

For immediate release



Australian Social Enterprise Thankyou Gives More Than ASX Top 200 Heavyweights After Raising \$10M In Record-Breaking Profit Year To Help End Global Poverty

Melbourne, Australia, 3 Dec. 2021 — The Australian Financial Review has listed social enterprise Thankyou at 29 in Australia's top 50 corporate philanthropists, ahead of Suncorp, Goodman Group, Brambles, Mirvac and QBE.

Thankyou's first-time entry into the AFR corporate philanthropists list comes after the company raised \$10 million for impact last year, bringing the total they've raised and given to over \$17 million for global change-makers in the fight against poverty.

Thankyou was founded in 2008, and in the twelve years that followed, they had raised \$7 million towards their cause. In 2020, the company more than doubled the amount given to impact, giving \$10 million in one year alone.

Thankyou exists to offer consumer products that are all for helping end extreme poverty and currently sells its market-leading personal wash range in Coles, Woolworths, Chemist Warehouse, Big W, Priceline and Selected Independent Retailers. Thankyou Group is ultimately owned 100% by the Thankyou Charitable Trust, which distributes its funds to impactful change-makers. This means that after all the costs involved in creating great products are taken care of, every cent left helps end extreme poverty.

Thankyou was created to close the gap between the 736 million people* living in extreme poverty around the world and the \$63 trillion spent on consumer products each year**.

They believe the injustice of global poverty is fed by a broken system, which must be remade.

"This pandemic has shown us the mission-critical role for Thankyou and our unique 'all for' model, not half for or part for. Consumers kept consuming, whilst extreme poverty has gone from bad to worse. Thankyou has been able to help bridge these two realities at a time the world needs it most. We've never been more motivated to rethink and re-imagine bold new paths forward." says Thankyou Co-Founder, Daniel Flynn.

Thankyou believes in the power of people and is humbled to see customers continuing to use the power of everyday, small choices to make significant, long-lasting change.

"The power of people is something that continues to inspire us. This idea we call Thankyou seems impossible until we remember the power of people. It's about each of us taking those small, seemingly insignificant moments in our day (like choosing a hand wash!) and turning them into something more powerful."

For further information about Thankyou, please visit www.thankyou.co or follow the journey at [@thankyouaus](https://twitter.com/thankyouaus) and [@thankyou.nurture](https://twitter.com/thankyou.nurture).

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*Source: World Bank

** Source: World Bank national accounts data and OECD National Accounts data files

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