In this overview of our work in 2013, you’ll see it was a year of many fabulous achievements, large and small, for the 250,000 footwear employees benefitting from Two Ten Foundation’s programs and services.

We credit these successes to our committed and generous Board members, partners, corporate donors and individual contributors, who help make our footwear industry distinct - a community that cares for our own and the people who live and work in the neighborhoods and communities we serve.

Last year, we delivered over $1,800,000 of emergency assistance to 1,797 shoe people and their families. The highest amount of emergency relief in our entire history.

You will see that we provided $750,000 of college and footwear design scholarships to 350 Two Ten Footwear Foundation scholars. The highest amount in our history.

And you will also see that Two Ten Foundation is in strong financial health. Annual contributions were up substantially this year, continuing a three-year trend. We have continued our exceptional spending record - for the second year running we retained the highest four-star rating from Charity Navigator (an independent organization that rates the financial and operational health of over 5,000 top U.S. charities and nonprofits)! And for the first time in our history, we built the footwear industry’s charitable endowment to over $34M that will ensure we are providing urgent support and unique community-building programs for the next 75 years.

What you won’t see in this report is this - we have more to do.

• We want to deepen the power of National Footwear Cares Month.
• We want every woman in the footwear industry to get involved with our Women in Footwear Industry (WIFI) network.
• We want young designers, line builders and sales people making connections with our industry’s exceptional leaders and talented executives.
• And next year we want to deliver over $2,400,000 of emergency financial assistance and college scholarships for the first time in our 75-year history.

Ambitious? Yes. We know we can do it because we have a great team and because so many of you care deeply about the vitality of our footwear community and our workforce.

We’re ready for more if you are.

Sincerely,

Neal Newman
IN 2013 WE PROVIDED...

$1.8 MILLION TO
1,797
FOOTWEAR FAMILIES

$750,000 TO
350
SCHOLARSHIP RECIPIENTS

YEAR-OVER-YEAR GROWTH

+31% INCREASE IN RELIEF DOLLARS

+43% INCREASE IN INTAKES

+63% INCREASE IN RELIEF CASES

95% OF CLIENT CALLS ANSWERED WITHIN 48 HOURS
Social Services: A Year in Review

Our Mission Is to Serve, Strengthen and Unify America’s Footwear Community.

During our 2013 fiscal year, Two Ten Footwear Foundation delivered $1,789,931 of emergency financial assistance to 1,797 employees from 207 different footwear companies. This is a dramatic 63% increase from 2012 and is the largest amount of emergency financial help Two Ten has delivered in our 75-year history. Despite the high call volume, Two Ten social services staff returned 95% of all emergency calls within two business days.

Who Do We Help?

The Foundation assists over 250,000 footwear employees in the United States, all who work in retail, manufacturing, logistics, design and product development or management and executive-level functions. Every footwear employee regardless of their job position has access to Two Ten’s unique social services and support programs. In looking closely at fiscal year 2013:

Women Initiated 69% of All Emergency Calls, this trend is continuing to increase.

Over 50% of All Emergency Calls were received from six states: New York (12%); New Jersey (11%); Tennessee (10%); Arkansas (7%) and Louisiana and Michigan (5.5% each).

The Largest Percentage of Calls (31%) are made by footwear employees in the 25 to 34 age bracket.

60% of All Emergency Calls came from retail employees, 40% from either wholesale, manufacturing, logistics or corporate headquarters.
Fiscal year 2013 presented unique challenges to footwear employees affected by natural disasters.

Hurricane Isaac struck the northern Gulf coast region in late August 2012 with the most damage occurring in Louisiana and Mississippi. The hurricane caused tremendous flooding with many people being forced to evacuate their homes.

Relief efforts lasted approximately one month and in total, Two Ten helped 144 individuals from 13 footwear companies with $41,745. In each instance, Two Ten delivered assistance within a 48 hour response window.

Superstorm Sandy struck the East Coast in late October leaving a path of devastation and destruction to Metropolitan New York and New Jersey. The endless stream of calls requesting assistance quadrupled our weekly call volume, and despite that, 98% of all calls were responded to 98% within the 48 hour target response time.

At the end of the Superstorm Sandy relief efforts, a total of 622 footwear families contacted Two Ten for help within a few months. In direct response to the overwhelming need for help, Two Ten delivered $291,100 to a total of 463 footwear families who worked at 35 different footwear companies. In many cases Two Ten funds were used to purchase generators, pay for mold abatement, replace lost clothing and household basic and to pay for temporary shelter during the displacement.

In addition to two natural disasters, Two Ten Footwear Foundation also provided financial relief to:

- 783 footwear families to prevent foreclosures and evictions from their homes
- 466 families for emergency car repairs and car payments to ensure they could get to work and transport children to school.
- 255 footwear families to keep the heat and light on in their homes during a long, cold winter.

In total, Two Ten emergency assistance responded to:

- mortgage or rent arrears (44%)
- crisis relief due to natural disasters or death in family (35%)
- utility bills (26%)
- car payments (14%)

A majority of Two Ten emergency clients received help for more than one presenting issue.
TWO TEN 2013: A YEAR IN REVIEW

JANUARY
• 11 New Members Join Two Ten’s Board

FEBRUARY
• WIFI NYC with Kristi Faulkner, President of WomenKind
• WIFI West Coast: Swap till You Drop at FN PLATFORM and cocktail party at FN PLATFORM
• Ars Sutoria at Two Ten HQ in Waltham

MARCH
• WIFI Columbus Relax and Unwind

APRIL
• Pensole Class at Two Ten HQ in Waltham
• WIFI St. Louis: Local Panelists
• Footwear Cares Kickoff and Footwear Cares week begins

MAY
• Fromm Forum at FN CEO Summit
• WIFI Boston Swap ‘til You Drop
• WIFI Milwaukee Launch No Fear Negotiations
• New York Golf

JUNE
• HR Leadership Summit
• YP Gatsby Party
• WIFI National Event with Shelly Lazarus

JULY
• Footwear Warriors Endowed Scholarship Fund is launched

AUGUST
• St. Louis Golf
• WIFI West Coast Entrepreneurship Panel at FN PLATFORM
• Zappos 4 210 Fundraiser

SEPTEMBER
• Scholarship Event to Honor the Scholars at Two Ten HQ in Waltham
• Ars Sutoria at Two Ten HQ in Waltham
• WIFI Columbus No Fear Negotiations

OCTOBER
• WIFI Boston Silver Linings
• YP Boston
• Human Resources Leadership Meetup at Two Ten
• Zalloween

NOVEMBER
• Indie Designer Gathering at Two Ten HQ in Waltham
• WIFI St. Louis: Maxine Clark Founder of Build-A-Bear

DECEMBER
• # Giving Tuesday
• Meet up YP NYC
• Over 1400 at Two Ten Dinner and Auction
• WIFI Portland
“With the help of Two Ten, I stuck to my studies and got through my four years. It helped knowing the people at Two Ten believed in me and wanted to support my journey.”

Q WHAT WAS IT LIKE GROWING UP IN A FOOTWEAR FAMILY?
A My parents kept very busy when I was growing up with a shoe store with a shoe store in Atlantic City. They became local celebrities in our hometown with a party feel in a boutique store. They carried companies such as Cole Haan, Donald Pliner, Juicy Couture, and Stuart Weitzman. My parents finally got Stuart Weitzman to sign on after my Dad sent gourmet nuts with a card saying “You’re nuts not to sell to us.”

Q HOW DID THE TWO TEN SCHOLARSHIP HELP YOU WITH YOUR STUDIES AT THE BOSTON CONSERVATORY?
A I spent my four years at the Conservatory soaking in as much information as I could. With this experience and education I feel confident when walking into an audition room and most of all, my education there helped me to get to know myself so much better than I did before. Two Ten helped make this possible for me.
Q: How were you impacted by Hurricane Sandy?

A: When I watched the weather forecasts earlier in the week, it appeared that the storm would move off the New Jersey coast. But then the forecast changed. My seven year old son and I filled sandbags and thought that they would be enough to keep the water out of the garage, but little did we know the magnitude of the storm. Sea Bright experienced terrific damage and our house was wiped out. We lost a car—it just floated away. My wife and daughter were attending a funeral out of the country and because of the storm, they weren’t allowed to fly back to the states. There wasn’t any gas available for the cars; generators were down; communication was at zero so not only couldn’t we talk to anyone, but we didn’t realize the severity of the storm because news wasn’t available. To be that isolated was awful.

Q: How did you find out about Two Ten?

A: I work for a solid, supportive company who said “do what you’ve got to do and let us know if there’s anything we can help with” and they suggested that I call Two Ten. I thought, “For what? This is big.” I didn’t think that anyone would help. What I needed to do was to get on the phone and call the insurance companies, but I called and spoke to a case worker who took my information and asked what help I needed. Financial support was what I needed right then. They cut a check for a couple of thousand dollars and the emotional hug that I got from the Foundation at that time was huge. I can’t really speak to what that meant to me and my family — and the support from the Foundation from folks that I didn’t know was huge.
I was shocked and relieved that I didn’t have to worry about my mortgage; that helped us through a very, very, very long road…”

Q: WHAT HAPPENED THAT CAUSED YOU TO CALL TWO TEN?

A: My wife had blockage of her left ear and [the doctors] were looking for a fine tumor when they came across two shadows in her brain. After checking the two shadows, they sent her to an ear, nose and eye doctor and found that there were two brain aneurysms. They said the one on the left side was about ready to burst so they had to do emergency surgery. They were going to try and get both of them at the same time, but found that it was a risk and she could have had a stroke, so they did one at a time.

I couldn’t believe that this was happening number one, and more importantly, not to have one brain aneurysm, but to have two! For her not to be able to work and she is one go-getter; it was kind of sad to see her just sitting around doing nothing because she couldn’t work. I started working all kinds of overtime to try and make up for her loss and it was...you wonder how you get through it, but you do. It’s just the way of life.

Q: HOW DID YOUR HEAR ABOUT TWO TEN?

A: I mentioned to my co-worker that my wife had to have two operations, and the individual said, “I have just the thing for you, the Two Ten Foundation.” I said, “What is that?” And he said, “That is a foundation that helps out footwear industry employees that are having trying times.”

Two days after I gave them my personal information, I received a phone call saying Two Ten was going to help me. And I was shocked and relieved that I didn’t have to worry about my mortgage; that helped us through a very, very, very long road [for his wife] to recover. Not to have to worry about it was so big – and it was the Two Ten Foundation that made that happen.

I would like to thank the Two Ten Foundation from the bottom of my heart, because they stepped right up and took care of two months of our mortgage. I guess that old tale “if you do good by others something good can happen for you.” Not always but it can, and it did.
## Statement of Financial Position June 30, 2013

### Assets
- Cash and cash equivalents: $225,676
- Prepaid and Deferred Expenses: 270,051
- Contributions receivable, net: 237,820
- Total current assets: $733,547
- Fixed Assets: 2,236,765
- Other Assets
  - Investments: 31,105,974
  - Contributions receivable, net: 884,720
- Total other assets: 31,990,694
- Total Assets: $34,961,006

### Liabilities and Net Assets
- Accounts payable, and accrued liabilities
- Accounts payable, trade: $34,543
- Other liabilities and deferred income: 343,021
- Total Liabilities: 377,564
- Other Liabilities
  - Annuities payable: 105,822
- Total current assets: 483,386
- **Net Assets**
  - Unrestricted Net Assets: 7,609,906
  - Temporarily restricted: 2,096,202
  - Permanently restricted: 24,771,512
- Total Net Assets: 34,477,620
- Total Liabilities and Net Assets: $34,961,006

## Financial Information for June 30, 2013

### Revenue and Support
- Annual Giving: $1,304,834
- Net Revenue from Special Events: 1,501,020
- Interest and Dividends: 674,925
- Allocated Investment Income: 602,774
- Other: 2,845
- Total Revenue and Support: $4,086,398

### Expenses
- Human Services: $3,260,835
- Membership and Education: 172,603
- Leadership Development/Public Awareness: 555,888
- Total Program: 3,989,326
- Management and Administration: 822,086
- Fundraising: 514,128
- Total Expenses: 5,325,540
- Change in Net Assets: 756,041
- Net Assets Beginning of Year: 33,721,579
- Net Assets End of Year: $34,477,620

### Spending
- **Revenue**
  - Self Generated Revenue: 31%
  - Special Events: 37%
  - Annual Giving: 32%
- **Expenses**
  - Relief Payments: 34%
  - Scholarship Payments: 14%
  - Human Services: 13%
  - Communication: 3%
  - Leadership Dev. & Public Awareness: 10%
  - Administration*: 15%
  - Fundraising: 10%

*Includes depreciation, bad debt and investment fees
| $100,000 - $499,999 | Steve and Wendy Madden  
| | Nike, Inc.  
| | OrthoLite  
| | Pentland USA, Inc.  
| | Puma North America, Inc.  
| | Reebok Foundation  
| | Rocket Dog Brands, LLC  
| | Rocky Brands  
| | Schwartz & Benjamin, Inc.  
| | Titan Industries, Inc.  
| | WEYCO Group Inc.  
| $50,000 - $99,999 | Anonymous  
| | Clarks Americas  
| | Footwear Association Charity Event, Inc.  
| | H.H. Brown Shoe Co., Inc.  
| | The Jones Group  
| | LF USA  
| | Tim and Karen O’Donovan  
| | Payless ShoeSource  
| | Yellow Box Corp.  
| $25,000 - $49,999 | ALDO Group, Inc.  
| | ASICS America Corporation  
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| | Chinese Laundry  
| | Converse Inc.  
| | Dansk  
| | Delta Airlines  
| | Kevin and Carol Donahue  
| | DSW, Inc.  
| | The Ellison Foundation  
| | Foot Locker Foundation, Inc.  
| | Ronald A. and Cheryl Fromm  
| | Greg Goldstein Importer of FS Inc.  
| | Kenneth Cole Productions Foundation  
| | Blake W. and Mary Krueger  
| $10,000 - $24,999 | Adoni Group  
| | Anna and Peter Bakst  
| | John Basile  
| | BCNY International, Inc.  
| | Blowfish Malibu  
| | Kristin Burrows  
| | Camuto Group  
| | Terry Chen  
| | Cole Haan Holdings, Inc.  
| | Employees of Payless ShoeSource  
| | Consolidated Shoe Company, Inc.  
| | Crocs Inc.  
| | Deer Stags, Inc.  
| | Dolce Vita Footwear  
| | The Donna Karan Company LLC  
| | Dynasty Footwear Ltd.  
| | Eastland Shoe Manufacturing Corp.  
| | Deborah L. Ferree  
| | FitFlop  
| | FN PLATFORM  
| | Foot Locker, Inc.  
| | Footwear News  
| | Footwear Unlimited  
| | Havaianas (Alpargatas USA)  
| | Ken C. Hicks  
| | Highline United  

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Iconix Brand Group
Impo International, Inc.
Mary E. Kuconis
Kut From The Kloth
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Marc Fisher Footwear
Marriott New York Marquis
Robert and Cynthia McHugh
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Michael Kors USA
Michael H. Mooney
Nina Footwear Inc.
Nordstrom
Joel Oblonsky
Paramont Asia, Ltd.
Project 100
The Rockport Company
Ross Stores
James and Shana Salzano
Marty and Paulette Samowitz
Scott and Tara Savitz
Rob Schmertz
SEI Investments
Shoe Carnival, Inc.
Shoebuy.com, Inc.
Skechers USA, Inc.
Stella International Holdings
Stuart Weitzman, Inc.
Surefield Limited
Mark Talucci
Timberland Company
TJX Companies, Inc.
Topline Corporation
Under Armour, Inc.
United Parcel Service, Inc.
Vente-Privée USA
Vibram USA
The Walking Company
Wanted Shoes, Inc.
Wolff Shoe Co.

$5,000 - $9,999
Aaron Pacific Limited
Anonymous
Ronald M. Ansins
Ariat International, Inc.
The Atlanta Shoe Market
B&B Footwear
David Bensadoun
Douglas Bensadoun
The Biltrite Corporation
Birkenstock USA
Bonito Shoes Factory
The Bon-Ton Stores, Inc.
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Footwear Plus Magazine
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Matisse Footwear
Max Smart LTD
Milberg Factors, Inc.
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National Shoe Retailers Association
National Shoe Travelers Association
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Bruce A. Nordstrom
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Pou Chen International, Inc.
Quabaug Corporation
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Trimfoot Company
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& Export Co., LTD
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$2,500 - $4,999

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Michael Stornant
Streetcars
United Shoe Retailers Association
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Hongxin Shoes Material Co., Ltd.
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Evelyn and Hansen Yao
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Diba Imports
Dockers Footwear
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Glenn Evans
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Harvey Fenton
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Misty Harvey
Harwick Standard Distribution Corporation
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