NORDSTROM

Small Steps for a Big Impact

August 18, 2020

What will schools look like in the fall? How can we support our future generations during times with such turbulence? Our lives are filled with uncertainty, but one thing we know is that there are still children in need of our help. While COVID-19 is understandably top of mind, we haven't lost sight that one in five American children is still living in poverty.

Shoes are often overlooked as a critical item for kids, but our friends at the non-profit organization Shoes That Fit have been working to change that. Shoes are often one of the most visible signs of poverty, according to Shoes That Fit's research, so when you give shoes to a child, you also give so many other things like hope, dignity and joy. Specifically, when children get new shoes, their schools report a drastic change including in self-esteem, improved attendance and physical activity.

87% report increased **SELF-ESTEEM**

70% report increased **PHYSICAL ACTIVITY**

56% report **IMPROVED BEHAVIOR**

40% report **IMPROVED ATTENDANCE**

What we are doing

How will kids in need get new shoes this year? That's where Nordstrom comes in with your help. This year, we're partnering with Shoes That Fit to donate more than 35,000 pairs of sneakers to kids in communities across the U.S. This will be our 10th year partnering with the non-profit, and with this year's donation, we'll cross the milestone of more than 200,000 pairs of new shoes donated to kids in need.

How you can help

From August 17 —October 4, visit any U.S. Nordstrom, Nordstrom Rack, Nordstrom Local or Last Chance location to purchase a $10 Shoes That Fit giving card. One hundred percent of proceeds from every giving card purchased goes toward the gift of one pair of new sneakers for a child in need. Individuals can also make an online, tax-deductible donation at www.shoesthatfit.org/Nordstrom.

We're also excited to also have Olympic gold-medalist Gabby Douglas help get the word out about this program. Check out Gabby's video on her Instagram page, here.