

Saks Fifth Avenue

FOUNDATION

IMPACT REPORT

FISCAL YEAR 2020

A MESSAGE FROM

RICHARD BAKER

President, Saks Fifth Avenue Foundation Board



There is no doubt that we will forever remember 2020 as a year that challenged the world in unforeseen ways. As we look back, we are proud of the ways in which Saks Fifth Avenue, its employees and its partners joined together to support our communities through our Foundation.

Building on three years of dedication to raising awareness of mental health issues, the Saks Fifth Avenue Foundation accelerated its efforts in the face of the COVID-19 pandemic with emergency grants to organizations on the frontlines. Furthermore, to ensure that communities of color and other populations uniquely affected by mental health issues received critical access to care, our grants to

our expert nonprofit partners prioritized support to those individuals and families most in need.

Last year was the largest grant-making year in our Foundation's history. This impact report is just a snapshot of the incredible and amazing work that your donation has helped to achieve in supporting mental health in our most vulnerable communities. These results would not have been possible without crucial donations from organizations like yours. Thank you for your continued dedication to the Saks Fifth Avenue Foundation. We look forward to continuing our work for many years to come.

2020 BY THE NUMBERS

\$1.8+
MILLION
delivered in grants

\$1+
MILLION
invested in mental
health initiatives

470,000+
individuals reached with
direct mental health support

65+
high schools and colleges
supported with programming
to create policies, practices
and conversations to promote
positive mental health outcomes

OUR MISSION

The Saks Fifth Avenue Foundation is committed to making mental health a priority in every community by:

Increasing awareness and education

We invest in initiatives that foster conversations and support educational programs that break down the stigma of mental health issues.

Building protective factors

We fund organizations that strengthen the attitudes, behaviors and relationships that build the basis for mental health.

Improving access to care

We support organizations that are increasing the availability of resources to address mental health issues when and where they are needed most.

Reaching underserved communities

We are focusing our support on those communities that are uniquely affected by mental health issues.



PHOTO COURTESY OF NEWYORK-PRESBYTERIAN HOSPITAL

RESPONDING TO THE COVID-19 PANDEMIC

2020 was a year like no other. The Saks Fifth Avenue Foundation stepped up to respond to both the urgent hospital needs driven by COVID-19 in New York City, and the mental health needs of youth as school doors closed and children found themselves disconnected from their school communities.

\$850,000 in emergency grants was delivered in response to the COVID-19 crisis—helping New York City hospitals provide emergency care, purchase PPE and help our mental health partners bring their programs and services online so they could continue to support communities virtually.



PHOTO COURTESY OF COLUMBIA UNIVERSITY IRVING MEDICAL CENTER

NewYork-Presbyterian Hospital

COVID-19 Patient Care Fund

The Saks Fifth Avenue Foundation's donation supported general patient care needs, including the purchase of ventilators and personal protective equipment, additional clinical staff hires and capacity expansion. NewYork-Presbyterian's frontline team cared for more COVID-19 patients than any other hospital in the city, and continues to be on the forefront of care during this critical time.

Columbia University Irving Medical Center

COVID-19 Emergency Response Fund

The Foundation's grant not only supported an increase in ICU capacity and purchase of critical equipment, but it also supported the overall well-being of frontline physicians as they faced the extraordinary stress of the pandemic.

Bring Change to Mind

High School Clubs

Bring Change to Mind is a leading mental health nonprofit dedicated to encouraging dialogue about mental health while raising awareness, understanding and empathy. The Saks Fifth Avenue Foundation continued to support the organization's High School Clubs in New York City—creating a positive environment to promote mental health discussions and acceptance at schools. In 2020, our donation helped create virtual programs for high school students aimed to reduce isolation and keep them connected and supported.

More than 580 high school students were enrolled in 49 high school clubs across New York City.

The Saks Fifth Avenue Foundation grant increased the scale of these clubs by 75% among the schools most in need.

78% of Saks Fifth Avenue Foundation grantee schools received Title 1 funding.

80% of students report BC2M has led to more conversations about mental health in their schools.



PHOTO COURTESY OF BRING CHANGE TO MIND



The Frank Sinatra School of the Arts Mental Health Club has impacted our school community. The student-led club is a space for students to speak out and have a voice about their mental health and the stress they are encountering. The Mental Health Club has created a virtual space of trust and understanding. A safe space for students to be heard, seen and valued for who they are as a person. Because students feel safe in the space, they share [thoughts] and support one another. The club members also promote mental health awareness at FSSA.



—Jacqueline Pridgen, Assistant Principal & BC2M Club Advisor at FSSA in Queens, NY

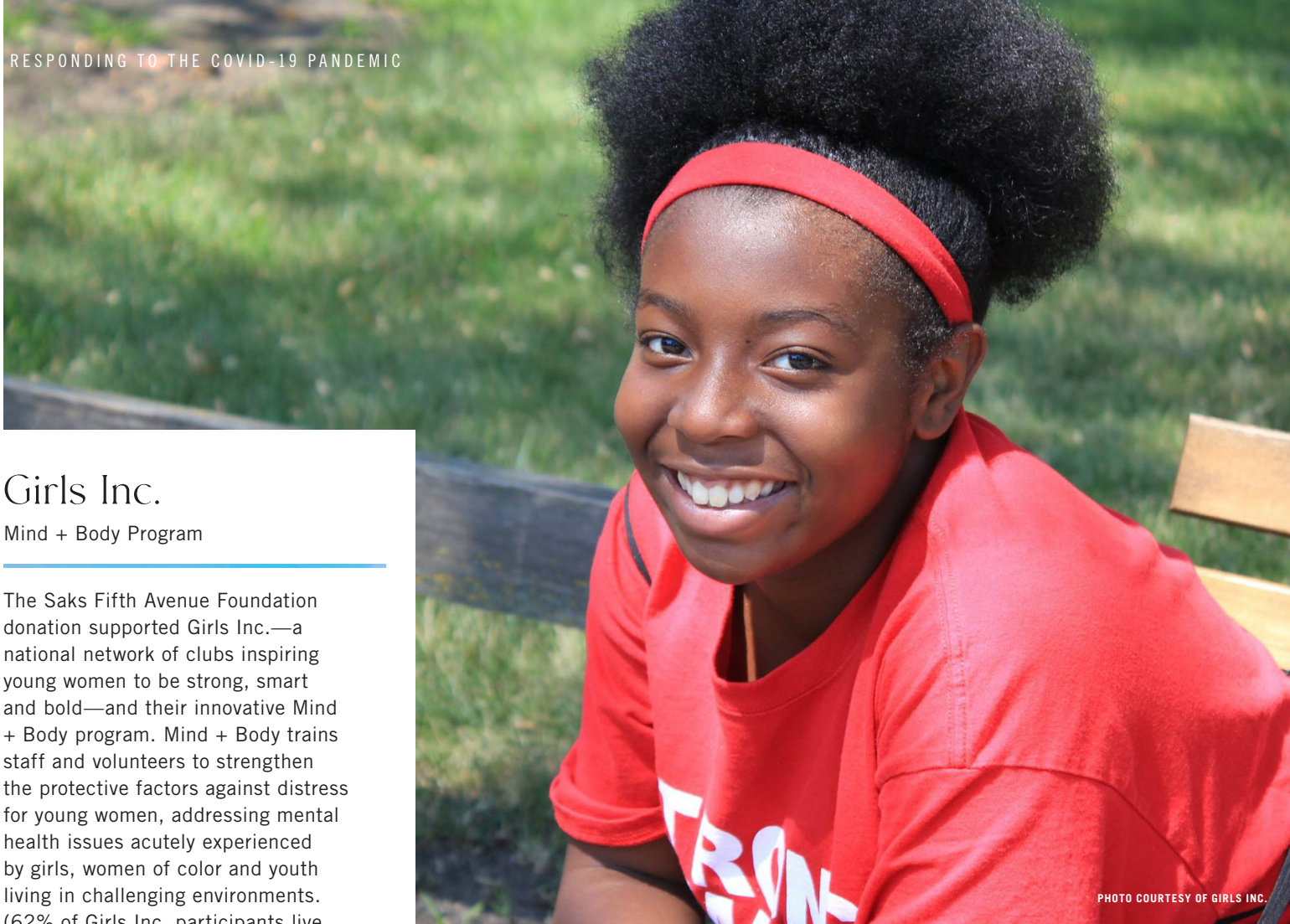


PHOTO COURTESY OF GIRLS INC.

Girls Inc.

Mind + Body Program

The Saks Fifth Avenue Foundation donation supported Girls Inc.—a national network of clubs inspiring young women to be strong, smart and bold—and their innovative Mind + Body program. Mind + Body trains staff and volunteers to strengthen the protective factors against distress for young women, addressing mental health issues acutely experienced by girls, women of color and youth living in challenging environments. (62% of Girls Inc. participants live in households earning \$30k a year or less.) In 2020, our donation supported the expansion of virtual resources in the absence of in-person programs, as well as resources for social and emotional support for girls affected by the pandemic.

More than 15,000 girls participated in Mind + Body programming in 48 Girls Inc. affiliates.

Our donation enabled affiliates across the country to offer local mental health activities, such as counseling services and workshops on body image, stress management, social-emotional learning and more.



In the midst of uncertainty and upheaval, the Girls Inc. network pivoted quickly to meet the needs of girls, many of whose situations were already fragile. We understood how critical it was to maintain a sense of community, providing girls with a safe space to share their experiences and feelings, and resources and support to navigate the challenging times. Fostering positive mental health has always been part of our work, and last year’s experiences validated the necessity of that focus.



—Stephanie Hull, Ph.D., President & CEO, Girls Inc.

INVESTING IN MENTAL HEALTH

While the physical effects of the COVID-19 pandemic were front and center, the psychological pressure was undeniable. Anxiety about the virus and isolation from ongoing social distancing were far too common experiences nationwide. 2020 also brought racial inequities into stark relief. This further highlighted the emotional trauma within communities of color, and weighed heavily on us all. 2020 was a year where the need for mental health resources had never been more urgent. The Saks Fifth Avenue Foundation responded by investing in the organizations that are promoting mental health strategies for communities most in need of support, including youth, communities of color, the LGBTQ+ community and more.

The Inspiring Children Foundation

Jewel Never Broken Program

The Saks Fifth Avenue Foundation donation expanded the reach of the Inspiring Children Foundation's Jewel Never Broken program, developed by Grammy-nominated singer and New York Times best-selling author, Jewel, to serve at-risk youth with online and in-person physical, emotional and mental health programming. The services emphasize mindfulness and meditation, trauma-informed care, recovery and therapy discussions.

More than 250,000 people engaged directly with the Jewel Never Broken program's online physical, emotional and mental health efforts.

The program reached more than 1.6 million website viewers, spreading positive messages about mental health and support.

“

Every day I couldn't wait to go into the Jewel Never Broken program at the Inspiring Children Foundation. Here, I learned how to have meaningful conversations, to open up and be honest about my struggles, how to feel right from eating right, and using mindfulness. I discovered how important every life choice is and how we can feel better by making better choices.

—Cherrial Odell,
Jewel Never Broken student

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PHOTO COURTESY OF THE INSPIRING CHILDREN FOUNDATION

The Jed Foundation

JED High School Program

The Saks Fifth Avenue Foundation supported the launch of the JED High School Program, bringing their unique expertise in preventing suicide and promoting mental health to high schools across the country. The program provides schools and districts with a framework to support and improve student mental health, reduce the risk for suicide, and prepare students emotionally for the transition out of high school and into young adulthood.

The Saks Fifth Avenue Foundation grant supported the scale of the JED High School program to 16 new cities through the introduction of high school programs at 20 local schools.

More than 18,000 students were directly served through the programming and policies established in these high schools, and more than 640,000 individuals were reached through the Set to Go online mental health portal, housing resources developed to equip high school students in the transition to college.



We just started working with JED [last] fall, and it has been a terrific experience. They have been adept at tailoring their support to the needs of our school, which has been especially useful during these strange and unprecedented times.

—Tracy Schaffzin,
School Counselor,
The Clinton School,
New York, NY



PHOTO COURTESY OF THE TREVOR PROJECT

The Trevor Project

Crisis Intervention and Suicide Prevention Services for LGBTQ Youth

To support in Trevor’s lifesaving services, the Saks Fifth Avenue Foundation donation helped to scale the impact of Crisis Services for LGBTQ youth with more staff, volunteers and technology to improve efficiency and reduce wait times for youth in crisis, who are almost 5x more likely to contemplate suicide than their heterosexual peers.

More than 188,000 LGBTQ youth received crisis services, up 67% from the previous year.

The Saks Fifth Avenue Foundation helped support the training of more than 1800 digital volunteers (up over 70% from years prior) to support the scale of Trevor’s volunteer base.



I can’t express enough how excited I am to be a part of the team. I would not be in this position had it not been for the outstanding support and high-caliber training you and the team offered. You all are so exceptional. While it has been very rigorous and challenging, it has also been so incredibly enriching and enjoyable.

—Volunteer Trainee,
The Trevor Project



NewYork–Presbyterian Youth Anxiety Center

The Maya App

In collaboration with Weill Cornell Medicine and the Columbia University College of Physicians and Surgeons, NewYork-Presbyterian’s Youth Anxiety Center advances effective ways of diagnosing, treating and helping teens and young adults living with anxiety disorders through research, treatment and education. The Saks Fifth Avenue Foundation grant supports their development of Maya, an app to increase positive treatment outcomes and healthier lifestyles for youth with anxiety disorders. Maya delivers the most effective treatment for youths with anxiety disorders—Cognitive Behavioral Therapy (CBT)—in a format that is readily accessible and familiar to young people.

The Saks Fifth Avenue Foundation grant supported the first two phases of the app’s development in which adolescents and young adults suffering from anxiety are participating in a clinical trial to allow for a better understanding of the efficacy of different forms of engagement with the app.

In the next phase of development, the pilot study results will be integrated into a modular application design expected to launch this summer. The Saks Fifth Avenue Foundation is committed to funding this app through its full launch and distribution.



It’s nice to have an outlet to track and better understand things that make me anxious.

—Maya clinical trial participant



Columbia University Department of Psychiatry

Saks Fifth Avenue Foundation Research Fund

With the continuation of the Foundation’s 2019 gift, our donation provided support for three research awards to improve the etiology, prevention and treatment of depression through:

Facilitating collaboration between basic and human research to toward treatments

Applying innovative basic, clinical and translational approaches

Using big data and technological approaches for advancing the understanding of depression

Grants were made to support the following studies:

Enhancing Resilience with Behaviorally Driven Reward Circuit Stimulation

Identifying the Effects of Ketamine on Neural Cell Type Specific Signaling Pathways

Understanding the Behavioral Efficacy of Tianeptine in a Model of SSRI-Resistance

The Saks Fifth Avenue Foundation’s support of these researchers aids both their efforts today and future potential. In 2020, thanks to the research collected from the 2018 pilot grant given through the Saks Fifth Avenue Foundation Columbia research grant, Dr. Randy Auerbach’s project received a \$2.5 million grant from the National Institute of Mental Health (NIMH) to further his research on how to improve the short-term prediction of suicidal behavior in mood disorders.

ADDITIONAL CHARITY PARTNERS

In addition to the previous investments, the Saks Fifth Avenue Foundation also funded:

Breast Cancer Research Foundation (BCRF)

Crisis Text Line

Fountain House Gallery

National Down Syndrome Society

Project Extreme

RISE

TSC Alliance

Waterside School

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*Please note that listed donors reflect payments received and processed between February 2020 and January 2021. All other donations will be reflected in the 2021 Saks Fifth Avenue Foundation Impact Report.

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