

FOUNDATION

fashion + philanthropy



ANNUAL IMPACT REPORT

FOUNDATION

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THANK YOU

A WORD FROM THE CEO

Dear Friends,

2018 marked our first full calendar year in operation. Through your contribution, Foundation donated \$34,000 dollars and increased exposure for this year's quarterly Impact Partners: Consano, CHAP, Latino Network, and Social Venture Partners Portland.

Foundation exists to empower every fashion decision with a meaningful chain of causation. The strength of this chain is the Impact Partners themselves - the organizations and leaders who devote their time, money, and expertise to creating change. Our role as a local business is to go beyond selling clothes. We invest in our Portland community, we shape the way business can play a direct role in community development, and we empower women to make fashion choices that reflect the values we see as shared.

In 2019, we look forward to even greater impact through new Impact Partners, volunteer opportunities, and special events. We are forever grateful for your continued support and are extremely excited to share with you how this support positively impacted your community!

HOLLY LEVOW
FOUNDER & CEO





OUR NAME IS FOUNDATION FASHION+ PHILANTHROPY FOR A REASON

We love fashion, and we want to create positive impact in our community. Foundation is our vehicle to creating a story about ourselves and our society that we can feel proud of.

At Foundation we empower our customers by carrying pieces that are foundational to any woman's closet and by offering a shopping experience that directly benefits the community around them. With each purchase we launch a chain of impact, spreading awareness and reinvesting profits back into the community.

Our values of Equity, Innovation, Justice and Growth are imbedded in everything we do. We hope you feel the same!

*"Another big plus is their mission. All of the profits go to charities. So not only can you come by and pick up that "it makes me look so happy and confident" outfit, but you can feel good about it, too"
- customer, alina k.*

THE BUYER'S HIGH

Co-Founder Chelsea Armstrong highlights why she loves what she does.



job creation for people transitioning out of homelessness - generated 140,639 hours of work

THE GIVING KEYS

environmental impact measurement software; on site water recycling plant, solar powered efficiencies

DL1961

employ 1,500 artisan women around the world; fair trade fashion, recycled and repurposed materials

RAVEN + LILY

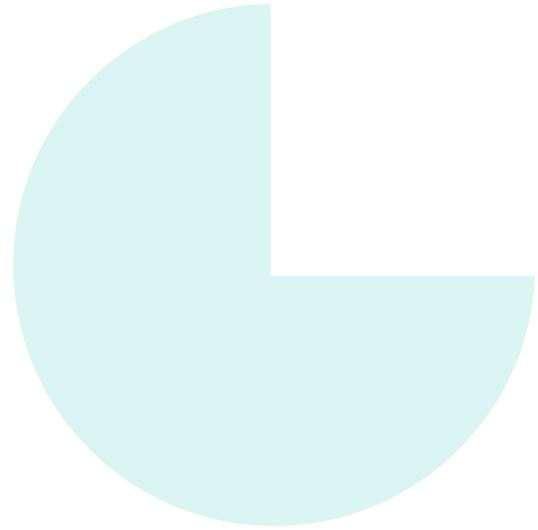
fair wages, paid time off, health insurance stipends, retirement benefits, women-owned, locally made, pdx, OR

GRAYLING

donate 10% of net proceeds to Children's Hospital LA, the ASPCA, SPCALA, and local animal charities

N:PHILANTHROPY

**OVER
70%**



of our vendors advocate at least one of our business practice ideologies of female lead, american-made, socially conscious, and charitable

1718

meals provided to children in need thru **Half United** merchandise sold

1:1

ratio of blankets purchased to blankets donated to the Portland Rescue Mission via **Sackcloth & Ashes**

34K

*total dollars donated to our
quarterly Impact Partners in
our first year*

5.5K

*average dollars in sales
generated during our Impact
Parties... a three-hour event*

15K

families of children diagnosed with cancer benefitted by research

Consano **\$8,000** donated

7250

beneficiaries served, by over 120 staffers, receiving the best quality programming

Latino Network **\$8,000** donated

6715

in-hospital art experiences provided to children in need

CHAP **\$10,000** donated

122.6K

dollars returned in financial and human capital to the investment of Community Partners

SVP **\$8,000** donated

100%

of our Impact Partners report that the partnership made them more financially secure in the ability to continue delivering their services

100%

of our Impact Partners reported that the partnership allowed them to reach new audiences that they can now reach out to in the future



"Content is king these days, and via the Foundation Impact Partnership we were not only in front of every new person that walked through the door, but also garnered local press and talking points for our social media."



"As a result of the Foundation's Impact Partnership, we've been able to fine tune our development strategy, increasing quarterly and yearly goals to reflect our increased capacity to fundraise as well as accurately track funds through our administrative team."



"The Foundation Impact Partnership has helped decrease stress and increase morale for our staff and dedicated volunteers. Knowing that programs will continue, that funding is stable, and supplies are available allows us all to focus on our mission, and on the children and families when they need us most."



"Foundation has a wonderful community presence and reputation; our partnership will allow both of us to leverage our individual relationships for common goals."

“Built on the belief that everyone has the ability to make an impact, we created a place where your love of fashion will directly affect positive social change”

THANK YOU FOR BELIEVING IN US

- Holly, Chelsea and the Foundation team

