

# 2019 ANNUAL REPORT SUMMARY

## A LETTER FROM TWO TEN LEADERSHIP

We are pleased to share with you the Two Ten Footwear Foundation Annual Report Summary for FY19, covering the time period of July 1, 2018 – June 30, 2019.

We provided nearly \$1.9 million in financial relief to 1,551 footwear employees and their families in crisis, to help them avoid eviction or foreclosure, to keep the lights and heat on in their homes, and to put food on their tables.

We awarded close to \$1 million in scholarships to 300 footwear family scholars in 46 states, helping them afford the high cost of a college education.

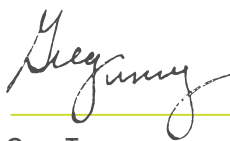
We continued to grow our database and improve digital communications so we can effectively and efficiently reach more of the 334,000 members of our industry. We also spent a great deal of time connecting with and engaging employees across the country by personally presenting the Foundation and our mission to workers in distribution centers, retail stores and corporate offices. The combined impact of these efforts increased awareness of Two Ten and our opportunity to help more employees, which was reflected in a higher call volume to our Social Services team vs. FY18.

Results like these require smart and effective management of resources, and the generosity of our donors and partners.

We are a fortunate organization to have a committed and engaged Board of Directors who are all equally dedicated to our mission of improving the lives and careers of footwear employees across the U.S. Because of this group of dedicated champions, Two Ten can look forward to continuing our mission into our 80th year and beyond.

While we've made extraordinary strides this past year, we have much more to do. With your participation and generosity, we can continue to deliver on our mission and strengthen our industry.

Thank you for your support.



**Greg Tunney**

President, Hush Puppies  
Wolverine Worldwide, Inc.  
Chair, Two Ten Board of Directors

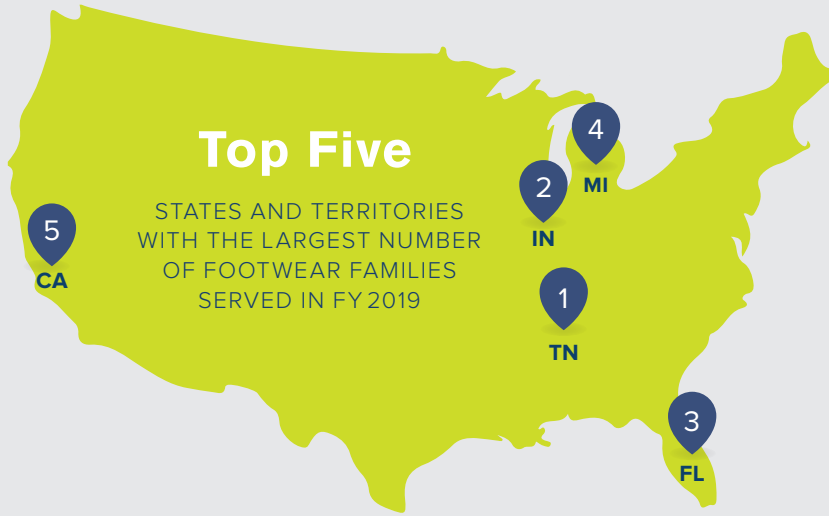


**Debbie Ferrée**

Vice Chairman and Chief Merchandising Officer  
DSW Designer Shoe Warehouse, Inc.  
Vice Chair, Two Ten Board of Directors

## SOCIAL SERVICES SNAPSHOT

During fiscal year 2019 (7/1/18 - 6/30/19), the Two Ten Footwear Foundation continued to take care of our footwear industry workforce as we provided nearly **\$1.9 million in emergency financial assistance to 1,551 footwear families**. Two Ten Social Services staff also helped **1,173** footwear workers through our counseling services and **3,887** individuals were given referrals to local community resources.



## SCHOLARSHIPS SNAPSHOT

Through the generosity of our donors, Two Ten was able to provide nearly \$1 million in scholarships to footwear employees and their families during FY19, helping make a college degree more affordable and professional education more accessible for 300 scholars in total.

Two Ten partners with **National Shoe Travelers (NST)**, **National shoe Retailers Association (NSRA)** and **United Shoe Retailers Association (USRA)** to provide members and their families with scholarships; partners with Footwear Plus to sponsor their Independent Retailer Scholarship Awards; and offers a Footwear Warriors Scholarship Fund specifically for veterans and their families working in the footwear industry.

To further footwear design education, Two Ten partners with Pensole Footwear Design Academy and ARSUTORIA to offer scholarships for industry professionals.

## FY 2019 SOCIAL SERVICES IMPACTS

(7/1/18 - 6/30/19)



1,551  
RELIEF CASES



\$1,894,925  
RELIEF DOLLARS



908  
EVICTIONS OR FORECLOSURES PREVENTED



571  
FAMILIES RECEIVED EMERGENCY UTILITY SUPPORT



3'887  
REFERRALS TO LOCAL COMMUNITY RESOURCES

## GENDER OF CALLERS

75% FEMALE

25% MALE

## FY 2019 SCHOLARSHIP IMPACTS

Awarded August 2018 for school year 2018/2019



300 TOTAL SCHOLARS  
COMPRISED OF  
79 NEW SCHOLARS &  
221 RENEWAL SCHOLARS



\$999,500  
TOTAL DOLLARS AWARDED



22%  
OF SCHOLARS WERE PROFESSIONALS WORKING IN THE FOOTWEAR INDUSTRY



118  
BRANDS IN 46 STATES

## STATEMENT OF FINANCIAL POSITION

FOR JUNE 30, 2019

### ASSETS

Cash and Cash Equivalents	\$263,611
Prepaid and Deferred Expenses	236,952
Contributions Receivable, Net	<u>1,807,909</u>
Total Current Assets	\$2,308,472
Fixed Assets	<u>\$2,063,293</u>

### OTHER ASSETS

Investments	\$35,569,367
Contributions Receivable, Net	<u>1,883,498</u>
Total Other Assets	\$37,452,865
Total Assets	<u>\$41,824,630</u>

### LIABILITIES AND NET ASSETS

Accounts Payable, and Accrued Liabilities	
Accounts Payable, Trade	\$181,835
Other Liabilities and Deferred Income	<u>627,931</u>
Total Current Liabilities	\$809,766

### OTHER LIABILITIES

Annuities Payable	\$48,116
Total Liabilities	\$857,882

### NET ASSETS

Board Designated	\$ 830,184
Unrestricted Net Assets	709,763
Permanently Restricted	<u>39,426,801</u>
Total Net Assets	\$40,966,748
Total Liabilities and Net Assets	<u>\$41,824,630</u>

## FINANCIAL INFORMATION

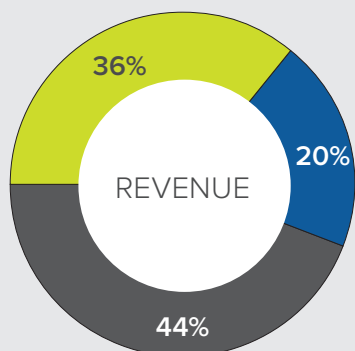
FOR JUNE 30, 2019

### REVENUE AND SUPPORT

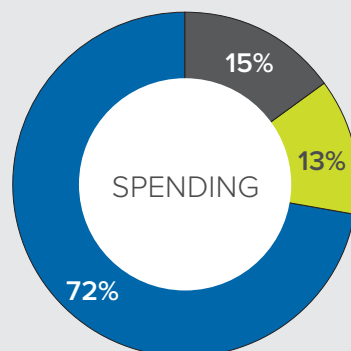
Annual Giving	\$1,271,888
Net Revenue from Special Events	2,739,940
Interest and Dividends	1,387,253
Allocated Investment Income	844,261
Other	355
Total Revenue and Support	<u>\$6,243,697</u>

### EXPENSES

Human Services	\$4,317,374
Membership and Education	305,591
Leadership Development/Public Awareness	<u>521,683</u>
Total Program	\$5,144,648
Management and Administration	\$1,054,644
Fundraising	<u>912,774</u>
Total Expenses	\$7,112,066
Change in Net Asset Before Other Changes	(868,369)
Other Changes	(416,203)
Change in Net Assets	(1,284,572)
Net Assets Beginning of Year	<u>\$42,251,320</u>
Net Assets End of Year	<u>\$40,966,748</u>



■ ANNUAL GIVING	20%
■ SPECIAL EVENTS	44%
■ SELF GENERATED REVENUE	36%



■ PROGRAM EXPENSES	72%
■ ADMINISTRATION	15%
■ FUNDRAISING	13%

# FY 2019 DONOR DIRECTORY

JULY 1, 2018-JUNE 30, 2019

Thank you to all of our generous donors. We have worked hard to confirm the accuracy of this donor directory which includes gifts made during fiscal year 2019 (July 1, 2018 – June 30, 2019) and we apologize for any errors you may find. Please contact [development@twoten.org](mailto:development@twoten.org) with any questions.

## MULTI-YEAR GIFTS\*

### SUSTAINING DONORS

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Thank you to the following donors who have made long-term commitments to ensuring the Two Ten Footwear Foundation is able to fulfill our mission to help footwear employees when they need it most.

**Caleres**

**The Lunder Family Foundation**

**Mason Companies, Inc.**

**New Balance Foundation**

**Shoes.com**

**Stella International**

**Weyco Group**

**Wolverine Worldwide**

\* All pledges are accounted for based on fiscal years

## \$100,000 - \$499,999

### TRUSTEE'S SOCIETY

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ALDO Group, Inc.

BBC International

Caleres

Dr. Bob Campbell

Michael Greenberg

New Balance Foundation

Skechers

Steven Madden

VF Corporation

Wolverine Worldwide

Zappos

## \$50,000 - \$99,999

### DIRECTOR'S SOCIETY

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ALTRA Footwear

Glenn and Midge Barrett

Martin Berman

Camuto Group

Sam and Libby Edelman

Foot Locker Foundation

Footwear Unlimited

Global Brand Group

Berkshire Hathaway Shoe Holdings

The Lunder Family Foundation

Marc Fisher Footwear

Micro-Pak Ltd.

Michael Mooney

Nordstrom

OrthoLite

Rack Room Shoes & Off Broadway Shoe

Warehouse

Shoes.com

Stella International

Diane Sullivan

Titan Industries

## \$25,000 - \$49,999

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ASICS America Corporation

Ariat International

Birkenstock USA

Blowfish Malibu

Burlington Coat Factory

Louise Camuto

Chinese Laundry

White Mountain by Connors

Consolidated Shoe Company  
Deckers Brands  
Designer Brands  
Earth, Inc.  
The Ellison Foundation  
Debbie Ferrée  
Fila  
Ron and Cheri Fromm  
Chris Gallagher  
Robert Goldman  
Kenneth Cole Productions  
Blake and Mary Krueger  
Lacoste  
Michael Kors  
Nike  
Pentland USA  
R.G. Barry Corporation  
Rosenthal and Rosenthal  
Ross Stores  
Shoe Carnival  
The TJX Companies  
WEYCO Group  
Yellow Box Corporation

### **\$10,000 - \$24,999**

Anonymous  
Adidas North America  
Apex  
The Atlanta Shoe Market  
Steven Bautista  
Synclair Brands  
Bearpaw  
Brookfield Properties  
Katie Butler & Dr. Chris Howes  
Giovanna Cipriano  
Clarks Americas  
Converse  
Elizabeth Cross  
Deer Stags  
Dillard's  
Downtown Locker Room

Dunion Industrial Limited  
Dynasty Group  
ECCO  
Eastland Shoe Company  
Eastman Group  
Eastmount Shoes  
Ever Rite International  
Farylrobin  
FN PLATFORM  
Fortune Dynamic, Inc.  
G-III Apparel Group, Ltd.  
Ken and Lucy Hicks  
Highline United LLC- Modern Shoe  
Susan Itzkowitz  
The Jay Group  
Kurt Geiger  
Kuru Footwear  
Nancy LaPann  
Macy's  
James Manges  
Mason Companies, Inc.  
Tracey McLeod  
Minnetonka Moccasin  
Robert Mullaney  
National Shoe Travelers Association  
O'Donovan Family Foundation  
Joe Ouaknine  
Properwell Shoes Manufacturing, Ltd.  
Puma  
Gregg and Polly Ribatt  
The Rockport Company  
Tom Romeo  
Edward Rosenfeld  
Saks Fifth Avenue  
Kevin and Carol Donahue  
Daniel and Barbara Schwartz  
Serena  
TIEM  
United Legwear & Apparel Co.  
Vida Shoes International

# FY 2019 DONOR DIRECTORY

JULY 1, 2018-JUNE 30, 2019

## **\$5,000 - \$9,999**

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ADJMI Apparel Group  
American Apparel & Footwear  
Association  
Amster, Rothstein & Ebenstein LLP  
Beijing Crespi Synthetic Leather Co., Ltd  
Capelli New York  
Carlos A. Castellon  
Century 21 Associates Foundation, Inc.  
Chainson Footwear, Inc.  
Terry C. Chen  
China Ease Enterprise Limited  
Cole Haan Holdings, Inc.  
Concord Printing Co.  
Consumer Exports Group, Inc.  
Coronet Synthetic Leather  
Dada Enterprises Private Ltd.  
DaDa Footwear  
Davis Wright Tremaine, LLP  
Dechert LLP  
Chris DeMoulin  
Dorsey & Whitney LLP  
East Mount Shoes Ltd  
EisnerAmper LLP  
E-Teen Company, Ltd.  
First Precise Trading Limited  
Funds2Org  
Genatt V, LLC  
Gibson, Dunn & Crutcher LLP  
Golden Chang Industrial Co., Ltd.  
Richard M. Graham  
Greg Goldstein Importer of FS Inc.  
Tarek Hassan  
High Vista Strategies LLC  
Christopher Howes  
Hua Jian Industrial Holding Co. Ltd.  
Hue Phong  
Impo International, Inc.  
ISA Tantec Limited  
J. Renee  
Howard & Lynn Jenkins  
Jones & Vining, Inc.  
Journey's Shoes  
Kai Hong Shoes Co., Ltd  
Douglas Koch  
Kohl's Dept. Store  
Matthew LaFargue  
Luen Thai USA  
Mark Tucker Inc.  
Matisse Footwear  
McPeak Wealth Management Group of  
Wells Fargo Advisors  
Modell's Sporting Goods  
Joel Oblonsky  
John O'Brien  
Okabashi Brands Inc  
Pajar Canada  
Pediluxe Footwear  
Puibright  
Right Rich Development Limited  
John W. Schmidt  
SEI Investments  
Michael Shirey  
Super Team Footwear LLC  
Tata Leather  
The Man Fai Group  
The NPD Group Inc  
Greg & Heidi Tunney  
Wha Nam Leather Ind. Co. LTD

## **\$2,500 - \$4,999**

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Richard & Barbara Ausick

Carol Baiocchi

Patrick Baylor

Chanty Shoes

CIT Group Inc.

Gregory Connors

Corky's Footwear

Dansko

Umberto De Marco

DongGuan Baoding Footwear Co., Ltd

Marcelle P. Duggan

E.S. Originals, Inc.

Foley & Lardner LLP

Fossil

Daniel Friedman

Honeywell Footwear

James E. Issler

Michael Jeppesen

Tom Kennedy

LeeWay International Company

Leverett Shoes, Inc.

Modapelle (HK) Limited

NCH Holdings Co., Limited

New Wing Addis Shoes Factory

Payless ShoeSource

Jim Pisani

Joseph Preston

Rag & Bone

Paula J. Reid

Sean Scales

Jake Schwartz

Cliff & Kathy Sifford

Skechers USA, Inc.

Josue Solano

Michael Stornant

William S. Susman

Tehchang Leather Products CO., LTD

Tong Hong

Tyche Leather Industrial Company, Ltd.

Vibram USA

Wei Feng Footwear Co. Ltd.

James Weinberg

Richard Woodworth

Yong Hong Ji (H.K) Shoes

# FY 2019 BOARD OF DIRECTORS

JULY 1, 2018-JUNE 30, 2019

## OFFICERS

### CHAIR

**Greg Tunney**  
President  
Hush Puppies  
Wolverine Worldwide

### VICE CHAIR

**Debbie Ferrée**  
President & Vice Chairman  
Designer Brands

### SECRETARY

**Larry Siff**  
Managing Director  
Neptune Advisors

### TREASURER

**Beth Cross**  
CEO & President  
Ariat

### PRESIDENT

**Neal Newman**  
Two Ten Footwear  
Foundation

**Michael Atmore**  
Editorial Director  
Footwear News

### Carol Baiocchi

**Glenn Barrett**  
Chairman & CEO  
OrthoLite

**Martin Berman**  
Managing Director  
Micro-Pak

**Katie Butler**  
SVP & GM Franco Sarto  
Caleres

**Robert Campbell**  
CEO & Founder  
BBC International

### Louise Camuto

**Giovanna Cipriano**  
SVP, Chief Accounting Officer  
Foot Locker

### David DiPasquale

**Jeff Espersen**  
VP, General Manager,  
Merchandising  
ZAPPOS.COM

**Jonathan Frankel**  
Senior Vice President  
ALDO Group

**Patrik Frisk**  
President & CEO  
Under Armour

**Kristin Frossmo**  
EVP/GMM Shoe Division  
Nordstrom

**Leslie Gallin**  
President, Footwear  
INFORMA

**Beverly Goldberg**  
Vice President  
Florsheim

**Rick Graham**  
SVP, Domestic Sales  
Skechers USA

**Dave Grange**  
SVP, Footwear  
Lacoste USA

**Sofia Haberman**  
GVP/DMM  
Macy's

**Jim Issler**  
CEO & President  
H.H.Brown

**Susan Itzkowitz**  
President  
Marc Fisher Footwear

**David Jay**  
Chairman  
The Jay Group

**David Kahan**  
CEO  
Birkenstock Americas

**Blake Krueger**  
Chairman, CEO & President  
Wolverine Worldwide

### Gene McCarthy

### Robert McHugh

**Tracey McLeod**  
CEO  
TIEM Athletic

**Danny Muskat**  
SVP, Strategic Business  
Development  
Deer Stags Concepts

**Tsering Namgyal**  
Group President  
Chinese Laundry

**Philippa Newman**  
President Accessories  
& Footwear  
Michael Kors

**Joel Oblonsky**  
CEO  
Titan Industries

**Joe Ouaknine**  
Chairman  
Titan Industries

**Jim Pisani**  
Global Brand President  
Timberland

**Joe Preston**  
President & CEO  
New Balance

**Gregg Ribatt**  
CEO  
The Rockport Group

**Liz Rodbell**  
Group President  
Retail, Accessories &  
Licensing  
Steve Madden

**Carrie Rubin**  
President  
Pentland USA

### Jim Salzano

**Clifton Sifford**  
CEO & President  
Shoe Carnival, Inc.

**Diane Sullivan**  
CEO, Chairman & President  
Caleres

**Tom Tarica**  
President, Private Brands  
Jimlar/LF USA