



TWO TEN FOOTWEAR FOUNDATION
SHOEPEOPLE HELPING SHOEPEOPLE

2015 Annual Report Summary

A Note From Neal Newman

2015 was another successful year at Two Ten Footwear Foundation.

We achieved outstanding financial performance, engaged more shoepeople directly in Footwear Cares and WIFI than ever before and laid the foundation for a vibrant future serving our industry.

In 2015, our social services team delivered over \$1,600,000 in emergency financial assistance to shoepeople from over 200 footwear companies in 45 states. We helped prevent hundreds of evictions and utility shutoffs. We expanded our help to

We are pleased to report Two Ten Footwear Foundation's management and Board of Directors adhere to the highest standards of fiscal management, and are 100% committed to full accountability and transparency with our donors and entire industry.

I invite you to read our FY 2015 Annual Report. Get to know us. Sign-up to receive our e-newsletters. Get involved in Footwear Cares events. Consider making a donation.

"Compassion is the Two Ten mission. And building a strong and caring footwear community is our vocation."

shoepeople who were struggling to address critical health care and family crises. And we provided 346 scholars \$767,000 in scholarship funding including many shoepeople themselves returning to higher education.

We grew net operating revenue 7% for the third consecutive year, thanks to many new individual donors and a fabulous Annual Gala led by Gala Chairman Ken Hicks that celebrated the great leadership and philanthropic achievements of Tim O'Donovan.

Call us and find out how to take part in our very special 76-year old tradition of *shoepeople helping shoepeople*.



Neal Newman

PRESIDENT, TWO TEN
FOOTWEAR FOUNDATION

Social Services Snapshot

In fiscal year 2015 (July 1, 2014 to June 30, 2015) our mission of shoepeople helping shoepeople continued as we reached out to footwear families in need of our industry's help. There was 6% growth in intake calls compared to 2014, the number of people who received financial assistance increased by 7%, and we saw a \$114,402 increase, or 8%, in the amount of relief dollars over 2014.

The average award given per person in need was \$1,272. Two Ten Social Services staff also helped 31 footwear workers through our counseling services and 379 individuals were given referrals to local community resources.

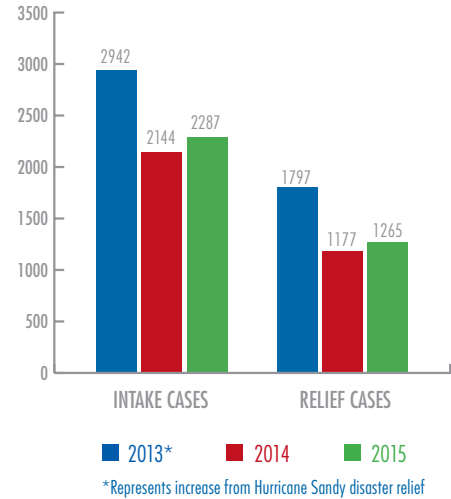


GENDER OF CALLERS

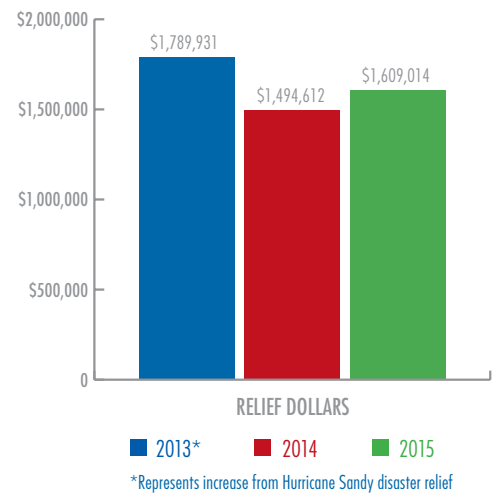
28% MALE

72% FEMALE

INTAKE AND RELIEF CASES



RELIEF DOLLARS



Scholarships Snapshot

Through the generosity of our donors, Two Ten provides footwear employees and their families with education scholarships to help make a college degree more affordable, and professional education more accessible.

We also partner with NST and NSRA to provide members and their families with scholarships, and also have a special Footwear Warriors Scholarship Fund specifically for Veterans in the footwear industry.

134 COMPANIES IN 43 STATES

WHERE TWO TEN SCHOLARS ORIGINATE FROM

\$767K AWARDED

SCHOLARSHIP FUNDS DISTRIBUTED IN FY'15

346 SCHOLARSHIPS

87 FIRST TIME AWARDS; 259 SCHOLARSHIP RENEWALS

STATEMENT OF FINANCIAL POSITION JUNE 30, 2015

ASSETS

Cash and Cash Equivalents	\$155,731
Prepaid and Deferred Expenses	\$297,375
Contributions Receivable, Net	\$100,972
Total Current Assets	<u>\$554,078</u>

Fixed Assets	<u>\$2,241,438</u>
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OTHER ASSETS

Investments	\$35,327,213
Contributions Receivable, Net	\$894,165
Total Other Assets	<u>\$36,221,378</u>

Total Assets	<u><u>\$39,016,894</u></u>
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LIABILITIES AND NET ASSETS

Accounts Payable, and Accrued Liabilities	
Accounts Payable, Trade	\$16,176
Other Liabilities and Deferred Income	\$249,056
Total Liabilities	<u>\$265,232</u>

OTHER LIABILITIES

Annuities Payable	\$102,117
Total Current Assets	<u>\$367,349</u>

NET ASSETS

Unrestricted Net Assets	\$7,944,939
Temporarily Restricted	\$4,332,578
Permanently Restricted	\$26,272,028
Total Net Assets	<u>\$38,649,545</u>

Total Liabilities and Net Assets	<u><u>\$39,016,894</u></u>
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FINANCIAL INFORMATION FOR JUNE 30, 2015

REVENUE AND SUPPORT

Annual Giving	\$1,165,863
Net Revenue from Special Events	\$2,110,997
Interest and Dividends	\$1,727,707
Allocated Investment Income	\$(127,994)
Other	\$7,313
Total Revenue and Support	<u>\$4,883,886</u>

EXPENSES

Human Services	\$3,028,666
Membership and Education	\$136,832
Leadership Development/Public Awareness	\$438,322
Total Program	<u>\$3,603,820</u>

Management and Administration	\$753,797
Fundraising	\$650,222
Total Expenses	<u>\$5,007,839</u>

Change in Net Asset Before Other Changes	\$(123,953)
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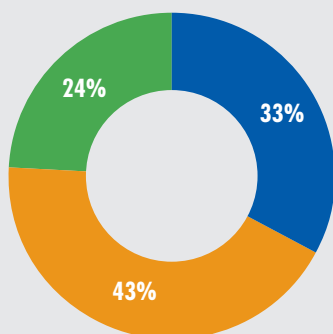
Other Changes	\$164,699
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Change in Net Assets	\$40,746
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Net Assets Beginning of Year	<u>\$38,608,799</u>
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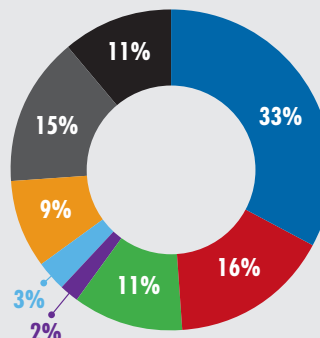
Net Assets End of Year	<u>\$38,649,545</u>
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REVENUE



Self Generated Revenue	33%
Special Events	43%
Annual Giving	24%

SPENDING



Relief Payments	33%
Scholarship Payments	16%
Human Services	11%
Outreach	2%
Community Groups	3%
Industry Education	9%
Administration	15%
Fundraising	11%

2015 Donor Roll

Thank you to all our generous donors who ensure that the Two Ten mission of Shoepeople helping Shoepeople continues.

\$500,000 +

Glenn and Midge Barrett

\$100,000 - \$499,999

Amazon Fashion

BBC International LLC

Caleres

Robert B. Campbell

FFANY

Global Brands Group

H.H. Brown Shoe Co., Inc.

New Balance Foundation

Steven Madden, Ltd.

Wolverine Worldwide
Foundation

\$50,000 - \$99,999

Camuto Group

Clarks Americas

DSW Designer Shoe Warehouse

Deborah L. Ferree

Footwear News

Global Brand Group USA, Inc.

Micro-Pak Ltd.

Nordstrom

Payless ShoeSource Foundation

Ralph Lauren Footwear

Stella International Ltd.

Zappos Merchandising

\$25,000 - \$49,999

adidas America

ALDO Group, Inc.

Allina Health System

Anne Klein New York

ASICS America Corporation

Belk Inc.

Chinese Laundry

Consolidated Shoe
Company, Inc. / Dimmi

Crocs Inc.

Easy Spirit

Libby and Sam Edelman

The Ellison Foundation

FILA USA, Inc.

Foot Locker Foundation, Inc.

Footwear News

Fuqing Fuxing
Shoe Industry Co., Ltd.

General Growth Properties Inc.

Ken and Lucy Hicks

Kenneth Cole
Productions Foundation

Blake and Mary Krueger

Marc Fisher Footwear

Robert and Cynthia McHugh

Michael Kors

Mojo Moxy

Michael H. Mooney

Nike, Inc.

Nine West Holdings Inc.

Payless ShoeSource

Pentland USA, Inc.

Rack Room Shoes &
Off Broadway Shoe Warehouse

Shoe Carnival, Inc.

Skechers USA, Inc.

Stuart Weitzman, Inc.

Timberland Company

Titan Industries, Inc.

UBM - FN PLATFORM

Vans Inc.

VF Corporation

Vibram USA
WEYCO Group Inc.
Yellow Box Corp.

\$10,000 - \$24,999

Aerosoles
Anonymous
Arezzo
Ariat International, Inc.
The Atlanta Shoe Market
Wendy Ballew
BCNY International, Inc.
Bearpaw
Birkenstock USA LP
The Bon-Ton Stores, Inc.
Brooks Sports, Inc.
Rick Brown
Burlington Coat Factory
Katherine B. Butler
Antoinette Carter
Castle Sky Ltd.
Børn Footwear
Terry Chen
Cole Haan Holdings, Inc.
Converse Inc.
Deer Stags, Inc.
Kevin and Carol Donahue

Dongguan Mayflower
Footwear Corp.
Fergie Duhamel
Dynasty Footwear Ltd.
Eastland Shoe
Manufacturing Corp.
Eastman Group
Easy Street
Evercapital Shoes Limited
Peter Fong
Footwear Plus
Ron and Cheri Fromm
G-III Apparel Group, Ltd.
Robert L. Goldman
Guangzhou Hsieh
Da Rubber Ltd.
Hudson's Bay Company
Iconix Brand Group
David B. Jay
Kohl's Dept. Store
Kut from the Kloth
Macy's & Bloomingdale's
Steve Madden
Nicholas Martire
Mason Companies, Inc.
McRae Industries
Michael Mooney
Tim & Karen O'Donovan
Oakley Eyewear

OrthoLite
Joe Ouaknine
Puma North America, Inc.
Quabaug Corporation
R.G. Barry Corp.
Roger Rawlins
Reebok Foundation
Gregg and Polly Ribatt
Robert A. Rizzotti
The Rockport Company
Rocky Brands
Edward R. Rosenfeld
Ross Stores
Carolyn Rubin
Savitransport, Inc.
Schwartz & Benjamin, Inc.
SEI Investments
Serena Shoe
Shoebuy.com, Inc.
Sof Sole
Diane M. Sullivan
Surefield Limited
TJX Companies, Inc.
UGG Australia
Under Armour, Inc.
Vida Shoes International
White Mountain by Connors
Donald R. Wilborn

\$5,000 - \$9,999

Anonymous	FitFlop	Millennial Brands LLC
B&B Footwear	Footwear Distributors and Retailers of America	Bob Mullaney
Anna and Peter Bakst	Footwear Unlimited, Inc.	New York Transit, Inc.
Kevin D. Bailey	Fortune Way International	Joel Oblonsky
Richard Baker	Liz Fraser	Precision Design Studios
Bandolino	Ted and Louise Gedra	Properwell Shoes Mtg. Ltd.
Martin Berman	General Shoes	Racon International Company
Blowfish Malibu	Global Transportation	Roadstar Enterprise Inc.
Bojos Tanning	Golden Chang Industrial Co., Ltd.	Roll Sport
Gerry Bonomi	Good Box Group	Rosenthal and Rosenthal, Inc. Factors
Century 21 Associates Foundation, Inc.	Rick Graham	The Sak
Chainson Footwear, Inc.	Harvest Spot Ltd.	Barbara and Daniel Schwartz
De La Rentis Imports, Inc.	Highline United	Shanghai Commercial Bank Ltd.
Deckers Outdoor Corporation	Hua Jian Industrial Holding Co. Ltd.	Sport Essential Ltd.
Demandware, Inc.	Impo International, Inc.	Tata
Robert T. DeMartini	ISA Industrial Ltd.	Tehchang
Dolce Vita Footwear	J. C. Trading Ltd.	TellaS Ltd. A Division of Luen Thai
Dunion Industrial Limited	The Jay Group	U.S. Continental Marketing, Inc.
E.S. Originals, Inc.	Kingmaker Footwear Holdings Ltd.	Victory WW
Earth, Inc.	Carol Lim	Wei Feng Shoes
Eastmount Shoes	LJP International	Wells Fargo Advisors
ECCO USA, Inc.	Lord & Taylor	Wolff Shoe Co.
Ever-Rite International Company Ltd.	Mark Tucker Inc.	Kevin Wulff
Joseph Farivar	Matisse Footwear	Jim and Jane Zwiers
Finish Line	Tracey Mcleod	
	Scott Meden	

\$2,500 - \$4,999

Matt Allen	Genesco, Inc.	Hal B. Parton
Anonymous	Giorgio Brutini	Prime Leather Finishes Co.
Atsco Footwear Group	Gregory Goldstein	Quiksilver, Inc.
Richard M. Ausick	Dave and Kate Grange	Rampage
Carol Baiocchi	Roberto S. Grasso	Gabriel Safdeye
Beumer Corporation	Hispano	SAJA International Co., Ltd.
Jeffrey M. Boromisa and Laura Alberts-Boromisa	Daniel and Linda Hunt	James and Shana Salzano
Changshu Maydiang Leather Co., Ltd.	ISA Tantec Limited	Schaefer (Hong Kong) Trade Co., Ltd.
Gregory Connors	James E. Issler	Jay Schmidt
Elizabeth T. Cross	Italian Shoemakers Inc.	Michael Shirey
Dolphin Shoe Co.	Susan Itzkowitz	Lawrence A. Siff
Dreaming Code Inc.	J. Renee	Cliff and Kathryn Sifford
Marcelle P. Duggan	Jack Schwartz Shoes, Inc. (LUGZ)	Gordon Thompson
E.A. Hughes and Co., Inc.	Michael Jeppesen	Threadstone Advisors
Eastmount Shoes	Matthew LaFargue	Tong Hong
FedEx	Katherine and Michael Litel	Greg Tunney
Ed Ferrell	Mercury International Trading	Two Lips Shoe Co.
Fineline Technologies, Inc.	Munro & Company	Lars Vaule
Fortna, Inc.	Robert Munroe	Warson Group, Inc.
Fortune Dynamic, Inc.	Tsering Y. Namgyal	White Mountain Company
Fortune Footwear, Inc.	National Shoe Travelers Association	Jerry Williamson
The Frye Company	Nina Footwear Inc.	Gary C. Wolff
	The NPD Group Inc.	

This list contains a roster of donors who made gifts of \$2,500 or more during the calendar year 2015. For the complete list, please visit our website. To make corrections, or to have questions answered, please contact us at 781-736-1500.

2015 Board of Directors

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Blake Krueger
Chairman,
President & CEO
Wolverine World Wide

VICE CHAIR

Diane Sullivan
President,
CEO & Chairman
Caleres

SECRETARY

Larry Siff
Managing Director
Neptune Advisors

TREASURER

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Exec. V.P.
Foot Locker

Neal Newman

President
Two Ten Footwear
Foundation

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Editorial Director
Footwear News

Kevin Bailey

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Vans

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Sr. V.P. /DMM Footwear
Kohl's Department Stores

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& Access.
Michael Kors (USA)

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Aldo Group Retail

Martin Berman

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Micro-Pak

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President
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Amanda Cabot

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Camuto Group

Beth Cross

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Ariat

Robert DeMartini

President & CEO
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David DiPasquale

Debbie Ferree
Vice Chair & CMO
DSW Designer Shoe

Ronald Fromm

President & CEO
FFANY

Leslie Gallin

President Footwear
UBM Advanstar

Beverly Goldberg

Vice President
Florsheim

Dave Grange

CEO
Pentland Brands N.A.

Steven Hill

V.P. Merchandising
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H.H.Brown Shoe Co.

Susan Itzkowitz

President
Marc Fisher Footwear

David Jay

CEO
The Jay Group

Steve Madden

President & CEO
Steve Madden

Tracey McLeod

Scott Meden
GMM/EVP Shoe Division
Nordstrom

Michael Mooney

CEO & Owner
Footwear Unlimited

Danny Muskat

National Sales Manager
Deer Stags Concepts

Joel Oblonsky

President
Ralph Lauren Footwear

Joe Ouaknine

Chairman
Titan Industries

Gregg Ribatt

CEO
Crocs

Liz Rodbell

President
Hudson's Bay Co.

Jim Salzano

CEO
Easy Spirit

Daniel Schwartz

CEO
Schwartz & Benjamin

David Sharp

President & CEO
Rocky Brands

Clifton Sifford

President, CEO & CMO
Shoe Carnival

Tom Tarica

President-Private Brands
Jimlar/LFUSA

Greg Tunney

President & CEO
R.G. Barry Corp.

Kevin Wulff

President & CEO
ASICS America



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