



A NOTE FROM OUR CEO

In 2023, we at kate spade new york are celebrating our 30th anniversary.

In many ways, joy has powered this brand since the day it started.

Our brand is about *joy, color and life*. The essential, compelling force of joy is something timeless and universal. And the world has changed a lot in 30 years. If anything, the need for joy is only more apparent today. And with that, the importance of mental health and the need for mental health support—in our own lives and in the lives of our communities—are only more apparent.

We began investing in women's mental health and empowerment ten years ago, starting with our work in Rwanda. Our work in this space has expanded over the years, and in the last year it has grown even more sharply focused.

As we reflect back on 2022, I would like to say we have seen things improve for women and girls globally, though the reality is that reports on mental health, particularly of women and girls, are ever more alarming.

Women's mental health does not receive the time, attention or investment that it deserves. We are on a mission to talk about it, invest in it and bring more voices and support to the table.

In 2022, we set a goal to provide 100,000 women and girls with access to mental health and empowerment resources through our social impact work by 2025. And as of the end of 2022, we have reached 66,000.

While we are proud of our own progress, it isn't enough. Our work continues. Our teams are being trained in mental health first aid; we're partnering with professionals to create mental health content to share with our community through the platform of our social channels; and our social impact council will continue to help us champion this issue around the world. We are also thrilled to have Ayako Yanagisawa, president of kate spade new york Japan, join us as our global social impact executive sponsor. Ayako will work closely with the social impact team to increase our social impact footprint globally.

We are grateful you are taking the time to read our social impact report and for being on this journey with us. Together, we can make change.

A NOTE FROM OUR SOCIAL IMPACT TEAM

For 30 years, kate spade new york has been a leading brand—and a leading voice—for women around the world.

I am incredibly passionate about the way we bring joy to women both in Japan and worldwide. As women and girls experience challenges with their mental health now more than ever, I am so proud of the work our team and partners are doing to support women's mental health.

Here in Japan, it is more important than ever to invest in women's mental health.

For women in this country and around the globe, there's a mental health crisis, and these investments are a crucial part of their empowerment journey.

We are a brand that stands for joy and all the ways that joy manifests in our lives. We know that when a woman's mental health is impacted, so too is her joy.

Over the past 12 months, 45% of people in Japan have reported feeling more stressed or anxious than in 2021 [1], and women are the most heavily affected. Unfortunately, suicide rates in Japan are some of the highest in the world, especially for young women.

Over the last few years, as we have seen rates of depression, anxiety and suicide rise for women in Japan [2], we have increased our support for women's mental health in Japan.

We are pleased that a leading expert in mental health and gender empowerment from Japan, Mika Kumahira, joined the kate spade new york Social Impact Council in 2023 to continue to guide our work in this area.

We believe that we have an important role to play in positively impacting women's lives—in times of joy, and in the moments in our lives when joy may be difficult to find. We know that supporting women's mental health is important for them. And we are here for them.

Ayako Yanagisawa President, kate spade Japan, Global Executive Sponsor of Social Impact

REFERENCES

1. https://www.statista.com/statistics/1320029/japan-share-feeling-more-stressed-anxious-past-year/ 2. https://www.tokyomentalhealth.com/suicide-data-and-trends-in-japan/ kate spade new york was founded in 1993 by Kate Brosnahan Spade. An accessories editor, she couldn't find her perfect handbag in the marketplace —so she decided to make her own.

She brought creativity, joy and an entrepreneurial spirit to the brand, and her legacy is strong 30 years later.

As a company powered by women (more than 90% of global kate spade new york employees and leadership identify as women), we're dedicated to empowering women and girls globally, with a specific focus on mental health.

kate spade new york is part of the Tapestry house of brands.

Holistically Empowering Women

Women's mental health has long been underfunded, undervalued and underacknowledged in empowerment work. We think that should change: 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.

Since 2013, kate spade new york has been investing in women's empowerment with a focus on mental health, beginning with the On Purpose program in Rwanda. Together with our production facility partner, Abahizi Rwanda, we began to witness how mental health resources can impact not only the women workers who create kate spade new york handbags there, but their whole community.

We reaffirmed our commitment to mental health efforts in 2018 when the founder of kate spade new york died by suicide. Today, we continue to integrate mental health into our women's empowerment work globally.

In 2022, we launched a Social Impact Council that has partnered with us to champion the integration of mental health into women's empowerment. We hosted our first event alongside the UN General Assembly Meetings. It catalyzed global dialogue on the role that women's mental health plays in their sustainable long-term empowerment.

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.



OUR SOCIAL IMPACT COUNCIL

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.

This group of women has joined forces to put mental health at the heart of the women's empowerment conversation. Over the course of 2022, council members have been featured in our brand campaigns, spoken at a major international conference, appeared on national broadcast shows and led in-store events focused on mental health. Additionally, we were honored to have our council members serve as speakers during the inaugural kate spade new york Empowerment Through Mental Health event, on the sidelines of the 77th United Nations General Assembly.



TARAJI P. HENSON (USA)
Actor, Filmmaker & Founder, Boris Lawrence Henson Foundation

In 2018, Taraji P. Henson launched the Boris Lawrence Henson Foundation in honor of her late father with a mission to eradicate stigma around mental health in the African-American community.

borislhensonfoundation.org @tarajiphenson



CYNTHIA GERMANOTTA (USA)

President & Co-Founder, Born This Way Foundation

American philanthropist and mental health activist Cynthia Germanotta founded the Born This Way Foundation with her daughter, Lady Gaga, in 2012, and in 2019, was named the World Health Organization Goodwill Ambassador for Mental Health.

bornthisway.foundation @momgerm



LATHAM THOMAS (USA)

Founder, Mama Glow & Mama Glow Foundation

Latham Thomas is the founder of Mama Glow and Mama Glow Foundation, a global maternal health and education brand serving birthing people along the childbearing continuum and advancing reproductive justice through education, advocacy and the arts.

mamaglowfoundation.org @glowmaven



ELISHA LONDON (UK)

Founder & CEO, Prospira Global Founder, United for Global Mental Health

Elisha London is an entrepreneur and global mental health advocate. She is currently CEO of Prospira Global, a boutique mental health consultancy.

prospira.global @elisha_london_



CATHERINE TINSLEY (USA)

Raffini Family Professor of Management, Georgetown University

Catherine Tinsley, PhD, is an expert on gender intelligent leadership, as well as gender parity and workforce development.

gufaculty360.georgetown.edu



NORETTE TURIMUCI (RWANDA)

Lead Gender and Youth Engagement, Mastercard Foundation

Norette Turimuci's career has focused on creating future women leaders.

@noretteturimuci



JAZZ THORNTON (NZ)

Mental Health Advocate

Jazz Thornton is a mental health advocate who has overcome childhood abuse and multiple suicide attempts and who co-founded Voices of Hope, an organization dedicated to overcoming stigmas around mental health.

thevoicesofhope.org @jazzthornton

mind & body

mental health

we believe supporting mental health
plays a vital role in the empowerment
of women and girls.

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.





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

Read on to learn more about just a few of our global impact-focused partners.















































TOGETHER, ON PURPOSE: RWANDA

On Purpose is our social enterprise initiative, with a mission to use our On Purpose supply chain to empower the women who make this collection and invest in the communities they call home.

Our supplier, Abahizi Community Business Collective (ACBC)

In 2014, 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 program. It produced over 18,000 kate spade new york handbags for us in 2022.

This year, ACBC was recognized and awarded as Best for the World 2022 in two impact areas: Community, and Workers & Employees by B Labs. Out of over 4,000 Certified B Corps worldwide, ACBC was nominated among the top 5% in these two impact areas. Among the 12 nominees from Africa and for the second year running, ACBC was the only company awarded in the Community Impact category.

When I joined Abahizi Rwanda, I had a high-level trauma from the 1994 Genocide Against the Tutsi...

During my therapy sessions, I was able to open up to the counselor more than I used to do before because she showed me that she was listening.

Today, I am able to speak out for myself, forgive people, and I learned to let go. I believe that healing is a process and all I can say is that I am progressing.

Benimana Claudine, Counseling Programs



A Larger Community

Our brand supports the larger community of Masoro by investing in the infrastructure and community-led programming through our donor-advised fund at the Tides Foundation.

In 2022, we continued our support in Rwanda through our partnership with Isooko Community Development, a Rwandan nonprofit dedicated to women's and youth health, education and economic access. Our funding, through the Tides Foundation, supported programming including maternal health workshops, health through sport and yoga for trauma classes.







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In 2022, supplier and community programming contributed to:

250+

full-time jobs for women

95%

of workforce attending empowerment and mental health trainings

42%

of Masoro residents accessing community programs

89%

of employees reporting feeling self-empowered, a 14% increase from last year

90%

of women feeling they can make a decision regarding family planning by themselves or jointly with their partner

124

people employed by Abahizi Rwanda artisans



We partnered with several impactful global organizations in 2022. Here's a snapshot of one of them.

Crisis Text Line and Kids Help Phone

In 2022, kate spade new york partnered with Crisis Text Line and Kids Help Phone in Canada, through the Tides Foundation, to support female mental health in North America. Crisis Text Line also provided support during our digital content series Let's Talk as an on-hand resource for participants, should they need it.

9.6K
conversations with women in crisis in the United States

150,193
texting interactions with young people who identify as female in Canada

Reflection Moment

What are some local community mental health services in your area?

The kate spade new york Foundation partners with several organizations supporting the mental health and empowerment of women and girls in New York City. Here's one.

Girls Inc. of NYC

Over the past three years, the Foundation provided funding for Girls Inc. of NYC for their Mind Body Matters program. This interactive, digitized curriculum, piloted in five NYC schools, aims to alleviate challenging, stressful areas in teen girls' lives and improve their mental well-being, academic performance and opportunity. In addition to this curriculum, a training model for teachers, social workers, educators and school health professionals has been created to reach thousands of girls with these vital strategies.

The Girls Inc. of NYC Mind Body Matters training was beneficial since it incorporates mental health in the curriculum. This is not usually learned or taught— especially in a school setting— with a specific focus on girls of color.

We need this curriculum now more than ever.

Novellete S., a middle school teacher at Excelsior Prep

Since 2019,
Mind Body Matters
has trained

5,450

teachers

OUR NORTH AMERICA PARTNERS

Boris Lawrence Henson Foundation

In 2022, we partnered with the Boris Lawrence Henson Foundation (BLHF), founded by Social Impact Council member Taraji P. Henson.

The foundation—named in honor of Taraji's father, who lived with mental health challenges—exists to both normalize and improve access to mental health services for Black communities in hopes of eradicating the stigma around seeking help.

As the pioneering Black mental health advocacy group in the United States, BLHF provides access to a network of localized Black clinicians, service providers and counselors.

Through the support of partnerships with companies like kate spade new york, BLHF offers programs and services including free mental wellness support for African Americans, mental health scholarships to increase the pipeline of African American clinicians and providers, and African American cultural competency training.



Global On Purpose Fundraiser Highlights Japan, UK & NA

In March, we hosted our annual internal On Purpose fundraiser (virtually in North America and Japan, and in-person in the UK), raising over \$122,000—which far surpassed the original fundraising goal. These funds benefitted Isôoko Community Development, a Rwandan non-profit supporting the Masoro community, where our On Purpose supplier is based. From bingo to hula hoop contests, make-up lessons to flower arranging, we spread joy across our Tapestry community and made a difference while doing it.









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.

UK Sloane Square Event A panel discussion with the Born This Way Foundation & Social Impact Council Member Elisha London

Social Impact Council member Elisha London hosted a customer event at the UK Sloane Square store in July. Maya Smith, the Executive Director of the Born this Way Foundation, spoke on mental health, kate spade new york's social impact and the Born this Way Foundation partnership.



Watch the full conversation on our YouTube channel



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.

Speakers featured representatives from kate spade new york and experts including

- Taraji P. Henson, actor, filmmaker and founder of the Boris Lawrence Henson Foundation
- Professor Catherine Tinsley, academic expert on gender parity and workforce development from Georgetown University
- Norette Turimuci, women's empowerment expert from Rwanda
- Elisha London, global mental health advocate, entrepreneur and founder of United for Global Mental Health and Prospira Global
- Latham Thomas, maternal health expert and founder of Mama Glow
- Jazz Thornton, mental health advocate, writer, film director and founder of Voices for Hope
- Maliha Khan, President and CEO of Women Deliver

Taryn Bird, kate spade new york's Senior Director of Social Impact, announced the brand has commissioned a global study on the state of mental health within women's empowerment. The study will be in partnership with Prospira Global, the Social Impact Council and a group of independent advisors. This research will be released in July 2023 at the Women Deliver Conference in Kigali, Rwanda.



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



kate spade new york's chief marketing officer Jenny Campbell and Taraji P. Henson discuss women's empowerment and mental health.

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

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Mind Body Soul

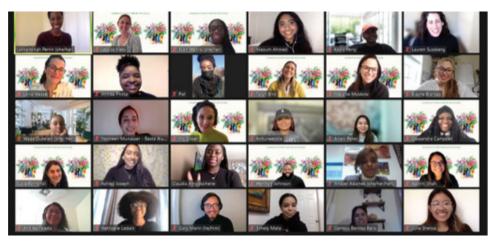
Mind Body Soul (MBS) was founded in 2018 by two corporate members of kate spade new york as a direct response to the need for additional support for our internal community after the passing of the brand's founder to death by suicide. Since then, the group has grown to 65+ employees who raise awareness about mental health resources available to the kate spade new york team. MBS hosts weekly meditations, curates monthly newsletters and hosts multiple speaker events throughout the year. It also enables community activations like mental health first aid training: 80 employees have been trained since our partnership began.





Women's History Month

In celebration of Women's History Month and International Women's Day, we hosted a series of events led by MBS and the social impact team, including a live taping of the Joy Jar podcast with Tracie Jade Jenkins, Executive Producer of the Boris Lawrence Henson Foundation. We closed out the month with a volunteer event—employees across the business joined first-generation student fellows of our Foundation grantee projectBasta for mentoring sessions.



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My mentor empathized with
my fears of not knowing
what the next step is after
college. Also, [she taught me
that] if there's something you
want to do, do it—because
the result is far greater than
the fears holding you back!

projectBasta Fellow, Mentoring INpowerment session

Pride

In 2022, we continued our partnership with The Trevor Project, the world's largest suicide prevention and crisis intervention organization for LGBTQ+ young people. We celebrated with customers through a global shopping event. A percentage of net profits from the Pride collection benefitted Trevor, which, combined with an additional donation from our brand, resulted in nearly \$200k for the organization. Through this ongoing partnership, kate spade new york is committed to supporting the LGBTQ+ community not only during Pride Month but all year long.

For LGBTQ+ young people in particular, it's important to remember that many find themselves in unsupportive home environments and communities. A brand like kate spade new york's loud support for their existence may be one of the only affirming messages they receive.

Muneer Panjwani, VP of Institutional Partnerships at The Trevor Project





Suicide Prevention Awareness Month

In September, which is Suicide
Prevention Awareness Month,
we hosted a Joy Jar Podcast with
mental health advocate and Social
Impact Council member Jazz
Thornton. Over 125 kate spade
new york employees attended, both
virtually and in person. Following
the podcast, employees volunteered
through Find Your Anchor, which
provides resources for those who
need a secure base. One thousand
Anchor boxes were assembled and
distributed to women's
shelters across North America.

#BeKind21: Japan and North America

In our third year as partners of the Born This Way Foundation, our Japan and North America teams participated in building links between kindness and mental health for their #BeKind21 initiative.

Teams across the globe came together and committed to doing acts of kindness during the month of September—from back-to-school drives to a "build a care bear" event for cancer patients with The Heart Foundation.



Reflection Moment

How do you celebrate and advocate for yourself and for the women in your lives?

2022 North America Toy Drive Benefitting International Rescue Committee

As an annual tradition, our North America employees came together to donate more than 230 toys to the International Rescue Committee of New York and New Jersey. Part of our partnership with the IRC includes supporting the IRC's power program for refugee and immigrant women—it's the first formal gender-based career development program for the IRC.



As we look ahead to 2023 and beyond, we at kate spade new york will continue to serve as a funder, innovator and advocate for women's mental health. It plays a foundational role in our individual and collective empowerment journeys.

We will be debuting a body of global research at the Women Deliver Conference in Kigali, Rwanda—the place where our mission to advance women's mental health came into focus ten years ago. We will continue to work towards reaching our goal of providing 100,000 women and girls with access to mental health and empowerment resources by 2025. You will also see us be more intentional when using our digital and store platforms to help destigmatize women's mental health at a global and local level.

I close this report as a woman who is a trauma survivor, living with C-PTSD and on her own mental health and empowerment journey. I know I'm not alone—there are so many of us on our own journeys. Thank you all for reading.

A reminder to us all: Keep going.

Keep going, because you are worth every single action you pour into yourself and your mental health. Keep going, because though the storms of life can feel ever present, they will subside. And keep going, because you will bloom again—with stronger roots, greener leaves and more vibrant petals than ever before.

I will be right there with you, as will the whole kate spade new york family.

Taryn Bird Senior Director, Social Impact

Jayn Bird



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 tellip.com/lifeline or call 03-5774-0992

