

NORDSTROM

Nordstrom and Customers Raise More Than \$1 Million for Shoes That Fit

October 26, 2022

In honor of [Shoes That Fit's 30th anniversary](#), we set a giving goal of \$1 million—our largest goal to date—and exceeded it! We teamed up with Nike and Shoes That Fit to donate more than 40,000 athletic shoes for kids in need this back-to-school season. Exceeding our goal will allow Shoes That Fit to purchase even more shoes.

Thank you to our customers and partners for helping so many kids start the year off on the right foot. Since 2010, alongside our customers, we have provided more than 300,000 pairs of brand-new, properly fitting athletic shoes to kids in the local communities where we operate.

"We're grateful for the partnership that we have with Shoes That Fit and with Nike, which helps enable us to give back to the communities that need it most across so many cities in the U.S.," said Carl Jenkins, senior vice president of Nordstrom Rack stores.

With the help of more than 300 Nordstrom employees, we delivered brand-new Nike sneakers to students who qualify for free and reduced lunch programs across the United States and hosted shoe delivery events at local elementary schools in Chicago, Dallas, Los Angeles, Portland, New York and Seattle. Our program supports 358 schools across the country that have a high percentage of students who qualify for free and reduced lunch.

At each school, Nordstrom provided a shoe customization station for students to choose their favorite charms and laces. All students left with their brand-new shoes and a gift bag including a water bottle and pair of socks donated by Nike.



"In some cases, we're seeing kids come in with two right shoes. We're seeing kids come in and need two sizes bigger than what they came in with," said Tacey Powers, general merchandising manager of footwear and kids apparel. "Some kids don't have socks. They put on their new socks and shoes and they're jumping, they're excited."

One student said she often finds it difficult to find shoes that fit properly and was worried she wouldn't be receiving new shoes like her fellow classmates. Not only did she leave with properly fitting shoes, but she also had a huge smile on her face.

"Shoes are such an important need and often an overlooked one—they are a simple, very concrete, immediate difference that Nordstrom has made in the lives of more than 300,000 children during the last 12 years," said Amy Fass, CEO and Executive Director of Shoes That Fit.



We invited WNBA players [Isabelle Harrison](#) from the Dallas Wings, [Dana Evans](#) from the Chicago Sky, [Jordin Canada](#) from the LA Sparks, [Jewell Loyd](#) from the Seattle Storm, [Kia Vaughn](#) from the Atlanta Dream, and U.S. National Women's Soccer and Portland Thorns FC Player [Crystal Dunn](#) to these local events to add even more impact and joy. They helped fit shoes, signed autographs, and led games, exercises or dancing for everyone to test out their new shoes.

Helping to provide for the basic needs of youth and families is a priority at Nordstrom, and we're thankful for our communities coming together to contribute to this cause. We're excited to continue to partner with Shoes That Fit, helping kids start the school year on the right foot.