

NORDSTROM

Amplifying Our Impact

May 19, 2020

We believe one of our most important responsibilities is to support the people who support us, including our customers, employees and the people in the communities we serve. As the world continues to work through this crisis, efforts to support our communities are more relevant than ever.

As we work to make nearly [1 million masks](#) for healthcare workers, we recognize we could be doing more —especially for kids and families. We're proud to offer face coverings on [Nordstrom.com](#) where we will donate one face cover to [Good+ Foundation](#) for every package sold. We've already donated 75,000 face covers and hope to donate many more with the help of our customers. While we are currently sold out of face covers, we're working hard to make more available soon.

While we remain focused on the crisis of today, we're also committed to supporting our communities long after this pandemic. That's why we're excited to announce our 2025 corporate philanthropy goals, which focus on three key areas of impact —customer engagement and cause marketing, corporate grantmaking and employee engagement. The philanthropy goals include:

- Raise \$5 million from cause marketing campaigns for core partners that support families
- Raise \$5 million from our give-back brand, Treasure & Bond
- Invest more than \$50 million in communities where we operate
- Increase employee volunteer hours to 250,000 hours annually

A key part of this goal comes through our community grant program, which is largely funded from our commitment to donate [1% of all Gift Card sales](#) annually. Our investments are primarily focused on organizations and programs that care for families. This year, we're proud to announce we're supporting over 300 organizations so they can continue their critical work, such as providing basic necessities to kids and families, including housing, food, access to health care and education. Below are some examples of the grantees this year:

- [WestSide Baby in Seattle](#): Grant helps provide essential items to keep children safe, warm and dry by collecting and distributing diapers, clothing, and equipment (i.e. cribs and car seats) throughout Western King County.
- [Ann & Robert H. Lurie Children's Hospital of Chicago](#): Grant helps enable pediatric patients to keep up with their classwork and remain engaged in school by making learning accessible and fun through one-on-one sessions at the bedside or fun group learning projects in an in-hospital classroom.
- [God's Love We Deliver in NYC](#): Grant supports medically tailored meals prepared and delivered to clients living with HIV/AIDS, cancer and other serious illness to improve their health outcomes by alleviating hunger and malnutrition.
- [Latino Student Fund in Washington DC](#): Grant supports the LSF Post-Secondary Success Program, providing mentors and resources for at-risk high school youth. This program aims to empower them in school and support them in their home lives to put them on the path to graduate high school and enable them to transition to a healthy adulthood.

Additionally, to celebrate the Class of 2020, we will donate 20% of all gift card sales purchased online to [The Posse Foundation](#) from May 26 to June 12, with a goal of hitting \$50,000. These funds will support The Posse Foundation's work to guide students to success in academic studies and graduate so they can take on leadership positions in the workforce. Posse also helps expand the pool from which universities can recruit outstanding young leaders from diverse backgrounds and help those universities build more interactive campus environments so that they can be more welcoming for people from all backgrounds.