

**SIMPLE  
MODERN™**  
Good Everywhere™

**SIMPLE MODERN™**

2024

Community Impact Report





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LETTER FROM OUR CEO

# A Legacy of Giving

I am thrilled to introduce Simple Modern's first-ever Community Impact Report, a reflection of our mission to exist to give generously.

When we started Simple Modern, we set out with a simple yet profound vision: to create quality products that inspire connection while positively impacting the world around us. Since day one, giving has been at the heart of our mission, and I'm proud to report that after nine years, we have given away more than \$10 million to more than 1,000 nonprofit organizations doing good work locally, nationally and internationally.

Simple Modern's journey of giving began with small steps, but with each passing year, we've aimed to deepen our impact. We started by partnering with local organizations, supporting educational initiatives and investing in community resources. Over time, as we grew, so did our ability to give back.

In 2024, Simple Modern contributed more than ever before, supporting programs and community-building events across the globe. These initiatives represent the values we share with you, our community, and underscore our dedication to using our platform to bring good everywhere we can.

Looking forward, we hope to continue to have the ability to give as much and even more than we have in the past. With your support, we aspire to increase our giving efforts, deepen our relationships with charitable organizations and create more opportunities to serve communities worldwide. Our commitment to being more than just a brand, but a partner in making a difference and bring good to others, remains unwavering.

Thank you for being part of this journey. It is only with your support that we can continue to make strides towards a more connected, compassionate world. I look forward to sharing more milestones with you as we grow together.



Mike Beckham, CEO & Co-Founder







Simple Modern's 2024 Giving Committee: MaryKate Hall and Rachael Kliewer, 2024 Giving Co-Chairs; Mike Beckham, Emily Hall, Jacquie Johnson, Josh Robinson, Juanita Bryan, Kat Wolfe

## LETTER FROM 2024 GIVING COMMITTEE

# Embracing *Generosity*

As members of the Simple Modern Giving Committee, we're honored to share our first-ever Community Impact Report with you. It's a meaningful milestone that celebrates our collective commitment to giving back and highlights the profound impact we're making together.

This year, we're proud to announce that Simple Modern has donated more than \$6 million, supporting initiatives and organizations that inspire good everywhere – from local partnerships to global outreach.

At Simple Modern, generosity isn't just a word; it's a daily practice. Our culture encourages us to think beyond ourselves and to make decisions that positively impact others. We witness firsthand how this commitment touches lives, brings people together and strengthens the communities we serve. For each of us, working at Simple Modern is about more than the work we do day-to-day; it's about being part of a team that's passionate about making a difference.

Thank you for supporting us in our mission to spread kindness, compassion and generosity. We couldn't do this without the unwavering support of our community, and we look forward to continuing this journey with all of you.

Sincerely,  
2024 Simple Modern Giving Committee

MaryKate Hall Rachael Kliewer Mike Beckham  
Emily Hall  
Josh Robinson Katherine Wolfe

# Good

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It's simple:

We want to make products that are good to take everywhere, while we give money to causes that are helping to do *good everywhere*.

***You see, we exist to give generously.***

As a leading drinkware and consumer goods company, Simple Modern gives at least 10% of annual profits to communities around the world, equaling millions in donations since the company's founding in 2015. In fact, this year, we've now given more than \$10 million away to more than 1,000 nonprofit partners – and we're just getting started.

We are an Oklahoma-owned company that offers premium quality products and unique styles for adults and kids at generous prices. Mission-driven and values-based, Simple Modern has grown into a category leader for retail partners Amazon, Target, and Walmart, serving customers in all 50 states and eight countries around the world, making products that are *good everywhere*.



## SIMPLE MODERN™

### *2024 Giving Partners*

111Project	Make-A-Wish
Abbott House	Mission of Hope
CASA	New Story
Christian Hands in Action	Not Your Average Joe
City Care	Palomar
Cristo Rey	Positive Tomorrows
Guardian Group	ReMerge
Halo Project	Restore OKC
Hearts for Hearing	St. Paul's Community School
Homeless Alliance	The Dragonfly Home
Hope is Alive	The Pearl House
HopeHouse OKC	The Spero Project
Leah's Hope, Inc.	Water4
Lilyfield, Inc.	Wings
Love Justice	YWCA

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# Everywhere



OUR GIVING STORY: WHY WE GIVE WHERE WE GIVE

# The *Why* for *Where*

Learn more about our Five Giving Pillars and why we give where we give.



## Helping Marginalized Communities

We are dedicated to partnering with nonprofits that help marginalized communities because everyone should have equal access to opportunities and resources.

Supporting marginalized communities with resources, education and betterment opportunities promotes equality while working to reduce disparities wherever they exist.



## Furthering Education

Education is the foundation for individual and societal growth, and investing in education provides lifelong benefits like reduction in poverty rates, improved health outcomes for children and an educated populace that can contribute positively to their communities.

We are proud to support schools, teachers and nonprofits focused on education, and to partner with those working to close opportunity gaps and give children and adults the educational resources and tools to build better futures.



## Stopping Human Trafficking

Human trafficking devastates millions of people every year, exploiting and traumatizing vulnerable individuals locally, regionally and internationally.

Simple Modern works to support anti-trafficking nonprofits, who aim to protect victims, raise awareness and support law enforcement in bringing traffickers to justice.



## Clean Water Access

Access to clean water is a fundamental human right, yet more than two billion people globally still lack safe drinking water.

We actively support those working to improve health, education and economic outcomes in communities worldwide through providing clean, reliable sources of water to those in need.



## Addressing Homelessness

We partner with organizations that work to end homelessness because everyone deserves a safe, stable place to live.

Homelessness affects millions each year. By supporting initiatives that provide housing, mental health resources and more, we work to help our partners address the root causes of homelessness and help individuals regain stability.





# By the Numbers

**\$10M+**

GIVEN TO WORTHY CHARITABLE CAUSES

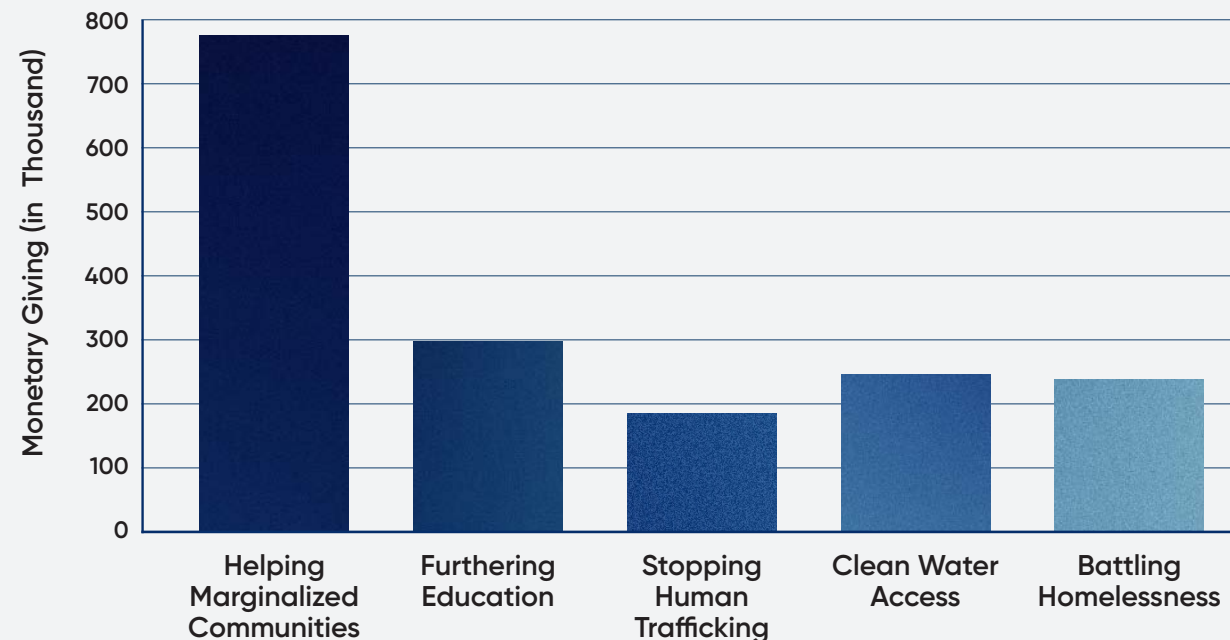
**1,000+**

NONPROFIT PARTNERS UNDER 10 YEARS

## 2024 HIGHLIGHTS

- More than \$6 million in monetary and in-kind donations
- \$2.7 million in monetary donations
- \$1.5 million in 50K Giveaway, awarding tumblers to generosity-focused, women-led collegiate student organizations across the country
- \$1.6 million in Fighting Together tumblers for cancer patients and their caregivers
- \$350,000 in first-ever Stock Your School initiative, giving tumblers and waterbottles to 10 schools and 10 teachers

## 2024 Financial Giving



## Giving BY Location



OKLAHOMA

**87%**



NATIONAL

**7.2%**



INTERNATIONAL

**5.8%**

Furthering Education

**15%**

Stopping Human Trafficking

**10%**

Clean Water Access

**13%**

Battling Homelessness

**12%**

Helping Marginalized Communities

**39%**

Employee Giving

**12%**

PERCENT  
**Breakdown**  
BY  
**Giving Pillar**  
FOR 2024



# Striving to do *More*

Learn about our internal initiatives to bring generosity to everything we do.



## Fighting Together: 40,000 bottles to support cancer patients

The "Fighting Together" Campaign provided 40,000 tumblers to cancer patients and caregivers to support their hydration needs during treatment. This \$1.6 million donation allowed patients to order a free tumbler through Simple Modern's website, and we also partnered with top cancer hospitals like the OU Health Stephenson Cancer Center and The University of Kansas Cancer Center to ensure direct support to those in need.

## Stock Your School: Supporting Teachers and Educational Needs Nationwide

The Simple Modern "Stock Your School" benefited thousands of states at 10 different schools, highlighting 10 different teachers in seven states. More than 68,000 customers voted with more than 130,000 votes during the 10-day initiative to find teachers in need.

Each winning teacher had their Amazon Wish List cleared by Simple Modern, and their school received 1,500 Summit water bottles for students and 100 Trek tumblers for staff. Additionally, 10 voters were randomly selected to win school supplies and Simple Modern swag, all in an effort to support education in America.

## 50K Giveaway: Encouraging Women-Led University Organizations

Simple Modern's 50K Sorority Giveaway partnered with 61 women-led collegiate organizations to donate nearly 50,000 40-ounce Trek tumblers to universities nationwide. The giveaway spanned from coast to coast, and with encouragement for these groups to share beyond themselves, the campaign amplified the impact of generosity across campuses and beyond through various philanthropic efforts.



**50K SORORITY  
GIVEAWAY**







# Giving Pillar *Spotlights*

- Marginalized Communities: Hope is Alive
- Furthering Education: Positive Tomorrows
- Fighting Human Trafficking: Dragonfly House
- Providing Clean Water Access: Water4
- Addressing Homelessness: HopeHouse OKC





GIVING PILLAR SPOTLIGHTS

# Supporting the Marginalized

Now in its third year of partnership with Simple Modern, Hope is Alive has seen significant growth.

Simple Modern's relationship with Hope is Alive started more than three years ago, and the nonprofit focused on radically changing addicts' lives has seen dramatic growth since then too.

The relationship with Hope is Alive started when Simple Modern CEO Mike Beckham, along with his wife Heather, spoke at the nonprofit event over three years ago.

"Mike came and spoke at one Sunday night meeting, and we fell in love with him and Heather and their heart for serving people," said Ari Patchen, Hope is Alive director of community development and Hope is Alive alum. "Mike has spoken several times since, and the Simple Modern team has come alongside us to volunteer in different capacities throughout the years. They've provided important seed for our organization to grow. They truly are an organization that is all about helping people."

Now in its 11th year, Hope is Alive is now in six different states and 12 different cities.

"In 2020, our staff was less than 20 and now we have more than 75 people with 230 residents in our care and more than 200 graduates of our 18-month-to-two year sobriety program," Patchen said. "And those graduates have an 85 percent success rate of sobriety."

In addition, Hope is Alive support groups for the loved



ones of addicts are now in 20 different states with more than 800 people attending every month. And, this year, Hope is Alive is expanding to a 75-acre facility to provide comprehensive addiction care to house about 45 men and 25 women.

"Many people don't recognize the extent that we will go to ensure that anywhere, any person, at any time, is receiving the care they need," Patchen said.

## BY THE NUMBERS

# 230+

RESIDENTS ACTIVELY IN HOPE IS ALIVE'S CARE

# 200+

GRADUATES OF 18-24 MONTH SOBRIETY PROGRAM

# 800+

ADDICT SUPPORT GROUP ATTENDEES PER MONTH

# 12

CITIES SERVED ACROSS SIX STATES





The Run for Hope, formerly known as the Sobriety Sprint, is an annual event hosted by Hope is Alive. The event honors those who have died from addiction and raises funds for Hope is Alive's support groups.





# Furthering Education



In addition to both financial and in-kind sponsorship, Positive Tomorrows receives volunteer support from Simple Modern employees to further the mission of Oklahoma’s only private, tuition-free school specifically serving children and families experiencing homelessness.

Positive Tomorrows, which works with families experiencing homelessness to help provide education and pathways to success, has partnered with Simple Modern for the past three years, and the impact from the relationship goes beyond financial contributions.

“Simple Modern doesn’t just invest money,” said Margaret Creighton, Positive Tomorrows President and CEO. “They invest their time. They come and sit with our students and just focus on them. They come to art class; they play with them outside. Our kids notice who comes and shows up for them and pays attention to their needs and wants.”

The partnership with Positive Tomorrows has expanded over the past three years, which has allowed the organization to serve more families and individuals growing from 78 kids enrolled three years ago to 148 enrollment spots now. And the nonprofit recently added another classroom. Simple Modern employees are encouraged – and given paid time off – to volunteer with partner organizations like Positive Tomorrows.

“Volunteering at Positive Tomorrows brings me such joy,” said Morgan Cherry, Simple Modern sales analyst. “Positive Tomorrows is making a tremendous, direct impact on our city, and it is a privilege to me every time I get to spend time and help there.”

In the past year, Positive Tomorrows has helped facilitate 51 health checkups, 49 dental screenings, 159 hearing screenings, 42 eye exams and 954 mental health services for kids. Through family support efforts,

they helped 93% of families served either maintain or improve stable housing.

Even with the dramatic growth of services offered and students served – 185 students served in 2023 – Positive Tomorrows knows Oklahoma City has approximately 4,700 children who are experiencing homelessness.

“We are tremendously proud of the growth of our service offerings and programs,” Creighton said. “But we know we’ve only begun to service the population of Oklahoma City that needs us. Together, with partnerships like Simple Modern, we can support more and more children, and their families, who can obtain stability through our offerings.”



## BY THE NUMBERS

# 185

STUDENTS SERVED IN 2023, AND GROWING

# 93%

FAMILIES MAINTAINED/IMPROVED STABLE HOUSING

# 1,200+

PHYSICAL/MENTAL HEALTH MEETINGS PROVIDED FOR STUDENTS





GIVING PILLAR SPOTLIGHTS

# Stopping Human Trafficking

“No end to the need.” The nonprofit has helped more than 1,100 trafficking victims since its founding in 2016.

“When you have someone who’s experienced trafficking, they’ve experienced a lot of different victimizations as well,” Melissa Eick, Dragonfly Home co-founder and director of advancement. “If we had endless resources, we’d do endlessly more. There’s no end to the need.”

In the nonprofit’s eight years, they’ve served more than 1,100 trafficking victims and fielded more than 12,000 calls to their 24-hour human trafficking helpline. And The Dragonfly Home provides services for free because of partnerships like Simple Modern.

“Some of our most favorite human beings on the planet work at Simple Modern,” Eick said. “Every time you go to Simple Modern you can palpably feel the positive energy there. They are so authentic, and they are as committed to the mission of The Dragonfly Home as anyone else. We have such a deep appreciation for the team at Simple Modern.”

In particular, Simple Modern was able to fund the purchase of a new SUV for the nonprofit.

“We need to be able to get people either away from dangerous situations or help people exit situations,”

Eick said. “So Simple Modern’s donation to help us purchase a new van was instrumental for our team.”

The nonprofit moved into a new facility in the spring of 2025, expanding its capabilities even further – and staying committed to those they serve for as long as they need them.

“We really work with our victims and walk with them until they’re fully back in society,” Eick said. “There’s no expiration date on our services.” The new facility will feature an on-site medical room to lower barriers for trafficking victims who need to receive medical care.



BY THE NUMBERS

1,000+

HUMAN TRAFFICKING VICTIMS SERVED

11,000+

CALLS FIELD ON DRAGONFLY'S 24/7 HELPLINE

8+

YEARS OF OPERATION







GIVING PILLAR SPOTLIGHTS

# Providing Safe Piped Water

## Simple Modern surpasses \$720,000 in donations to Water4 in 2024.

The partnership helps Water4 fund the sustainable business models that have given more than 2.5 million people access to clean water and sustained more than 1,250 jobs. Founded 16 years ago, Water4 currently works in four countries.

"We are so proud to partner with Water4, which is working to bring sustainable, generational change to areas of our world that are underserved," said Mike Beckham, Simple Modern CEO and co-founder.

Every donation to Water4 is invested in a growing African safe water business, so donations grow over time, are compounded by customer water sales, and help provide safe water that people can start to build their lives on.

And, as a faith-based organization, Water4 combines providing safe drinking water and growing economic potential for residents with sharing their faith. Today, residents across four countries now host more than 30,000 Bible studies weekly as a result of interactions with Water4's businesses as well as their Multiply Discipleship Program.



"Having access to safe, clean water is a catalyst that can change lives and allow individuals to build businesses, improve health outcomes, and provide jobs they can count on existing tomorrow," said Matt Hangen, Water4 president and CEO. "In addition, we care about the whole person and community and believe professional businesses are a perfect medium to share God's love through."

### BY THE NUMBERS

1,250+

JOBS PROVIDED BY WATER4

2.5M+

PEOPLE NOW HAVE CLEAN WATER ACCESS

\$720K

TOTAL DONATIONS FROM SIMPLE MODERN

4+

YEARS OF PARTNERSHIP WITH SIMPLE MODERN







The Walk4Water4 is an annual event in Oklahoma City held by Water4 to raise awareness to the three-plus mile daily walk millions have to make to collect water to live.





GIVING PILLAR SPOTLIGHTS

# Addressing Homelessness

A longtime partner with Simple Modern, HopeHouse OKC is meeting families where they are.

HopeHouse OKC has come alongside more than 150 families and more than 250 children to help them restore their lives since 2011.

“Our mission is to serve mothers and their children who are either currently homeless or are facing homelessness, and we really provide families with this opportunity to rest and heal and rebuild their lives,” said Brandy Romine, HopeHouse OKC executive director.

The women start to work to build life skills, and then shift focus to education and employment as they gain financial independence.

“We help to build their self-worth, healthy relationships, parenting, budgeting and so many other things,” Romine said. “These are things all of us need to know.”

It’s all a part of HopeHouse’s priority to create success for the women they serve.

“I use the analogy, we lock arms with you,” Romine said. “I think one of the most important things we do is we get to be family with people as they are rebuilding their lives.”

Simple Modern has supported HopeHouse OKC for several years, creating a longstanding and rich relationship.

“Simple Modern has played a monumental role as we



have grown,” Romine said. “And their support has grown with us as we have grown. It has been a phenomenal partnership. We truly are so grateful.”

That growth includes expanding to a 144-acre, gated campus with established cottages and houses to house

more families a little more than a year ago. But, their mission is still the same.

“Everything we’re trying to do is remind these women, their voice matters,” Romine told us. “You have high worth. You are precious and you are highly valued.”

## BY THE NUMBERS

**150** FAMILIES SERVED

**250** CHILDREN SERVED



# Why We Give

See why some of Simple Modern's employees love to be a part of the company's generosity and what it has meant to them.



**Jenny Scott**  
Engineering Manager

**How do you see Simple Modern's generosity resonating with the communities the company serves?**

One of our partners is a transitional housing program for homeless families. Two of our best employees at our warehouse and manufacturing facility came through this program. They've directly benefited from Simple Modern's support of the organization, and it's incredible to see how their lives have been transformed.



**Garrett Mueller**  
Licensing Manager

**How has working at Simple Modern shaped your perspective on giving back?**

Simple Modern has taught, exemplified and ingrained in me that generosity can be integrated into every aspect of life. Being generous with your time, talents and possessions are all ways to give back. Regardless of anyone's circumstances, then, we can all be generous, and we can be generous all the time, if we are attentive to the opportunities.



**Megan Johnson**  
People and Culture Manager

**How do you feel Simple Modern's mission of generosity influences your team culture?**

Our mission instills a mindset of abundance – there's always room to give, and every small act of generosity makes a difference. It shapes not only how I approach my tasks, but also how I interact with others, fostering a team culture where generosity is at the heart of everything we do.



**Katie Mitchell**  
Customer Service Manager

**What makes you proud to work at Simple Modern?**

I'm proud because our giving isn't just a checkbox. It's our heartbeat and why we do what we do. The fact that we've given more than \$10 million since 2016 and continue to prioritize generosity every single year shows how deeply it's ingrained in who we are. It makes me feel like I'm part of something truly meaningful.



**Morgan Cherry**  
Custom Sales

**What's been your favorite community or charity initiative that Simple Modern has participated in during 2024?**

I really enjoyed throwing the birthday party at Positive Tomorrows. Allowing a child to feel valued, loved and seen in such a fun way like throwing a birthday party full of their favorite things was awesome!



# Thank You

## THANK YOU TO OUR CUSTOMERS AND OUR PARTNERS.

Our ability to exist to give generously is tied directly to our ever-growing relationships with you, our customers and licensing and retail partners.

Simply put, we can exist to give generously because of you.

You help us spread our message of generosity everywhere through every purchase and every partnership.

Thank you for your commitment in investing in the highest quality drinkware products and other consumer goods Simple Modern makes, which enable us to continue to work to bring good everywhere.



## WANT TO LEARN MORE?

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

## THANK YOU TO OUR 2024 GIVING COMMITTEE

Giving Committee members serve for a two-year term and work to determine the giving allocations each year.

MaryKate Hall *Head of Committee*  
Rachael Kliewer *Head of Committee*  
Mike Beckham *Head of Committee*  
Emily Hall  
Jacquie Johnson  
Josh Roinson  
Juanita Bryant  
Kat Wolfe

## THANK YOU TO OUR 2024 GIVING CHAMPIONS

Giving Champions serve as liaisons for the nonprofit to help facilitate any needs, identify volunteer opportunities and build the relationship with Simple Modern.

Ashley Carter - Pearl House  
Nathan Wong - Water4  
Morgan Cherry - Positive Tomorrows  
Lauren Patterson - St Paul's  
Jenny Scott - The Dragonfly Home  
Corbin Wallace - Restore OKC  
Rachael Kliewer - The Spero Project  
Chris Ganz - City Care  
Nathan Wood - Hope is Alive  
Katie Mitchell - HopeHouse

