

NORDSTROM

Giving Back During the Holidays

December 3, 2019

The holidays are a wonderful time to give gifts to our families and loved ones, and they are also a great time to consider the many others who could use our help. Giving back to the communities that support us every day has long been a cornerstone of our culture, and it's something we take pride in doing all year —the holidays are a reason to give even more.

Each year, we donate millions of dollars to hundreds of nonprofit organizations across the U.S. and Canada. Today through the end of the year, our goal is to raise an additional \$1M for some of our partners during this holiday season. We're excited to kick off the latest evolution of our partnerships with four incredible organizations: [Children's Miracle Network Hospitals](#), the [Good+Foundation](#), [Big Brothers Big Sisters of America](#) and [Big Brothers Big Sisters of Canada](#). In order to achieve our goal, we need the help of our not only our own employees but our customers as well. Below outlines who we are helping, exactly what we are doing to help and how everyone can get involved.

Who: [Children's Miracle Network Hospitals](#)

What: All funds go directly to the hospitals in the communities where the money is raised, which will be used to support uncompensated care for families in the most difficult of circumstances. Every day, CMN Hospitals treat more than 22,000 kids and babies, and these funds go a long way to support those treatments.

How: Visit any U.S. or Canada Nordstrom store, Los Angeles area Nordstrom Locals or go online at [Nordstrom.com/CMNH](#) to purchase a \$10 Children's Miracle Network Hospital giving tag.

Who: [Big Brothers Big Sisters](#) (U.S. and [Canada](#))

What: Proceeds will support recruiting and training adult mentors, in addition to supporting a mentorship moment that a Big and Little can share — including preparing for an interview, learning to tie a tie and helping with homework. These seemingly small moments can have a tremendous impact on a kid's life and pursuit to reach their full potential. Big Brothers Big Sisters currently serves 150,000+ Big and Little Matches in the U.S., with over 400,000 youth, families, mentors and volunteers taking part in their program annually.

How: Visit any U.S. or Canada Nordstrom Rack location or [Nordstromrack.com/bbbs](#) to "Sponsor-a-Moment" by purchasing a donation card at check-out.

Who: [Good+Foundation](#) (NYC Only)

What: Funds raised will help deliver essential items to NYC families like cribs, diapers and strollers as well as providing access to family services like job training, couples counseling and parenting classes with the long-term goal of creating a healthier, safer environment for parents and children. These funds ultimately support Good+Foundation's goal to dismantle multi-generational poverty by pairing donations of goods with innovative services to help low-income families.

How: Visit Nordstrom NYC, Nordstrom Men's store, Nordstrom Local in the Upper East Side or West Village or go online at [Nordstrom.com/good-plus-foundation](#) to purchase a giving tag.