



Media Press Kit



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welcome –

In this packet, you'll find valuable information about Amazon Offsets - the how and why. If you have any questions, please don't hesitate to get in touch with us.

Kirsten

Kirsten Burkhardt | founder



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Why Amazon Offsets -

Increasingly, consumers are patronizing companies whose values align with their own. But for various reasons (lack of local choices, busy schedules, the pandemic), many of us found ourselves inextricably reliant of Amazon. But how do we reconcile our Amazon usage with the knowledge that Amazon employees are working under harsh, difficult and often dangerous conditions?

Amazon Offsets provides an opportunity for values-conscious but Amazon-reliant shoppers to help Amazon employees, the ones who provide the very convenience on which we rely.

*Amazon Offsets is a 501(c)(3)
non-profit organization.*

"Amazon Offsets doesn't purport to solve the many problems caused by Amazon - it's a band-aid. But when you're hurt, sometimes you need a band-aid."

How does it work?

Shoppers who want to minimize (or "offset") the human cost of shopping at Amazon can make a tax-deductible donation to Amazon Offsets. Those donations are used to provide financial assistance to Amazon employees who have a documented financial need (e.g. an eviction notice, a utility shut-off, or a medical bill). It's a simple way to return smiles to those who helped deliver them to you.



Working at Amazon -

<p>Forbes June 8, 2021</p>	<p>"In 2020, there were 6.5 injuries per 100 full-time employees at U.S. Amazon warehouses compared to 4.0 injuries per 100 full-time employees at all non-Amazon warehouses. Amazon's injury rate last year was also more than twice as high as its largest retail competitor, Walmart ... Not only are workers at Amazon warehouses injured more frequently than elsewhere in the industry, they are also injured more severely. There were 5.9 serious injuries per 100 Amazon warehouse workers last year that required them to miss work entirely or be placed on light or restricted duty, a rate nearly 80% higher than the wider warehouse industry."</p>
<p>Business Insider January 4, 2022</p>	<p>"Amazon has a goal to get rid of a certain number of employees each year, which is called unregretted attrition. Some managers at the company told Insider they felt so much pressure to meet the target that they hire people who they intend to fire within a year."</p>
<p>Business Insider January 4, 2022</p>	<p>"There's been a rash of lawsuits filed against Amazon alleging gender and racial bias. In May, five current and former female employees sued the company Amazon, claiming 'abusive mistreatment by primarily white male managers'. In February, Charlotte Newman, a Black Amazon manager, filed a suit alleging gender discrimination and sexual harassment. And last year, a high-profile female engineer called on the company to fix what she saw as a "harassment culture,"</p>
<p>Washington Post* April 3, 2021</p>	<p>"Documents show Amazon is aware drivers pee in bottles and even defecate en route..."</p> <p>* The Washington Post is owned by Amazon Founder and Chief Executive Jeff Bezos</p>

Our logo –

While still in the planning stages, I excitedly told a friend about my idea. Instead of the support and encouragement I was hoping for, he told me that the problems Amazon causes its employees are too big for us to address. While I momentarily felt defeated, we soon remembered “The Starfish Thrower” by Loren Eiseley.

In it, Eiseley tells the story of an old man walking along a beach that is littered with starfish washed in by the tide. Off in the distance, he sees a young boy walking toward him but stopping every few feet and bending down. As he got closer, the old man saw the young boy was picking up starfish and throwing them back into the sea.

When they came upon each other, the old man asked the boy what he was doing and he said the tide washed up the starfish and he was throwing them back into the sea before the sun got too hot and killed them. The man gestured at the miles of beach behind him and pointed out there were thousands, maybe tens of thousands, of starfish and the boy couldn’t possibly make a difference. The young boy bent over, picked up a starfish, threw it into the water and said, “I made a difference for that one.”

I agree the problems Amazon causes its employees are too big for us to solve. But we can always “make a difference for that one.”



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