

Community Impact Report

2025

SIMPLE
MODERN™



Community Impact Report

TABLE OF CONTENTS

2	Letter from our CEO
3	Giving Pillars
4	Simple Modern. Good Everywhere.
5	Giving Partners
6	Our Giving Story: By the Numbers
8	A Culture of Generosity
12	Campaign Highlights
14	Words from our Partners
16	Giving Partner Spotlights
24	Thank You

A Decade of Giving



We are pleased to present to you our Community Impact Report that recaps our giving initiatives and giving priorities from throughout 2025.

From the very beginning, Simple Modern has existed to give generously – not as a tagline, but as a lived commitment baked into everything we do. Over the past decade, our community of customers, partners, employees and nonprofit collaborators has helped us reach more people and broader causes than we ever imagined possible.

In 2025, Simple Modern continued to invest in the joy and dignity of individuals and communities near and far. We celebrated our 10th anniversary with 10 Days of Giving, mobilizing support for nonprofit partners across our five giving pillars and inviting our customers to join us in generosity each day of the campaign. We partnered with teachers to provide grants and supplies to 10 different schools across the nation, sent a nurse on a cruise vacation and reunited families at the holidays in an effort to underline the importance of both generosity and togetherness.

Our efforts this year reflect not only the dollars and products we give, but also the hope that supporting deeper relationships will shape long-term impact. This report captures the story of 2025: the organizations we worked to help, the people we lifted up and the shared sense of purpose that compels us forward.

I am incredibly proud of what we've done, and I am even more excited about what's ahead. Here's to the next 10 years of giving.

MIKE BECKHAM, CEO & CO-FOUNDER

Focusing Our Impact

At Simple Modern, we strive to give with intention – focusing our resources on areas where the need is great and where our support can spark lasting change. Our five giving pillars guide that work:

Investing in education reduces poverty, improves outcomes and equips individuals for better futures. **Providing housing** and mental health resources reduces homelessness, strengthens communities and restores stability. **Access to clean water** improves health, empowers communities and drives sustainable development. **Preventing human trafficking** through victim support and education protects vulnerable individuals and restores dignity. **Empowering marginalized communities** reduces disparities and promotes lasting equality.

These pillars reflect the causes most valued by our employees, customers and partners, and they shape both our financial and in-kind giving each year.



FURTHERING EDUCATION



ADDRESSING HOMELESSNESS



CLEAN WATER ACCESS



STOPPING HUMAN TRAFFICKING



HELPING MARGINALIZED COMMUNITIES

Good Everywhere™

We believe generosity has ripple effects. When you support a cause, learn a partner's story or show up for someone in need, good can spread everywhere.

We believe this so much, it's our tagline. Simple Modern exists not just to make products that are good everywhere, but we exist to help bring good back to the communities everywhere we can and to the people who need it most.

In 2025, we continued our long-standing partnerships and welcomed new nonprofit collaborators across the country and around the world. Each partner brings uniquely impactful work aligned with our giving pillars.



2025

Giving Partners

111 PROJECT

ABBOTT HOUSE

CASA

CITYCARE

DRAGONFLY HOME

FIELDS & FUTURES

GUARDIAN GROUP

HALO PROJECT

HOMELESS ALLIANCE

HOPE IS ALIVE

HOPEHOUSE

INFANT CRISIS

LOVE JUSTICE

MAKE-A-WISH

PALOMAR

PEARL HOUSE

POSITIVE TOMORROWS

REMERGE

RESTOREOKC

SPERO PROJECT

ST. PAUL'S

WATER4

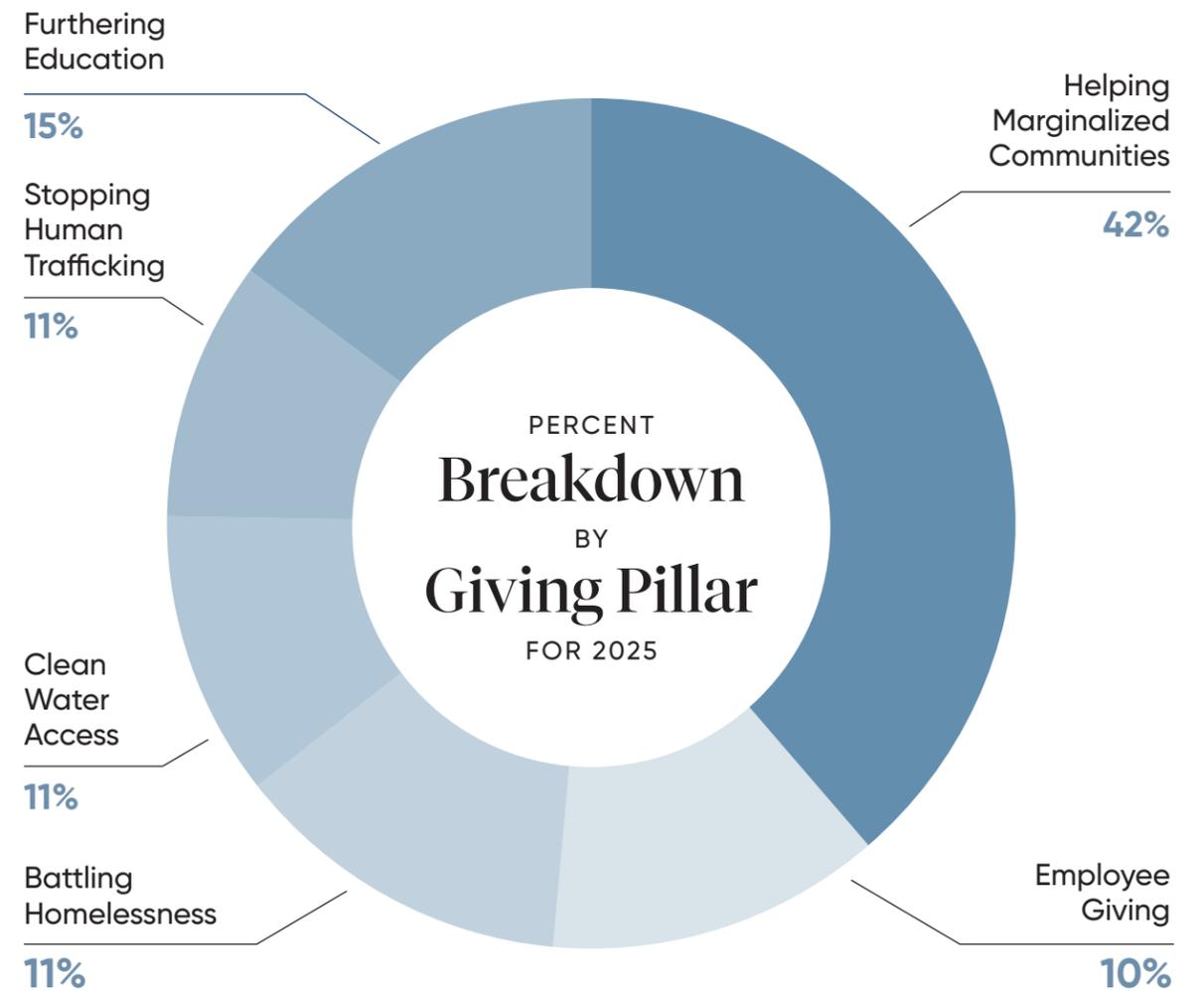
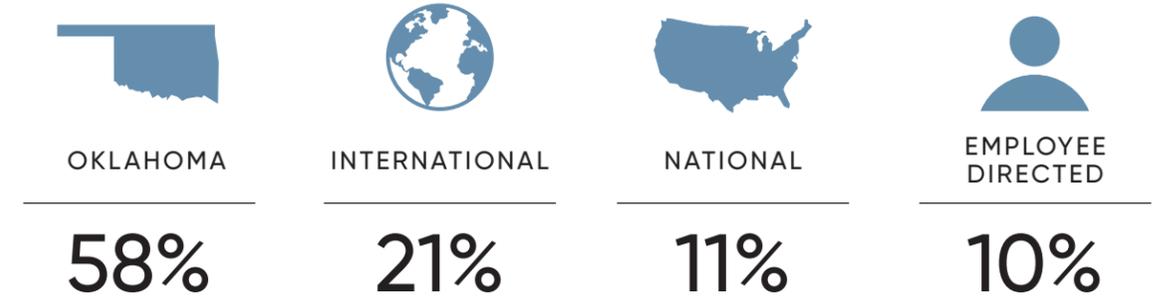
WINGS

More than \$3.3 Million

IN MONETARY AND IN-KIND DONATIONS IN 2025

Since Simple Modern's founding, the company has supported more than 1,000 nonprofits. In 2025, Simple Modern donated more than \$2.1 million to charitable causes, and the company donated more than \$1 million worth of products to support hydration, education and community needs. And in 2025, Simple Modern employees supported almost 75 unique nonprofits directly through individual employee contribution, equaling \$220,000 in direct employee-directed donations to employee-selected nonprofits.

Giving BY Allocation



BUILDING A CULTURE OF GENEROSITY

Rooted *in* Generosity

Generosity is built into how the company operates day to day, beginning with how it supports its employees. The same principles that guide our community giving and partnerships also shape our internal policies, benefits, and workplace culture.





INVESTING IN FAMILIES

In 2025, we expanded our commitment to families with the introduction of a monthly childcare reimbursement benefit. Through a lifestyle spending account dedicated exclusively to childcare, employees receive consistent financial support to help offset the real costs of caring for their children.



GENEROSITY LED BY EMPLOYEES

Every employee receives 40 paid volunteer hours each year to serve causes they care about, making space for hands-on impact in their own communities. In addition, employees are given an annual allocation to donate to any nonprofit of their choosing. This employee-led giving model ensures that generosity reflects the passions, values and lived experiences of our team.



BENEFITS DESIGNED WITH INTENTION

In 2025, Simple Modern completed a full benefits overhaul, tailoring coverage specifically to the needs of our team. The result is a benefits package that is both comprehensive and generous, covering more and contributing more than typical plans. These benefits reflect our belief that caring for employees holistically is not optional. It is foundational to building a healthy, sustainable organization.

Great Place to Work

For the fourth consecutive year, Simple Modern has been recognized as a Great Place to Work, with top marks across key categories including trust, culture and employee well-being. These recognitions affirm what our team experiences every day: Simple Modern strives to have a workplace rooted in respect, flexibility, and generosity.



Initiatives and Connections



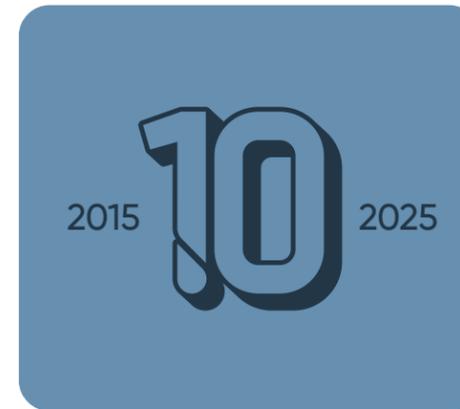
THE GREAT NURSE GETAWAY

In honor of National Nurses Week, the Great Nurse Getaway invited communities nationwide to nominate and vote for nurses who lead with compassion and care. Hundreds of heartfelt nominations and thousands of votes later, Simple Modern customers selected Michelle Super, a nurse at the Mayo Clinic, as the winner. Michelle received an all-expenses-paid Caribbean cruise, a full set of Simple Modern Getaway Bags and tumblers for her entire nursing unit back home.



STOCK YOUR SCHOOL

Now in its second year, Stock Your School continued its mission to support educators and get them and their classrooms ready for a new year. After more than 3,200 teacher nominations across all 50 states and well more than 100,000 public votes, 10 teachers joined the ranks of our Stock Your School winners. Each winning teacher received a fully funded Classroom Wish List, while their schools received 500 water bottles for students, 100 tote bags for teachers and staff and a \$1,000 grant to support a schoolwide improvement project.



10 DAYS OF GIVING: CELEBRATING 10 YEARS

This year also marked Simple Modern's 10th anniversary, which we honored with 10 Days of Giving. Beginning September 22, the company donated \$1 from the first 1,000 orders each day for 10 days to nonprofit partners across its five giving pillars, supporting organizations focused on education, homelessness, clean water, marginalized communities and human trafficking prevention.



HOME FOR THE HOLIDAYS

Simple Modern created the Home for the Holidays initiative to help families reunite during a season that can be especially heavy when loved ones are apart. After receiving an overwhelming number of deeply moving submissions, Simple Modern chose two families to award as winners. Jamie Charter, navigating her husband's third military deployment, and Amanda Flannery, grieving the loss of her husband while raising three children, each received travel accommodations to reunite with loved ones.



LOOKING FORWARD TO 2026

Simple Modern gives away 10 percent of profits every year, and during the past 10 years, that commitment has resulted in more than \$10 million donated to more than 1,000 nonprofit partners. We're grateful for the trust, stories and communities that allow us to continue this work. And as we look ahead into 2026, our goal remains the same: to keep showing up, quietly and consistently, in ways that inspire togetherness and generosity with each other.

WORDS FROM OUR PARTNERS

Community Impact



"Simple Modern has been instrumental for years – helping to rewrite stories much like mine across the country. And I just want you to hear it from me: What you guys do is not just create the very best water bottle on the face of the planet, but you are helping individuals that you will never know get a second chance at life, not only in the United States, but all over the world. And, so, just from the bottom of our hearts, of the 1,000s of individuals who are in our programs and their families and the 1,000s of volunteers we have a year, thank you so much for what you guys are doing and for coming in and showing up and being a part of our eternal work. We're just so grateful for it."

Ari Patchen,
Hope is Alive Director of Development

GIVING IN ACTION

Giving Partner *Spotlights*

PEARL HOUSE

GUARDIAN GROUP

HOPE IS ALIVE



Pearl House Opens Its' First High School

This past September, Simple Modern's donation to the Pearl House helped open the nonprofit's first-ever high school in Ghana, Africa.

The nonprofit, which was founded in 2013 to provide physical care, emotional support, spiritual development and academic and vocational opportunities to girls, welcomed its high school students in September 2025.

"Simple Modern's donation provided all the essentials needed to allow us to open our high school," said Clara Sackey, Pearl House Director of Donor Relations. "It provided things like our generator, running water to our campus, our septic tank, our water tanks – it provided those simple things that you don't really think about that you might need. It gave us the essentials for our students and staff to be able to open the doors of our high school."

Before this fall, Pearl House residents would leave the program at the start of high school to go to different high schools throughout Ghana. Opening a high school on the same campus gives the nonprofit three more years with the girls to continue to help develop them through their programming.

"We found we needed more time with them before we were ready to send them off to impact their nation," Sackey said. "With our own high school, we

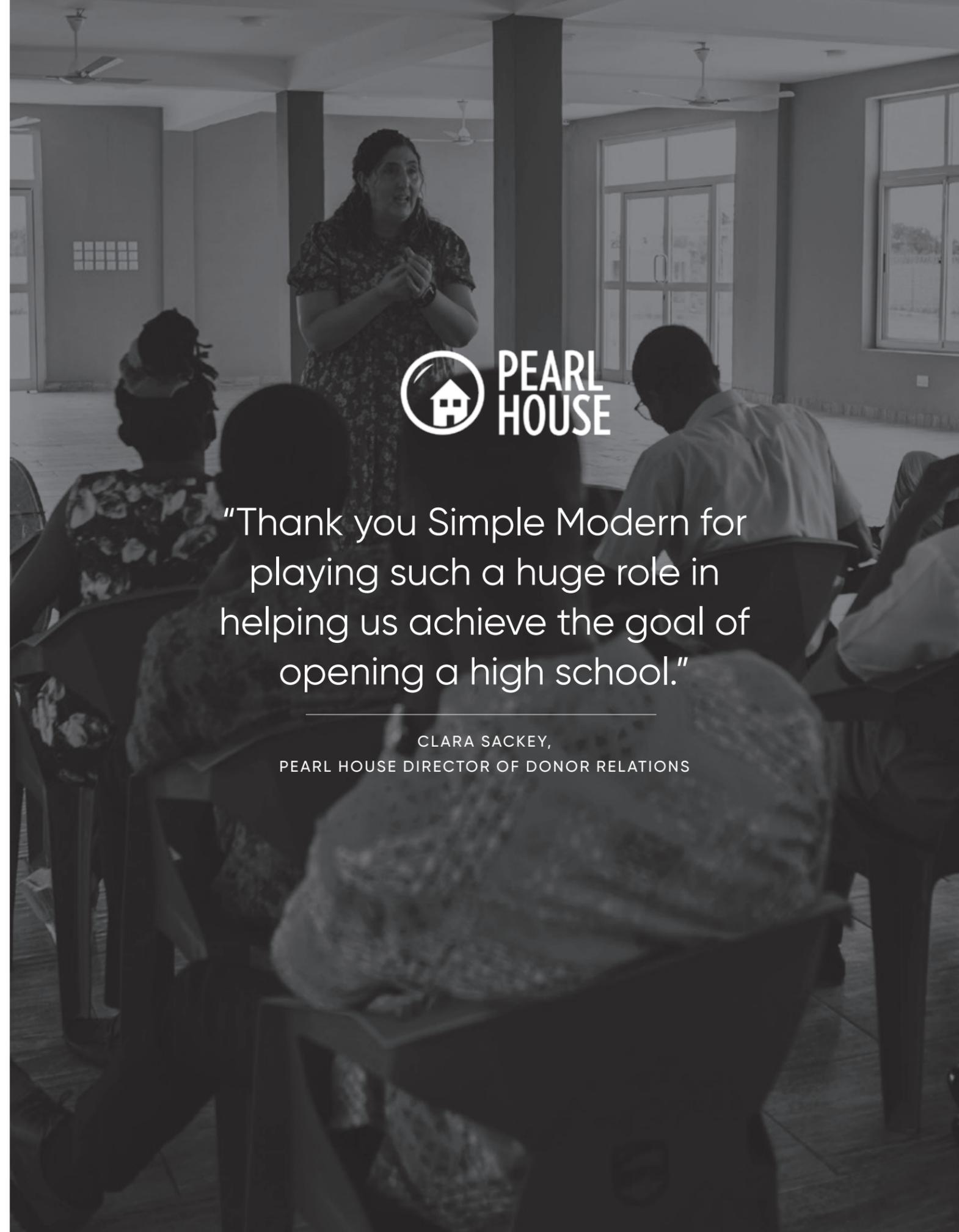
now have three more years to teach them the values of a Pearl and just what they mean in Christ. We can continue to deal with the trauma that they face and continue their healing process."

The first year of the high school began with six girls in the program, with requests to attend growing throughout the community.

"Our hope and prayers are that we'll add even more students through our own Pearls and through students in our community," said Emily Arnold, Pearl House marketing coordinator. "We recognize it's going to take some time to reach our full capacity, but we are thrilled for our first girls who will graduate in 2029."

The campus was designed to serve up to 500 students, allowing Pearl House to significantly expand access to education in the region.

"It's really encouraging and incredible to see how all of these plans have come to fruition," Sackey said. "Thank you Simple Modern for playing such a huge role in helping us achieve the goal of opening a high school. Seeing the excitement in our young girls knowing that this is their school is just one of the coolest things to get to witness. The impact you guys have made will literally be for generations."



"Thank you Simple Modern for playing such a huge role in helping us achieve the goal of opening a high school."

CLARA SACKEY,
PEARL HOUSE DIRECTOR OF DONOR RELATIONS

Guardian Group Grows with Record-Setting Year

Through Simple Modern's 2025 donation to Guardian Group, a nonprofit dedicated to preventing and disrupting sex trafficking, the organization saw dramatic growth, with more than a 100 percent year-over-year increase in victims identified nationwide.

"Like some of the other big issues in our country, this is a growing problem," said Jeff Keith, Guardian Group Chief Executive Officer. "The harsh reality is that in the United States and around the world, sex trafficking is the fastest growing crime. It's a really huge problem that we as a society haven't wrapped our arms around yet. It's just like a wildfire."

However, Guardian Group's work is growing and producing real change. In 2025 alone, the nonprofit identified 533 victims, bringing the total to 1,544 victims identified since the Project 1591 program began. This was the first year a victim was identified in all 50 states. Today, Guardian Group works with 134 total officers across 34 states covering 89 jurisdictions, helping bring women and children out of trafficking. In 2025, the nonprofit expanded its law enforcement partnerships by 39.

"But we really feel like together, we can turn the tide," Keith said. "Through partnerships with great companies like Simple Modern, we know we can chip away at this terrible situation, saving one girl or one woman at a time."



"Through partnerships with great companies like Simple Modern, we know we can chip away at this terrible situation, saving one girl or one woman at a time."

JEFF KEITH,
GUARDIAN GROUP CHIEF EXECUTIVE OFFICER

Hope is Alive Opens The Healing Center

Annual nonprofit partner, Hope is Alive, marked a major milestone Jan. 5, 2026, opening The Healing Center, a new 45-day recovery program designed to help individuals rebuild their lives in a safe, restorative environment.

Located in Jones, Oklahoma, the campus sits on 75 acres of rolling countryside and former polo grounds, offering residents a peaceful setting intentionally built to support recovery of the mind, body and spirit. The recovery retreat welcomed its first seven residents, signaling a new chapter for an organization that has steadily expanded its reach and impact.

The Healing Center builds on more than a decade of proven success. Since 2013, Hope is Alive has helped residents achieve a combined 3,294 years of sobriety. The organization now operates 26 recovery homes across 12 cities in six states, serving more than 220 residents at any given time. Over the years, 252 individuals have graduated from the program, leading to 2,443 families being reunited. The results continue after graduation, with 96% of alumni maintaining stable housing, 92% remaining employed, a recidivism rate of just 2%, and only 6% of alumni living below the poverty line.

Outside of the monumental growth of developing The Healing Center, 2025 was a year of tremendous impact for the organization as well. This past year, the organization celebrated 38 graduations, helped reunite 44 families, supported nine residents in resolving legal issues, assisted nine residents in enrolling in college, helped 43 individuals begin new careers, and enabled residents to purchase 66 vehicles, restoring independence and stability, among many other things.



"We want to radically change the lives of drug addicts, alcoholics and those that love them. And with your help, we're doing that every day."

ARI PATCHEN,
HOPE IS ALIVE DIRECTOR OF DEVELOPMENT





First row: MaryKate Hall (Co-Chair), Rachael Kliewer (Co-Chair), Mike Beckham
Second Row: Kelsey Campbell, Ashley Carter, Emily Hall
Third Row: Burke Lewis, Jenny Scott, Reagan Tuma, Nathan Wood

Thank You

FROM THE GIVING COMMITTEE

To our customers, partners, employees and nonprofit collaborators – thank you for making this work possible. Everything shared in this report comes back to your trust and willingness to grow generosity in ways that serve communities with care and purpose.

2025 GIVING COMMITTEE

MaryKate Hall
(COMMITTEE CHAIR)

Rachael Kliewer
(COMMITTEE CHAIR)

Mike Beckham

Burke Lewis

Kelsey Campbell

Jenny Scott

Ashley Carter

Reagan Tuma

Emily Hall

Nathan Wood



WANT TO LEARN MORE?

Scan to stay up to date with our giving and learn more about our giving pillars.

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Good Everywhere™