

NORDSTROM

Nordstrom Kicks Off 12th Annual Giving Campaign to Shoes That Fit with \$1 Million Goal

August 11, 2022



It's back-to-school season, and Nordstrom is teaming up with Nike and Shoes That Fit to donate 40,000 shoes for kids in need. From August 11 through October 15, we're inviting customers to participate in our 12th annual Shoes That Fit giving campaign with a goal of raising \$1 million.

Each fall, we look forward to helping kids start off the school year on the right foot. This year, Nordstrom and our customers will reach an exciting milestone, providing more than 300,000 pairs of brand-new, properly fitting athletic shoes to kids in the local communities we serve since 2010.

In celebration of the 30th anniversary of Shoes That Fit, we are looking forward to raising the bar with our biggest giving campaign to date.

"Giving back to the community has been rooted in our 121-year history, since our beginnings as a shoe store," said Jamie Nordstrom, chief stores officer at Nordstrom. "Helping to provide for the basic needs of children and families is core to who we are at Nordstrom. We're excited to team up with Shoes That Fit and Nike to help kids start the school year feeling comfortable, confident and ready to learn."

Why Shoes?

Shoes are one of the most expensive items that families need to purchase at the beginning of the school year. Having a good pair of shoes is a key part of a child's success in school. [Shoes That Fit](#) tackles one of the most visible signs of poverty in America by giving children in need new athletic shoes to attend school with dignity and joy.

"Shoes That Fit is honored to partner with Nordstrom and to continue growing the partnership to provide shoes to more children who need them," says Amy Fass, CEO and Executive Director of Shoes That Fit. "Their core values of family, integrity and respect fit hand in glove with our own—they know how important it is to invest in a child's dignity. And the kids love Nike! They truly understand the joy and confidence that these shoes inspire."

Get Involved

From August 11 through October 15, customers can donate to the Shoes That Fit campaign in one of three ways:

- Visit any U.S. Nordstrom, Nordstrom Rack, Nordstrom Local store to purchase a \$10 Shoes That Fit giving card
- Add a \$1 or \$5 donation at check out at [Nordstrom.com](#) or [NordstromRack.com](#)
- Make an online, tax-deductible donation at [www.shoesthatfit.org/Nordstrom](#)

One hundred percent of the funds raised go directly towards providing a child with a new pair of Nike shoes.

