



COMPANY NAME: Butterfly Ethical Gifting

CONTACT INFORMATION

Key Contact: Jacey Shnarr

Title: Founder

Address: 386 Kingswood Rd, Toronto, ON, M4E 3P1

Phone: 1 (416) 919-5401

Email: jacey@butterflyethicalgifting.com

Website: www.butterflyethicalgifting.com

Company is WBE Certified: YES

COMPANY OVERVIEW AND CORE COMPETENCIES

Overview: Butterfly is a female-owned small business based in Toronto, whose mission is to enable large corporations to support ethical and diversely-led small businesses via their employee and client gifts, swag and marketing campaigns. We carry no inventory and do projects connecting you directly to these second-tier ESG-positive vendors.

Butterfly donates 2% of revenue to charities we love. Together, we create the effect.

Core Competencies:

- White labeled [E-marketplaces](#) for client and employee-selected gifting. We will create an online shop for your employees or clients to select their own gifts. Completely branded and labeled to your tastes! No more sending the same gift to everyone!
- [Experience Boxes](#), gift bags or stand-alone items to accompany in-person or virtual celebrations. Create a Pop-Up Shop at your event filled with gifts for your attendees to take home. Let them choose a beautiful gift to suit their tastes. All are sourced from small, diverse, and ethical businesses!
- [Digital Gifting campaigns](#) for global audiences. Great for larger gifts or to increase engagement in marketing campaigns, survey completion, or lead generation at booths.

- Follow-up gifting Activations. Send your holiday gifts out following your event to keep the fun and connected feeling going. We create a QR-enabled landing page specific to your event. We capture all of the attendee's information at the event, and gifts are received as a follow-up.
- [Branded Swag](#), but with a Conscience. Add to any of the above.
- We utilise technology to support your campaigns. We custom curate [online employee/client gift shops](#), landing pages for events and use QR codes for ease and engagement.
- We do not carry inventory and curate each project individually.
- We offer large scale and secure pick, pack, [fulfilment and all shipping services](#).
- We ensure [secure PPI data management](#).

KEY CLIENTS/INDUSTRIES SERVED

Key Clients: TJX Canada, TikTok, Paliare Roland LLP, Price Waterhouse Cooper (PWC), Corus Entertainment, Salesforce Inc., Google, University of Toronto, TD Bank, National Aboriginal Capital Corporations Association (NACCA), BDC, RBC, Canadian Tire.

Industries Served: Finance, Technology, Media, Professional Services, Energy, Government Agencies, Legal Services, etc. Any corporation with Employee/Client Appreciation needs, who value Diversity, Equity, Inclusion (DEI) and sustainability.

Case Studies

1) TJX

2 national bilingual activations to 34,000 employees. One for National Day of Friendship creating a custom white-labeled campaign featuring ethically sourced tea and conversation starters. The second for DE&I team, sourcing made in Canada, eco conscious, recognition coins with bilingual design. Both projects included project management, fulfillment and shipping to 500+ addresses across the country.

2) TikTok Holiday Gifting

For the last 2 years we have produced TikTok's North America's client holiday campaign. This includes gift selection/research from Social Impact SME's using their platform to grow their brand, landing page to gather all client PPI shipping data, white-labeled box, card and wrap design for their brand and all project management including fulfillment and shipping logistics across North America.

NAICS possibilities??

1. 541890 - Other Services Related to Advertising
2. 541613 - Marketing Consulting Services
3. 454110 - Electronic shopping and mail-order houses

CERTIFICATIONS & PROFESSIONAL AFFILIATIONS

WeConnect International

Upside Foundation of Canada

We donate 2% of all REVENUE to charities we love. These include Ten Oaks Project, a camp for LGBTQ+ youth, New Leaf Yoga bringing mindfulness to inner city youth, Tree Canada and GEM, Girls Mentorship project.

GEOGRAPHICAL AREAS SERVED

Canada & United States of America (USA) for physical gifts.

In partnership with Unwrapit (B Corp) we have digital and waste-free gifting programs available for global audiences.

We have options for Europe and beyond.



WE CREATE THE EFFECT