



2023
**SOCIAL
IMPACT**
REPORT

kate spade
NEW YORK



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2023

Social Impact Report

As we look back on 2023, we are proud of the progress we have made in our social impact work—and yet we're fueled by how much more work is needed. We're living with the impacts of the pandemic, during a time of global inflation, wars and natural disasters. All of these disproportionately impact women. When coupled with inadequate care systems and challenged health rights, these factors lead to increased stress, burnout and a decline of women's mental health and well-being globally.

Mental disorders are one of leading causes of disability for women.*

How can we expect women and girls to lead our world to a better future when we have a system that does not set them up for success?

While this outlook can feel discouraging, we at kate spade new york have always been and will remain wonderfully determined optimists. We believe in resiliency and the power of joy.

Our brand purpose is Joy Colors Life.

While joy can be playful and celebratory—found in the product we deliver, experienced across our social channels or sparked by conversations had in our stores—we also recognize its deeper roots and greater meaning. With our Social Impact mission—to empower women and girls by putting mental health at the heart of our approach—we aim to address a truer, fuller spectrum of joy.

At kate spade new york, we believe that good mental health is a fundamental human right for everyone and that good mental health is foundational to women's empowerment.

Yet women's mental health remains under-funded, under-resourced and heavily stigmatized.

We believe that by cultivating good mental health, women and girls have greater access to not only their authentic voice, choice and power but also to joy generated from the inside out. Women around the world—along with our families and communities—deserve joy. We understand the foundational role that good mental health plays in the ability to access joy, and it is needed now more than ever.



Liz Fraser
CEO & Brand President, kate spade new york

*The Institute for Health Metrics and Evaluation (IHME) at the University of Washington.

In 2013, I joined the kate spade new york team as an admirer of the brand's evolving gender equality work. At the time, the brand was looking to build a new model for empowering women in the supply chain. We called this program, based in the country of Rwanda, On Purpose.

In the early years of the program, I had the opportunity to work closely with my Rwandan colleagues and spent a good amount of time at the factory and in the country.

Through our close partnership with Abahizi Rwanda, we saw first-hand the need for and impact of integrating mental health interventions into a traditional women's empowerment program. At Abahizi Rwanda, this meant providing counseling and yoga for trauma on site at the factory as well as a vocational training program.

We began working in the women's mental health space well before the mainstream cultural conversations, ignited by the pandemic, had begun.

Over the last 11 years, kate spade new york and our Foundation have invested \$31 million in women's mental health and empowerment programs globally.

We learned that by integrating access to culturally competent and community-led mental health resources and tools, women and girls can achieve and sustain access to their authentic voice, choice and power. Across our 20+ global partners, we have seen this reflected in the data. And while the data speak volumes, I have also seen this to be true for myself, as a woman living with C-PTSD.

We are proud to share that in 2023, we achieved our target goal of reaching 100,000 women and girls with access to mental health and empowerment resources globally. Over the last year, we also released our first piece of research that details the connection between cultivating good mental health and sustaining impact on voice, choice and power.

And while we remain proud of these accomplishments, women and girls' mental health and overall well-being are on the decline across the globe.

What you will find in the pages that follow are details about our brand advocacy and the actions we took for women's mental health in 2023. Our intention is to continue this work with greater focus and more collaborative partners into 2024 and beyond.

We hope you will join us. We hope that, through this shared commitment to develop joy and cultivate good mental health, we can bring more equality, equanimity and regulation into a world that needs it more than ever.

Joy is an intention, not a destination.



Taryn Bird
Executive Director, Social Impact

ABOUT US

Our brand purpose at kate spade new york is Joy Colors Life.

We believe that joy is an emotion that every person on the planet deserves to feel and experience.

While joy can be playful and celebratory, we also recognize its deeper roots and greater meaning.

We at kate spade new york believe that good mental health is a fundamental human right for everyone and that it is foundational to women and girls' empowerment.

This past year, we partnered with Prospira Global on a piece of seminal research that specifically identifies eight ways that women and girls can cultivate good mental health. The research also debuted our brand's framework for how women and girls' mental health is connected to authentic voice, choice and power. We released this research at the Women Deliver conference in Kigali, Rwanda in July 2023.

How We Flower

If women's empowerment were a flower, mental health would be its roots—you may not be able to see them, but they're foundational to the flower's growth.



Tending Our Roots

When women have good mental health, they're able to fully participate in their own lives and develop self-esteem and confidence.

Let It Rain

A person's mental health is greatly shaped by social and economic factors like social inclusion, access to economic resources, education and more.



OUR SOCIAL IMPACT

Mental disorders are one of the leading causes of disability for women.*

And while women and girls' mental health has gained a lot of attention in the media recently, the reality is that it remains under-funded, under-resourced and heavily stigmatized.

At kate spade new york, we're on a mission to change that—along with our Social Impact Council.

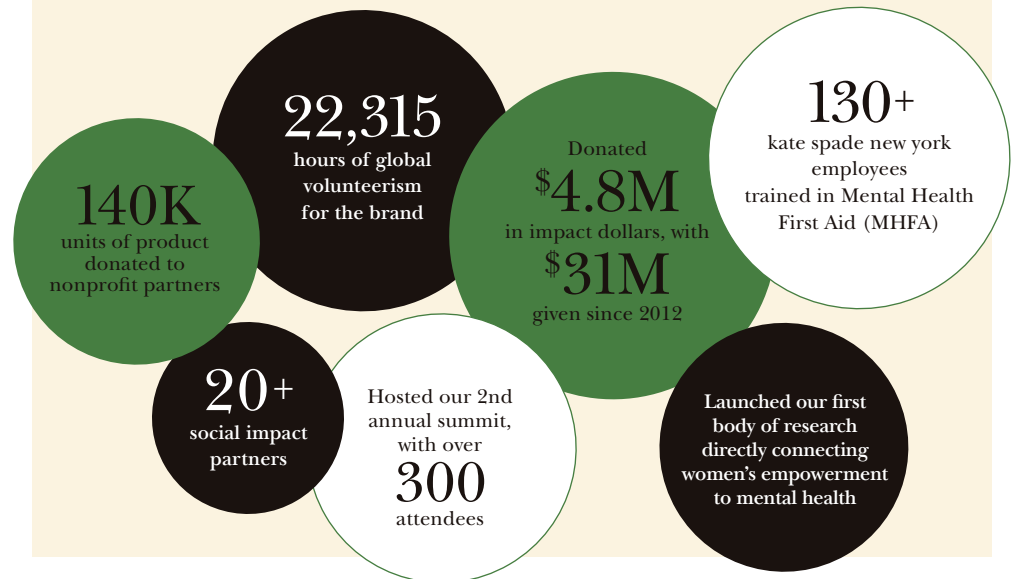
Through our global social impact work, we aim to address a truer, fuller spectrum of women and girls' joy—generated from the inside out.

Our social impact work is centered on providing women and girls with access to mental health resources, grounded in cultural humility and promoting authentic and sustained voice, choice and power.

A few of our 2023 accomplishments...

WE ACHIEVED OUR GOAL OF REACHING 100,000 WOMEN AND GIRLS

with access to mental health and empowerment resources. (Two years early!) To date, we've reached 120,000...and counting.



*The Institute for Health Metrics and Evaluation (IHME) at the University of Washington.

OUR SOCIAL IMPACT COUNCIL

We believe in the collective voices and power of women. Since 2022, we have partnered with an incredibly accomplished group of female leaders in the mental health and empowerment spaces and are working to champion the integration of mental health into the global empowerment agenda. These women are experts in the fields of mental health and women's issues, both locally and around the world.



TARAJI P. HENSON (USA)

Actor, Filmmaker & Founder, Boris Lawrence Henson Foundation

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

borishensonfoundation.org
@tarajiphenson



LATHAM THOMAS (USA)

Founder, Mama Glow & Mama Glow Foundation

Latham Thomas is the founder of Mama Glow and the 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



NEW MEMBER!

SOFIA WYLIE (USA)

Actor, Producer & Mental Health Advocate

Sofia Wylie is a Kid's Choice Award-nominated film and TV actor who got her start playing Buffy Driscoll in the Disney series Andie Mack. At age 15, Wylie founded AIFOS Entertainment, a production company that spotlights female voices and stories. A vocal mental health advocate, Wylie is a supporter of Each Mind Matters, which aims to raise awareness, break stigmas and advance mental health.

@sofiawylie



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_



NEW MEMBER!

MIKA KUMAHIRA (JAPAN)

Founding Principal, Showa Women's University Career College & Founder and CEO, 21st Century Learning Institute

Mika Kumahira is a fierce advocate for women's empowerment, helping corporations and workplaces across Japan promote diversity, equity, inclusion, innovation and co-creation through Showa Women's University Career College and 21st Century Learning Institute.



NORETTE TURIMUCI (RWANDA)

Lead Gender and Youth Engagement,
Mastercard Foundation

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

@noretтетurimuci



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

Across 2023, our Social Impact Council had an exciting year advocating for mental health.

To celebrate Women’s History Month and International Women’s Day, three of our Social Impact Council members were featured on our Instagram to share their stories.

“I believe that in terms of skills, knowledge and competencies, women have the potential to succeed in anything they aim for—however, mental health challenges can be a big barrier for their success.”

-Mika Kumahira



“I internalized the experience [of my mother’s pregnancy] as something really powerful, and I think it sort of lay the groundwork for what would become my life’s work later.”

-Latham Thomas



“The thing that truly keeps me grounded is the love I feel from people in my physical, immediate world, like my family. They love me because I’m me.”

-Sofia Wiley



In April, we celebrated the launch of our two-year partnership with Taraji P. Henson and her foundation, the Boris Lawrence Henson Foundation, opening SheCare Wellness Pods across four HBCU campuses.

In honor of Mother’s Day and the start of Mental Health Awareness Month and Maternal Mental Health Month, Latham Thomas spotlighted the importance of care for mothers and caregivers everywhere. We also partnered with the Mama Glow Foundation to create a Mental Health Pocket Guide, a call to action and powerful resource for folks navigating their mental health journey.



We hosted our second annual Global Summit on Women’s Mental Health and Empowerment, where our entire council spoke on various topics rooted in mental health, empowerment and joy.

And to end the year, we partnered with our council members to share messages of support on our social platforms, inspiring our community to choose themselves, invest in the things that bring them joy and mind their mental health.



BRINGING COMMUNITIES TOGETHER:
A YEAR OF MENTAL HEALTH ADVOCACY FOR WOMEN AND GIRLS

In 2023, kate spade new york deepened our role as a global advocate for women’s mental health and empowerment, both across our brand platforms and with like-minded partners.

Here are a few ways in which we grew our impact, achieved our goals and celebrated joy.

January-March

In January, we partnered with Prospira Global to launch the first-ever global gender survey on the role mental health plays in gender equity.



In March, our teams around the world honored Women’s History Month and International Women’s Day.

Our CEO, Liz Fraser, spoke in a segment on CNBC on the importance of mental health in women’s empowerment.



Taryn Bird, Executive Director, Social Impact for kate spade new york, spoke at the Annual US Chamber of Commerce Foundation Women’s History Month Event.

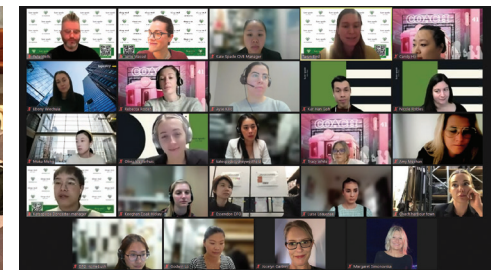
And our global teams led the celebration with kate spade new york customers, inviting them to share what empowerment and mental health mean to them.



BRINGING COMMUNITIES TOGETHER:
A YEAR OF MENTAL HEALTH ADVOCACY FOR WOMEN AND GIRLS

March

Also in March, we kicked off our 10th annual Global On Purpose Fundraiser. Across our North America, UK, Australia, New Zealand and Japan offices, our teams came together to raise over \$180K to support infrastructure updates in Masoro, Rwanda, the home of our On Purpose partner. From cooking classes to hula hooping to fitness classes, we raised money and shared the joy.



BRINGING COMMUNITIES TOGETHER:
A YEAR OF MENTAL HEALTH ADVOCACY FOR WOMEN AND GIRLS

April

In April, partnering with Social Impact council member Taraji P. Henson and the Boris Lawrence Henson Foundation, we launched the SheCare Wellness Pods Initiative. This new program aims to reach over 25,000 Black women on HBCU campuses with frontline mental wellness care over the next two years.

It will offer:

- free mental health therapy sessions for female students experiencing stress, anxiety and depression
- psychoeducation sessions that allow students to connect with peers and mental wellness professionals
- self-regulatory practices including yoga, meditation, art, and sound and dance therapy, all provided by certified practitioners
- workshops and seminars on a variety of student-requested topics
- rest pods for silence and respite, to reset from daily stressors

On Friday, April 14th, the first SheCare Wellness Pods launched at Alabama State University.



BRINGING COMMUNITIES TOGETHER:
A YEAR OF MENTAL HEALTH ADVOCACY FOR WOMEN AND GIRLS

May



Our longtime partner, Girls Inc. of New York City, held its annual gala in May. The event brought together the city's most influential thought leaders from the corporate, nonprofit and philanthropic communities to raise funds and continue their essential programming for girls in New York City.

During this year's gala, kate spade new york was spotlighted and honored for our work. Recent reporting from the CDC highlights the nationwide mental health crisis facing teen girls. Girls Inc. of New York City, in partnership with the Kate Spade New York Foundation, is bringing innovative, indispensable mental health programming to thousands of girls and young women.

Our North America field teams celebrated Mental Health Awareness Month and Mental Health Action Day on May 18 by wearing green—the international color for mental health.



During Mental Health Awareness Week in the UK, Social Impact Council member Elisha London hosted an in-store event with the Born This Way Foundation.



And finally, Social Impact Council member Latham Thomas led the 3rd annual Doula Expo by Mama Glow at Hudson Yards. Through our partnership at the Doula Expo, a culture-shifting festival for birthworkers, practitioners led wellness-focused sessions in the kate spade new york Wellness Lounge.



BRINGING COMMUNITIES TOGETHER:
A YEAR OF MENTAL HEALTH ADVOCACY FOR WOMEN AND GIRLS

June



In support of Marie Claire's June ambition-themed issue, the magazine asked a group of influential and successful women about their greatest ambition, whether personal, professional, political or humanitarian. CEO and Brand President Liz Fraser spoke to the effect that mental health has on women's empowerment, connecting our brand purpose to our social impact work.

As part of our 2023 Pride celebration, we donated \$175k to our ongoing partner the Trevor Project. Along with our donation, we celebrated the unique joys of the LGBTQ+ community with a social campaign.

PRIDE
&
JOY



BRINGING COMMUNITIES TOGETHER:
A YEAR OF MENTAL HEALTH ADVOCACY FOR WOMEN AND GIRLS

July-September

kate spade new york's women's empowerment and mental health journey started with On Purpose, a social enterprise initiative. 2023 marked the tenth anniversary of our partnership with Abahizi CBC (ACBC), a certified B Corp and employee-owned handbag manufacturer in Masoro, Rwanda. Over the past decade, the partnership has grown and expanded in ways that have influenced our social impact mission and dedication to mental health.

“Our work with ACBC has been incredibly important in how we think about our social impact work more broadly. It was here that we set out, 10 years ago, to empower women with culturally competent mental health resources. And it was here—in this work and through our partnership—that we learned just how powerful the underpinning of mental health is in that work, for the women of ACBC and for women around the world. This is where it started for us. This is where we have laid the groundwork for our brand's broader commitment to women's empowerment and their mental health.”

-Taryn Bird, Executive Director, Social Impact kate spade new york & Kate Spade New York Foundation



A few of Abahizi CBC's accomplishments & impact:

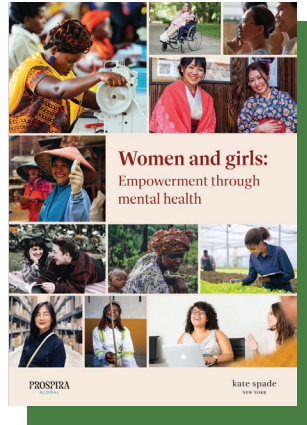


BRINGING COMMUNITIES TOGETHER:
A YEAR OF MENTAL HEALTH ADVOCACY FOR WOMEN AND GIRLS

July-September

In July 2023, we participated in the Women Deliver conference in Kigali, Rwanda, which brought together 6000+ global leaders and organizations focused on women's empowerment. During the conference, we launched the first-ever global research report on the connection between women's empowerment and mental health.

The kate spade new york team partnered with the Rwandan Development Board, the American Chamber of Commerce in Rwanda and the Women Deliver team to share our learnings from the research throughout the week. The research was conducted with Prospira Global, founded by our Social Impact Council member Elisha London.



BRINGING COMMUNITIES TOGETHER:
A YEAR OF MENTAL HEALTH ADVOCACY FOR WOMEN AND GIRLS



July 2023 marked a truly memorable month for kate spade new york—and for me personally. I had the opportunity to visit Rwanda for the first time, and I had the privilege to experience two important moments.

We celebrated the 10-year anniversary of On Purpose, a collection locally manufactured in Masoro, Rwanda, with our partner, Abahizi CBC. This is the place we started our social impact work to empower women, girls and their community at large. It was the beginning of our journey in women's mental health.

We also debuted our Women and Girls: Empowerment Through Mental Health report and our new social impact framework model. Together with Prospira Global, we launched this research at Women Deliver 2023, the world's largest conference on women and girls' mental health, rights and well-being, in Kigali, Rwanda.

It was a coincidence, but I believe these two important moments were meant to happen at the same time in Rwanda. It's a country where we've learned that supportive mental health practices can truly impact women's long-term empowerment. It's been amazing to watch our work bring joy to women's lives—and the lives of the people around them—over the last decade.

However, mental health still remains under-funded and under-resourced. While progress has been made for the women at Abahizi CBC and around the world, we acknowledge there is much more work to be done.

As we embrace our brand purpose of Joy Colors Life, I am incredibly passionate about how we bring joy to women and girls around the globe. In order to feel joy, we believe that nurturing good mental health is critical. We like to compare our work to caring for a flower: for it to fully blossom, a flower's roots need to be healthy. Good mental health—our roots—is foundational to that empowerment. Everybody here at kate spade new york is on this mission together. Our journey has only begun.

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

BRINGING COMMUNITIES TOGETHER:
A YEAR OF MENTAL HEALTH ADVOCACY FOR WOMEN AND GIRLS

September

2nd Annual Global Summit on Women's Mental Health and Empowerment

On September 19th, kate spade new york hosted the second annual Global Summit on Women's Mental Health and Empowerment at Hudson Yards.

Over 300+ attendees, including our Social Impact Council members, took part in discussions that debuted the brand's new social impact framework, building on research that was launched at the Women Deliver conference in July.

Panel discussions centered around the framework and gave practical solutions, with key topics like ability to cope and developing resilience. The day culminated in a fireside chat between Taraji P. Henson and her best friend Tracie Jade Jenkins, Executive Director of BLHF, on cultivating a sense of belonging.

The summit concluded with a lunch and art activation hosted by Pinterest, the summit's digital sponsor.



October-December

World Mental Health Day

Across our global regions, our teams took action on October 10th for World Mental Health Day, an international day to bring awareness and advocacy to mental health.



The brand hosted two in-store events with Social Impact Council members. One was held in the UK at our Covent Garden store. In collaboration with Mind, a mental health charity, Elisha London spoke on the importance of mental health in the context of empowerment for women and girls and as a universal right.

Over in Australia, Jazz Thornton hosted an evening with Marie Claire and kate spade new york nonprofit partner Full Stop Australia. At the intimate event, panelists included Marie Claire's new editor Georgie Abay and Full Stop Australia's Director of Clinical Services Tara Hunter.



Our Japan business held multiple activations, including an interview series in WWD Japan with Social Impact Council member Mika Kumahira. In addition, the team hosted a movie screening and mental health panel discussion.



LET'S TALK ABOUT MENTAL HEALTH

対話 Vol.01 メンター 熊平美香



「夢を与える業界だからこそ、メンタルヘルスの価値を体現してほしい」

ウエルネストrendが盛り上がるからこそ、体だけでなく心の健康(メンタルヘルス)も大事にしたい。本連載では「ケイト・スペード ニューヨーク」と女性のメンタルヘルス支援に取り組む教育者の熊平美香を迎え、企業や個人が取り入れられるアクションを考える。『WWDJAPAN』編集長、村上要が聞いた。

WWDJAPAN(以下、WWD):熊平さんのこれまでの活動について教えてください。熊平美香(以下、熊平):2005年ごろから女性のエンパワメントを続けてきました。その中でも企業における女性リーダーの育成が一番大きなテーマです。個性を大事にしながらも、リーダーに必要な対話力やビジョンを形成する力、問題解決などを伸ばす支援を行っています。女性が前に進めないと、実際の能力というよりも完璧主義に起因する心の障壁の方が問題な場合が多いんです。だからまず自分の内面と向き合い、活動の土壌となるメンタルヘルスを考えることがとても重要です。WWD:あらためて、メンタルヘルスとは?熊平:心と体の両方のウエルビーイングを実感できる状態のことです。これまで女性のエンパワメントに関する支援は、活動の場を広げることが先行して、メンタル面は置き去りでした。でもある統計では、女性の2人に1人がメンタルの不調を感じているそうです。人口の半分が経験していることなので、心の問題は見えにくい、病に向き合うような印象があるから話話しにくいと感じる人も多い。もっと気軽に話れるようになるのが理想です。WWD:具体的に企業はどんなことができるのでしょうか?熊平:一つは、「対話」です。お互いの考えや気持ちを開示し、それを評価せずに認め合う「対話」ができる人との関係性は、心理的安全性につながり、良好なメンタルモデルを支えます。最近では、役員メンバーが「対話」の時間を設けたといった企業の実践例も増えています。WWD:一方で、個人ができるアクションは?熊平:自分の気持ちをメンタリティー業界にできるようにすることが大事。特にネガティブな気持ちについては、メンタルウエルビーイング先進国のオランダでは、他人とのコミュニケーションの中で出来事だけではなく、そのときの気持ちも一緒に話す習慣があります。例えば、「私は、その意見に賛成できない」と述べるのではなく、「なぜ、賛成できないのか。その背景にどのような経験や感情があるのか」を合わせて語る習慣があります。このようなコミュニケーションがあることで、相互理解が深まります。また、いつもお互いの気持ちを知る機会があると、同じ状況でも、人の気持ちは同じではないことが当たり前に入れられるので、多様性を尊重する力も高まります。「対話」は、多様な人たちが心地よく共に働く職場づくりにも役立ちます。WWD:最後にこの連載を通して伝えたいメッセージを教えてください。熊平:未来に対してポジティブに感じ、今を楽しく生きるための一番根っこのパワーがメンタルヘルスです。みんなに夢を与えるファッション&ビューティ業界から、その価値を体現してほしいです。

BRINGING COMMUNITIES TOGETHER:
A YEAR OF MENTAL HEALTH ADVOCACY FOR WOMEN AND GIRLS

November & December

On November 2nd, we opened the second SheCare Wellness Pod at Hampton University in Hampton, Virginia, in partnership with the Boris Lawrence Henson Foundation. (And we're not through yet: be on the lookout for two more Pods opening in 2024!)



As part of our year-round partnership with The Trevor Project, we participated in Trevor's Be the One Campaign, which aims to show the impact that just one person can make. We also supported the initiative by allowing our customers to donate directly to Trevor at checkout—a first for our brand.

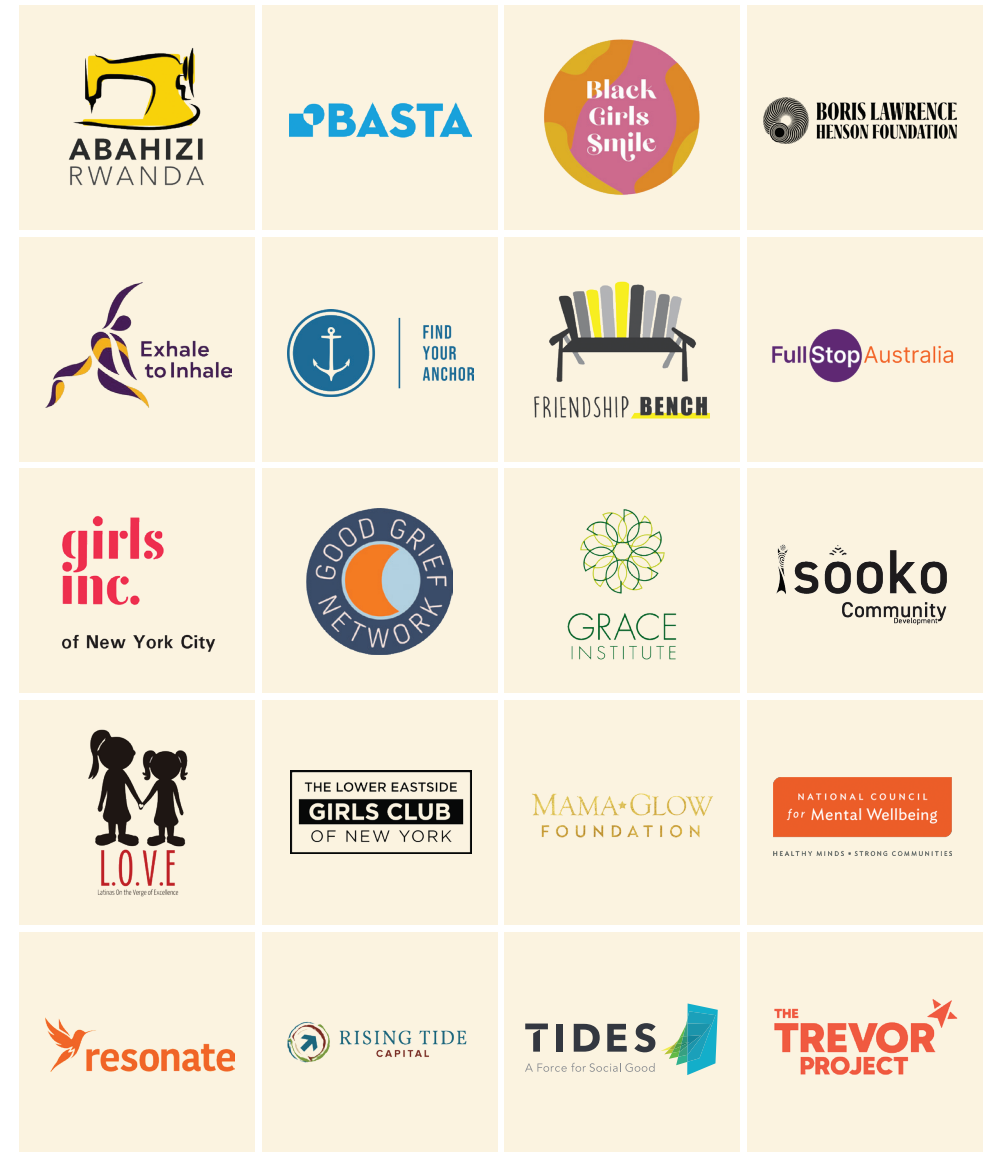
We're so proud to be a match partner for @trevorproject's Be The One campaign.

(Wondering what it means to Be The One? Having even *one* accepting adult in an LGBTQ+ young person's life is associated with significantly lower odds of attempting suicide.)



TOGETHER, FOR WOMEN EVERYWHERE

We are so proud to be partnered with amazing organizations who came together over the year to shine a spotlight on the intersection of mental health, joy and empowerment.





As we look ahead to 2024, kate spade new york will continue to serve as a funder, innovator and advocate for women’s mental health—driving forward the integral connection of joy, mental health and empowerment.

We have an exciting year of advocacy ahead. In September, we’ll showcase our work at the third annual kate spade new york Global Summit on Women’s Mental Health.

Above all, we will continue to deepen our partnerships and portfolio of work. kate spade new york will keep our eyes on the needs of global communities and put mental health at the heart of everything we do.

Our ask of you? Walk alongside us on this mental health journey. After all, joy is an intention, not a destination, and we can’t do this work without you.

Interested in learning more about our mission to empower women and girls and invest 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 HOME to 741741 to connect with Crisis Text Line in the US or text HOME 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

AUSTRALIA

Call 1800 FULL STOP 1800 385 578