



2022
SOCIAL
IMPACT
REPORT

kate spade
NEW YORK

Holistically Empowering Women

Since 2013, kate spade new york has been investing in women’s empowerment and mental health. Women’s mental health has long been underfunded, undervalued and underacknowledged in empowerment work. Over the last 10 years, we’ve seen firsthand how a woman’s mental health can impact her voice, choice and power. Economic security is not the only determinant of empowerment, and it’s not enough on its own.

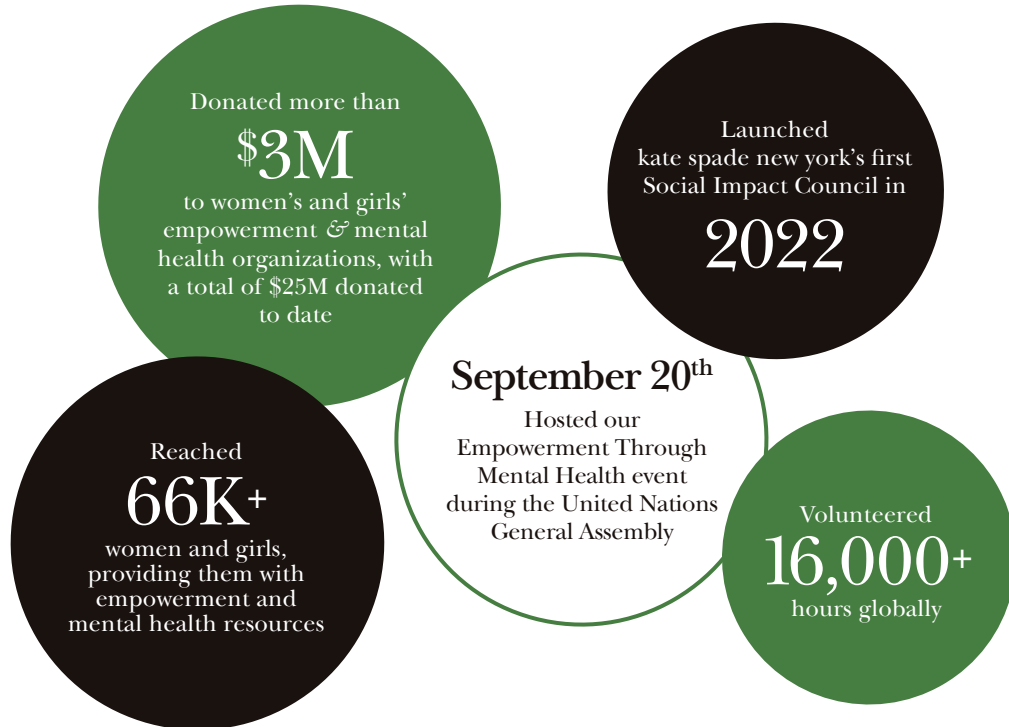
Our Social Impact Mission

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.

Last year, we...



On January 26, 2022, kate spade new york launched its social impact council: a group of leaders who champion the integration of mental health into women’s empowerment, address stigma, and provide access to resources.

During the course of 2022, they’ve joined forces and spoken at major international conferences, appeared on national broadcast shows and led in-store events focused on mental health, among other initiatives.



TARAJI P. HENSON (USA)
Actor, Filmmaker & Founder, Boris Lawrence Henson Foundation
borislhensonfoundation.org | @tarajiphenson



CYNTHIA GERMANOTTA (USA)
President & Co-Founder, Born This Way Foundation
bornthisway.foundation | @momgerm



LATHAM THOMAS (USA)
Founder, Mama Glow & Mama Glow Foundation
mamaglowfoundation.org | @glowmaven



ELISHA LONDON (UK)
Founder & CEO, Prospira Global | Founder, United for Global Mental Health
prospira.global | @elisha_london_



CATHERINE TINSLEY (USA)
Raffini Family Professor of Management, Georgetown University
gufaculty360.georgetown.edu



NORETTE TURIMUCI (RWANDA)
Lead Gender and Youth Engagement, Mastercard Foundation
@noretтетurimuci



JAZZ THORNTON (NZ)
Mental Health Advocate
thevoicesofhope.org | @jazzthornton

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.

TOGETHER, FOR WOMEN EVERYWHERE

We support organizations that uplift communities and empower women and girls by putting mental health at the heart of their empowerment approaches.

Read more about our global impact-focused partners at katespade.com/social-impact/our-partners.



KATE SPADE NEW YORK GLOBAL SOCIAL IMPACT HIGHLIGHTS

Together: On Purpose, Rwanda

In 2013, we began a partnership with Abahizi Community Business Collection (ACBC), an independent, employee-owned handbag manufacturer based in Masoro, Rwanda. A Certified B Corp grounded in holistically empowering women, ACBC employs more than 250 women from the local community, providing full-time employment, health benefits and a life skills and counseling program. We also support the larger community of Masoro through our partnership with Rwandan-based non profit, Isooko Community Development. Their programming serves the women and girls of Masoro with access to yoga for trauma, health through sport and maternal health workshops. It's our origin story of our mental health work.



Pride Panel with Dr. Vivid



In celebration of Pride Month, we gathered a panel of LGBTQ+ friends—clinical psychologist Dr. Vivid, creative agency owner Crystal Anderson, beauty influencer Emira D'Spain, and cabaret performer Justin Vivan Bond to talk about mental health and identity.

Empowerment Through Mental Health United Nations event with Social Impact Council Members

On September 20, we hosted an event to highlight the critical role that mental health plays in the pursuit of sustainable women’s empowerment. The event was hosted at our flagship Rockefeller Center store in collaboration with our Social Impact Council. The event was attended by global leaders, advocates, companies and founders in both mental health and women’s equity, in New York for the 77th United Nations General Assembly.



kate spade new york Social Impact Council members Elisha London, Jazz Thornton, Norette Turimuci, Taraji P. Henson, Professor Catherine Tinsley, and Latham Thomas.

World Mental Health Day: The Social Impact Council Sits Down with Elle

In honor of World Mental Health Day on October 10, six members of our Social Impact Council shared what mental health means to them.



“In every walk of life, people suffer from anxiety and mental health struggles. When you create these circles of people where you can talk about the hard subjects in life, you find commonalities with other humans, and you build from there.”
- Taraji P. Henson



“Mental health is about balance. It’s about awareness. You can’t stop yourself from having feelings and you can’t stop the ups and downs of life, but good mental health creates a positive boundary between you and the outside world.”
- Catherine Tinsley

Mine’d Mental Health Check-Ins

In partnership with Mine’d, a leading mental health digital platform, we hosted mental health check-ins and workshops for our social communities.



Mine’d Experts, left to right: Moe Aria, Sheri Salata, Terri Cole, Mark Groves

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 we 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