2025

GLOBAL SOCIAL IMPACT REPORT

kate spade
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In the fall of 2024, I joined Kate Spade New York as its CEO and Brand President. The heritage of the brand was something that drew me to the company initially: it's always had the power to uplift women and create real, emotional connections.

The brand has always celebrated feminity, color and a twist of wit through our product, and our digital and physical spaces are filled with the values of authenticity, belonging, positivity and intentionality.

We spark joy by creating memorable experiences that matter. Our social impact programs help build stronger connections and add purpose to people's lives.

Since 2013, our brand has focused on women's mental health and empowerment, investing over $35 million to date. Annual research and lived experience show that mental health is crucial for empowering women and girls, enabling them to access their authentic voice, make choices, and lead fulfilling lives.

Women's mental health continues to be stigmatized and under-resourced and we at Kate Spade New York are on a mission to change that.

Through our Global Fund for Women's Mental Health, we are aiming to reach 250,000 women and girls with community-based mental health resources by 2030—and we are well on our way to doing that in partnership with others.

We recognise that when women and girls invest in their mental health, it reflects strength, empowerment, and a commitment to well-being. We appreciate your participation in this important journey with us.

Eva Erdmann
CEO and Brand President
kate spade new york

In 2018, Deb Dana, a licensed clinical social worker, introduced the world to the concept of glimmers: the micro moments in your day that spark a sense of joy, safety and connection.

For me, glimmers live in sunsets, authentic conversations, connection with friends, and walking in the park with dogs. At Kate Spade New York, we connected so much with the concept that we themed our 4th annual Global Summit on Women's Mental Health #MakeitGlimmer.

Now more than ever, it's important for us all—but especially women and girls—to recognize and be present to the glimmers in our daily lives.

Women and girls are twice as likely to experience a traumatic event in their lives and live with 50% higher cases of anxiety, depression, and PTSD. Yet women's mental health continues to be under-resourced in gender equality work around the world. Through our Global Fund for Women's Mental Health, we're working to catalyze investment and integrate access to mental health resources into existing women and girls' empowerment programs.

Our 2025 social impact portfolio was defined by partnerships: we've expanded our work to include partnerships with values-aligned companies, with our own teams (including global corporate and field employees), and even with our customers.

In 2025, we were able to launch a point-of-sale donation program for our Global Fund. These micro donations continue to fuel impact for women and girls around the world—you can read more about how the Global Fund does just that in the pages that follow.

If you might be reading this letter and struggling, these two sentence are for you. Reaching out for help is one the strongest things you can ever do for your yourself. We need you here, and you are deserving of every moment of joy life has to offer you, both big and small.

Keep looking for those glimmers. I will be right alongside you, doing the same.

Taryn Bird
Executive Director, Social Impact, Kate Spade New York

Since Kate Spade New York's beginning in 1993, we've believed that style is a language of optimism. 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, 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.

In 2023, in partnership with Prospira Global, we developed a new research-backed framework that illustrates how 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.

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 girl's joy—generated from the inside out.

Kate Spade Social Impact cultivates greater access to joy for women by advocating for, investing in and internally fostering good mental health for all.

We center our brand's social impact portfolio around our ability to convene, advocate for and invest in women's mental health.

Kate Spade Social Impact 2025 Key Hightlights:

Our goal:
250,000
women and girls reached with community-centric mental health resources by 2030

26
global social impact partners

6,100
total Kate Spade employee global 2025 volunteer hours

700+
Kate Spade employees trained in Mental Health First Aid (MHFA) training

Hosted our 4th annual summit, with
480
attendees

63,000
units of product donated to nonprofit partners

$35M
invested in women's and girls' mental health and empowerment to date

CONVENER
External

In Japan, Rwanda and the United States, we convened subject matter experts, companies and social sector leaders to discuss and partner on how to support our collective work in the women's mental health space.

Women's History Month Japan Event

In March 2025, Kate Spade hosted a Women's History Month event at our Ginza flagship store in Japan. The event included a mental health workshop for Gen Z consumers, followed by two panel discussions with Japanese subject matter experts, clinicians and celebrities.

At the event, we announced our renewed commitment to reach 250,000 women and girls with mental health services by 2030, along with introducing our first Japanese grantee partner of the Global Fund for Women's Mental Health: The Bond Project.

The event was featured in *Elle* Japan, *Ellegirl* Japan, *Vogue* Japan, *WWD* Japan, *Spur* Japan, and *Madam Figaro* Japan.

2025 Her Mind. Her Game. Her Style Mental Health Event in Kigali, Rwanda

In July 2025, Kate Spade hosted the 3rd annual Mental Health event in Kigali, Rwanda. The 2025 theme was "Her Mind. Her Game. Her Style." Rwanda is where our women's mental health and empowerment work started in 2013.

The event hosted 300 attendees ahead of Rwanda's Basketball Africa League annual Tournament and at the inaugural opening at the Zarya Court. Keynote speakers and panelists included the Honorable Nelly Mukazayire, Minister of Sport; Clare Akamanzi, CEO, NBA Africa; Norette Turimuci, gender equality leader; and Stacy Charlène Usanas, APR Women's BBC. The event highlighted the importance of cultivating positive mental health habits, mental health's connection to empowerment and how sport and fashion are healthy expressions of identity for women and girls.

2025 Global Summit & Summit Spotlights

In October 2025, in alignment with World Mental Health Day, Kate Spade hosted the 4th annual Global Summit on Women's Mental Health. The theme of this year's Summit was "Make it Glimmer," and the event focused on mental health trends and topics for Gen Z women. The event convened advocates, creators, clinicians, celebrities and global leaders for panels, keynotes and community connection. The Summit highlighted the brand's ongoing commitment to mental health and announced new partnerships with Adyen and Lululemon through the Global Fund for Women's Mental Health.

480 attendees joined in-person and virtually to listen to panel conversations emphasizing that mental health is foundational to women's health, and that access to care and community unlocks women's authentic voice, choice, and power.

Alyson Stoner, actor, author and founder

Tara Davis-Woodhall and Masai Russell, athletes and Olympic gold medalists

Kristine Gloria, COO, Young Futures and Ally Millar, Lead, Consumer Product Marketing Wellbeing & Safety, Pinterest

(Left to right) Joy Woods, Tony-nominated Broadway actress; Marius Yo, storyteller, mental health advocate and artist; Jazz Thornton, Voice of Hope co-founder and mental health advocate; and Dr. Zeinab Hijazi, Global Mental Health Lead, UNICEF

Amaya Espinal, TV personality

Dr. Alfiee Breland-Noble, scientist, author and founder, The AAKOMA Project; and Kenneth Cole, designer, activist and founder of the Mental Health Coalition

CONVENER
Internal

On Purpose Fundraiser – Global Spotlights

We celebrated our 12th annual Global On Purpose Fundraiser, raising funds for Early Childhood Development centers and women's empowerment programming in Masoro, Rwanda, the home of our On Purpose partner.

From creative-inspired activities to teamwork and shared joy, our global teams across the UK, Japan, Australia and New Zealand came together to raise over $155,000.

The Umunezero Award

The Kate Spade Umunezero Award, which translates to “joy” in Kinyarwanda, was designed to recognize store leaders who exemplify our brand’s purpose and culture and who are champions of our social impact work in our key markets. In July 2025, nine global store leaders were selected to travel to Rwanda for an immersive cross-cultural experience with a focus on fostering a sense of belonging, wellbeing and community impact.

Through the connections made with our partners at Abahizi CBC and Isooko Community Development, along with key stakeholders in Rwanda, our global store leaders were able to fully live our brand purpose while experiencing firsthand where Kate Spade’s work in women’s and girls’ mental health began.

The Global Glimmer Force and Global Volunteerism

In 2025, we reimagined our internal employee engagement initiatives and launched our new global engagement structure, The Glimmer Force.

Glimmers are moments, experiences or cues that provoke a sense of joy or safety; they’re opposite of a trigger.

The Glimmer Force will support and fuel brand culture with a focus on belonging, wellbeing and community. This engagement structure comes to life at our corporate offices and across our store fleet through volunteerism, engagement and resources, an internal speaker series, and awards and recognitions.

Speaking of volunteerism: in 2025, Kate Spade employees volunteered 6,147 hours globally.

“The Global Glimmer Force is designed to empower our employees at Kate Spade New York to contribute to our brand culture by bringing our teams together to give back to the community in which we live and work. Giving back has been a long-standing cornerstone of the brand’s DNA, and continues to be an important part of being a Kate Spade New York employee.”

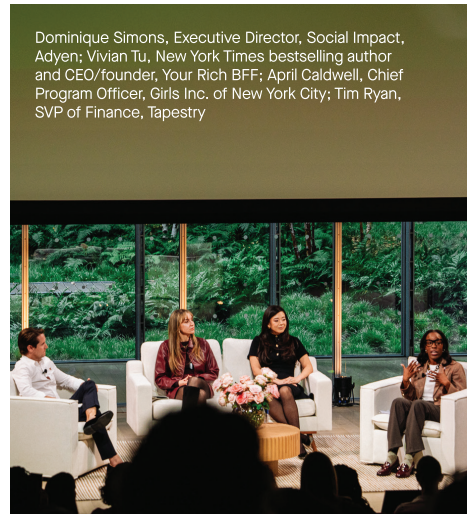
- Amy Nurnberg, Senior Vice President, Human Resources, Kate Spade New York

ADVOCATE

In 2025, Kate Spade welcomed two new corporate partners to the Global Fund for Women's Mental Health: Adyen and Lululemon. Both partners were also featured at our annual Global Summit.

Kate Spade partnered with Adyen to pilot the North America point-of-sale donation program with our customers. In 2025, Adyen announced that they would match all donations made to the Global Fund for Women's Health.

Kate Spade customers in North America donated $234,000 to the Global Fund for Women's Mental Health in 2025.



Dominique Simons, Executive Director, Social Impact, Adyen; Vivian Tu, New York Times bestselling author and CEO/founder, Your Rich BFF; April Caldwell, Chief Program Officer, Girls Inc. of New York City; Tim Ryan, SVP of Finance, Tapestry

Sarah Kline, CEO, United for Global Mental Health; Anne Wintroub, Head of Social Impact & Engagement, Lululemon; Kellie Dolzynski, Regional Director

Prospira Global's 2025 Research Report & Exhale to Inhale Case Study

This year, we continued to strengthen our research-backed approach linking mental health to women's empowerment.

The Global Fund for Women's Mental Health invested in the third annual global research study conducted by Prospira Global, "Now More Than Ever: Women's Mental Health and Empowerment in a Shifting World."

This year's research report gathers insights from women's and girls' organizations and practitioners across more than 80 countries.

The findings reaffirm that mental health is foundational to women's voice, choice, and power, particularly as global pressures intensify and resources remain constrained. Practitioners overwhelmingly reported that supporting women's mental health is more important than ever, wunderscoring the need for sustained, flexible, and values-aligned funding.

Alongside this global insight report, the research also examined what effective, community-rooted mental health solutions look like in practice through an impact assessment of Exhale to Inhale.

The assessment highlighted meaningful improvements in wellbeing, stress management, confidence, and connection among college students participating in trauma-informed yoga programs.

Together, these findings reflect how investing in the foundations of mental health helps create the conditions for empowerment, enabling women and girls to build resilience, agency, and a stronger sense of possibility.

IMPACT INVESTOR

Kate Spade set a new target to reach 250,000 women and girls globally with access to community-centric mental health resources by 2030.

Our brand's global philanthropic partnerships focus on the investment of mental health programming across the lifespan of women and girls, furthering our mission to cultivate greater access to joy for women by advocating for, investing in and internally fostering good mental health for all.

Our funding serves as catalytic investment for women's and girls' mental health across our Global Fund for Women's Mental Health and the Kate Spade Foundation.

Here are a few highlights from 2025:

Girls Inc. of NYC Mind Body Matters Program: From Pilot to Scale

Kate Spade and its Foundation have been partnering with Girls Inc. of NYC since February of 2020. Together, we piloted the creation and scaling of the Mind Body Matters Program and teachers training institute, a transformative mental health education program that promotes awareness about the impact emotional trauma can have on the physical and mental well-being of girls aged 10–18.

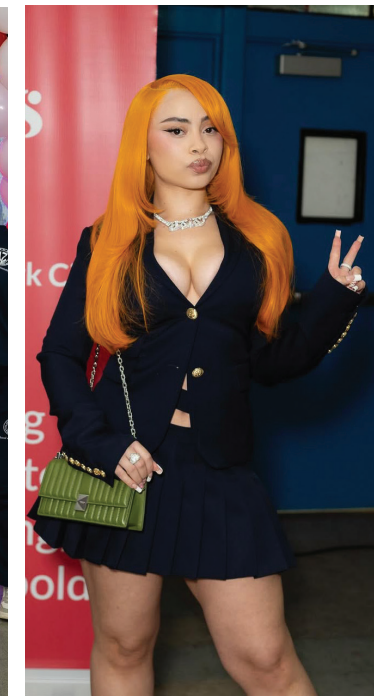
Facilitators teach a culturally responsive and evidence-based curriculum that focuses on the wellness of both the mind and the body, as well as the building blocks of trauma-informed coping strategies.

In 2025, through the Global Fund for Women's Mental Health, a donor advised fund powered and advised by Kate Spade, Mind Body Matters scaled to six affiliate Girls Inc. sites across the United States, led by the Girls Inc. of NYC team. This growth highlights the power of the brand's collaborative and innovative approach to leveraging catalytic philanthropic dollars—and bringing mental health interventions to scale with our partners.

"Through our partnership with Kate Spade and the Global Fund for Women's Mental Health, Mind Body Matters has grown from a pilot program into a nationally scaled mental health initiative supporting girls' emotional and physical well-being. This investment has helped ensure that girls across the country have access to trauma-informed tools that support healing, resilience, and long-term wellness."

- April Caldwell, Chief Program Officer

A 2025 highlight of our partnership was hosting Kate Spade's spring campaign star, Ice Spice, at a Mind Body Matters event at a girls' school located in the Bronx, New York—Ice Spice's hometown.



Launch of 4th She Care Wellness Pod at Coppin State University

Julie Manley, Director of CSU She Care Wellness Pods; Dr. Beverly O'Bryant, Dean of CSU College of Behavioral & Social Sciences; Dr. Rolande Murray, Interim Assistant VP for Academic Affairs; Taraji P. Henson, actress, filmmaker, and Boris L. Henson Foundation Founder; Dr. Anthony Jenkins, CSU President; Tracie Jade Jenkins, Boris L. Henson Foundation Executive Director; Taryn Bird, Executive Director, Social Impact, Kate Spade

Early Childhood Development: Deepening the Empowerment of Masoro Women with Isooko Community Development

Isooko Community Development, our community-based partner in Rwanda, deepened its commitment to early childhood development and women's empowerment programming. Isooko now offers childcare services for mother, who are participating in the Women's Empowerment Program, in order to reduce stress and ensure their ability to participate in the training.

A total of 59 women enrolled in the program and are benefiting from childcare support.

46 new businesses were created by ECD program participants due to childcare support.

Nyirangirente Clementine is a 29-year-old working mother whose child is enrolled in the Early Childhood Development Center at Abahizi CBC, a local manufacturing business.

"Before, I constantly worried about finding someone trustworthy to care for my child. Nannies were costly and often unqualified," she shared. "Now, I have complete peace of mind. The caregivers truly love and care for my baby. I can focus at work, knowing I'll be informed if anything urgent happens." With the burden of childcare lifted, Sandrine has started saving money—something she couldn't do before. "Even small financial goals feel possible now. I only hope this service continues for years to come. It's already changing our lives."

On Purpose

Kate Spade's mental health journey started with On Purpose, a Community Benefit Company (CBC) and B-Corp-certified employee-owned handbag manufacturer in Masoro, Rwanda. Abahizi CBC has produced over 310,000 handbags sold globally for Kate Spade since 2013.

As a social enterprise, Abahizi CBC's Aguka 'Flexible Fridays' initiative aims at enhancing employees' well-being while promoting both professional and personal development through engaging workshops and activities. In Kinyarwanda, Aguka means "to grow" and employees are given the opportunity to do just that through activities such as Kinyarwanda and English literacy, computer literacy, traditional dance, Irembo services and sports. 271 Abahizi CBC employees are currently benefitting from Aguka programming.

A few of Abahizi CBC's 2025 accomplishments & impact:

57% of employees felt self-empowered

85% of ACBC employees attended group counseling workshops, a 7% increase from last year

300+ indirect jobs in the Masoro community have been created

67% of female ACBC employees are the primary decision-makers for their personal healthcare

84% of the workforce are women

Abahizi CBC produced over **19,000** bags for Kate Spade in 2025

45% of female Abahizi CBC employees are the breadwinners of their family

Supporting our LGBTQ+ Community

2025 marked the 6th year of our ongoing partnership with the Trevor Project. In tandem with the launch of our rainbow themed product, 10% of net sales went to the Trevor Project in the United States.

We also continued to partner with Switchboard, a UK-based national support line created for the LGBTQ community and by the LBGTQ community. Kate Spade made a £5,000GBP donation to support their continued efforts.

As we look ahead, the Global Fund for Women's Mental Health will introduce our second round of partners focused on the women's workforce and perinatal mental health space. These partnerships will include global organizations working to support women in this phase of life, including partnerships inside our supply chain.

2026 will also mark the 5th year of our annual Global Summit on Women's Mental Health. We remain committed to continuing this important gathering and using our convening power to harness the collective power, creativity, innovation and resilience of the gender equality and mental health community.

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.

Boris Lawrence Henson Foundation
sooko Community Development
Full Stop Australia
FR1ENDS of the CH1LDREN
girls inc. of New York City
LY London Youth
bond Project
PANORAMA
The Mental Health Coalition
Black Girls Smile
PROSPIRA GLOBAL
PSI Postpartum Support International
Grace Institute
The Lower Eastside Girls Club of New York
The Trevor Project
Counseling In Schools Awakening Possibilities
Rising Tide Capital
L.O.V.E Latinas On the Verge of Excellence
American Humane Pups4Patriots A Program of American Humane Society
Exhale to Inhale
RISE™ Reimagining Industry to Support Equality
UNHCR The UN Refugee Agency
National Council for Mental Wellbeing Healthy Minds • Strong Communities

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

The 988 Lifeline is available 24/7/365 nationwide to call, text or chat. Your conversations are free and confidential.

UNITED KINGDOM

Text SHOUT to 85258 for free, 24/7 crisis response support from Shout

JAPAN

Visit Bond Project at https://bondproject.jp

AUSTRALIA

Call 1800 FULL STOP 1800 385 578

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