

loop & tie

Impact Report 2025

BETTER FOR PEOPLE
BETTER FOR THE PLANET
BETTER FOR THE ECONOMY

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“On the outside, Loop & Tie is a gifting company. But to us on the inside it’s never just been about gifts.”

—Meredith McManus, VP of Marketing at Loop & Tie

Letter From Leadership

On the outside, Loop & Tie is a gifting company. But to us on the inside, it's never just been about gifts.

Our company started in 2013 when our founder and CEO, Sara Rodell, realized that businesses needed mechanisms by which they could differentiate themselves through the depth of the connection they build with their employees, their customers, and their strategic partners. We quickly realized that thousands of companies were eager to build deeper connections and make more meaningful impact on the world around them by reimagining the way they could use the gift budgets they already had in place. Building Loop & Tie has always been about creating a platform that's better for people, better for the planet, and better for the economy.

Fast forward 13 years, and here we are on the precipice of new and emerging technologies that, at times, leave us feeling more fragmented and siloed. In the face of a time of mass isolation and societal disconnection, Loop & Tie is even more committed to building solutions that strengthen the connection to ourselves and in turn, to each other. That commitment is the throughline in everything we do.

And we don't just mean connections between people – though with gifting, that's quite central to everything we do – but connections between vital economic resources and ecosystems. Corporate budgets become working capital to small businesses. Consumers become empowered to support causes they care about. Wasted materials due to unwanted gifts become better practices in sustainability.

The economic and environmental impact of gifting with Loop & Tie runs deeper than many know. By sending gifts with us, you help fuel a micro-economy of artisans and makers, support the work of dozens of nonprofits, and prevent damage to our fragile ecosystems. To our current customers, thank you for your business. And, to our potential new users, thank you for considering a new, more intentional way to give.

Yours in connection,

*Meredith McManus
VP of Marketing, Loop & Tie*



Timeline of Loop & Tie



2013

Sara Rodell, founder & CEO, noticed that corporate gifts are often impersonal and unsatisfying - with wasted budget and gifts ending up in landfills. She decided to start a gifting company focused on real connection and impact, and from there Loop & Tie was born!



2017

A big year for Loop & Tie: we won the Salesforce Dream Pitch competition, signed the San Francisco 49ers as a client, and expanded our collections with hundreds of new artisan products. (Fun fact: to date, gifts sent by the 49ers have planted enough trees to fill Golden Gate State Park!)



2021

Loop & Tie officially becomes the first and only carbon regenerative gifting platform! (For more on that, head to page 19). Plus, our gift recipients hit a major milestone, choosing to donate \$1M to more than 200 organizations and nonprofits since our founding.



Today

As we hit our lucky 13th anniversary, we're looking ahead to create an even bigger impact. We're on track to plant over a million trees before the end of the year, are growing our collection of veteran-owned businesses, and adding more charitable organizations to our Give Back gift option.

* Our mission has remained the same over the years, but our logo has not! From 2013 to now, check out our glow-up.



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Total Impact

71M lbs
carbon sequestered

That's like removing 17,354 cars from our roadways.

2,021
small businesses supported

That's enough to fill 13 large shopping malls.

\$2.89M
contributed to charitable organizations

Your generosity has gifted-it-forward to 1,019 causes.

330K lbs
ocean-bound plastic removed from riverways

That's heavier than 220,219 lobsters.

942K
trees planted

That many trees could fill 52 Central Parks.

101K lbs
plastic removed from the ocean

That amounts to approximately 13 orca whales.

Our Vision For Gifting Differently

At Loop & Tie we're determined to change gifting for good. We're always thinking about two key parts of a gift: the intention and the impact.



What does gifting intentionally mean?

Intentional gifting is the opposite of gifting as a reflex or to check a box. It means putting thought into the reason for gifting, the message that you want to send (literally and figuratively!), and incorporating the gift into a larger connection strategy. We're all for random acts of kindness, but we want your gifting to be thoughtful.

★ Corporate budgets are a hidden way to help power small businesses and strengthen communities.



How can I gift with more intentionality?

1. Start with your ideal outcome

What do you want your recipient to feel, think, or do as a result of receiving your gift? For example, maybe you want a new customer to feel seen and appreciated for choosing your business. Starting with your “why” makes it easy to design your “how” and helps prevent sending stuff for the sake of stuff.

2. Consider the power of your budget.

Corporate budgets are a hidden way to help power small businesses and strengthen communities.

3. Aim for zero waste.

By giving your recipients the option to choose exactly what they want, you can significantly decrease the chance that your gift ends up in a landfill. Not sure what to give? The gift of a donation to the charity of your recipient's choice can be a great alternative to a physical gift.

How can I measure the impact of my gift?

We think about the impact of gift both in terms of what it does for your business and how it affects the environment. After all, both metrics matter and you shouldn't have to sacrifice one for the other. When measuring the impact to the environment, consider the total cost of the gift, from the impact of the production process to the packaging and shipping. When possible, use a company that offsets the carbon impact or takes a regenerative action, like planting a tree with each purchase. (Loop & Tie does both!)

To measure the business impact of your gifts, track engagement stats like how many gifts were successfully delivered and how many thank you notes you received to help continue building the relationship. If you're gifting with Loop & Tie, just log into your dashboard to find these metrics and more.



Your Impact

Trees Planted	7,096
Carbon Sequestered	109,988 lbs
Donated to Charities	6.9%

Thank You Notes

Great Gift Selection!
Thank You!

—Fernanda P.

Thanks for the gift!
Excited for the coming year ahead.

—Sam G.

Glad to see another collaborative effort focused on sustainability and larger social impact goals.

—Kimberly B.



About Our Partners: Dollar Donation Club

Dollar Donation Club is a philanthropic org that helps businesses and individuals collectively fund high-impact global projects to make the world a better place. Some of the top causes Loop & Tie customers have funded include removing plastic from our waterways, providing education to underprivileged kids, and planting trees to combat deforestation. By pooling funds in partnership with Dollar Donation Club, smaller donations from individual gifts can make an even bigger impact.



Just a Few of the Charities We Support in Partnership with Dollar Donation Club



By The Numbers

The work is never really done, but here's what we were able to accomplish in partnership with our customers and vendors in 2025.

“By sending gifts with us, you help fuel a micro-economy of artisans and makers, support the work of dozens of nonprofits, and prevent damage to our fragile ecosystems.”

—Meredith McManus, VP of Marketing, Loop & Tie



About Our Makers: Ocean Bottle London, UK

Ocean Bottle is a certified B corp on a mission to stop 7 billion plastic bottles from entering the ocean while keeping you hydrated in style. In fact, every bottle sold funds the collection of 25lbs of plastic before it reaches the sea! And, every time you log a water bottle refill on the Ocean Bottle app, you unlock even more plastic collection - turning daily habits into real impact.

Each Ocean Bottle represents a ripple effect, from cleaner seas to empowered families, creating change that travels far beyond the shore.

Supporting & Empowering Small Businesses

713

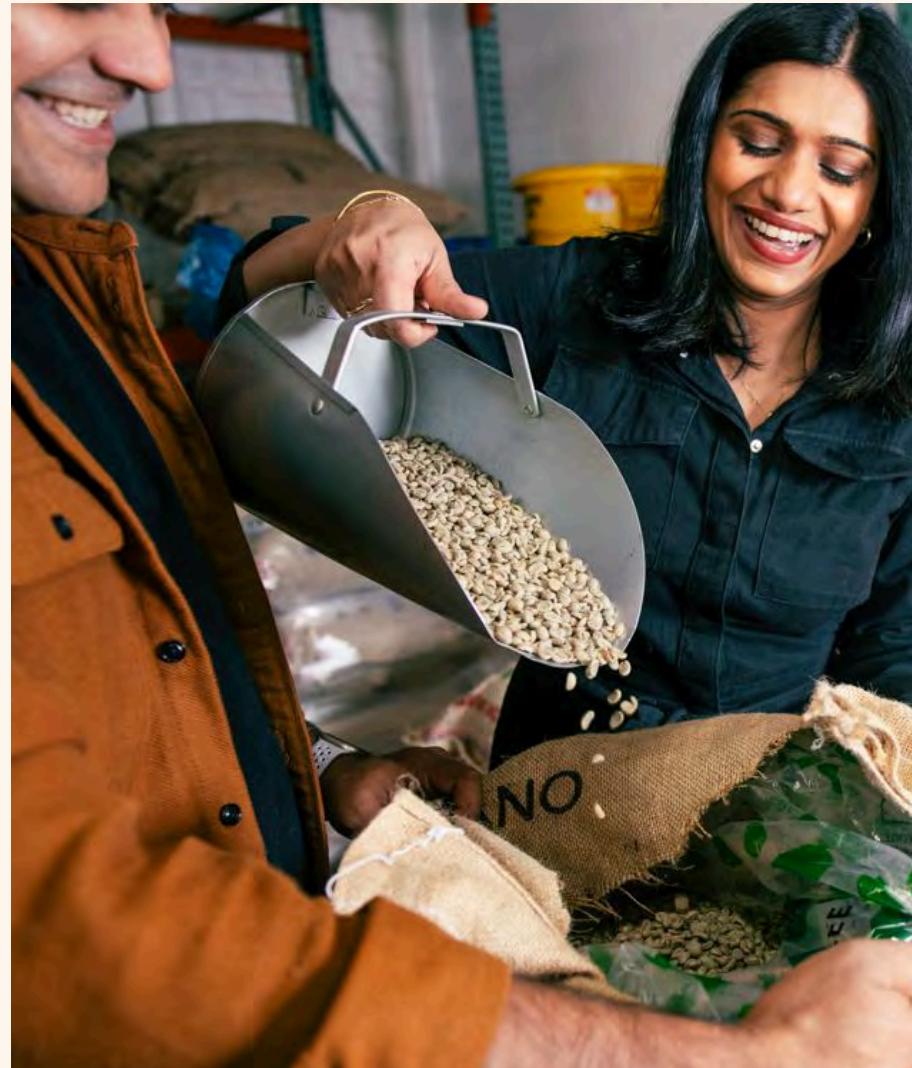
Small businesses supported

291

Social impact businesses supported

Uplifting Underrepresented Communities in Business

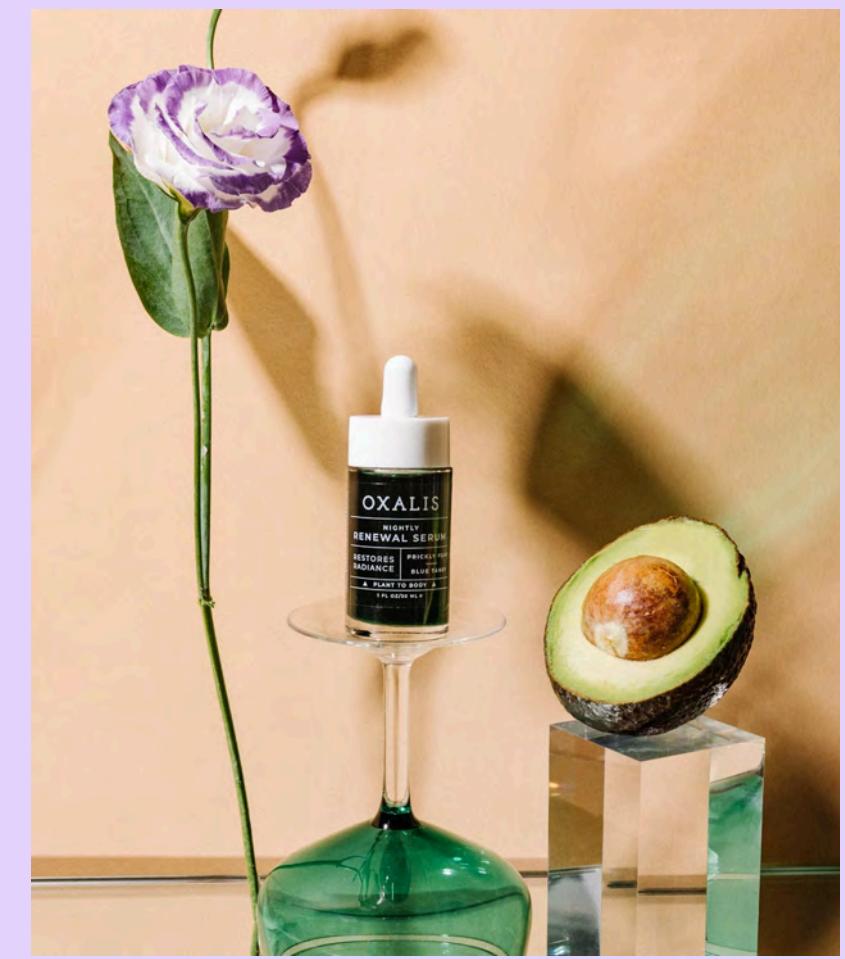
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Driftaway Coffee: BIPOC woman-led small-batch coffee roastery based in Brooklyn, NY

“Partnering with Loop & Tie has had a huge impact on our business—helping to get our products in the hands of like-minded, conscious consumers.”

—Erin Wexstten, Oxalis Apothecary Founder, New Orleans, LA



377

Women-owned businesses supported

45

Queer-owned businesses supported



Heathmade, Los Angeles, CA

Heathmade began with a four-year-old entrepreneur inspired by the healing power of plants and has grown into a purpose-driven skincare brand that gives back—donating skincare products and making financial contributions to organizations that are committed to helping homeless families rebuild their lives. In honor of the company's heritage, Heathmade support schools and organizations with unique programs like entrepreneurial fairs that empower children to think big and solve problems.

Brands With A Mission Beyond Their Products



Matr Boomie, Austin, TX

Matr Boomie is a fair trade collection that blends the traditional artforms of India with timeless and modern design. Their products are made from natural and upcycled materials that are sourced in a socially and environmentally responsible manner. Matr Boomie partners with over 2,000 artisans in marginalized communities in India to create economic opportunities, investing in vocational training, literacy programs and providing fair wages.

168

BIPOC-owned businesses supported



Trees for the Future empowers impoverished farmers by training them in agroforestry and sustainable land-use practices that restore degraded lands. Through this work, farmers grow stronger livelihoods, resilient food systems, and healthier local economies while healing the planet.

Giving Back

Gift recipients have the option of donating their gift amount to a charitable cause instead of picking a gift for themselves.

\$395,971

Total amount donated to charities through Loop & Tie

213

Total number of charities supported

Top 3 Charities Donated To



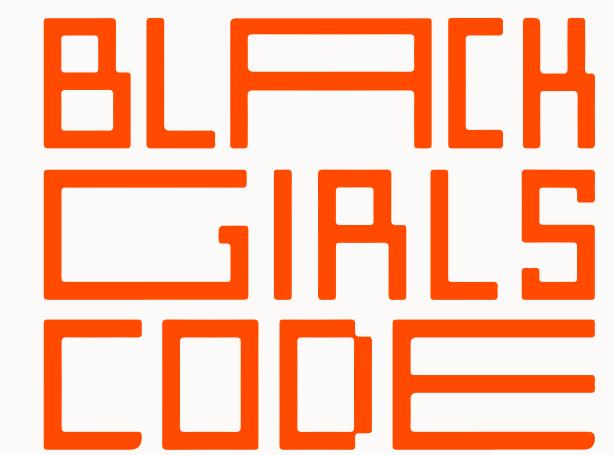
\$59,241

No Kid Hungry exists to ensure that every child in America has the food they need to grow up healthy and strong, working to end childhood hunger by making sure kids get three healthy meals a day, 365 days a year, through school, community, and summer programs, while also addressing root causes and advocating for strong nutrition policies.



\$28,269

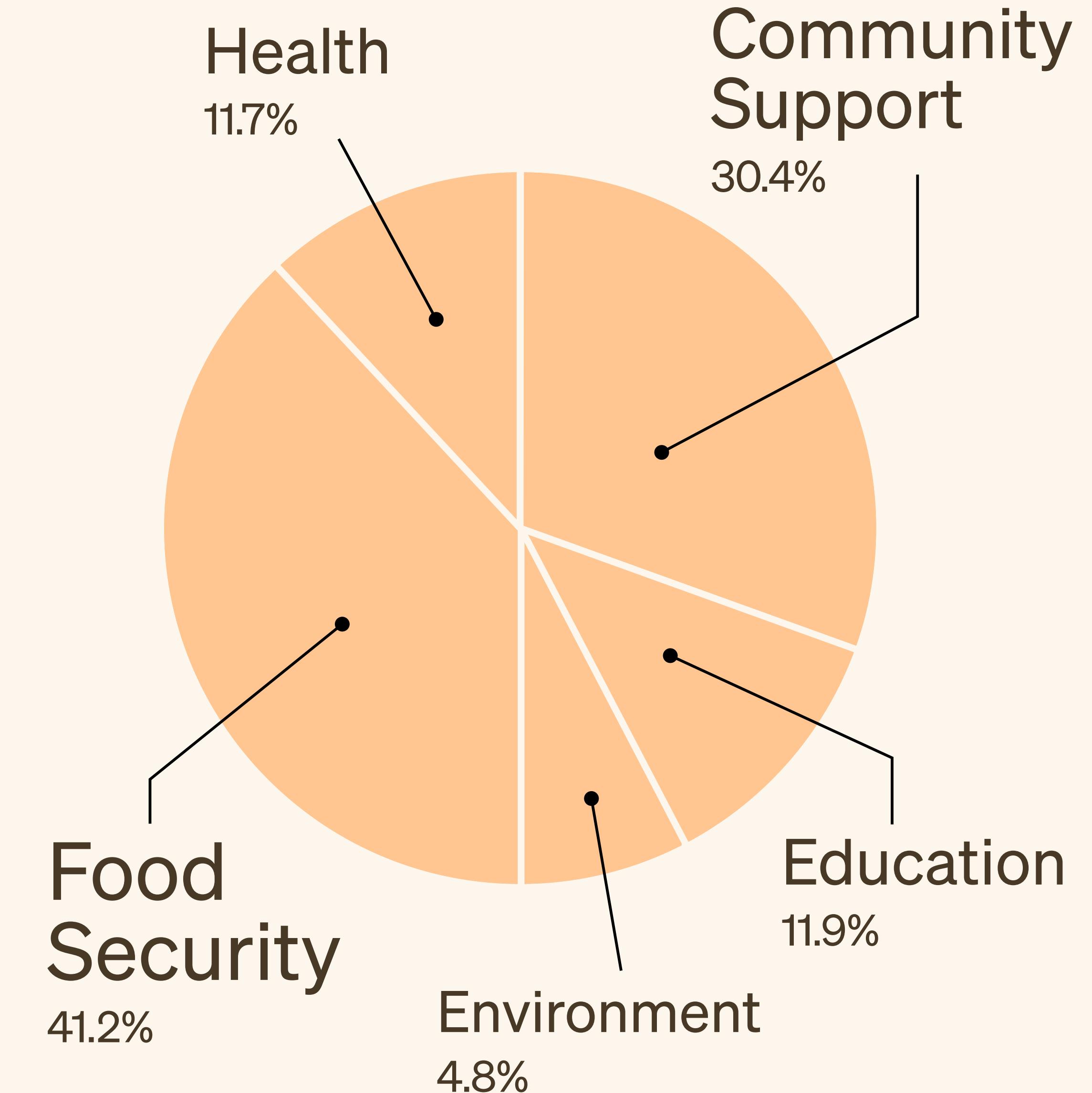
Feeding America's mission is to ensure equitable access to nutritious food for all, working to end hunger by providing meals, rescuing food, advocating for policy changes, and addressing the root causes of food insecurity, always centering people with lived experience in their efforts to create a future where no one goes hungry.



\$19,632

Black Girls Code empowers Black girls and gender-expansive youth by providing engaging computer programming education, aiming to launch one million Black girls into tech by 2040 to build a more equitable future in tech.

Top 5 Charitable Categories



Loop & Tie measures its carbon footprint in three ways:

1. By totaling the amount of carbon used in shipping gifts.
2. By quantifying the amount of carbon sequestered by planting trees. Over 20 years, one tree sequesters 80 lbs of carbon.
3. By calculating our carbon regeneration factor, total lbs carbon used / total lbs of carbon sequestered.

Reducing The Waste of Traditional Corporate Gifting

273,097

Total number of trees planted

14.4M lbs

Total amount of carbon sequestered

Partnering With Environmentally-Focused Organizations Helps Us Achieve Our Goals

Ocean Voyages Institute (OVI) is a non-profit focused on ocean preservation through large-scale plastic cleanup. Their mission combines hands-on cleanups, scientific research into pollution, and empowering future ocean stewards through adventure and learning. In 2020, OVI completed the largest open-ocean cleanup in history, removing 340,000 pounds (170 tons) of plastic debris.

Plastic Fisher aims to prevent ocean plastic by stopping it in rivers, the primary source of ocean pollution. To do this, they employ using low-cost, locally-built "TrashBoom" systems in countries like India and Indonesia, protecting marine life and ecosystems, creating a scalable, community-focused solution to ocean pollution at its source.



The Plastic Fisher team collects ocean-bound plastic from a trash-boom.

14,103 lbs

Plastic removed from the ocean

73,103 lbs

Ocean-bound plastic removed from riverways

A Sustainable Ending

100% of Loop & Tie's standard packaging is recyclable. Our print partner, **noissue**, helps us achieve this by supplying our branded insert cards, closure stickers, tissue packing tape.

noissue's mission is to make sustainable packaging accessible to businesses, brands and makers no matter their size and to reduce waste by offering packaging that is reusable, compostable or made from recycled materials.

noissue



Recipients are able to recycle 100% of their gift packaging, inclusive of boxes, tissue, insert cards, stickers, and tape.

129,748

Gifts sent with fully-recyclable packaging

Our Vision for 2026

“Progress does not mean perfection. And we will not let perfection stand in the way of continuing to make progress.”

As we look ahead to 2026, one thing about our future is clear: the change we want to create is not something Loop & Tie can do alone.

Our collective impact is the result of micro-intentional choices made in partnership with our customers, our vendors, and the fantastic communities we serve. Together, we're transforming the humble corporate gifting budget into an engine of unfathomable positive impact, a powerful force for good.

And right now we can all agree: this world needs more of the good.

We believe commerce is an unwieldy conduit. It can be an agent of change and improvement; it just depends on how you use it. In a world where “growth at all costs” is touted and celebrated by corporations around the world, we have long decided that the cost of growth will not be at the expense of our planet, our communities, and our future.

Our goal with your partnership is to build a world of commerce where all interdependent systems can thrive. A world where budgets are aligned to purpose, where purchases are less frequent but with greater intention, and where business decisions are not measured by immediate return, but rather by the ripple effect of their impact. Our marketplace has shown firsthand how corporate gifting budgets can democratize access to opportunity for small businesses, underrepresented founders, mission-driven brands, and the longevity of our future - while simultaneously helping us achieve our business goals.

Progress does not mean perfection. And we will not let perfection stand in the way of continuing to make progress.

As companies continue to rely on gifts to build relationships and connect more meaningfully with one another, our responsibility is to further advance the ways in which we reduce waste, rethink outdated processes, and ultimately steward a more thoughtful approach to invitational commerce.

To our customers and our vendors: Thank you for being the biggest catalyst for the impact we made in 2025. And to those who haven't gifted with us yet: Join us and amplify the good in the world this year.



Ari Nielsen
COO of Loop & Tie