

Foundation 2020 Impact Report

time to show you what we're made of



Foundation helped us share our story with new audiences, who may have never heard about our work before."

– Adelante Mujeres

\$90,500

total dollars
donated to date

\$12,000

total dollars
donated in 2020

A MESSAGE FROM OUR CEO

Holly Levow

Dear Friends,

2020 was a difficult year for all and Foundation was no exception. The global pandemic forced us to create new ways to connect and engage with you, our customers. We are so grateful for your support during the darkest days and we look forward to brighter days ahead. Despite the challenging year and through your contribution, Foundation was able to donate \$12,000 dollars and increased exposure in the community and press to our three Impact Partners for the year: Adelante Mujeres, Project Lemonade, and Here Together.

Foundation exists to empower every fashion decision with a meaningful chain of causation. The strength of this chain are the Impact Partners themselves – the organizations and leaders who devote their time, money, and expertise, to actioning change in our communities. 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.

We look forward to greater impact in the years ahead and getting back to in person Impact Events where we celebrate, learn and contribute to our community through our Impact Partners. We are forever grateful for your continued support and are very excited to share with you how this support positively impacted your community!

Thank you for believing in us.



OF IMPACT PARTNERS SAID THE
FOUNDATION PARTNERSHIP ALLOWED
THEM TO DIVERSIFY THEIR REVENUE
STREAMS



OF IMPACT PARTNERS SAID THE
FOUNDATION PARTNERSHIP HAD A
POSITIVE IMPACT ON THEIR ABILITY TO
SHARE THEIR STORY



ADELANTE MUJERES

provides holistic education and empowerment opportunities to marginalized Latina women and families to ensure full participation and active leadership in the community.

ADELANTE MUJERES SERVES

8,000 PEOPLE EACH
YEAR

600+ FEMALE YOUTH
THROUGH CHICAS
PROGRAM

CHICAS YOUTH DEVELOPMENT PROGRAM

 **100%**
OF HIGHSCHOOL SENIORS GRADUATE

 **95%**
OF HIGHSCHOOL SENIORS ENROLL IN
COLLEGE

FOUNDATION DONATED

\$ 7,000

Funds were used to equip students with wifi and tablets when remote learning began due to COVID.

"It gave us an extra leg up during a very tough time financially."

-Adelante Mujeres

LEARN MORE AT ADELANTEMUJERES.ORG



PROJECT LEMONADE

provides foster youth with a back to school shopping experience and offers support that inspires self-esteem and promotes success.

PROJECT LEMONADE SERVES

2,000 FOSTER YOUTH IN
A YEAR FROM OVER 24
COUNTIES IN OREGON

OVER 750 VOLUNTEERS
PROVIDING OVER 3,000
HOURS OF WORK



OF FOSTER YOUTH IN MULTNOMAH COUNTY
OUTFITTED WITH NEW CLOTHES FOR
SCHOOL BY PROJECT LEMONADE

FOUNDATION DONATED

\$5,000

Funds were used to sponsor Project Lemonade's Annual Gala to continue their much needed services to our vulnerable foster youth.

With giving, not only can you offer monetary support, but you can also donate your time, which is priceless. The Foundation team volunteered 25 total hours.

LEARN MORE AT PROJECTLEMONADEPDX.ORG

HERETOGETHER

On May 19, 2020, voters showed their commitment to community by passing the HereTogether-Metro homeless services measure. Below statistics are set to occur by Summer 2022.

1500

LONG TERM RENTAL
VOUCHERS AND WRAP
AROUND SERVICES

1130

SHORT TERM RENT
ASSISTANCE AND RAPID
REHOUSING INTERVENTIONS

2000

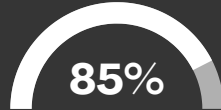
+ PEOPLE CONNECTED WITH
CASE MANAGEMENT AND
PEER SUPPORT SPECIALISTS

2906

SHELTER BEDS REGIONWIDE

Foundation provided a platform to highlight this important campaign which resulted in the ballot measure passing.

BRAND VALUES



OVER 85% OF THE BRANDS REPRESENTED IN 2020 WERE ETHICAL OR SUSTAINABLE. OUR GOAL IS TO HAVE 100% ETHICAL AND SUSTAINABLE REPRESENTATION BY 2022.

\$6500

IN SALES SUPPORTED NAADAM, A CASHMERE LINE COMMITTED TO TRANSPARENCY, ETHICAL PRACTICES, CULTURAL PRESERVATION AND ENVIRONMENTAL SUSTAINABILITY.

\$2400

IN SALES SUPPORTED DEAR SURVIVOR, A SUSTAINABLE JEWELRY BRAND THAT DONATES A PORTION OF PROCEEDS TO GENERATION HOPE FIGHTING HUMAN TRAFFICKING AND IS PARTNERED WITH REFUGEE ARTISAN GROUP FOR ETHICAL MANUFACTURING.

\$3800

IN SALES SUPPORTED DL1961, A FAMILY-OWNED DENIM BRAND THAT UTILIZES RECYCLED WATER, CLEAN DYES, OZONE TECH, AND SOLAR POWER IN THEIR ETHICAL MANUFACTURING.

\$2400

IN SALES SUPPORTED GRAYLING, A LOCAL JEWELRY BRAND THAT DONATES THE EQUIVALENT OF 10 MEALS TO FEEDING AMERICA WITH EVERY ONE PURCHASE.