

NORDSTROM

Nordstrom Celebrates Giving Tuesday By Donating 20,000 Coats and Giving the Gift of Giving This Holiday Season

November 29, 2022

It's the season of giving, and for the third year in a row, we're supporting Operation Warm and Big Brothers Big Sisters of America and Canada as our national holiday partners.

In honor of Giving Tuesday, we're connecting with kids in our communities throughout the U.S. and Canada with our giveback partners and making it easy for our employees and customers to give back to causes that help the communities we serve.

Delivering 20,000 coats and more with Operation Warm

Since 2018, Nordstrom and our customers have donated more than \$1.25 million to Operation Warm, a nonprofit that manufactures brand-new, high-quality coats for children in need. To date, we've supported the delivery of more than 50,000 coats to kids in need across the U.S. and Canada.

This year, together with our employees and customers, we aim to raise enough funds to provide 20,000 coats this holiday season. Nordstrom is partnering with Operation Warm to give more than 2,000 coats from coast to coast through five coat delivery events at elementary schools in New York, Chicago, Seattle, Toronto and Vancouver.

The events feature a DJ, treats for kids and a special visit from a local athlete. Every child will have a brand-new coat, which provides a child with emotional warmth, confidence to socialize and succeed, and hope for a brighter future.

Creating meaningful mentorship moments with Big Brothers Big Sisters

Since 2019, [Nordstrom Rack has partnered with Big Brothers Big Sisters](#) to support mentorship moments between Bigs and Littles across North America. This holiday, we are holding three Big Brothers Big Sisters Nordstrom Rack shopping events in New York, Seattle and Miami, giving Littles holiday essentials and the gift of giving. Local media, influencers, and Nordstrom stylists help curate the best gifts available in each store by category as Littles can shop for their loved ones and receive a holiday gift for themselves as well.

Connecting with our customers

This holiday season, we invite our customers to donate to support Big and Little mentor matches and provide brand-new coats to kids in need in the following ways:

- Purchase a gift card on Giving Tuesday and Nordstrom will donate 10% of all gift card sales up to \$150,000
- Purchase a Sponsor-a-Moment tag at all Nordstrom Rack stores or a Giving Tag at Nordstrom stores in the U.S. and Canada
- Add a donation to your online at checkout on Nordstrom.com, Nordstrom.ca and NordstromRack.com
- Donate directly to Big Brothers Big Sisters and Operation Warm
- Schedule a \$20 virtual Santa Chat to benefit Operation Warm Big Brothers Big Sisters of America and Canada.

Encouraging our employees to give more than 200 hours of service on Giving Tuesday

Our employees are generous and passionate about supporting the causes that matter most to them. As a company, we support their giving through our Employee Charitable Match program year-round, doubling their cash donations, dollar for dollar —up to \$5,000 per year per employee. Through this program, we also match employee volunteer time by donating \$15 per hour volunteered.

On Giving Tuesday, Nordstrom matches all employee donations by 200%. We are also supporting volunteer opportunities for employees in our key markets, where they will complete more than 200 hours of service with local non-profit organizations such as [Ballard Food Bank](#), [WestSide Baby](#), [LA Regional Food Bank](#), and [Good+Foundation](#).

Supporting our communities

From November 11 to December 31, Nordstrom NYC is selling personalized Santa Sacks and donating \$1 from every sale to Good+Foundation, with a minimum donation of \$10,000. The reusable burlap bags are \$9 for a small, \$25 for a medium and \$30 for a large. All pricing includes personalization. Santa Sacks are available at the Nordstrom NYC Flagship and Men's Store, as well as Nordstrom Local in New York City's West Village and Upper East Side. Good+Foundation works to dismantle multi-generational poverty by pairing tangible goods with innovative services for low-income fathers, mothers and caregivers creating an upward trajectory for the whole family.

Nordstrom is also the [presenting sponsor](#) of Nordstrom After School Free Skates at Wollman Rink, where we are distributing 500 free skates to children and families in the [NYC Parks Afterschool program](#) from November 1, 2022, through January 1, 2023.

For more information, visit [Nordstrom.com](#) and [Nordstromrack.com](#).