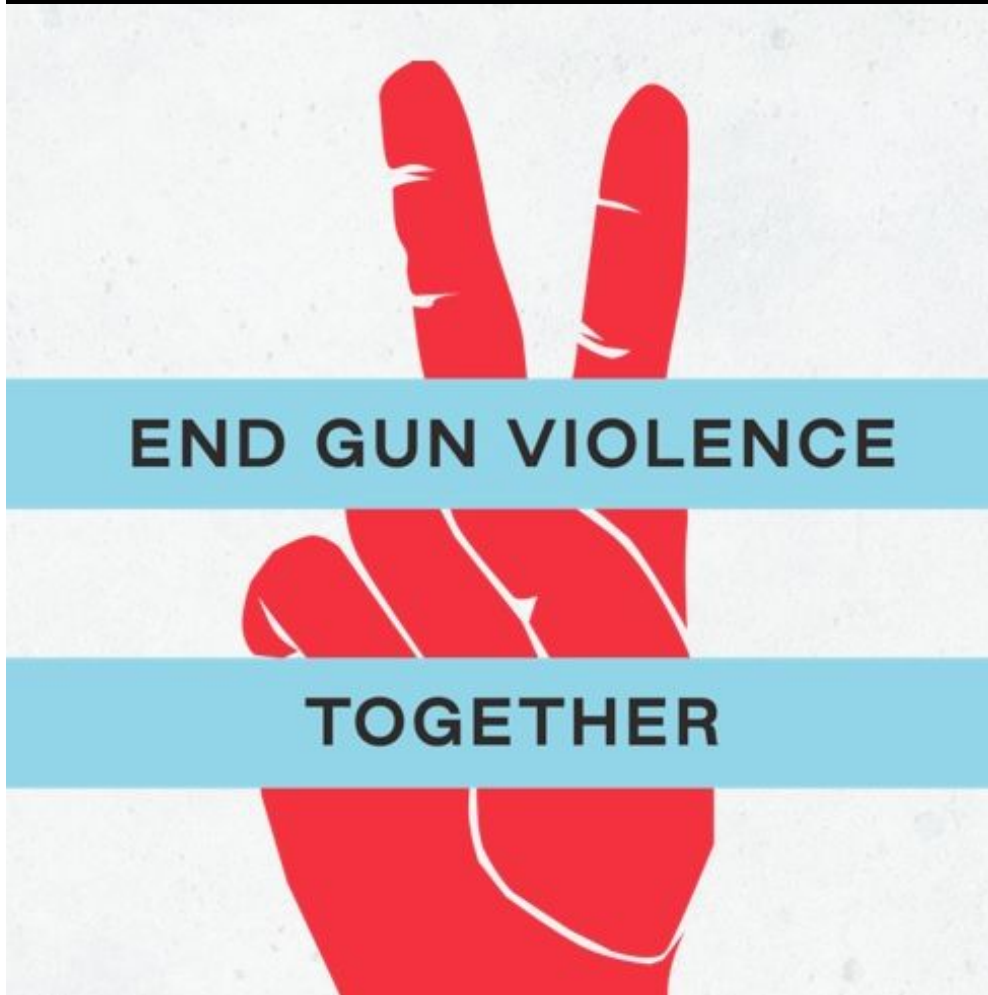


TOMS TAKES A STAND TO END GUN VIOLENCE

By Livvy Houghton and Alex Hawkins

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USA – The shoe brand known for its signature one-for-one model has announced a campaign to end gun violence, backed by a £3.9m (\$5m, \$4.4m) donation to various non-profit-making organisations.

The campaign directs users to the **Toms** website, where the company has created a system that enables users to send a physical postcard to their local government representative demanding new legislation on universal background checks. As part of the effort, the company will develop and permanently alter its giving model to include donations to organisations working to end gun violence.

Beyond its corporate giving strategy and social engagement, the brand has previously never taken a public political stance. 'If we have this much power as business leaders, we have to use it,' founder Blake Mycoskie told Fast Company. Discover how businesses are stepping in where governments are failing in our **Civic Brands** macrotrend.