

THE SHOP FORWARD

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The Shop Forward serves as a marketplace for totes, t-shirts, hats and other items which all support programs and organizations that are effectively working to help others around the world. Each donation is built into the retail price, so an exact and tangible donation is made for each item sold. Since launching in November 2014, The Shop Forward has raised more than \$2.3 million for various charities around the world, helping raise funds and awareness while offering high quality and unique products. Recently, this model has been used to assist those affected by Hurricane Harvey and the California wildfires. In the past, The Shop Forward has partnered with influencers such as Jenna Bush Hager, Kristen Bell, Ben Higgins, Hilary Scott and many more to raise money for UNICEF, Humanity and Hope United, Alzheimer's Association and St. Jude Children's Research Hospital. For more information, please visit TheShopForward.com.

Why The Shop Forward?



- Since launching in November 2014, The Shop Forward has raised more than **\$2.3 million for various charities** including St. Jude Children's Research Hospital, American Red Cross, Susan G. Komen Breast Cancer Foundation, TEEM Haiti and more!
- Founder Meri Barnes began The Shop Forward to combine her love of fashion and philanthropy. Previously, she worked for designer Marc Jacobs in New York City.
- The Shop Forward exists to provide a **platform to collaborate with charities** for fundraising and spreading awareness while offering high quality and unique products for customers to enjoy.
- The Shop Forward partners with The Bobby Bones Show, a nationally syndicated radio show, to help raise awareness for the #PIMPINJOY movement. #PIMPINJOY gear reminds others to choose joy and spread love. All proceeds from this line go to helping people who are going through a difficult time, whether they're battling cancer or recovering from a natural disaster.
- Creator of the famous '4 Things Tote.' These bags are especially popular for gifts because they are personalized with four words that represent the recipient's favorite things, all while giving back to a great cause.
- The Shop Forward has the ability to create quality products that respond quickly to tragedies and natural disasters. The popular Texas Forever® line started retailing the same day Hurricane Harvey hit, resulting in \$325K raised for those affected by the hurricane.

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4 Things Tote Bag | \$39

The custom '4 Things Tote' is a popular gift made to order with four words that represents the recipient. All proceeds go to spreading hope in Haiti.



Texas Forever® Line

Texas Forever® Tote Bag | \$26

Texas Forever® Unisex T-Shirt | \$26

The Texas Forever® line has helped raise money for Hurricane Harvey victims and, most recently, families of those affected by the Sutherland Springs shooting.



GRL PWR Collection

GRL PWR Hat | \$25

GRL PWR Women's Muscle Tank | \$27

Each sale from the GRL PWR Collection supports empowering girls and women in the U.S. and around the world.

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#PIMPINJOY Line

#PIMPINJOY Women's Muscle Tank
| \$26

#PIMPINJOY Camouflage T-Shirt |
\$30

The #PIMPINJOY products are the most popular items in The Shop Forward marketplace. The line is in partnership with the nationally syndicated radio show, The Bobby Bones Show. All proceeds from this line support people who are experiencing a rough time, but choose to find and spread joy in their daily lives.



Since launching in November 2014, The Shop Forward has raised more than \$2,309,525 for various charities by selling items associated with a cause.



FIGHT. GRIND. REPEAT.
Women's Racerback Tank Top
| \$24

Fight. Grind. Repeat. is all about pushing through obstacles, which makes this the perfect item to add to your gym bag. Each sale benefits The Andy Roddick Foundation to expand opportunities for children to learn, thrive and succeed.



Mama Line

A line just for the mamas! Mother's rock and this line honors and supports these warriors, specifically new mamas.



Love > Hate Tank | \$26

This line has seven items including a hat, t-shirts and sweatshirts. Each 'love > hate' item sold currently supports those affected by the devastating wildfires in California.