

# The idea

**We live in a world of two extremes, and Thankyou is an idea that exists to bridge the gap between two them. Right now, there are approximately 719 million people<sup>1</sup> stuck in extreme poverty, with many suffering and not surviving each day simply because they lack access to basics in health, education and living standards.**

**While the funding gap to end extreme poverty by 2030 is estimated at US\$2.5 trillion dollars a year<sup>2</sup>, meanwhile consumer spending totals around US\$63 trillion a year.<sup>3</sup>**

These are statistics that aren't right and we believe they must be changed.

At Thankyou, we see a world where not one person lives in extreme poverty. Our mission is to amplify impactful change-makers serving the world's poor by redistributing wealth from consumer spending. It starts with offering consumer products that people love to use, and encouraging people everywhere to choose Thankyou.

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1. Source: [World Bank, 2022](#)

2. Source: [UNCTAD, 2019](#)

3. Source: [World Bank](#)

## Our model

**We design and create world-class products and find world-class partners to help take these products sustainably to global scale to amplify the good we do in the world.**

Thankyou Group is ultimately owned 100% by the Thankyou Charitable Trust which distributes its funds to our impactful change-makers. The Thankyou Charitable Trust funds impactful change-makers serving vulnerable communities to fight inequity, scarcity and poverty.

## Our story

**We are one chapter into a story that we believe will change the course of history.**

We started in 2008 as a few university-aged co-founders with a bold vision and grew into a movement of millions of people taking small steps to create big change. That's millions of moments, of small steps, where people chose to back Thankyou. Like most start-up stories, it hasn't been an easy or straightforward journey. But it's been made possible through the collective power of the many.

Like the time our community petitioned Australia's two largest supermarkets to stock Thankyou products (they said yes!). When people like you helped us beat our \$1.2 million fundraising target through a pay-what-you-want book called Chapter One to fund our future growth. Like when we didn't get stickers on products in time, and 300 amazing people volunteered their time to do it with us.

History has taught us many things. The power of people, the importance of a bold vision and how individual small actions create huge impact. Everyone's actions matter. We have faith in the collective good and power of humanity to achieve the impossible.

# The impact

At Thankyou, we choose to work with partners who are: tackling complex systems change, not simplistic solutions; who are focused on impact, not activity; and who have a clear endgame. Then we back them in a revolutionary way.

Every Thankyou product helps fund life-changing projects. To date, Thankyou has raised over AUD \$17.57 million for our impact partners who are serving the world's poor.



# Connect with us

@thankyouaus  
@thankyou.nurture

thankyou.co