

NORDSTROM

Deepening Our Commitment in NYC

October 21, 2019

Each year, we donate millions of dollars to hundreds of nonprofits across the U.S. and Canada, with the majority of our giving focused on organizations and programs that support kids and care for families. We grow our network of nonprofit partners each time we expand a market —New York is no different. We're committed to giving \$5 million to the community through a combination of core partnerships and community grants.

As we enter opening week for our Nordstrom NYC flagship store, we are excited to kick off our giving through a partnership with [Good+Foundation](#). Founded in 2001 by Jessica Seinfeld, Good+Foundation is a national non-profit organization that addresses multi-generational poverty by pairing donations of goods —including cribs, strollers and diapers —with transformational services to help low-income parents create an upward trajectory for their children.

Good+Foundation has offices/warehouses in New York City and strategically distributes more than \$6 million worth of basic needs goods and supports families in all five boroughs of New York each year.

Our partnership with Good+ has three parts.

- **Financial Support:** We're excited to give a \$250,000 community grant to help support the organization's programmatic work across all five boroughs of New York. This work will include helping deliver essential items like cribs, diapers and strollers as well as providing access to family services like job training, couples counseling and parenting classes.
- **Volunteering:** We're contributing our time as well by providing opportunities for our employees to connect with the local community through volunteer activities integrated into our partnership with Good+.
- **Customer Engagement:** We're spreading the word to our customers on how they can get involved by donating products that families need and also contributing financially through our NYC in-store holiday campaign this year.

"We believe one of our most important responsibilities as a company is giving back to the diverse communities where we live and work," said Jamie Nordstrom, president of stores. "As we celebrate the opening of Nordstrom NYC, our Manhattan Flagship store, we are thrilled to be partnering with Good+Foundation to help improve the lives of thousands of local children and families."

This is just one of the many ways we're deepening our presence in the community and we couldn't be more excited.