



# About Thankyou



Thankyou is a social enterprise. We exist to help end global poverty in this lifetime by **committing 100% of the profit** from our consumer products to fund sustainable development work around the world.

To date we've given over **\$5.8m** to projects.

To date (as of 2018), we've funded:

Safe water, toilets and hygiene training for **556,300 people**

Safe births and healthcare for **94,477 mums and bubs**

Long-term and short-term food aid for **134,791 people**



# The Thankyou Story

It's been ten years since we opened our doors. And after a decade long rollercoaster ride, we're still reaching for the impossible with disruptive campaigns and bold visions – all while asking ourselves, “But what if it works?”

An idea from a then 19-year old Daniel Flynn, his best mate Jarryd and then-girlfriend-now-wife Justine, to launch a bottle of water with 100% of profits committed to funding safe water projects around the world, that has snowballed into something BIG.

We dreamed up Thankyou because of some pretty alarming statistics. In 2008, 900 million people in our world (now 663 million) still don't have access to safe water. At the same time, we spent \$600 million per year on bottled water. We wondered, “What if we could bridge the gap between extreme poverty and extreme consumerism by selling a bottle of water that commits 100% of the profits to fund water projects?”

It would be fair to say our humble beginnings of borrowed suits for meetings, no experience, no shareholders, no investors and a combined net worth of \$1000 has since made its way into contemporary startup history.

Miraculously, in our first pitch ever (to Australia's largest distributor of beverages, no less), we got a ‘yes’ an hour into the presentation. But this initial success was followed by three long years of ‘no’ from every retailer in the country. We faced two recalls, trouble with bottlers and distributions with several major retailers falling through. Despite feeling like failures, we dug our heels in. What kept us going was constantly remembering what it was that we were trying to change.

The turning point in our journey came with a legendary campaign which enabled Thankyou to come into its own, not just as a business, but as a consumer movement. In 2011 we launched our 7-Eleven Australia campaign, asking Aussies to tell the convenience store chain that if they stocked Thankyou water, they would buy it. The social media campaign went viral, a result that blew our minds, and got our products into one of Australia's most recognisable chain stores.

Two years later, we took this concept to the next level and launched a disruptive campaign that enlisted the

support of our Facebook fans to get our products into Australia's biggest supermarkets, Coles and Woolworths. Thousands of people flooded their Facebook pages and we'll never forget the heroic efforts of helicopter pilots Peter and Geoff who donated their time to fly signs above the Coles and Woolworths head offices. And in record-breaking time, they both said “yes”.

For us, one of the most exciting parts of the Thankyou story has been asking what we can do together to have an impact on ending global poverty. We do this by enlisting the energies of passionate consumers who want to contribute to something extraordinary simply through the power of purchasing. We believe Thankyou is an invitation to write the future together.

So where are we today? Well, our team has grown from 3 to 58 (they're all incredible humans) and includes a consumer movement of thousands. We've expanded from a single product of water to a game-changing Thankyou personal care range that funds safe water and toilets. Since launching five years ago, it continues to overtake major household named brands in the category. In July 2016 we launched our Thankyou baby range of nappies, wipes and baby care products that fund safe births and healthcare for mums and bubs in need.

Growth in business is a huge challenge, to say the least. But when we consider the alternative is standing still, it's a challenge we're pretty happy to have. In saying that, scaling has not come without its growing pains. In 2013, we set out to create a market-leading food range to help get sustainable food solutions to people in need. At the end of 2017, we had to make one of our toughest calls ever—to phase out our food range. Despite some pretty awesome achievements from the team (including funding over 28.7 million days' access to food aid for over 130,000 people in need), the reality was we'd been competing in this category for three years and hadn't gotten to a market-leading position.

In June 2018, we made the leap overseas with Thankyou New Zealand, the first country to launch Thankyou outside of Australia. We asked our Kiwi mates to take the launch into their own hands with nearly 4,000 people signing up to help us spread the word, before products even hit shelves.

The past decade has been marked by speed bumps, detours, triumphs and the occasional heart-stopping moment including a meeting with a US president (Daniel was interviewed by President Barack Obama at the Obama Foundation Summit in Chicago late 2017). It's been a wild ride, to say the least. But the best thing is, we feel it's just the beginning.



# Chapter One

Who says you have to do things the way they've always been done? Chapter One is another one of our game-changing ventures. A warning – this is no ordinary book. Not only is it printed in landscape format, Chapter One represents an invitation for everyone to invest in an idea as 'social investors'.

Published and launched in February 2016 through a nation-wide crowd-funding campaign, the book is a story of epic proportions, taking an inside look at the struggles and successes of Thankyou so far.

Based on the ethos that every bump in the road represents a lesson worth sharing (and there were plenty of them), Daniel Flynn's Chapter One has defied naysayers from the start.

Sold at a 'pay-what-you-want' price and with 100% of the profits funding the future of Thankyou, it was the book that some said was too soon to write. A best-selling book in Australia sells 5,000 copies and Thankyou would be lucky to make \$50,000 profit in one year, Daniel was told at every turn.

## OK, so here's what happened.

- We launched with an audacious goal to raise \$1.2 million in 28 days
- In two hours, Chapter One hit best-seller status (with over 5000 copies sold)
- In the first three days, the book was selling at an average of two books per minute
- In one week, it beat launch sales rates of every other book in airport bookstores (Relay, Newslink and Watermark), second to only the Harry Potter books
- In 28 days, it sold over 55,000 copies and raised over \$1.4 million
- In 18 months it has sold its 100,000th copy, hit 20 x best-seller status in Australia and generated over \$1.8 million in profits
- To date, Chapter One has funded the launch of our Thankyou Baby range and Thankyou New Zealand, our first venture overseas

Chapter One is available for purchase at a 'pay-what-you-want' price online at [www.thankyou.co/chapterone](http://www.thankyou.co/chapterone) and all Relay, Newslink and Watermark bookstores.

# Awards

- 2013:** Youth-Led Social Enterprise of the Year in Social Traders' Social Enterprise Awards
- 2013:** Track Your Impact was shortlisted in Anthill's Smart 100 Awards
- 2014:** Daniel Flynn named Victorian Young Achiever of the Year
- 2014:** Daniel Flynn was honoured as the Victorian Young Australian of the Year
- 2014:** Social Innovation Award in the Social Traders Social Enterprise Awards
- 2014:** Daniel Flynn was honoured as one of 10 JCI Top Outstanding Young Persons of the World
- 2015:** Daniel, Justine and Jarryd named second in Smart Company's Hot 30 Under 30
- 2015:** Thankyou named Employer of the Year at the Food Magazine Awards
- 2015:** Daniel Flynn named EY Entrepreneur of the Year (Southern Region)
- 2016:** Daniel, Justine and Jarryd named first in Smart Company's Hot 30 Under 30
- 2016:** Chapter One campaign named Top Sector's Top Fundraiser
- 2016:** Winner of Anthill's Coolest Company Award
- 2017:** Thankyou named one of Westpac's 200 Business of Tomorrow
- 2017:** Daniel Flynn named in Forbes 30 Under 30 Asia
- 2017:** Chapter One campaign highly commended for Marketing Campaign of the Year by a Retailer at the Frontier Awards
- 2018:** Most Innovative Company in the 2018 Innovation Index (Peer Reviewed)

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