

# 2024 ANNUAL IMPACT REPORT



CTW Events

#SoapSavesLives

#SoapSavesLives

# Our History

Through the years, CTW Events has evolved into a truly magical force— helping to lift organizations to their fullest CSR and ESG potential while supporting communities in need. Since 2012, CTW Events has distributed 6.3 million kits to over 1,000 charity partners around the globe and supported 237,000 hours of team-building participation.

## 2012 – CTW Events is Born

The first-ever Soap Saves Lives Experience was held. Providing essential hygiene items to those in need.

## 2022 – Empowering the Future

CTW Events introduced the Empowering Education Experience, which provides students in need with the necessary school supplies to thrive.

## 2024 – Fighting Hunger

CTW Events launches the Purposeful Pantry Experience providing families with shelf-stable meal items.

## 2009 – A Movement Begins

Clean the World Global, the parent company of CTW Events, was founded.

## 2021 – Expanding Impact

CTW Events introduced the Delivering Dignity Experience, providing comfort and hygiene items for those displaced from their homes.

## 2023 – A New Chapter

CTW Events officially launched as an independent brand.



# 2024 – Celebrating a Year of Impact

2024 was a year of transformative partnerships and measurable impact for CTW Events.

By channeling collaboration into direct, scalable solutions, we expanded programs that tackle urgent global challenges: hygiene access, education equity, and food security. Thousands of corporate teams and volunteers rolled up their sleeves—assembling hygiene kits that safeguard health, packing school supplies that open doors to learning, and curating pantry boxes that sustain families.

Together, we're proving that collective action isn't just about resources—it's about building futures where health, education, and nourishment are within reach.

## Milestones That Inspire

This year, CTW Events proudly facilitated over 1500 events across the globe— that's a 300% increase from 2023! These events engaged tens of thousands of volunteers, resulting in incredible impact:

Over 1 million hygiene kits packed for individuals in need, providing essential tools for health and dignity.

Over 230 thousand meals delivered through our new Purposeful Pantry Experience, feeding families and addressing food insecurity.

Empowering education initiatives that provided vital school supplies to over 140 thousand children worldwide.

These milestones reflect our partners', clients', and volunteers' unwavering commitment to collective action



# Program Pillars



## Soap Saves Lives Experience

This pillar centers on assembling hygiene kits that provide critical access to soap, sanitation supplies, and essentials. Teams collaborate to create tangible solutions for communities lacking reliable hygiene resources.



## Empowering Education Experience

Help students thrive by packing backpacks with school supplies—from notebooks to pencils—that equip classrooms and learners with the tools to succeed. Every filled backpack supports education initiatives in underserved communities.



## Delivering Dignity Experience

Teams assemble hygiene kits in more-sustainable backpacks, adding socks, deodorant, and care items to support individuals and families displaced by crises. A simple act of packing becomes a gesture of solidarity.



## Purposeful Pantry Experience

Combat hunger by packing pantry boxes filled with thoughtfully curated meals and shelf stable items that are designed to supplement families' grocery budgets, leaving more funds for fresh vegetables and proteins. We then partner with local food banks and shelters to provide nourishment and stability for families in need.

# Our 2024 Impact

**Here's what we've accomplished together.**

Explore the outcomes of 2024's collective action —where every metric reflects progress built through partnership. These numbers aren't just totals; they show how assembling hygiene kits fuels health initiatives, packing school supplies bridges education gaps, and curating pantry boxes sustains families facing food insecurity. Here's how collaboration turned effort into action.



**1,555**

**Global Events**



**1,576,818**

**Kits Distributed**

## Top Charities supported:



The **WASH** Foundation  
An evolution of Clean the World Foundation



**Save the Children**



children  
international®



**CONVOY OF  
HOPE®**

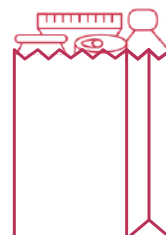


# Kits Breakdown



**1,198,240**

Hygiene Kits



**230,328**

Meal Kits



**146,450**

School Supply Kits



**1,800**

Dignity Kits

## Top Kit Building Countries

USA	1,077,442 kits
France	53,400 kits
Germany	33,700 kits
Italy	30,800 kits
Luxembourg	15,000 kits

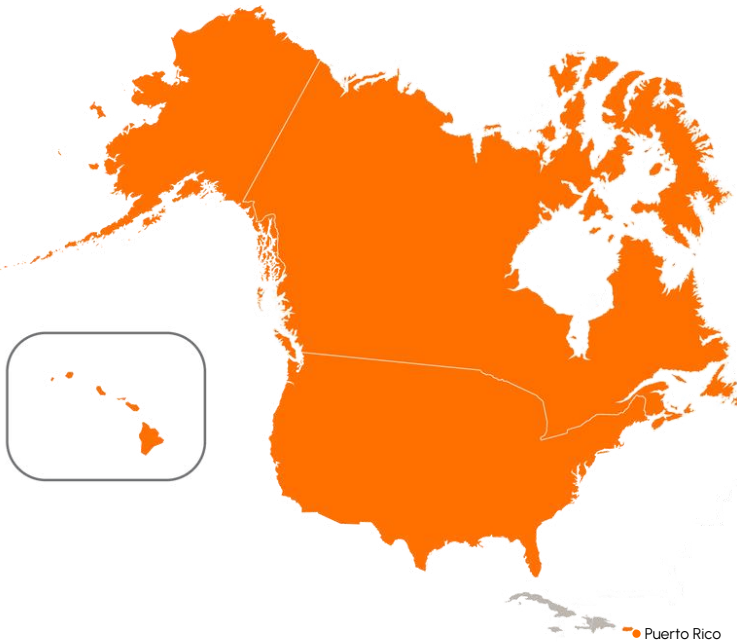
# Supported Regions

## European Union & United Kingdom

- Soap Saves Lives Experience
- Empowering Education Experience

## Canada

- Soap Saves Lives Experience



## Asia

- Soap Saves Lives Experience

## United States & Puerto Rico

- Soap Saves Lives Experience
- Empowering Education Experience
- Delivering Dignity Experience
- Purposeful Pantry Experience



# Our All-Time Impact

## Leaving a Legacy of Connection and Impact, Since 2012

Since our journey began, CTW Events has been a driving force for positive change, creating meaningful connections and fostering impactful action. Over the years, our activations have mobilized countless volunteers and partners to address critical needs around the globe. Together, we have achieved great things.

## CTW Events Global Impact



**6.3 MILLION**  
Kits Distributed



**237 THOUSAND**  
Hours of Participation



**315 THOUSAND**  
Attendees Globally



**1 THOUSAND**  
Charities Supported





## Distribution Partner Success Story

“

For over 100 years, **Save the Children** has harnessed the collective power and talents of volunteers to advance its mission. We know that corporate volunteers serve as force multipliers for building a brighter future for our world.

**Through our collaboration with CTW Events, Save the Children** has delivered tens of thousands of critically needed hygiene and education kits to children around the world, while deepening relationships with employees and our strategic corporate partners.

Thank you to CTW Events for being a reliable and trusted partner, delivering top tier experiences for employees and for helping build a brighter future for children everywhere.

**Morgan Prindle**

Corporate Engagement Officer





### **Our Promise**

We help YOU make a lasting impact, every time, by empowering teams and fostering positive change in communities worldwide.

### **Our Statement of Climate Friendliness**

CTW Events is dedicated to shaping a sustainable future through thoughtful actions and impactful initiatives. Our eco-conscious hygiene kits are a prime example of how we're ensuring our efforts benefit both communities in need and the planet we all share. From sourcing responsibly crafted products to partnering with like-minded organizations, we're mindful of every step in our process to maximize positive outcomes and minimize environmental impact. Sustainability isn't just a goal for us—it's a guiding principle in everything we do.

## 2025 – Looking Ahead

As we build on 2024's momentum, CTW Events is poised to deepen impact through expanded global reach, new program formats, and sustainable partnerships. In 2025, we'll introduce streamlined team-building experiences while strengthening collaborations with NGOs and corporate allies to ensure resources meet evolving community needs.

### Global Impact

Our mission to create positive global change continues gaining momentum through expanded operations across North America, Asia, and Europe. We're strategically deepening regional partnerships to amplify our worldwide influence.

### Empowering Collaboration:

Our focus remains on bringing people together through collaboration. We'll foster partnerships that amplify the impact of our clients' efforts while showcasing the power of working together for a common goal.

### Sustainability Commitment

Building on our sustainability journey, CTW Events will advance eco-conscious innovations in 2024. We're optimizing every aspect—from responsibly sourced participant kits to carbon-reduced event logistics—to set new industry benchmarks.

### Core Values in Practice

Three principles drive every decision: Community through cultivating belonging in shared experiences, Compassion via ethical partnerships and participant wellbeing, and Collaboration by co-creating solutions with clients and charities.

To our incredible network—clients, nonprofit partners, and more—your trust fuels our progress. Together, we'll transform 2025 into a landmark year of purpose-driven engagements, synergistic partnerships, and measurable social impact.

Here's to creating meaningful change, one innovative event at a time.



CTW Events

**Thank You!**



**2024**