

2024

# GLOBAL SOCIAL IMPACT REPORT

kate spade  
NEW YORK

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In July 2023, kate spade new york debuted a new framework for our social impact work at the Women Deliver Conference in Kigali, Rwanda. It's a theory of change—using a flower analogy you'll read more about in the following pages—that directly connects cultivating good mental health to women and girls accessing authentic voice, choice and power.

Before launching this framework, we found that most programs working to positively impact the lives of women and girls, particularly from an economic empowerment standpoint, focus directly on improving the health of this metaphorical flower's petals—as any gardener will tell you, only a small part of the plant. But when you cultivate the flower's soil and root system, it deeply impacts the health of the overall organism and its ability to bloom year over year.

Our work at kate spade new york is focused on the soil and roots. It's these unseen parts of women and girls that enable them to weather the storms, droughts and seasonal changes that life will undoubtedly put in front of them.

As I write this letter, a reduction in programs enabling gender equality work around the world is creating a global impact that's being felt immensely. We remain committed to advocating for and investing in women's mental health, and we hope you will join us in doing so through our newly-launched Global Fund for Women's Mental Health.

If you are reading this note in a challenging season, I see you and have been there, too. As a woman that lives with CPTSD, I find that there are days and chapters that can be really challenging. Reach out for help, take your time and tend to your roots. I promise you the sun will shine again, and your petals will be brighter than ever before.

Keep blooming. The world needs you.



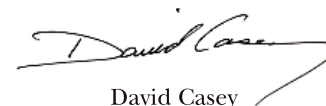
Taryn Bird  
Executive Director, Social Impact, kate spade new york

At Tapestry, 80% of our employees are women and 69% of our customers are women.

With this in mind, cultivating an inclusive brand culture that offers our stakeholders the opportunity to show up as their best self, both physically and mentally, to reach their full potential is foundational to our success.

Part of that success is driven by kate spade new york's decade-long commitment to women's mental health and empowerment globally. It's a powerful example of what it means to lead with purpose and impact.

As kate spade new york continues to advocate for, invest in and work to destigmatize women's and girls' mental health, I continue to strive to earn the right to be an ally by using my voice to stand alongside this powerful investment in progress. I've heard it said that no one can declare themselves an ally; you're only an ally when the group you're advocating for considers you an ally. That's something that has stuck with me. As we celebrate our successes to date, we're even more energized about the successes that lie ahead.



David Casey  
Chief Inclusion & Social Impact Officer, Tapestry



## 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.

At kate spade new york, we believe that good mental health is a fundamental human right for everyone, and that it is foundational to women and girls accessing their authentic voice, choice and power.

This past year, we partnered with Prospira Global on our second piece of research that specifically identifies eight ways that women and girls can cultivate good mental health.

### 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

Women have twice as many incidences of anxiety, depression and PTSD as men.\*

While women's and girls' mental health has gained media attention over the last few years, the reality is that it remains under-funded, under-resourced and stigmatized in communities around the world. At kate spade new york, we're on a mission to change that. We aim to address a truer, fuller spectrum of women's and girls' joy—generated from the inside out.

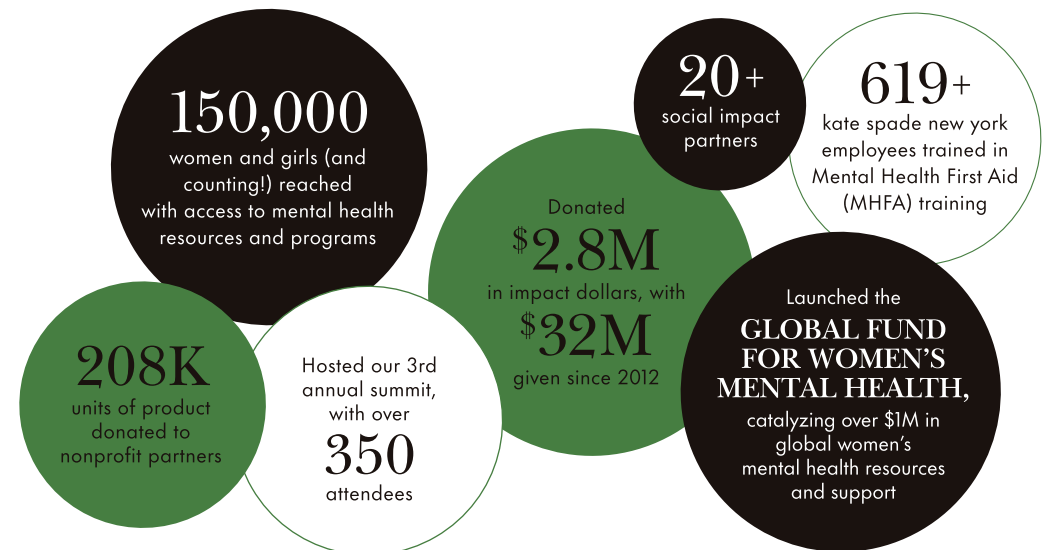
Alongside our non-profit partners, our social impact work is centered on providing community-centric mental health resources and programs.

This work spans our brand's business through what we call our "5 P" framework:



\*Margaret Altemus et al. "Sex Differences in Anxiety and Depression Clinical Perspectives," Frontiers in Neuroendocrinology 35, no 3 (August 2014): 320-30.

### A few of our 2024 accomplishments:





## 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.



NEW MEMBER!

### RESHMA SAUJANI (USA)

Founder of Girls Who Code, Founder & CEO of Mom's First

Reshma Saujani is an activist, author, the founder of Girls Who Code and the founder and CEO of Mom's First. She has spent more than a decade building movements to fight for women's and girls' economic empowerment, working to close the gender gap in the tech sector and advocating for policies to support moms. Reshma began her career as an attorney and Democratic organizer; in 2010, she became the first Indian American woman to run for U.S. Congress.

@reshmasaujani



### 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.

borislhensonfoundation.org | @tarajiphenson



### 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



### 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



### 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\_



### 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

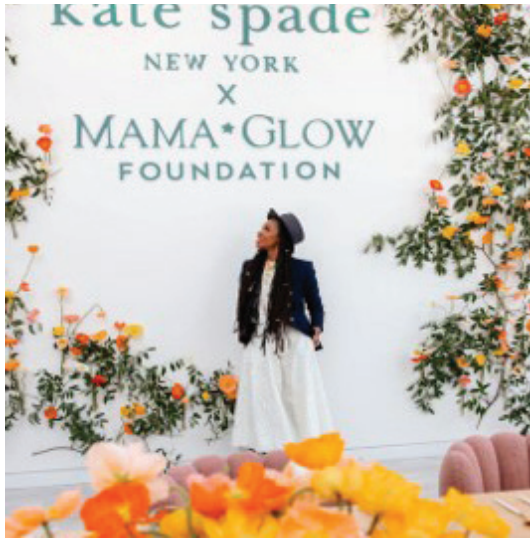


SOCIAL IMPACT COUNCIL INITIATIVES

Across 2024, our Social Impact Council advocated globally for mental health. Here are some of the highlights.



LEFT:  
Councilwoman Taraji P. Henson celebrating the launch of the kate spade new york x Boris Lawrence Henson Foundation product collaboration at our Broome Street store.

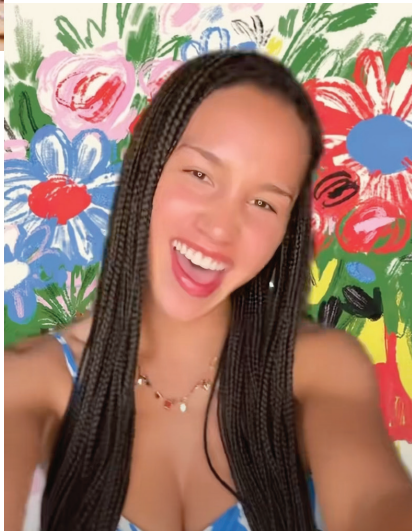


ABOVE:  
Social Impact councilwoman Norette Turimuci joined kate spade new york, the American Chamber of Commerce in Rwanda and Norsken House Kigali to host the Women's Mental Health and Gender Equity in Business forum in Kigali, Rwanda.



ABOVE:  
Councilwoman Latham Thomas at the inaugural Mama Glow Icon Awards on May 1.

LEFT:  
On March 6, our London offices hosted an event with The Lonely Girls Club in partnership with councilwoman Elisha London.



ABOVE:  
Our Social Impact Council celebrating the 2023 Global Summit on Women's Mental Health, hosted at The New York Times Center.

LEFT:  
Social Impact councilwoman Sofia Wylie helped celebrate the launch of the 2023 Social Impact Report across our global digital channels.

RIGHT:  
On May 14, kate spade new york sponsored the Moms First Summit, hosted by Social Impact councilwoman Reshma Saujani. The event highlighted the organization's efforts to create an equitable playing field for working mothers.





## OUR IMPACT

In 2024, kate spade new york deepened our role as an investor, advocate and community convener for women's mental health. Our social impact work reached both globally and locally, together with our like-minded partners.

Here are a few ways we made an impact, achieved our goals and celebrated joy through our product, philanthropy, platforms, people and partners.

## Product

### Boris Lawrence Henson Foundation x kate spade new york

On February 23, timed to International Women's Day, kate spade new york and the Boris Lawrence Henson Foundation released a limited-edition capsule collection. Featuring a heart-shaped necklace made from green agate and a tee shirt, both were designed to signify the global connection of sisterhood and the intention of joy. 100% of profits from sales of the necklace and tee in North America benefited BLHF. In addition to the product collaboration, throughout the months of March and April customers were invited to donate directly to BLHF in our stores.



## On Purpose

In 2013, kate spade new york started On Purpose, a social enterprise devoted to women's empowerment and mental health. We work with Abahizi CBC, a certified B Corp and employee-owned handbag manufacturer in Masoro, Rwanda.

Last year brought an exciting innovation to ACBC. Solar panels were installed in February 2024. Since installation, over 74% of ACBC has been powered by solar panels. In addition, ACBC's Aguka Flexible Fridays Program launched. In Kinyarwanda, Aguka means "to grow." This initiative is aimed at enhancing employee well-being, while promoting both professional and personal development through engaging workshops and activities. There are 292 ACBC employees currently benefitting from the Aguka programming.

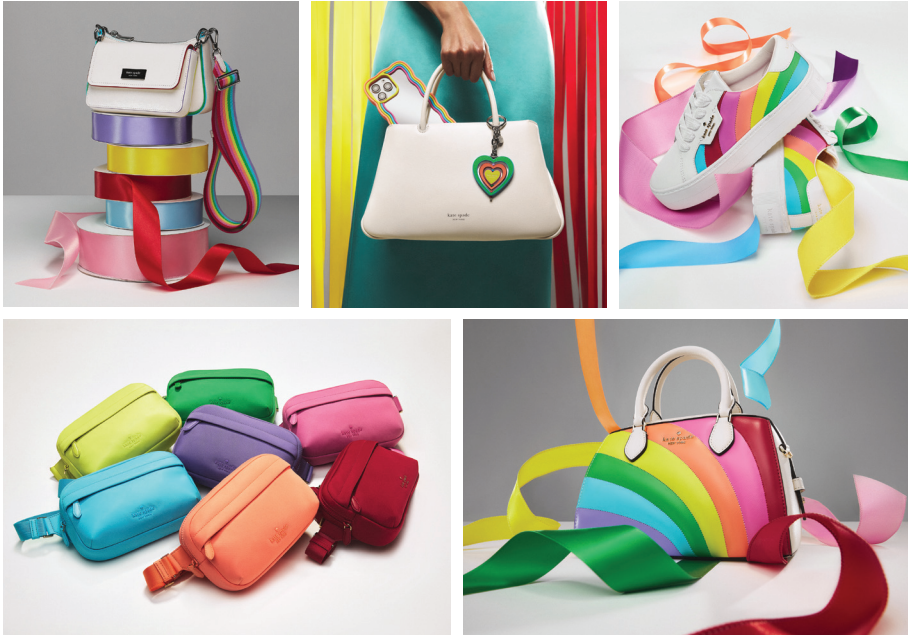
### ACBC's accomplishments and impact:





## Supporting Our LGBTQ+ Community

2024 marked the 5th year of our year-round partnership with the Trevor Project. 10% of net sales of our rainbow-themed Pride collection (up to \$70K) went to the Trevor Project in the United States. We also activated in-store donation program, with over 17K customers donating \$30K+ to the Trevor Project in our shops.



Kevin Wong,  
SVP of Marketing,  
Communications  
and Content,  
Trevor Project



For the first time, we partnered with Switchboard, a UK-based national support line for the LGBTQ+ community and by the LBGTQ+ community. In addition to customer donations, we made a £5,000 GBP donation.

## Self-Care Starter Kits

In August, we introduced the Self-Care Starter Kit, a limited-edition collection of products (sold separately) designed to support self-care and spark joy daily. Included in the kit were mindful products like The Five Minute Journal, Bala workout bangles and imPRESS Press-On Nails (all kitted out in our signature colors and prints, of course!).

10% of net sales of the products in our kit was donated to the Boris Lawrence Henson Foundation to support mental health and empowerment initiatives for women and girls globally.





# Philanthropy

## Mama Glow Icon Awards

On May 1, to kick off Maternal Mental Health Month, we partnered with Social Impact Council member Latham Thomas to host the inaugural Mama Glow Icon Awards. The brunch event, hosted at Mama Glow's Soft Space in Brooklyn, honored change makers who have made significant contributions to the advancement of maternal mental health care and advocacy.



## Launch of the Third She Care Wellness Pod at Bennett College



On October 22, we opened the third She Care Wellness Pod in partnership with the Boris Lawrence Henson Foundation. The pod was opened at Bennett College in Greensboro, North Carolina, one of two women-only HBCUs (Historically Black Colleges and Universities) in the US.

This is another step in our partnership with BLHF that will serve over 25,000 young women on HBCUs with access to culturally component mental health support.

## In Our Hometown

The kate spade new york Foundation continues to provide women and girls with access to a spectrum of mental health resources and support in the New York City area. In 2024, the Foundation supported over eight partners, reaching almost 20K women and girls. The Foundation focused on a spectrum of interventions, including digital mental health curricula and mentorship in the NYC Public School system, community and employment spaces, and physical modalities like yoga for trauma.



## Isooko x ACBC Early Childhood Development

In November, the Nursing Room at Abahizi CBC officially opened, funded through dollars raised at the 2024 On Purpose Fundraiser. Children one year old and younger can learn, play, rest and enjoy nutritious meals while their parents continue their workday at ACBC.

Early childhood development centers provide critical support for mothers, allowing them to engage in economic activities while ensuring their children receive quality early education. It improves the immediate quality of life for women while building a foundation for long-term independence and stability.

The Nursing Center was opened in partnership with Isooko Community Development, our NGO partner in the Masoro community.





# Platform

## Third Annual Global Summit on Women's Mental Health

On Thursday, September 5, kicking off New York Fashion Week, kate spade new york hosted its third annual Global Summit on Women's Mental Health. Over 370 guests attended the event at the famed New York Times Center, joining panel discussions and talks touching on mental health across the lifespan of women and girls. VIPs like Simone Biles, Aurora James, Marsai Martin, Taraji P. Henson and Sofia Wile—alongside our Social Impact Council and other practitioners—gathered for an impactful day.

At the Summit, kate spade new york launched the Global Fund for Women's Mental Health with a 60-second video featuring our fall campaign stars: Taraji P. Henson, Nicola Coughlin and Marsai Martin.









## Women's Mental Health and Gender Equity in Business, Kigali Rwanda

On August 1, kate spade new york partnered with the American Chamber of Commerce in Rwanda and Norssken House Kigali to host the Women's Mental Health and Gender Equity in Business forum in Kigali, Rwanda. The panels explored the intersection of gender equity and mental health within the workplace, including the role of allyship, barriers women face and the impact of cultural norms on gender dynamics and mental health stigma in Rwanda.

We were joined by the US Ambassador to Rwanda, Eric W. Kneedler; the former Rwanda Development Board Deputy CEO, Nelly Mukazyire; the Vice President of Mental Health First AID USA and the National Council for Mental Wellbeing, Tramaine EL-Amin; Social Impact Councilwoman Norette Turimuci; and more.



## Using our Global Platform to Advocate for Women's Mental Health in North America, UK, Australia and Japan

Across our global regions, our teams spotlighted the foundational role that mental health plays in women's and girls' empowerment.

To honor Women's History Month in March, we hosted regional events with Social Impact Council members, community partners & stakeholders across North America, the UK, New Zealand and Japan.

We kicked off the month with Social Impact Councilwoman Taraji P. Henson and a celebration of the BLHF x kate spade new york product collaboration. We hosted an event at our Broome Street store in New York City with Taraji and Tracie Jenkins, executive Director of the Boris Lawrence Henson Foundation. The conversation dove into the intentionality behind the product collaboration and its ties to women's mental health, empowerment and joy.

On March 6, our London offices hosted an event with The Lonely Girls Club in partnership with Social Impact Councilwoman Elisha London.

In New Zealand, we hosted an International Women's Day dinner to bring together members of Full Stop Australia and other advocates.

On March 8, our partners in Japan hosted an in-store event with Social Impact Councilwoman Mika Kumahira to create a space for people to feel comfortable speaking about mental health.



# People

## Mental Health First Aid for Retail

In February, we proudly joined our partner the National Council for Mental Wellbeing to launch a new industry-specific training program, Mental Health First Aid (MHFA) at Work. The program was designed to teach employees across various industries how to recognize and respond to colleagues who may be experiencing a mental health or substance use challenge in the workplace.

As an early adopter of the MHFA at Work for Retail program, over 500 kate spade new york store leaders completed the training.

“By investing in skills-based mental health training, employers can take an active role and help shift the conversation in the workplace from stigma to support, creating a culture that embraces the wellbeing of all employees.”

-Tramaine EL-Amin, Vice President, Mental Health First Aid

kate spade new york has partnered with the National Council over the past five years to offer MHFA training to employees across the US, as well as to various nonprofit community partners.

## World Mental Health Day

October 10 marked the annual celebration of World Mental Health Day, which we celebrated with both internal and external activations.

We hosted a Green Out in our global offices and stores; green is not only the international color for mental health awareness, but part of our brand code. In North America, we distributed gerbera daisies to our local Hudson Yards community. Our partners in the London office hosted a virtual masterclass where they discussed mental health awareness with an industry professional.

They also made time for celebrations with green pick 'n' mix treats and a green balloon arch, and employees were encouraged to take time for a Joy Walk.

## On Purpose Fundraiser

This year, we celebrated our 11th annual global On Purpose Fundraiser. The event raised funds for early childhood development centers in Masoro, Rwanda, the home of our On Purpose partner. Through creative-inspired activities, workshops and games, our teams across the world—including the US, UK, Japan and Australia/New Zealand—raised over \$190K.





## Partners

### kate spade new york and its Foundation Named as Top Global Mental Health Funder

In November 2024, Prospira Global launched their Power of Giving report, celebrating top philanthropic funders financing global mental health initiatives in 2023. kate spade new york and its Foundation ranked #9 in the report, the only funder focused on women and girls.



“kate spade new york and its Foundation are the leading global funder focused on women’s mental health and empowerment. From investing in local communities to commissioning leading research, convening global conversations and establishing the Global Fund for Women’s Mental Health, their unwavering commitment is catalyzing impact around the world.”

- Elisha London, Founder & CEO, Prospira Global

### Women’s and Girls’ Voice, Choice and Power: Year Two Research Focused on a Road to Mental Health Integration

Together with Prospira Global, we launched research on the links between mental health and gender equality. We debuted our ‘Women and Girls: Empowerment through Mental Health’ report and our new social impact framework model at the 2023 Women Deliver Conference.

In early 2024, Prospira Global and kate spade new york undertook a study on the connections between mental health and joy. As part of this work, Prospira Global conducted interviews with kate spade new york Foundation grantees and stakeholders. The high-level findings from this qualitative research include:

#### JOY IS STRONG IN COMMUNITY.

Participants reflected that joy is something they experience in community, and that a feeling of belonging helps them see and feel joy even when they aren’t able to on their own.

#### JOY AND MENTAL HEALTH CONNECT THROUGH RESILIENCE.

Resilience came up in interviews as something that is strongly supported by joy. Participants expressed that the ability to experience joy (or know that it is possible to experience joy) contributes to long-term resilience, which is a strong component of good mental health.

#### SOME OF THE BIGGEST BARRIERS TO JOY ARE STRUCTURAL.

Participants reflected that not everyone has equal access to joy. Those that do not feel safe or seen mentally, physically, emotionally or otherwise may continually struggle to access joy.

#### JOY CAN HELP PEOPLE ACCESS THEIR AUTHENTIC VOICE, CHOICE, AND POWER—AND DOING THIS BRINGS MORE JOY.

There was a strong general sense that a person who is able to access their authentic voice, choice, and power is also a person that is able to freely experience joy—these concepts link together to form a virtuous cycle.

*the*  
**GLOBAL FUND FOR  
WOMEN'S MENTAL HEALTH**  
*powered by kate spade new york*

In September 2024, kate spade new york and founding partners Pinterest, Saks Fifth Avenue Foundation and Mindful Philanthropy launched the Global Fund for Women's Mental Health, a donor advised fund housed at Panorama Global, a 501(c)(3) nonprofit organization.

The fund focuses on bringing needed investment and increased access to community-led mental health interventions for women and girls globally—across their lifespan from young adulthood to workforce and caregiving into menopause.

In year one, the Global Fund will prioritize non-profit partners in North America, the U.K., Japan, Australia and East Africa. The first round of Global Fund partners was announced in March 2025, in alignment with the research-backed approach to cultivating good mental health for women and girls.

kate spade new york and our social impact programs will reach 250,000 women and girls globally with access to mental health resources by 2030.



*Saks Fifth Avenue*  
FOUNDATION

**mindful**  
PHILANTHROPY



A LOOK AHEAD TO 2025



“We are proud of what we, together with our Social Impact partners, have accomplished over the last year in supporting and investing in women's and girls' mental health globally. We remain committed to this work and are eager to continue efforts through the newly-launched Global Fund for Women's Mental Health.”

- Eva Erdmann, Chief Executive Officer and Brand President, kate spade new york

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.



WE ARE IN THIS TOGETHER

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.

An illustration of a person with pink hair, wearing a black long-sleeved shirt, blue pants, and red shoes. They are holding a yellow watering can and watering a small green plant. The background is a solid green color.

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	UNITED KINGDOM	JAPAN
The 988 Lifeline is available 24/7/365 nationwide to call, text or chat. Your conversations are free and confidential.	Text SHOUT to 85258 for free, 24/7 crisis response support from Shout	Visit Bond Project at <a href="https://bondproject.jp">https://bondproject.jp</a>
		AUSTRALIA
		Call 1800 FULL STOP 1800 385 578