

rare impact

by Rare Beauty

RARE BEAUTY SOCIAL IMPACT REPORT 2021

A Note from our VP of Social Impact & Inclusion



I can't believe it's been over a year since the launch of Rare Impact, Rare Beauty's commitment to making a difference in the world. As we reflect on all that we've accomplished in 2021, we are filled with so much gratitude for the community that we've built together. We couldn't be more excited about the momentum we've experienced and the direction we're heading —creating a culture of self-acceptance and making a positive change for mental health.

Thank you to you—our community, our employees, our partners. Together with your support, we donated more than \$1.2M this past year to 8 grantees, and in turn, gave thousands of young people in underserved communities access to the help they deserve.

Together, we launched the #MentalHealth101 campaign, mobilizing over 68,000 people to advocate for change and raising more than \$400,000 to support mental health services in schools. And this is only the beginning.

Together, 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 slowly breaking down the stigma associated with it.

Now more than ever, as COVID-19 has shown to change the world as we know it, it's so important to not only continue talking about mental health, but to take action in any way we can. Whether we're making that donation, or sharing that

social post with mental health resources, or checking in on a loved one...in the end, it's about kindness, and no act is too small. 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. We're just getting started.

With Kindness,

Elyse Cohen

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



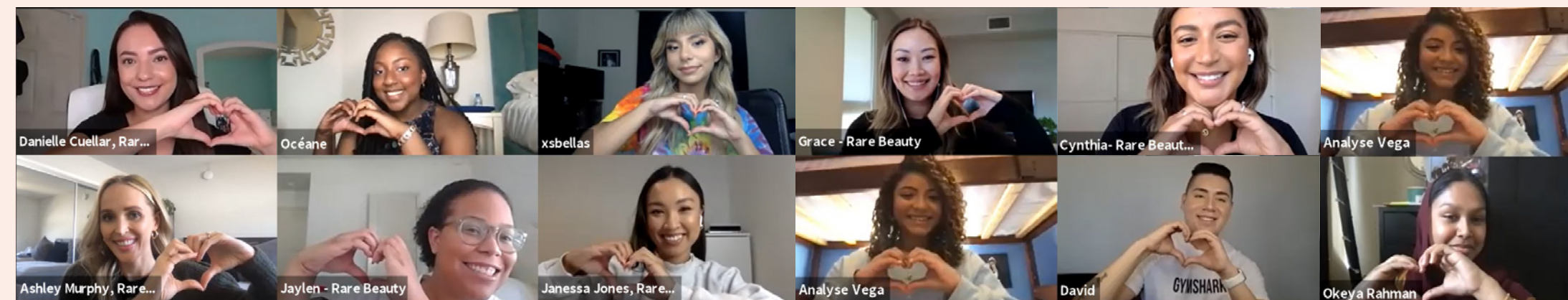
Rare Impact is Rare Beauty's commitment to making a difference in the world. With a focus on mental health and self-acceptance, Rare Impact aims to support the mental health of our community, employees, and partners everywhere. By celebrating everyone's uniqueness and making people feel more connected, 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.

Feel good

Building Our Rare Community

Rare Beauty is a community of like-minded people who desire true connection and honest conversation. By nurturing communication around the issues and concerns that interest them, we become a platform for their united voices, so no one ever feels alone. Not only do we create makeup to feel good in; we build a community that empowers each other to feel good, too.

FOSTERING COMMUNITY



By hosting Rare Chats—intimate, open conversations with our Rare Beauty community members—connecting virtually via Zoom to talk about everything from makeup and what we’re binge-watching to mental health and well-being.

at a glance

Rare Chats with our community members representing 110+ cities reached across 30 states and 9 countries (US, New Zealand, Singapore, Canada, Belgium, Netherlands, India, Brazil and Serbia).

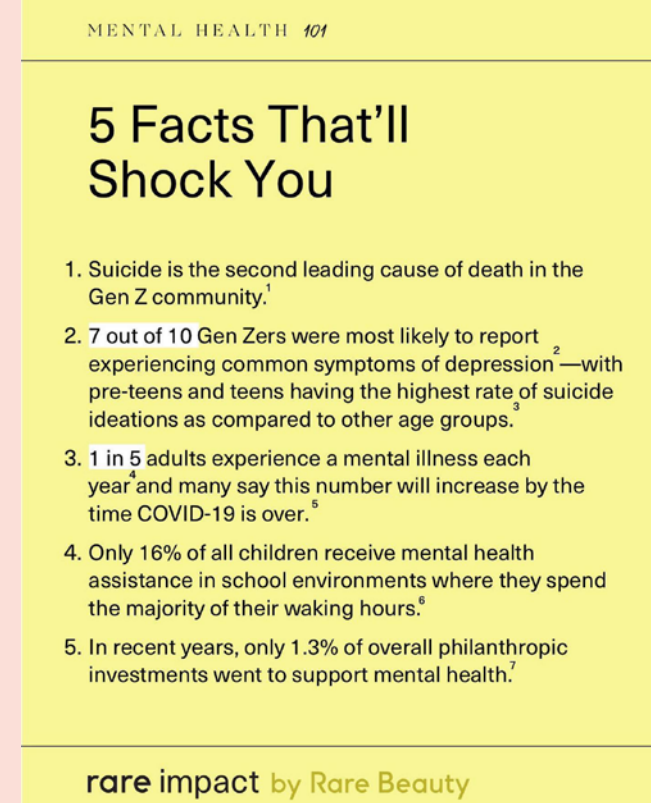
By activating our Rare Beauty community on the Geneva app, a private forum for our most engaged and passionate community members—a safe online space to connect on all things beauty and mental health and be 100% themselves while getting support from a diverse group of others.

and beyond

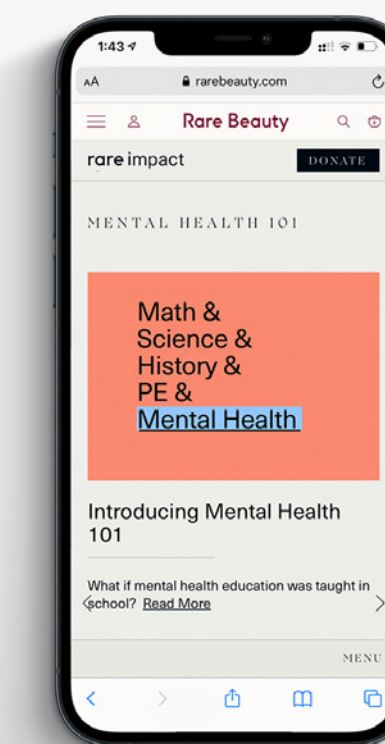
Most notably, we hosted a virtual community event inviting 30 influencers from our beauty creator community to join Rare Beauty Mental Health Council member Tramaine El-Amin and Founder & Creator Selena Gomez to chat about the challenges of mental health, and how, as creators, they can advocate for mental health awareness all year round.

EDUCATING COMMUNITY

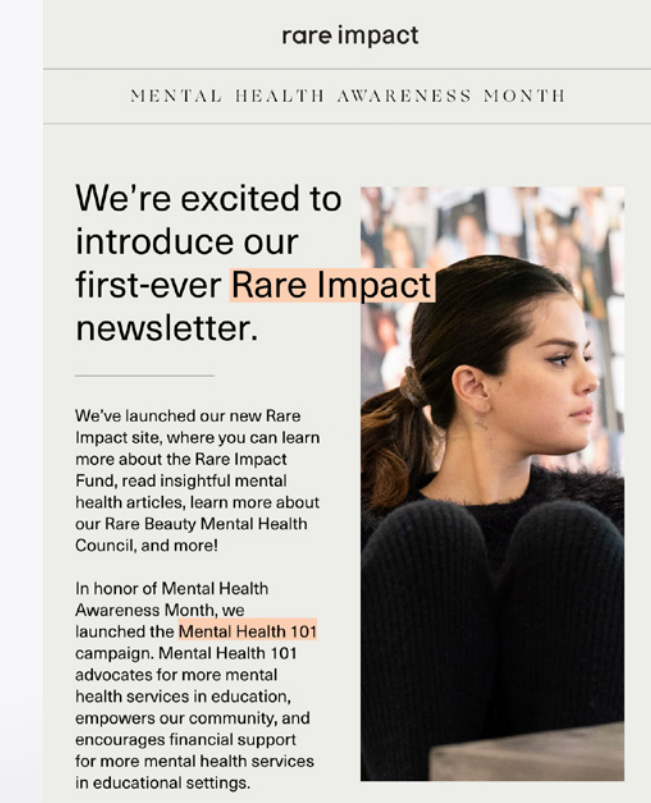
By providing free mental health resources, partnering with mental health experts to co-create accessible content for all.



Shared free mental health resources across our social channels, with a reach of 15M+.



Launched RareImpact.com, a resource hub where our Rare Beauty community can continue to learn, grow, and make an impact together, as well as read more about our Rare Impact Fund partners.



Introduced our first-ever Rare Impact Newsletter, highlighting practical tips to improve mental well-being as well as actionable steps to support Rare Impact’s mission.

Feel good

Building Our Rare Community

In 2021, Rare Beauty fostered, educated, and activated community around mental health and education, meeting our community members where they are. Here are some ways we have activated our community so far.

ACTIVATING COMMUNITY

By launching our #MentalHealth101 campaign
in honor of Mental Health Awareness Month

68,000 signatures gathered
(surpassing our goal of 25,000)

\$527,221 raised in support (exceeding our goal of \$400,000),
with a Rare Beauty match of \$200,000

All funds raised went
to the Rare Impact
Fund, which awarded

\$1.2M

in grants - distributed to a cohort
of 8 organizations that work to
expand mental health services

Created and shared mental health
content with our **community of 3M+**

By leading industry-wide efforts to prioritize mental health in the workplace. We worked with NAMI (National Alliance on Mental Illness) to certify our company as StigmaFree, creating a culture of openness and acceptance about our overall well-being.

We then introduced NAMI's work to 15 additional beauty brands. Spearheading the BeautyCares campaign, we led the call for beauty brands to become StigmaFree and foster awareness around mental illness. This became an ongoing initiative throughout the year.

3,000,000 Campaign audiences

13,100,000 Reached

83,132 Engagements

By rallying influencers from our beauty creator community. In partnership with NAMI and Miraval Resorts, Rare Beauty co-hosted an exclusive thought-leader weekend, bringing together 15 influential content creators and media for meaningful conversations around mental health.



Equipped with NAMI-led resources made for creators around destigmatizing mental health, invitees left the event mobilized by our mission, and have since used their platforms to promote positive mental health practices.

146 Posts shared **5.5M** Impressions

Do good

Making an Impact: Philanthropy by the Numbers

The Rare Impact Fund was launched as part of Rare Beauty’s focus on addressing mental health. 1% of all Rare Beauty sales are donated to the Rare Impact Fund, and Rare Beauty raises additional funds with philanthropic foundations, individuals, corporate partners, and the Rare Beauty community. The Rare Impact Fund supports organizations that expand access to mental health services in schools and educational settings. This is some of the impact Rare Beauty is proud to have made alongside our incredible partners.

RARE IMPACT FUND GRANTEES

IN 2021, THE RARE IMPACT FUND RAISED, CONTRIBUTED, AND AWARDED OVER \$1.2M TO EIGHT ORGANIZATIONS THAT FOCUS ON MENTAL HEALTH AND EDUCATION IN UNDERSERVED COMMUNITIES.

THE RARE IMPACT FUND ALSO HELPED OUR INAUGURAL 2020 GRANTEES EXPAND THEIR REACH AND ACHIEVE GREATER IMPACT.



TRANSFORMING LIVES THROUGH MENTAL HEALTH CARE

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



RESILIENCE TRAINING FOR MILITARY FAMILIES

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



The Jed Foundation

PROTECTING THE EMOTIONAL HEALTH OF TEENS & YOUNG ADULTS

With our help, JED Campus will scale their on-campus community programs that work to prevent suicide across colleges and universities.



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.



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

Our contributions helped ramp up training of young mental health advocates, helping them, in turn, reach over 26,000 youth—almost triple their annual goal.



BUILDING HEALTHIER COMMUNITIES WITH YOUNG PEOPLE

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



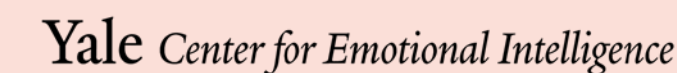
YOUTH PEER MENTORING & SOCIAL EMOTIONAL LEARNING

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.



INTEGRATING MIND & SPIRIT WITH SERVICE & ACTION

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



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

Our donation 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.



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

Our donation helped revamp counselor training tools, enabling thousands of additional volunteers to provide life-saving support to over 200,000 young people who reached out to their crisis services (a 34% year-over-year increase).

Do good

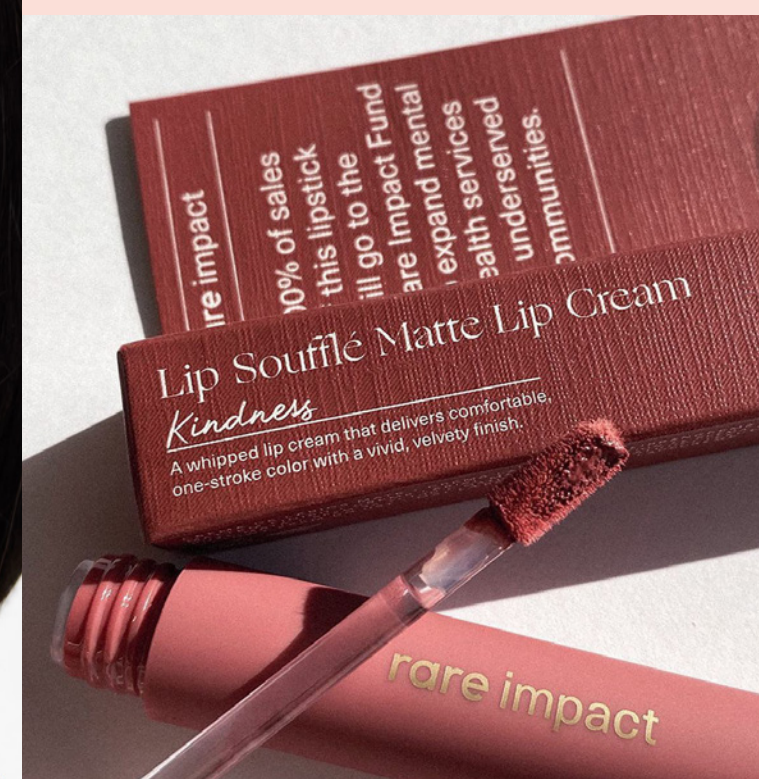
Made to Give Back

We launched our first-ever Rare Impact exclusive product—Lip Soufflé Matte Lip Cream in *Kindness*—which sold out in 8 days. 100% of proceeds went to the Rare Impact Fund to support mental health and education. The proceeds were matched by the generous support of Rare Beauty Mental Health Council member and New Theory Ventures Founder & CEO Nikki Eslami.

RARE IMPACT LIP SOUFFLÉ MATTE LIP CREAM



Along with the launch, we kicked off our Rare Acts of Kindness campaign, connecting with our community on and offline to share their stories and experiences that have made a difference for them and their mental health journeys.



Create good

Rare Beauty in the Field

Rare Beauty is forging new alliances between and among philanthropy, corporations, non-profits, and mental health experts in order to break down silos and aggregate social, political, and intellectual capital and expertise. Together, we are creating good within the beauty and business industry, mental health, and beyond. Here are a few ways we have catalyzed good through collaboration and connection.

RARE BEAUTY MENTAL HEALTH COUNCIL

To help guide our Rare Impact strategy and inform our content, Rare Beauty created the Rare Beauty Mental Health Council, made up of leaders and practitioners from the fields of mental health, philanthropy, entertainment, media, academia, and beauty.



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



JUSTIN TRANTER

Singer, Songwriter and Activist



KATRINA GAY

National Director, Strategic Partnerships of NAMI



KIT HAYES

Global Social Impact, YouTube Mental Health Initiatives



LINDSAY PEOPLES WAGNER

Editor in Chief, The Cut



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)



NIKKI ESLAMI

New Theory Ventures Founder and CEO



DR. SCOTT L. RAUCH, MD

President and Psychiatrist in Chief for McLean Hospital



TRAMAÏNE EL-AMIN

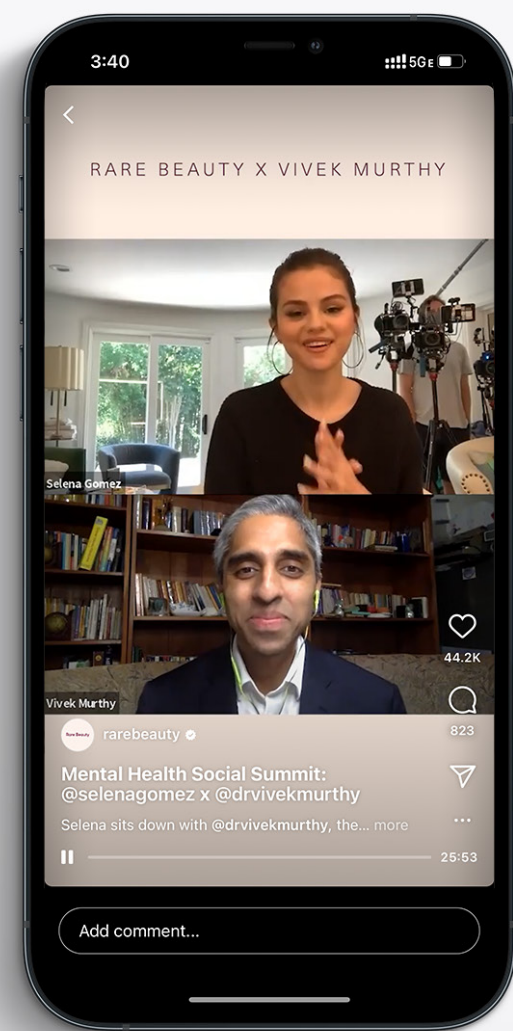
Client Experience Officer Mental Health First Aide National Council for Mental Wellbeing

Create good

Rare Beauty in the Field

Further cementing our leadership, Founder & Creator Selena Gomez and VP of Social Impact and Inclusion Elyse Cohen went from intimate roundtables to global stages, leading a number of inspiring talks about the importance of building a purpose-driven brand and mental health and education.

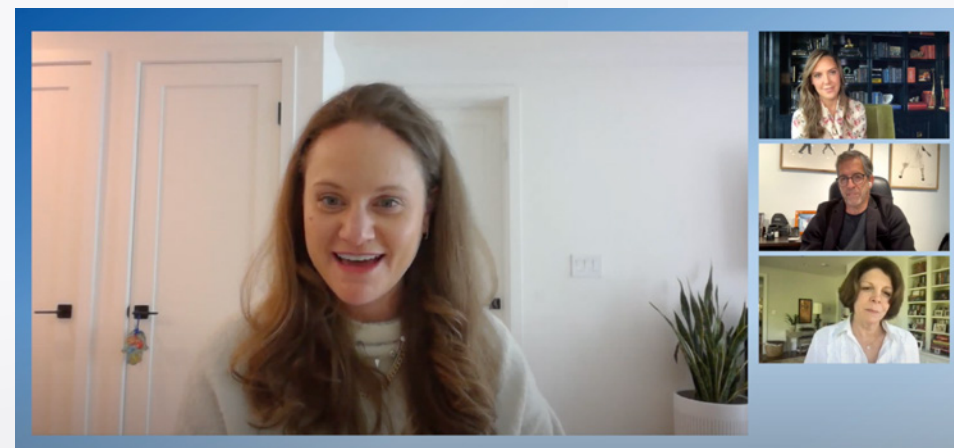
SHAPING POSITIVE CONVERSATIONS



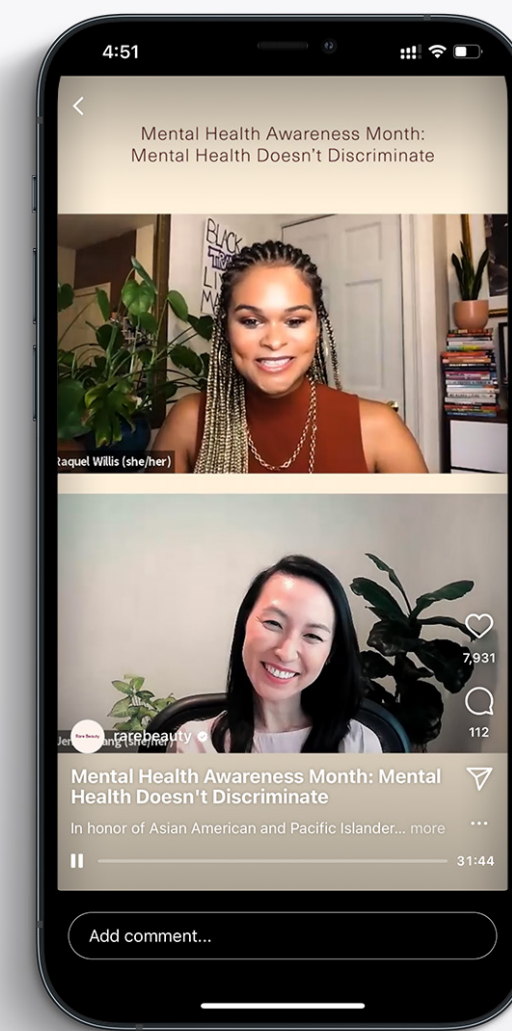
SELENA GOMEZ &
VICE ADMIRAL VIVEK H. MURTHY



SELENA GOMEZ & MARLEY DAVIS
SOCIAL INNOVATION SUMMIT



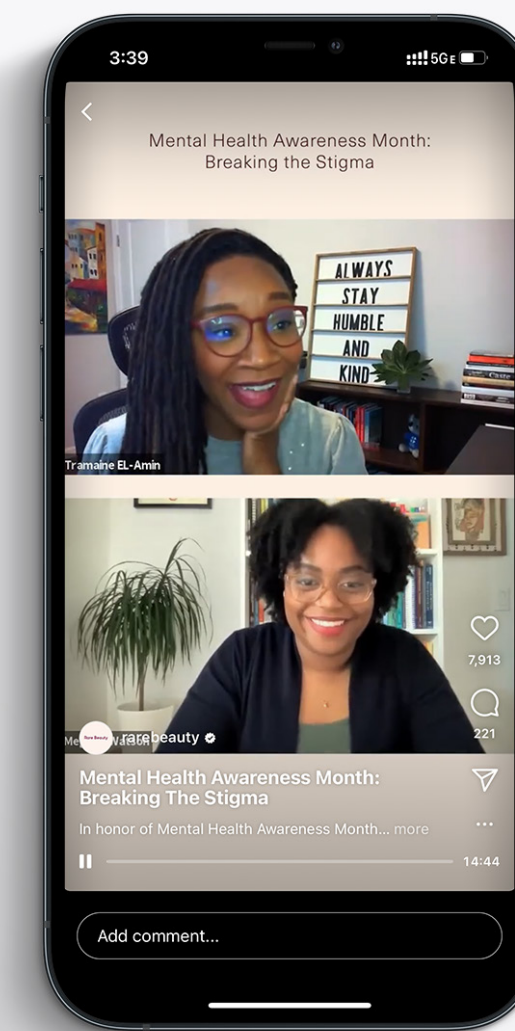
NATIONAL ALLIANCE ON MENTAL ILLNESS (NAMI)
ROUNDTABLE



RAQUEL WILLIS & JENNY WANG
AAPI MONTH



NAMI X RARE BEAUTY ON MENTAL HEALTH
AT MIRAVAL RESORTS



BREAKING THE STIGMA
WITH TRAMAIE AND MEGHAN

Live well

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. Some of the ways we've done this is through:

EDUCATION

Mental Health First Aid training from the National Council for Mental Wellbeing

All Rare Beauty team members were certified in Mental Health First Aid at Work, a skills-based mental health training program that teaches participants how to notice and support an individual who may be experiencing a mental health or substance use concern or crisis in a work environment and connect them with appropriate employee and community resources.

Rare Beauty Speaker Series

Kicked off by Rare Impact Fund grantee and partner, Jack.org, to educate our employees about peer mental health support, our Rare Beauty speaker series pulled in speakers across industries to bring a range of expertise to our employees.

CULTURE

Committing to be a NAMI Stigma Free brand

Prioritizing mental health in the workplace and ending the stigma associated with it.



USING OUR VOICE

Amplifying the unique voices of our people and engaging in key global moments that impact us all

In the wake of anti-Asian hate violence, Rare Beauty mobilized with a contribution to Asian Mental Health Collective in support of their programming and shared personal stories of our own AAPI employees.

From Black History Month to Pride Month, BIPOC Mental Health Month to Hispanic Heritage Month and beyond, we highlighted and celebrated the stories, cultures and identities of Rare Beauty employees through our communication channels and social platforms.



rarebeauty For #AAPIHeritageMonth, we tapped @jud.ithmartinez (she/her) our Social Impact Manager to share when she realized her words matter.

"I first realized my words mattered when I saw the impact my words and what I shared had on other people. Words can literally change reality.

Family and my heritage is so important to me. Growing up, I always felt there was a level of cultural expectations I felt extra pressure to fulfill in order to be successful, "fit in", be worthy of love, and make my family proud. That's why when I told my parents I declined my law school acceptance and was not going to be a lawyer anymore



rarebeauty To celebrate #HispanicHeritageMonth we asked our Global Stylist, @cynth_pop to share a few words with all of you. "As a first generation Mexican-American I am so honored and proud of my Hispanic heritage. My parents migrated to the States at a very young age in search of opportunities for a better life. I am most grateful for the work ethic my father has instilled in me and the mindset to go out and make things happen for myself. It hasn't been easy, but I have learned that what makes me different is my strength and whenever I feel like I don't belong and want to quit, I remember what sacrifices were made so that I could be here to make my dreams a reality. My #rarereminder for you all to remember is 'I am strong, poderosa and I belong here.'"





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