

2021

Social Impact Report

kate spade

NEW YORK



2021
Social Impact Report

Our purpose at kate spade new york is to spark and spread joy. We believe that Joy Colors Life, that it is a chain reaction, and it is so very important in today's world.

As a brand, joy inspires everything we do. It is reflected in our colorful and emotional product assortment; the warm and welcome greeting from our store colleagues; the wit and whimsy of our visual merchandising; our seasonal storytelling; our community-driven marketing, and so much more. Yet, while joy can be playful and celebratory, we also recognize its deeper roots and greater meaning.

This is where our social impact work is critical to our brand purpose.

We wholeheartedly acknowledge that, while Joy Colors Life, life is also complicated. And, as reflected in recent research on the impact of positive emotion, our ability to see, feel and evoke joy can be connected to our overall mental health. Like physical health, we all have mental health. Just as we all can recognize joy, we all can face mental health challenges. Through our social impact work, we aim to address a truer, fuller spectrum of a woman's joy. This is reflected in our social impact purpose: to put mental health at the heart of women's empowerment.

Women's mental health has long been underfunded, undervalued and under-acknowledged in empowerment work. And unfortunately during the COVID-19 pandemic, women and girls have been facing higher levels of stress, anxiety, depression and PTSD globally. There has never been a more important time to invest in our mental health.

We are proud of the work we have done so far through our different channels; though there is still so much more work to be done to destigmatize mental health and to provide resources to individual women and girls and the communities they call home. We are just at the beginning of this journey, and look forward to continuing to grow in this ourselves, and partner with others along the way.



Liz Fraser
CEO & Brand President, kate spade new york

Resilience. It's a word the Merriam-Webster dictionary classifies as a noun. But one that I've learned, from my work in Rwanda over the last ten years, serves as both noun and verb. To me, resilience shows up in our lives every day, as we choose to act in the smallest or biggest of ways. It's the act of learning to listen to ourselves or a friend that might be telling us something we can't see. Of caring for ourselves and others, both physically and mentally, to sustain the long-term change we want to see in the world.

In 2021 we partnered with 20 organizations working to empower women and girls in New York and around the world. We, like many of our partners, have learned that true empowerment for women must be holistic. It must be not just economic, but also linked to access to mental health resources and tools to help women care for themselves.

I've been thinking of the idea of planting a garden as a metaphor for talking about growth and empowerment: One needs gardening tools, water and sun to grow something. We, like many of our partners, have learned that to achieve long-term empowerment for women, we must incorporate a holistic approach. Mental health is a critical component of the foundation of growth. And when mental health support is limited, the foundation of growth can erode. And without a foundation for growth, women's potential also can erode.

Women's mental health is at the root of their ability to access their voice, choice and power, and is a vital component of women's empowerment. Yet for too long mental health has been missing from the women's empowerment agenda—we want to change that. In the pages that follow, you will read about our commitment to provide women and girls with access to mental resources and tools that integrate mental health into women's empowerment approaches. We also invite you, the reader, to use the next few pages as opportunities for personal reflection. We recognize that each of our individual or communal actions can inspire or catalyze change in someone else. Throughout this report you will find reflection prompts, and we would love to hear from you about any actions you take to be of service to yourself, your family or your community. Email us at socialimpact@katespade.com—we would love to hear from you as we continue our journeys and grow together.



Taryn Bird
Senior Director, Social Impact

kate spade new york was founded in 1993 by Kate Brosnahan Spade, a fashion editor who couldn't find the handbag she wanted in the marketplace so she decided to create her own.

The legacy of our late founder, who brought an entrepreneurial spirit, determination and creativity to her work, remains core to the brand, even 30 years later. Our senior corporate leadership team comprises 82% women, and our corporate and retail employees, +92%.

Our social impact work is dedicated to empowering women and girls globally, specifically focusing on mental health.

kate spade new york is part of the Tapestry Inc., house of brands.

Holistically Empowering Women

Women's mental health has long been underfunded, undervalued and under-acknowledged in empowerment work. It has been left out of the women's empowerment agenda and we believe that should change. We have seen firsthand how a woman's mental health can impact her voice, choice and power, and we believe in the intersectional role women's and girls' mental health plays in their empowerment. Economic security is not the only determinant of empowerment, and not enough on its own.

kate spade new york has been investing in women's empowerment with a focus on mental health since 2012 through the brand's work in Rwanda. We have helped develop the program *on purpose* with our handbag production facility partner, Abahizi Rwanda, to help empower the women workers who create our handbags there.

Through our *on purpose* empowerment efforts, we began to witness how mental health resources can impact a community. We reaffirmed our commitment to mental health efforts in 2018 when the founder of kate spade new york died by suicide, and today we continue to integrate mental health into our women's empowerment work globally.

Our Social Impact Mission

To empower women and girls around the world by putting mental health at the heart of our social impact work.

Our Goal Is Simple

To provide 100,000 women and girls with direct access to empowerment and mental health support by 2025.

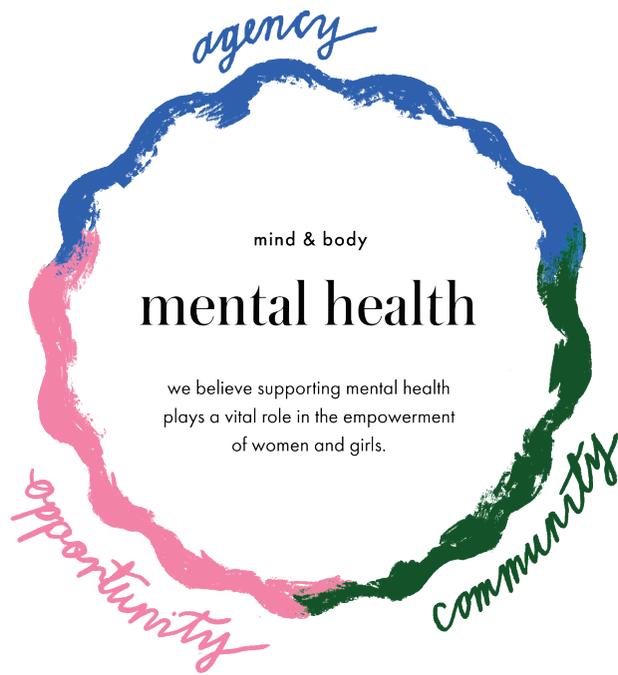
In 2021, through our social impact partnerships, we:

Reached more than
12,000
women and girls with
empowerment &
mental health resources

Donated more than
\$3M
to women's and girls'
empowerment & mental
health organizations

Collaborated with
more than
20
nonprofit partners

OUR IMPACT MODEL



Women and girls are change agents in their communities. Supporting a woman’s mental health holistically, and elevating her economic opportunities and her community, can have a multigenerational impact.

decision-making & self-confidence

agency

We help women and girls build their confidence, find their voice and pursue their goals.

family & support network

community

We build support systems that strengthen and encourage empowerment in her community.

education & employment

opportunity

We help women and girls prepare for and attain jobs of the future.

OUR CONTINUED COVID-19 RECOVERY COMMITMENT

Women and girls have been disproportionately impacted by COVID-19. As the mental health implications of the pandemic persist, we remain committed to supporting recovery efforts.

We utilized our product, philanthropy and brand platform to help support our broader community with access to mental health resources.

We donated more than 200,000 kate spade new york-branded (non-medical) face masks to hospitals, schools and government agencies across NYC in partnership with Material for the Arts. In addition, we donated net profits from the sales of our non-medical masks to support 24/7 crisis intervention services. With donations totaling more than \$190,000, we were able to support partners at The Trevor Project, Shout UK, Crisis Text Line and Kids Help Phone Canada.

In conjunction with our Summer & Fall 2021 campaigns, we partnered with the National Council for Mental Wellbeing, through a \$175,000 donation to provide NYC’s artist community with mental health resources.

On World Mental Health Day, we launched a co-branded text line with our partners at Crisis Text Line and Kids Help Phone Canada. To connect with Crisis Text Line or Kids Help Phone Canada for free, 24/7, text-based mental health support, text KSHELPS to 741741 in the US or 686868 in Canada.

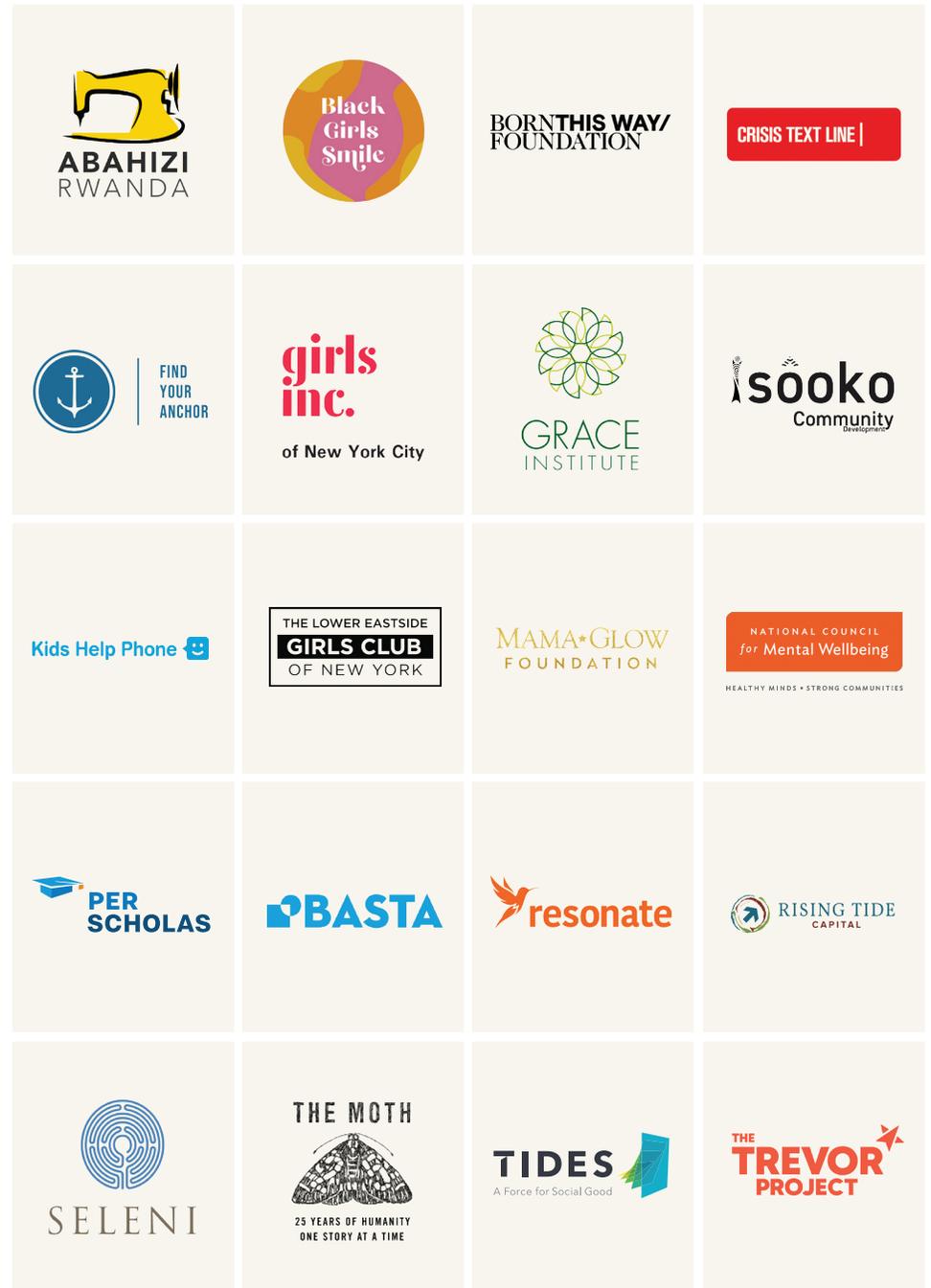
Internally

Through our Mind Body Soul program we have provided our employees mental health tools including: bi-weekly community meditations, monthly mental health newsletters, quarterly speaker series highlighting leaders in the mental health community and trained 67 North America corporate and field employees to become certified mental health first-aiders.

TOGETHER, FOR WOMEN EVERYWHERE

We support organizations that uplift communities and empower women and girls with employment opportunities, accessible mental health resources and more.

Read on to learn more about just a few of our global impact-focused partners.



Our *on purpose* initiative delivers on our social impact mission to empower women and girls globally. Our *on purpose* supplier activates this mission locally, in Rwanda.

Our Supplier, *on purpose*

Nine years ago, we partnered with Abahizi Rwanda, an independent, employee-owned handbag manufacturer based in Masoro, Rwanda.

A certified B Corp grounded in holistically empowering women, our supplier employs more than 250 women from the local community, providing full-time employment, health benefits and a life skills program.

A Larger Community

Our brand supports the larger community of Masoro, by investing in health infrastructure, yoga for trauma, and girls clubs, through our donor-advised fund at the Tides Foundation.

In April 2021 we extended our support of Masoro through a partnership with Isooko Community Development, a Rwandan nonprofit dedicated to women's and youth health, education and economic access. In 2021 we contributed \$177,000 to Isooko, which in part helped to fund the construction of the Masoro Sport and Learning Center.

“Mental wellbeing and counseling has widely opened my eyes to the importance of mental health care in our community, as I go through my journey to heal from my past hurts. I feel more empowered and hopeful for the future. My family members are proud of my decision to attend therapy.”

Rose Mucurere, Artisan, joined Abahizi Rwanda in 2013

In 2021, the supplier contributed to:

250+

full-time jobs for women

63%

of employees owning land

90%

of workforce attending empowerment and mental health trainings

78%

of women feeling they can make a decision regarding family planning by themselves or jointly with their partner

28%

of Masoro residents accessing community programs

3

women in the community being supported by each woman employed by Abahizi Rwanda



OUR GLOBAL PARTNERS

We partnered with several impactful global organizations in 2021. Here's a snapshot of one of them.

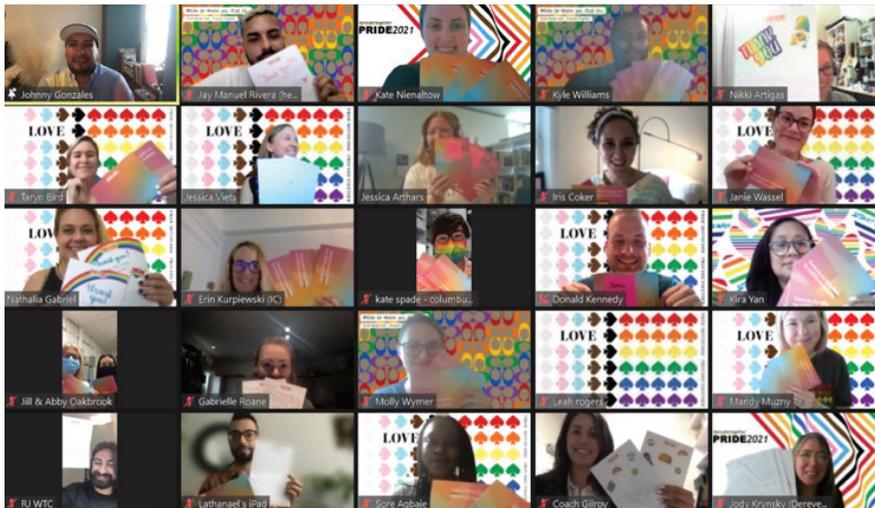
The Trevor Project

For the second year running, we partnered with The Trevor Project, the world's largest suicide prevention and crisis intervention organization for LGBTQ+ young people. We celebrated our customer and community through a global shopping event where 20% of net profits from our Rainbow collection were donated to The Trevor Project. The brand reached our maximum donation goal of \$157,275.

Internally, we hosted a Thank-A-Thon event in partnership with The Trevor Project, where 100 employees wrote more than 500 thank-you cards to The Trevor Project volunteers who provide direct support to 150,000+ LGBTQ+ youth every year. In December 2021, kate spade new york took part as a match partner in The Trevor Project's end of year campaign, Every Single One, aiding Trevor in reaching their goal of raising \$100,000 dollars.

“ The partnership between kate spade new york and The Trevor Project has empowered Trevor to save many more young LGBTQ+ lives. ”

The Trevor Project Executive



OUR NYC PARTNERS

The kate spade new york Foundation partners with NYC organizations for women and girls. In 2021, the Foundation supported 9 NYC-based nonprofits that pivoted to virtual programming and increased support for mental health and wraparound services for women and girls. The foundation also made \$100,000 in emergency response grants to support relief in areas where our brand has a presence, including relief efforts from winter storm Uri in Texas, COVID-19 emergency relief, Hurricane Ida relief, and relief efforts from the devastating tornados targeting the Midwest in December 2021.

The kate spade new york Foundation



“ Female entrepreneurs continue to be at the forefront of social change and leadership deep in our communities. Women are driving the significant foundational transformation our society needs to be more inclusive, equitable and resilient. The kate spade new york foundation supports Rising Tide Capital's mission to transform lives and communities through entrepreneurs, allowing us to nurture the talents of extraordinary women while building their mental resilience and capacities. ”

Alfa Demmellash, CEO and Co-Founder Rising Tide Capital

In 2021, we worked with a number of organizations that empower women and girls in North America. Here are just two of the powerful, joyful activations we created from these partnerships.

International Women’s Day with the Lower Eastside Girls Club

In celebration of International Women’s Day, the brand created a mural with members of the Lower Eastside Girls Club, a longstanding partner. The mural was unveiled in the LESGC’s new Center for Wellbeing and Happiness, a space dedicated to uplifting social, emotional, physical and economic wellness. Through a digital campaign, our brand asked customers to tag a woman who inspired them, generating over \$25,000 in donations to the LESGC—in addition to our \$100,000 donation made to support virtual programming at the new center.

Reflection Moment

We prompted our Instagram followers to fill in the blank:

She is...

she is... Strong exciting Important Beautiful Futuristic
 Intentional Powerful brave Driven Extraordinary Strong Loved
 Smart Empowering Determined patient FIERCE educated
 Kind funny FIERCE passionate capable Adventurous
 Sassy Fighter Dreamer Unique Inquisitive Power
 She is confident VISIONARY creative RESILIENT
 Motivated Ella es fuerte Intelligent Ilena de Ambiciones
 Fierce Bold Beautiful Poderosa Joy Creative BOLD
 Passionate Successful she is creative Strength Perseverance
 a Leader UNSTOPPABLE! Different Unique ...you ❤️



#BeKind21

For two years running, we have partnered with Born This Way Foundation on their #BeKind21 initiative to help build kinder, more connected communities that foster mental wellness. The work of Born This Way Foundation illustrates the link between kindness and mental health, and in 2021 we had more than 4,600 global employees contribute, generating nearly 100,000 acts of kindness across six global regions.

As part of this initiative we also partnered with Find Your Anchor, a suicide prevention and awareness nonprofit. Through a TikTok campaign, we offered customers anchor boxes—boxes of materials designed to inspire and support those in need.

“ It means so much that resources like this exists, and I cannot express my gratitude enough. ”

Customer who ordered an anchor box through our campaign



Reflection Moment

We prompted our internal team and our Instagram community to answer the following question:

What acts of kindness do you do for others and for yourself during the year?

Mind Body Soul

Mind Body Soul is an internal group of 65+ employees who raise awareness about mental health resources available to our teams. MBS hosts weekly meditations, sends monthly newsletters and hosts speakers throughout the year. MBS also brings community activations like World Mental Health Day into our internal workplaces, and has helped our teams get trained in mental health first aid.

“It feels incredibly encouraging to be part of a brand that is actively working to improve the mind, body and soul of its employees.”

Daniella Chavez, Senior Store Leader



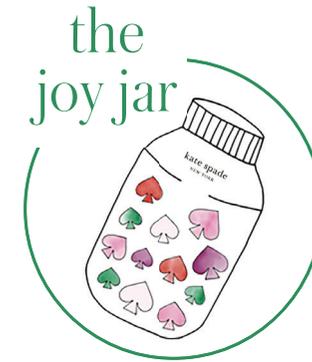
**Mental Health
FIRST AIDER**

Mental Health Training

Throughout the year, we heard from our employees that they were looking for more mental health resources. In May 2021, we partnered with the National Council for Mental Wellbeing to offer Mental Health First Aid training to our entire North America employee population. Today, we have trained 67 employees in mental health first aid, with more offerings to come in 2022.

“Mental health first aid training has provided me a framework to assist others and myself in moments that, otherwise, would have felt helpless.”

Liane Lewis, Store Leader



In March 2021, we rebranded our internal speaker series and introduced the Joy Jar, an internal podcast for conversations on the intersection of empowerment, mental health and joy.



Employee Volunteerism

Through our corporate volunteerism program, employees can take up to a full day of paid time off to volunteer. Our employees participated in more than 10,000 volunteer hours globally in 2021, supporting more than 180 organizations empowering women and girls.

We hosted 330 events, including in-store fundraising drives, professional development workshops and letter writing campaigns. We partnered with Seleni Institute over the holidays on a diaper drive. And we launched a volunteer ambassador program in April 2021, with 30 field and 20 corporate employees supporting volunteer events globally.

Reflection Moment

We prompted our teams to answer the following question:

How do you give back to the community through volunteerism?





In 2021, our brand donated product to organizations supporting women and girls. Donations included upcycling handbags to local NYC organizations that reused the product for gardening, art and school projects, and giving to a women's shelter and maternal mental health and caregiving organizations.

Reflection Moment

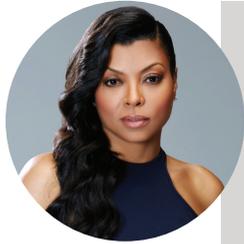
Where can I thoughtfully donate some of my clothes or items for women in need?



As we look ahead to 2022 and beyond, we are committed to using our brand platform to destigmatize the topic of mental health, while also providing direct access to mental health and empowerment resources for women and girls. We have launched a social impact council, comprised of women who are championing the integration of mental health into women's empowerment programs. In addition, we have set out to conduct research on the systemic neglect of women's and girls' mental health. We will be speaking at more events, hosting more dialogues and continuing on our commitment to reach 100,000 women and girls with direct access to resources. We are on a journey and looking forwarding to continuing down this path together.

OUR SOCIAL IMPACT COUNCIL

We believe in the collective voices and power of women. At the end of 2021, we solidified our partnership with an incredibly accomplished group of women leaders in the mental health and empowerment spaces. We work with these social impact leaders to integrate mental health into the empowerment agenda of women and girls globally. Meet our social impact council.



TARAJI P. HENSON (USA)

Actor, Filmmaker & Founder, Boris Lawrence Henson Foundation

In 2018, Taraji P. Henson launched the Boris Lawrence Henson Foundation in honor of her late father with a mission to eradicate stigma around mental health in the African-American community.

borislhensonfoundation.org
@tarajiphenson



CYNTHIA GERMANOTTA (USA)

President & Co-Founder, Born This Way Foundation

American philanthropist and mental health activist Cynthia Germanotta founded the Born This Way Foundation with her daughter, Lady Gaga, in 2012, and in 2019, was named the World Health Organization Goodwill Ambassador for Mental Health.

bornthisway.foundation
@momgerm



LATHAM THOMAS (USA)

Founder, Mama Glow & Mama Glow Foundation

Latham Thomas is the founder of Mama Glow and Mama Glow Foundation, a global maternal health and education brand serving birthing people along the childbearing continuum, and advancing reproductive justice through education, advocacy and the arts.

mamaglowfoundation.org
@glowmaven



ELISHA LONDON (UK)

Founder & CEO, Prospira Global

Elisha London is CEO and founder of Prospira Global, a boutique mental health consultancy.

prospira.global
@elisha_london_



CATHERINE TINSLEY (USA)

Raffini Family Professor of Management, Georgetown University

Catherine Tinsley, PhD, is an expert on gender intelligent leadership, and gender parity and workforce development.

gufaculty360.georgetown.edu



NORETTE TURIMUCI (RWANDA)

Executive Director, Resonate

Executive Director of Resonate, a leading women's empowerment charity in East Africa, Norette Turimuci's career has focused on creating future women leaders.

resonateworkshops.org
@noretteurimuci



JAZZ THORNTON (NZ)

Mental Health Advocate

Jazz Thornton is a mental health advocate who has overcome childhood abuse and multiple suicide attempts, and who co-founded Voices of Hope, an organization dedicated to overcoming stigmas around mental health.

thevoicesofhope.org
@jazzthornton

WE ARE IN THIS TOGETHER

Interested in learning more about our mission to empower women and girls, and investing in their mental health? Visit us online. You'll find a full list of our partnerships, details on new projects, and resources from our partners to support your mental health.



Need support?

We are not a mental health provider ourselves, but encourage you to reach out to your local mental health providers, or emergency services if you are in need of urgent assistance.

Free and confidential support is available:

NORTH AMERICA

Text KSHELPS to 741741 to connect with Crisis Text Line in the US or text KSHELPS to 686868 to connect with Crisis Text Line powered by Kids Help Phone in Canada.

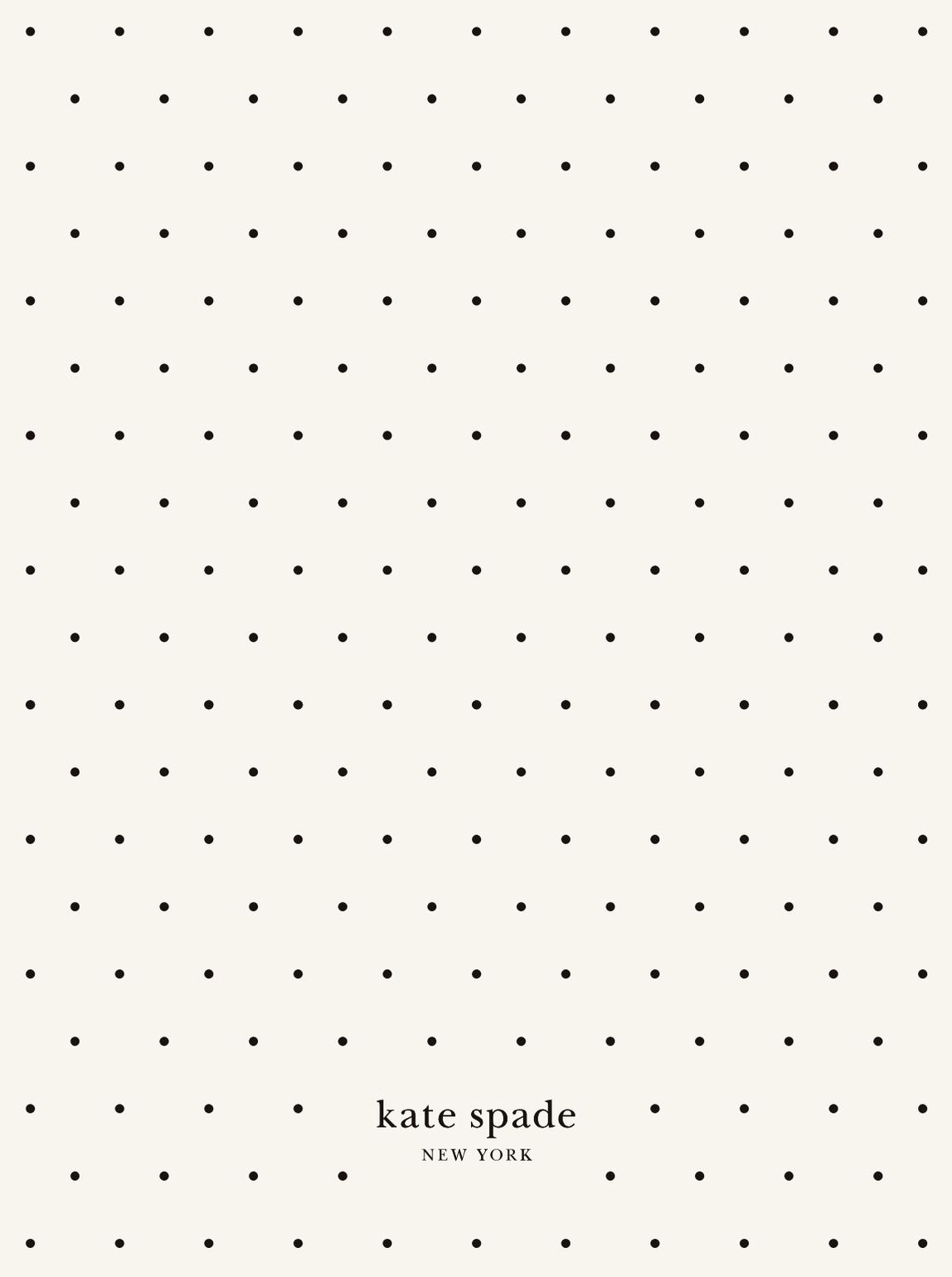
UNITED KINGDOM

Text SHOUT to 85258 for free, 24/7 crisis response support from Shout

JAPAN

Visit telljp.com/lifeline or call 03-5774-0992





kate spade
NEW YORK