks and green spaces from invasive species.

### BLINQ + GIVE BACK BOX

BLINQ.com became an official partner of Give Back Box, a program that offers online shoppers a convenient way to donate used household items. Give Back Box allows BLINQ customers to ship household donations to Goodwill in BLINQ boxes free of charge, encouraging the recommerce cycle to continue.

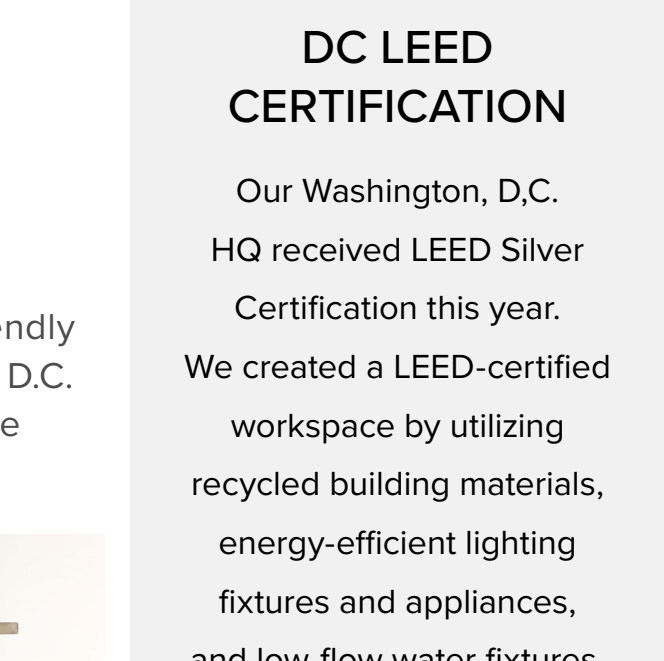


### AT OPTORO ON GIVING TUESDAY,

**400+** household items were donated, packed up, and sent to Goodwill through BLINQ's Give Back Box Partnership.

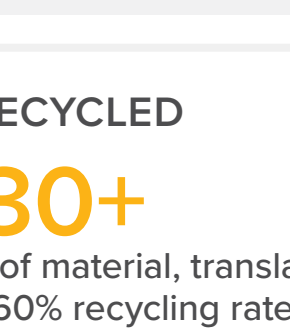


**525** pieces of fresh fruit were donated to Martha's Table.



## A GREENER WORKPLACE THAT INSPIRES AND PROMOTES ENVIRONMENTAL PRACTICES

From comprehensive recycling to eco-friendly building materials, our offices in Washington, D.C. and Mt. Juliet, TN highlight the importance of green workplaces.



### DC LEED CERTIFICATION

Our Washington, D.C. HQ received LEED Silver Certification this year. We created a LEED-certified workspace by utilizing recycled building materials, energy-efficient lighting fixtures and appliances, and low-flow water-fixtures, among other materials.

In our Mt. Juliet, TN warehouse we aim to include all possible materials, including packaging, pallets, and plastics.

### IN 2017, WE RECYCLED

**330+** tons of material, translating to a 60% recycling rate

