

Rare Beauty Social Impact Report

2022

A Note from our VP of Social Impact & Inclusion

Since the launch of Rare Beauty, we've been committed to leveraging beauty as a tool to make a difference in the world, primarily around mental health and self-acceptance. The need for more mental health education and resources for young people has never been more apparent than it is today. As we reflect on our growth, all that we've accomplished, and learned in 2022, we couldn't be more excited to continue this important work of breaking down the stigma associated with mental health and expanding access to mental health resources for young people.

Together with our incredible community, employees, and partners, we expanded the Rare Impact Fund globally and donated more than \$2 million to 16 grantees worldwide, providing thousands of young people in underserved communities everywhere with the support they deserve.

Together, we continued to educate our communities near and far, launching our Your Words Matter campaign to educate over 85,000 people about the importance of word choice, and co-hosting the first White House Mental Health Youth Action Forum to bring together young



leaders from across the nation for a critical discussion about how to drive mental health awareness into action.

We kicked off our first Rare Impact Ambassador program, mobilizing 28 youth mental health advocates. From classrooms to board rooms, we led efforts to spark a dialogue in beauty and beyond about mental health, learning to view mental illness from a place of understanding and acceptance. As a result, we're working to create a culture where young people can seek support, no one feels alone, and we can all make a difference.

Building off our collective momentum, it's so important to not only continue talking about mental health, but to take action in any way we can. Whether we're sharing a social post filled with mental health resources, advocating for change, checking in on a loved one, or making a donation, every act makes a difference and that's what making a rare impact is all about. We truly believe in a future where all people will have the support they need to take care of their mental health, and we can't wait to get there together.

Each of us has the power to make an impact, but as a community, we have the power to make a Rare Impact. We thank you for being on this journey with us.

With Gratitude,

Elyse Cohen



Elyse Cohen
VP Social Impact & Inclusion, Rare Beauty
President, Rare Impact Fund

Our Mission

We are on a mission to help everyone celebrate their individuality by redefining what beautiful means. We want to promote self-acceptance and give people the tools they need to feel less alone in the world.

Our Vision

Our vision is to create a safe, welcoming space in beauty—and beyond—that supports mental well-being across age, gender, identity, sexual orientation, race, cultural background, physical or mental ability, and perspective.

About Rare Impact

Rare Impact is Rare Beauty's signature social impact initiative committed to making a difference in the world. With a focus on mental health and self-acceptance, Rare Impact aims to support the mental health of our community, employees, and partners everywhere. By celebrating everyone's uniqueness and making people feel more connected, Rare Impact works to reduce the stigma associated with mental health and give people access to the resources they need to support their mental well-being.

About the Rare Impact Fund

The Rare Impact Fund was launched as part of Rare Beauty's commitment to addressing mental health and self-acceptance. One percent of all Rare Beauty sales are donated to the Rare Impact Fund that aims to expand access to mental health services and education for young people around the world. The Rare Impact Fund is committed to raising \$100 million over the next 10 years to directly support organizations focused on strengthening mental health resources for young people. Rare Beauty also raises funds with philanthropists, corporate partners, foundations, and the Rare Beauty community. Learn more about the Rare Impact Fund at RareImpactFund.org.

Rare Beauty Highlights 2022

From our founder and mission; our products and people; our community and creators—Rare Beauty is leveraging who we are as a brand to make a difference in beauty and beyond.



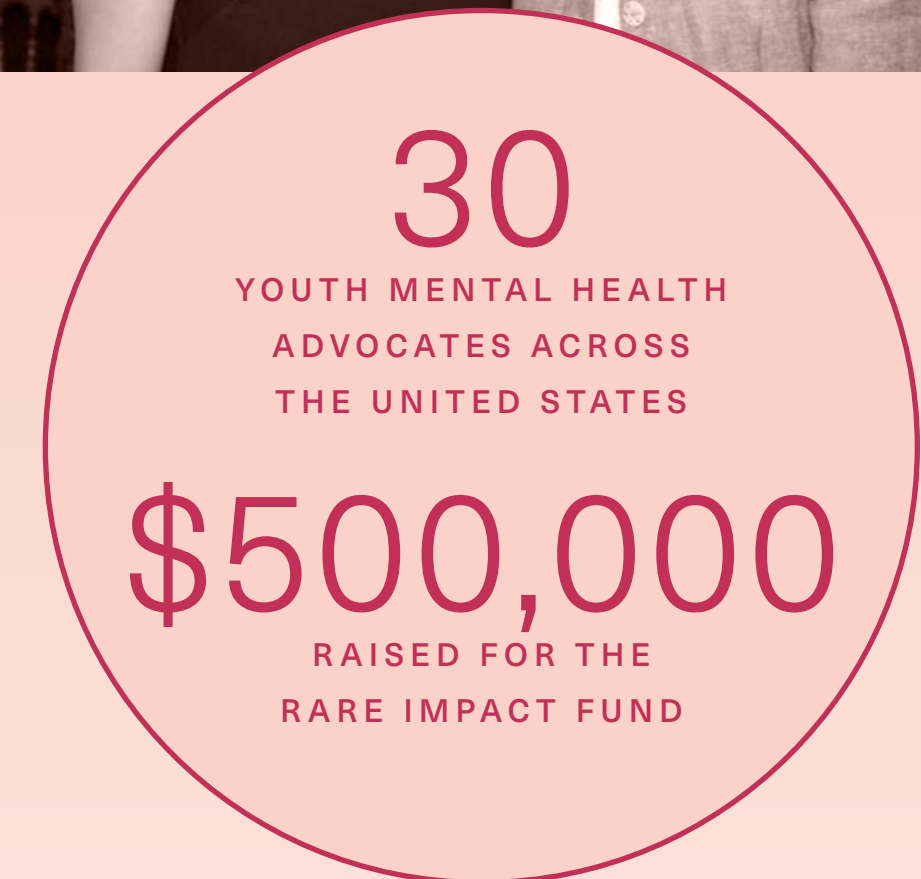
Mental Health Virtual Event

This first event of its kind kicked off our Your Words Matter campaign to educate on the power that our words can have on others' mental health. Joined by experts from our Rare Beauty Mental Health Council—as well as NYT Best-Selling Author Jay Shetty, Editor-In-Chief of Allure Jessica Cruel, and Mental Health Advocate & Content Creator Whitney Simmons—we raised awareness around the importance of word choice, taking steps to create a culture that's more mindful of our collective mental health.



White House Youth Mental Health Action Forum

We co-hosted the first-ever Youth Mental Health Action Forum at the White House in partnership with the Biden Administration and MTV, bringing together our founder Selena Gomez and 30 young leaders across the nation for a critical discussion about how to drive mental health awareness into action. Selena met with President Biden, Dr. Biden, and the U.S. Surgeon General following the event to discuss the growing importance of youth mental health.



Rare Beauty Highlights 2022

Rare Impact Ambassador Program

We launched our first Rare Impact Ambassador program, equipping 28 college students from across the U.S. to help amplify the mission of Rare Beauty, learn tangible takeaways to be a mental health advocate for themselves and others, and become champions of inclusion and community to help destigmatize mental health. We also provided Mental Health First Aid training to all Ambassadors.



Selena Gomez: My Mind & Me Documentary

In celebration of Selena Gomez's new documentary, we hosted a private screening followed by an intimate fireside chat led by Selena Gomez and Rare Beauty VP of Social Impact & Inclusion, Elyse Cohen. The gathering brought together mental health philanthropists, youth mental health advocates, and partners in support of the Rare Impact Fund.



Our Rare Community

Community is at the heart of everything Rare Beauty is and does. Along with creating makeup made to *feel good* in without hiding what makes you unique, we believe in creating community that empowers each other to feel good. Through both virtual and in-person gatherings, Rare Beauty fostered, educated, and activated community around mental health and education for our communities near and far.

Fostering Community

Feel-Good Community Event Series

In 2022, we launched a series of in-person community events that foster self-care in a safe, welcoming space. We invited our community to join us in making lasting connections, and leave inspired to continuously embrace what makes them feel good.



Rare Beauty Feel-Good Hike

with fitness brand Bala at Griffith Park in celebration of National BFF Day with 22 community members



Rare Beauty Feel-Good Yoga

co-hosted by yoga expert Rene Noah Harris at Los Angeles State Historic Park joined by 15 hyper engaged community members



Rare Beauty Sound Bath & Journaling

for a relaxing meditation experience joined by 15 community members

Friendsgiving

with 35 local Los Angeles community members



Rare Chats

Building off the momentum of our Rare Chats born out of the pandemic, we continued to grow our hyper-engaged online community through our intimate, open conversations with our Rare Beauty community members—connecting virtually via Zoom to talk about everything from makeup to mental health and well-being.

ENGAGEMENTS 500

CITIES REPRESENTED 150

COUNTRIES REACHED 12

Educating Community

Free Mental Health Educational Content

We continued to strengthen our partnerships with mental health experts and Rare Impact Fund partners to create relatable, expert-backed, evidence-based educational content for all.



Shared:

TOTAL MENTAL HEALTH POSTS **116**

TOTAL IMPRESSIONS
37M⁺

TOTAL ENGAGEMENT

3M⁺

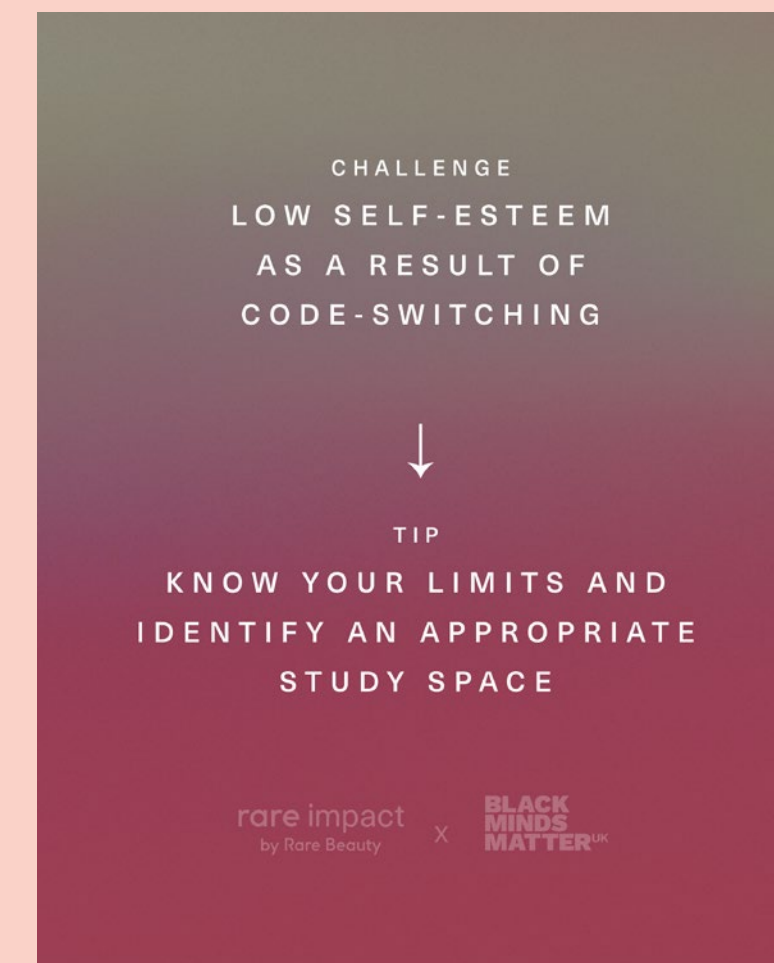
Saves 146,497

Comments 28,428

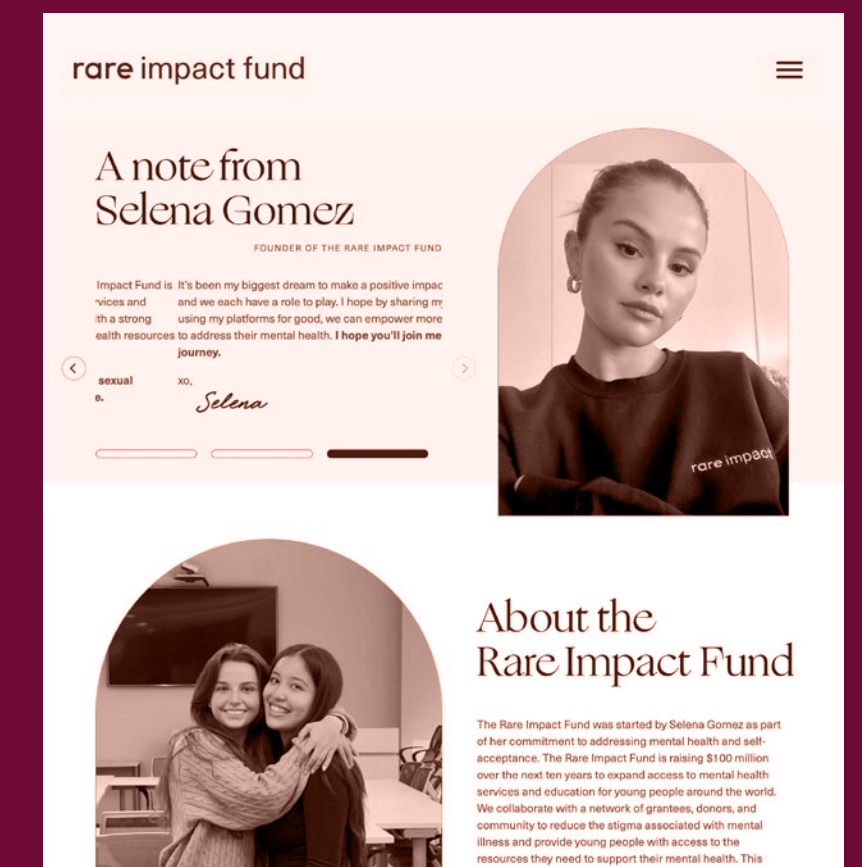
Likes 2,865,939

“Being able to share our resources and initiatives in this way makes a profound difference to reach more young people beyond our own backyards. Everyone should be able to have access to these kinds of resources and this is one way of getting there.”

Ashanti Branch,
Executive Director
Ever Forward Club



Launched: RareImpactFund.org – a dedicated home for our non-profit affiliate, the Rare Impact Fund, where you can read about the Rare Impact Fund’s mission, impact, and partners to date.



Activating Community

Rare Impact Mental Health Retreat

Our second annual Rare Impact Mental Health Retreat brought together 10 influential creators to unplug and connect over meaningful conversations about mental health. Attendees left mobilized by our mission, and have since used their platforms to promote positive mental health practices.



Mental Health Campaigns
Beyond in-person events, we rallied our global online community to activate mental health campaigns, coming together around the common goal of destigmatizing mental health and providing mental health resources for all.



Your Words Matter

In honor of Mental Health Awareness Month, we launched this educational campaign in partnership with the National Council for Mental Well-Being, highlighting the power of our words and word choice.



25,329+

USERS VISITING OUR YOUR WORDS MATTER MENTAL HEALTH BLOGS

Make a Rare Impact Challenge

Each of us can make an impact, but together, we can make a rare impact. We challenged our community to make a rare impact by donating \$1 to the Rare Impact Fund to help provide mental health resources and support for young people.

REACHED 3k+

ENGAGEMENTS 832

RAISED \$5k+

Giving Tuesday

Six days of extra-special savings led to Giving Tuesday, where a \$10 donation to the Rare Impact Fund saved you 15% off sitewide.



RAISED \$6k+

Making an Impact: The Rare Impact Fund Goes Global

The Rare Impact Fund was launched as part of Rare Beauty's focus on addressing mental health. Our goal is to raise \$100 million over the next ten years to expand access to mental health services and education for young people around the world. As part of this effort, 1% of all Rare Beauty sales are donated to the Rare Impact Fund.

In 2022, the Rare Impact Fund is proud to have expanded globally into the UK, EU, and Brazil, with 70% of our grantees being BIPOC-led organizations. Here's a glimpse of the impact we're proud to have made alongside our incredible partners:



Making an Impact: The Rare Impact Fund Goes Global

2022 Rare Impact Fund Grantees

Meet our 2022 Rare Impact Fund Mental Health Partners. We're thrilled to have awarded \$2M to 16 deserving organizations worldwide.

NEW GRANTEEES



A HUMAN-RIGHTS BASED APPROACH TO MENTAL HEALTH
Our investment helps further work on youth mental health by increasing mental health literacy; building a community of empowered young people; and reducing mental health stigma.



CONNECTING BLACK INDIVIDUALS & FAMILIES WITH FREE MENTAL HEALTH SERVICES
Our support allows for the creation, completion, and delivery of culturally relevant and inclusive mental health workshops which specifically focus on the well-being of students within universities.



IMPROVING CHILDREN'S MENTAL HEALTH IN SCHOOLS
Our contribution helps provide vital mental health support in schools to vulnerable and disadvantaged children and young people in the UK.



SUPPORTING SURVIVORS OF SEXUAL VIOLENCE
Our support helps promote the prevention of gender and racial violence and carry out interdisciplinary care (psychosocial, pedagogical and legal) for girls and women who have psychological problems resulting from violence suffered.



EXPANDING THE CARE FOR MENTAL HEALTH PREVENTION & PROMOTION IN BRAZIL
Our investment supports Our Mental Health Initiative, which aims to promote the mental health of children and youth living in urban areas, raising awareness in a municipal public agenda to promote scalability.



PARTNERING WITH LEADERS TO BUILD CRITICAL CONSCIOUSNESS IN THE PURSUIT OF JUSTICE FOR KIDS & COMMUNITIES
Our support offers full-time educators a year-long fellowship experience centered on social emotional learning (SEL) and racial justice while engaging in practical classroom-based work in a healing-centered community of practice.

Making an Impact: The Rare Impact Fund Goes Global

2022 Rare Impact Fund Grantees

CONTINUED PARTNERSHIPS



RESILIENCE TRAINING FOR MILITARY FAMILIES

Our investment helps Families Overcoming Under Stress develop a Resilience Skills program for self-monitoring of well-being through online community resources.



CANADA'S ONLY CHARITY TRAINING YOUNG LEADERS TO REVOLUTIONIZE MENTAL HEALTH

Our contribution helps make important enhancements to their Jack Talk program as well as ramp up training for 95 young mental health advocates, helping them, in turn, reach 28,500 youths.



PUTTING PEOPLE FIRST IN MENTAL HEALTH

Our support helps develop an accessible webinar series for young people in the U.S. and beyond on mental health and wellness.



TRANSFORMING LIVES THROUGH MENTAL HEALTH CARE

Our investment goes toward implementing comprehensive Youth Suicide Awareness and Prevention Training in high schools.



YOUTH PEER MENTORING & SOCIAL EMOTIONAL LEARNING

Our support helps grow their youth development program that aims to address the underlying causes of dropouts, violence, and the achievement gap of inner-city youth.

Thanks to the Rare Impact Fund, Jack.org has been able to continue to grow and scale one of our most impactful programs, Jack Talk.

“I thought the presentation was really valuable. It made me realize that literally anyone can suffer from mental health issues. It motivated me to take action and to be more aware of the people around me, [and] it gave me useful strategies to help those around me get the help they need.”

2022 Jack Talks
Youth Participant

Making an Impact: The Rare Impact Fund Goes Global

2022 Rare Impact Fund Grantees

CONTINUED PARTNERSHIPS



Transformative
Educational
Leadership

INTEGRATING MIND & SPIRIT WITH SERVICE & ACTION

Our contribution supports the systemic transformation of educational leaders based on a deep foundation of inner development.



The Jed Foundation

PROTECTING THE EMOTIONAL HEALTH OF TEENS & YOUNG ADULTS

Our support helps JED Campus scale their on-campus community programs that work to prevent suicide across colleges and universities.



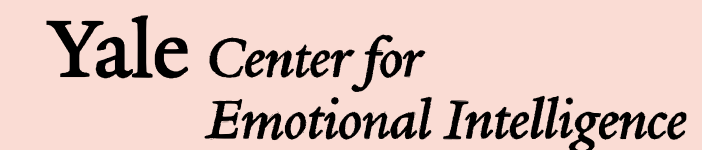
BUILDING HEALTHIER COMMUNITIES WITH YOUNG PEOPLE

Our investment helps create educational opportunities for underserved teens, empowering them to make healthy decisions.



THE WORLD'S LARGEST SUICIDE PREVENTION AND CRISIS INTERVENTION ORGANIZATION FOR LGBTQ YOUNG PEOPLE

Our support helps broaden their reach within the U.S., lays the foundation for an international expansion, and continue to expand their suicide prevention services.



USING THE POWER OF EMOTIONS FOR A MORE EFFECTIVE & COMPASSIONATE SOCIETY

Our contribution helps improve the tools and strategies employed in YCEI's school-based RULER approach to social and emotional learning while subsidizing support for under-resourced schools.

“We are beyond grateful for our partnership with the Rare Impact Fund. Their monetary and awareness-driving efforts enable us to continue providing free, 24/7 crisis services to LGBTQ youth in need. It’s inspiring to align with organizations that share our vision of creating a more accepting world where LGBTQ young people can thrive just as they are, and this partnership provides us with the crucial resources to make this future a reality.”

Michael Mendillo
(he/him), Director of
Corporate Partnerships
at The Trevor Project

Made to Give Back

Rare Impact Lip Soufflé Matte Lip Cream

In honor of World Mental Health Day, we launched an exclusive Lip Soufflé Matte Lip Cream in the shade Limitless. A feel-good lipstick in more ways than one, the limited-edition red hue hugs lips with airy, hydrating color, while 100% of sales went to the Rare Impact Fund to bring mental health resources to young people.

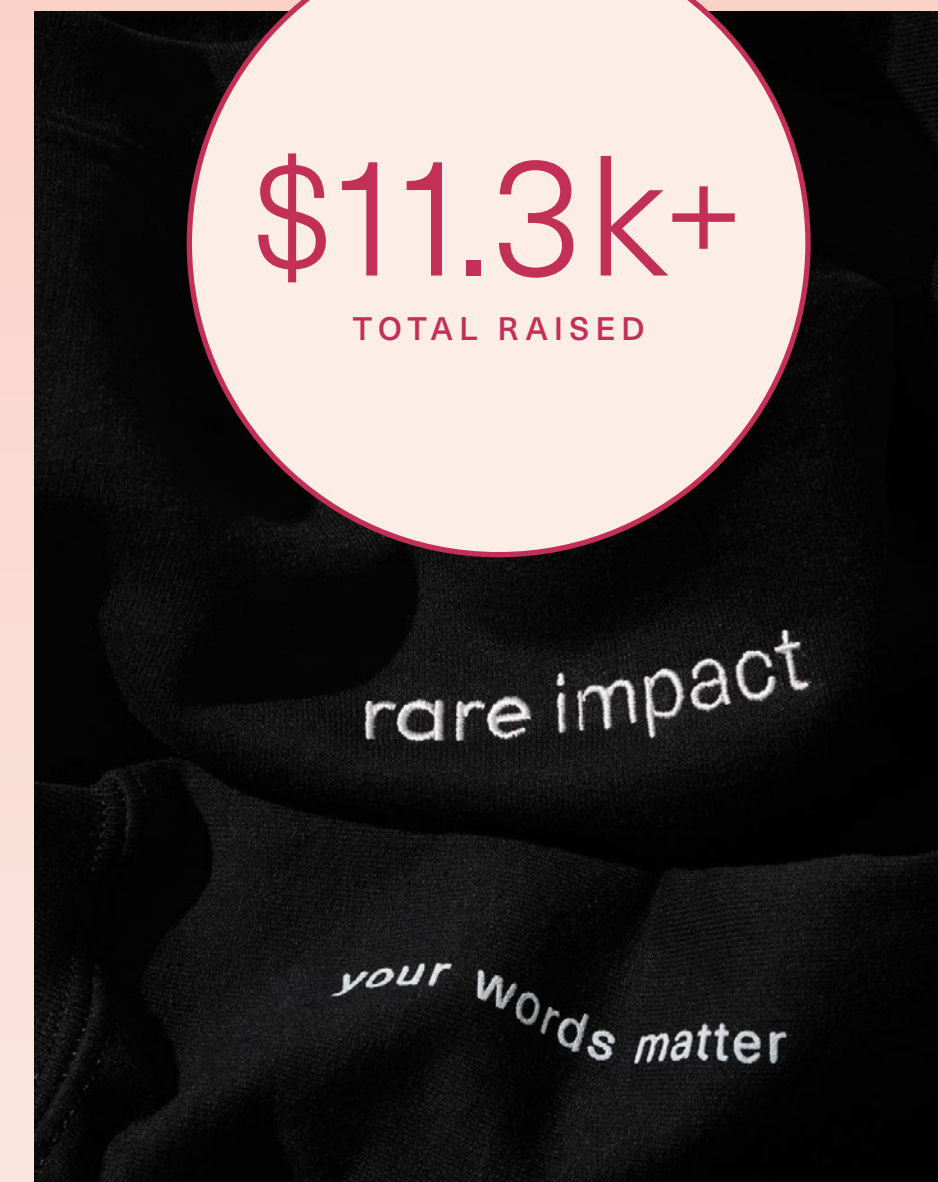


\$69k+
TOTAL RAISED



Your Words Matter Crewneck

Kicking off Mental Health Awareness Month, we launched our first limited-edition crewneck in celebration of our Your Words Matter campaign—serving as a daily reminder that the words you use can, in fact, have an impact on someone's mental health.



Rare Beauty in the Field

With purpose woven into everything we do, we are forging new alliances between and among philanthropy, corporations, non-profits, and mental health experts to break down silos and aggregate social, political, and intellectual capital and expertise. Check out a few ways we have created good through collaboration and connection.

Rare Beauty Mental Health Council

Made up of leaders from the fields of mental health, philanthropy, entertainment, media, academia, and beauty, our council continued to help guide our strategy throughout the year, lending their expertise to help inform everything from our content to our campaigns and events.



ELISHA LONDON

Entrepreneur and Global Mental Health Advocate



ELYSE FOX

Founder and CEO of Sad Girls Club



GRETCHEN RUBIN

Bestselling author, The Happiness Project



DR. JANE DELGADO, PHD, MS

CEO, National Alliance for Hispanic Health



JENNIFER COHEN

VP Merchandising, Sephora



DR. JESSICA A. GOLD, MD, MS

Psychiatrist, Professor and Director in Dept. of Psychiatry at WashU School Of Medicine



JUSTIN TRANTER

Singer, Songwriter and Activist



KATRINA GAY

National Director, Strategic Partnerships of NAMI



KIT HAYES

Global Social Impact, YouTube Mental Health Initiatives



DR. MARC BRACKETT, PHD

Founder and Director, Yale Center for Emotional Intelligence; Author, Permission to Feel



MARY ALBERTI

Mental Health Advocate and CEO of Institute for Advancements in Mental Health (IAM)



DR. SCOTT L. RAUCH, MD

President and Psychiatrist in Chief for McLean Hospital



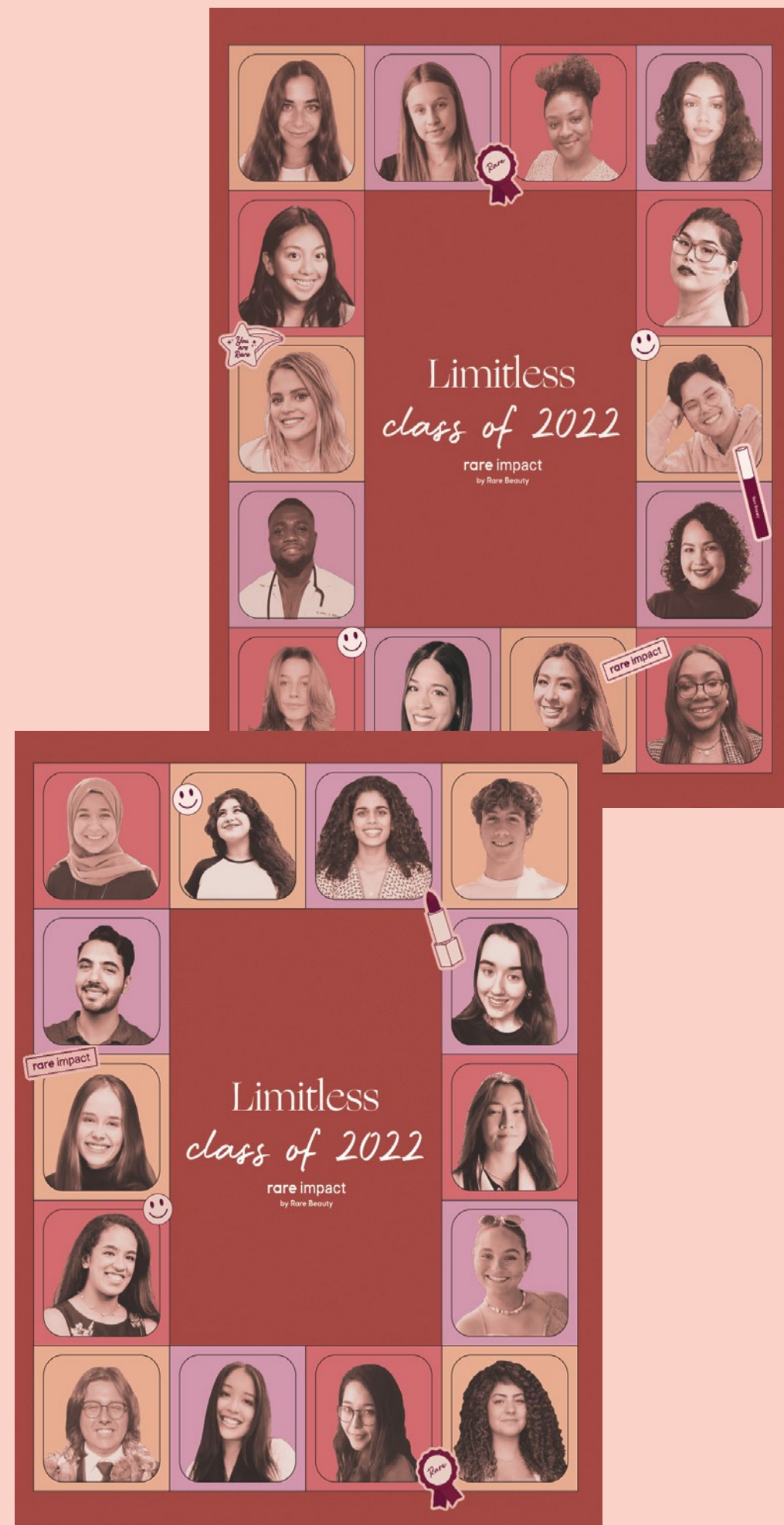
TRAMAINE EL-AMIN

Assistant VP, Mental Health First Aid USA, National Council for Behavioral Health

Rare Beauty in the Field

Rare Impact Ambassadors

Our first-ever Rare Impact Ambassador program mobilized undergraduate and graduate students from 22 schools across the country to amplify the mission of Rare Impact. Equipped with tangible takeaways to be a mental health advocate for themselves and others, they became champions for the Rare Beauty brand and community—taking strides to help destigmatize mental health.



THOUGHT LEADERSHIP



Stanford Mental Health Innovation Summit

Founder Selena Gomez and VP of Impact Elyse Cohen took the stage at this groundbreaking summit, working alongside action-oriented leaders across multiple sectors to drive forward the powerful innovations in mental health and collectively reimagine the way we give and receive mental healthcare.

Sustainable Brands Conference

Rare Beauty held the honor of participating in a panel on How Brands are Addressing Mental Health—marking the first time the conference has welcomed mental health to the main stage.

Sephoria – Mental Health in Latine Communities

We were invited to host a mental health Q&A at this year's SEPHORiA before a virtual global audience of over 10K, sitting down with Latinx Therapy Founder/Licensed Psychiatrist Adriana Alejandre to discuss the importance of mental health in the Latine and Hispanic Community and beyond.

Social Innovation Summit 2022

Joined by some of the greatest changemakers of our time to make a lasting change toward social good, we were invited to speak on a mental health and wellness panel in partnership with the Trevor Project, helping to shape the future of how brands address mental health.

Empowering Our Own People

One of our key brand pillars is to create a warm, welcoming environment that fosters overall health and well-being for our own employees. This year, some of the ways we've done this is through:

EDUCATION

Mental Health First Aid Training

Committed to empowering our team with the skills they need to help others, we continued to certify all new employees with Mental Health First Aid at Work, a skills-based training program on how to support others who may be experiencing a mental health challenge.

25
NEW RARE BEAUTY
EMPLOYEES TRAINED

Rare Beauty Speaker Series

Throughout the year, we invited guest speakers across different industries to bring a range of expertise on mental health and wellness to our employees.



CULTURE

Hispanic Heritage Month Campaign Influencer Events

Hosted by our Global Stylist Cynthia Di Meo, we invited 32 Miami-based Latine influencers to celebrate Hispanic Heritage Month over a shared meal.



Employee Voices

We believe in amplifying the unique voices of our team and engaging in key global moments that impact us all. From Black History Month to Pride Month and beyond, we celebrated the stories, cultures, and identities of our employees through our communication channels and social platforms.



rare impact

by Rare Beauty



JOIN THE COMMUNITY—WE'D LOVE TO HAVE YOU @RAREBEAUTY