

Saks Fifth Avenue

FOUNDATION

IMPACT
REPORT

FISCAL YEAR 2021



A MESSAGE FROM

RICHARD BAKER

President, Saks Fifth Avenue Foundation Board

Five years ago we embarked on our journey to make an impact on mental health, and today, we feel just as passionate about supporting this cause, which has increasingly become top-of-mind for so many. Our mission has remained focused on this important and timely issue, and we've seen the pivotal role that understanding, awareness and access to mental health care can play as we respond to crises and live our daily lives.

We're proud to share that with the support of partners like you, since our founding in 2017 we've been able to invest more than \$5.6 million in mental health initiatives, reaching

more than 6.6 million people with direct support. Additionally, 70% of our funds provide direct support to individuals in underserved communities.

This impact report is just a snapshot of the incredible work that your donation has helped to achieve in supporting mental health in our most vulnerable communities. Thank you for your continued dedication to the Saks Fifth Avenue Foundation. We look forward to continuing our work for many years to come.

A handwritten signature in black ink that reads "Richard".



PHOTO COURTESY OF THE TREVOR PROJECT

OUR MISSION

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

Increasing awareness and education
We foster conversations and support educational programs that break down the stigma of mental health issues.

Improving access to care
We're increasing the availability of resources to address mental health issues when and where they are needed most.

Building protective factors
We're strengthening the attitudes, behaviors and relationships that build the foundation for mental health.

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

2021 BY THE NUMBERS

With your support, the Saks Fifth Avenue Foundation made a considerable impact last year.

\$1.45+
MILLION

Delivered in grants

\$1.15+
MILLION

Invested in mental health initiatives

109,000+

Individuals reached with direct mental health support

70%+

Of grants support underserved communities

28

High schools supported with programming to create policies, practices and conversations to promote positive mental health outcomes

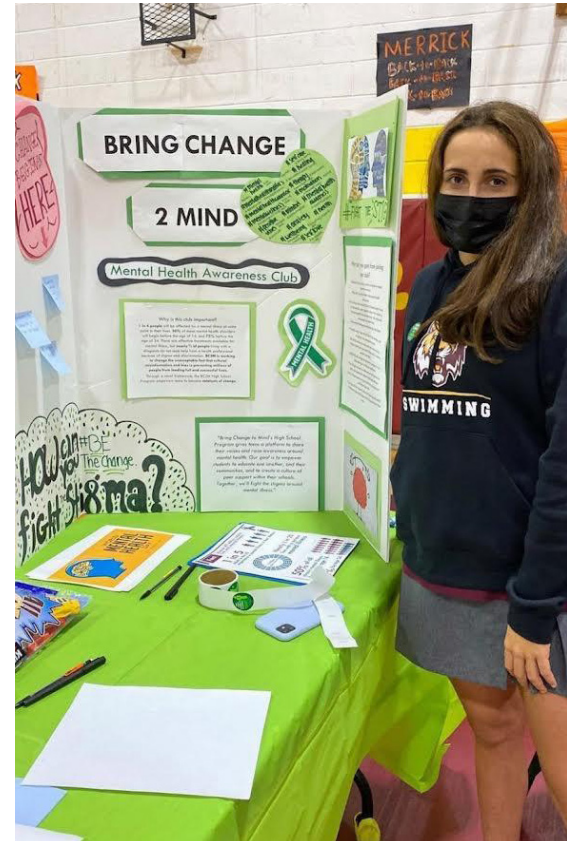
FUNDING

MENTAL HEALTH

As the effects of the Covid-19 pandemic continued to highlight the heightened need for mental health resources, the Saks Fifth Avenue Foundation continued its investment in organizations promoting mental health strategies for communities most in need of support, including youth, communities of color, the LGBTQ+ community and more.



PHOTOS COURTESY OF BRING CHANGE TO MIND



Bring Change to Mind

High School Clubs

Bring Change to Mind (BC2M) is a leading mental health nonprofit dedicated to encouraging dialogue about mental health while raising awareness, understanding and empathy. In 2021, the Saks Fifth Avenue Foundation's funds supported and sustained the organization's evidence-based high school clubs in the New York City region, fostering meaningful conversations, strengthening a network of peer support within school communities and helping students build resilience and gain new perspectives around mental health.

More than 340 high school students were enrolled in 28 high school clubs across New York City.

74% of Saks Fifth Avenue Foundation grantee schools received Title 1 funding.

Over 80% of the students supported self-identify as BIPOC.

"The BC2M Club has allowed me to bring changes to my school community. We've changed many people's perspectives on mental health and educated them on how to talk about it openly and respectfully. We now have conversations to advocate for the normalization of mental health awareness."

Cora Lynn Mundy from Staten Island Academy in Staten Island, NY



PHOTO COURTESY OF GIRLS INC.

Girls Inc.

Mind + Body Program

With support from the Saks Fifth Avenue Foundation, Girls Inc.—a national network of local affiliates inspiring young women to be strong, smart and bold—was able to enhance the social and emotional learning support it provides for girls in grades K–12 and implement its Mind + Body program, which helps girls develop healthy habits and learn to manage stress.

More than 20,000 girls participated in Mind + Body programming facilitated by Girls Inc. local affiliates.

82% of the girls served identify as girls of color and 57% of them came from households earning \$30,000 or less.

17 locally developed socio-emotional learning activities were shared with the full Girls Inc network, reaching more than 70,000 girls.

“Girls often intuitively know that their bodies and minds are connected. When something feels off, they’ve learned strategies to address the feeling from both a physical and emotional perspective so they can bring themselves back.”

Marlena Candelario Romero, Girls Inc. of Greater Miami Lead Facilitator

“When I look in the mirror, I see a beautiful, confident, smart girl.”

Kiara, Girls Inc. of Greater Miami 5th Grade Participant

NEVER BROKEN LOUNGE



PHOTO COURTESY OF INSPIRING CHILDREN FOUNDATION

Inspiring Children Foundation

Jewel Never Broken and Inspire House

The Saks Fifth Avenue Foundation's 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. Our funds also supported the online mental health community Inspire House, which provides free educational and mindfulness-based programming on the streaming platform Twitch.

More than 87,000 young people subscribed to the Jewel Never Broken online mental health program.

More than 1.5 million people viewed mindfulness-based educational programming through the online mental health community Inspire House.

More than 400 hours of mental health educational programming was streamed live.

"I was so lucky to have found the Inspiring Children Foundation—they provided me with the tools, support and wisdom to heal and transform myself."

Cherrial Odell, Jewel Never Broken Program Participant



PHOTOS COURTESY OF THE TREVOR PROJECT



The Trevor Project

Crisis intervention and suicide prevention services to LGBTQ youth

To support Trevor's lifesaving services, the Saks Fifth Avenue Foundation donation empowered The Trevor Project to reach more LGBTQ young people with life-saving counseling than ever before. With our grant, The Trevor Project expanded staff and volunteer teams to support LGBTQ youth 24/7, 365 days a year. Our grant was invested in innovative solutions that will allow The Trevor Project to scale efficiently, effectively and sustainably, unlocking exponential growth in their volunteer base with customized artificial intelligence simulators that allow newly trained volunteers to put their skills into practice.

We also supported the expansion of suicide prevention services, including the fourth annual survey on LGBTQ youth mental health, educational

resources to LGBTQ youth and allies, and growing the safe space social networking site for LGBTQ youth around the world.

Our grant directly helped to support more than 1100 LGBTQ youth in crisis via free, confidential 24/7 counseling.

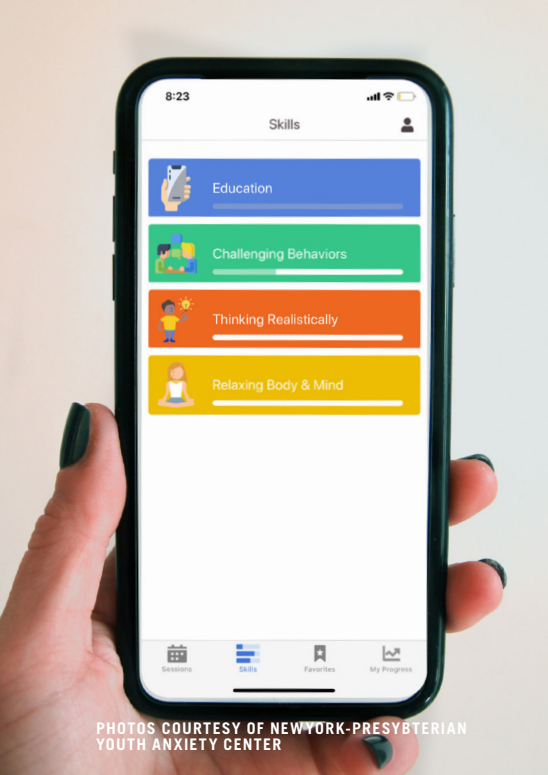
During the term of our grant, The Trevor Project reached more than 185,000 crisis contacts—a 42% increase from the same period the previous year.

45% of crisis contacts identified as youth of color.

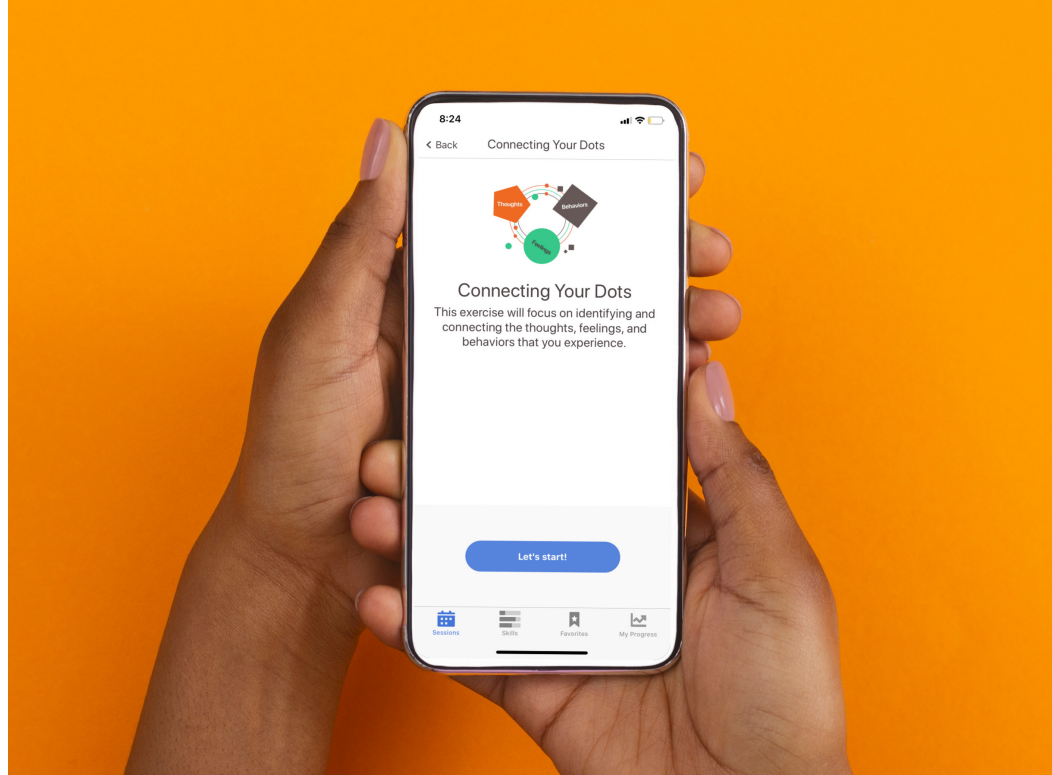
More than 600 volunteers were trained as crisis counselors from August 2021 to January 2022.

"The Trevor Project's mission to end LGBTQ youth suicide is more urgent than ever—our research found that 45% of LGBTQ young people seriously considered attempting suicide in the past year. The Saks Foundation's continued support enables us to train a record number of crisis counselors, protect young people against harmful anti-LGBTQ legislation and expand our life-saving digital crisis services internationally."

Shira Kogan, Director of Corporate Partnerships at The Trevor Project



PHOTOS COURTESY OF NEWYORK-PRESBYTERIAN YOUTH ANXIETY CENTER



NewYork–Presbyterian Youth Anxiety Center

Maya

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 youth with anxiety disorders—Cognitive Behavioral Therapy (CBT)—in a format that is readily accessible and familiar to young people.

This year’s Saks Fifth Avenue Foundation grant supported the launch of an introductory version of the Maya app available to the public in the Apple app store, and continued clinical trials assessing the efficacy of the app in youth with anxiety.

Preliminary results show promising results, with both anxiety and depression symptoms decreasing by approximately 50% from baseline to the end of the six-week app intervention.

In the next phase of development, the Maya app will be released to all individuals served through NewYork-Presbyterian’s Youth Anxiety Center clinics.

“[The app] helped me understand how and why my thoughts made me feel anxious, and I was able to ground myself.”

Maya App User

Columbia University Department of Psychiatry

Saks Fifth Avenue Foundation Research Fund

In its fourth year receiving funding from the Saks Fifth Avenue Foundation, Columbia Psychiatry continues to make game-changing advances in the diagnosis and treatment of depression to better serve communities uniquely affected by mental health issues. To date, support

from the Saks Fifth Avenue Foundation has allowed Columbia Psychiatry to launch **14 pilot research projects**.

Research funds from the Saks Fifth Avenue Foundation have allowed

Columbia Psychiatry early and mid-stage researchers to collect pilot data that has led to **more than \$7 million dollars in federal funding** from the National Institutes of Health to continue these lines of research.

PROGRAMS SUPPORTING

MENTAL HEALTH IN DIVERSE COMMUNITIES

As part of our mission to make mental health a priority in every community, in 2021, we sought out organizations with unique and innovative programs in diverse communities. Our support enabled these organizations to launch new initiatives to support the mental health of those they serve.

Black Emotional and Mental Health Collective (BEAM): BEAM's mission is to remove the barriers that Black people experience in accessing or staying connected with emotional health care and healing through education, training, advocacy and the creative arts. Our grant contributed to BEAM's Black Wellness Innovation Fund, which supports innovative work such as Black-owned and -led mental health treatment centers that center disability and healing justice, Black-led peer and village support groups for individuals living with mental health conditions or those who are survivors of distress and trauma and more.

Lower Eastside Girls Club: The Lower Eastside Girls Club amplifies the inner power of young women and gender-

expansive youth in New York City through free, year-round innovative programming. Saks Foundation funding supported in-person events and programs for the Girls Club's recently launched Center for Wellbeing and Happiness, providing programs such as counseling, family support, job training, movement and mindfulness for the community at large, where all generations and genders can become members for free. Class offerings are focused on supporting the underserved Black and Brown community of the Lower East Side, where medical and self-care feels like a luxury.

Apex for Youth: Apex for Youth delivers possibilities to underserved Asian and immigrant youth from low-income families in NYC. Apex is looking to expand their services—they're currently focused on academic, after-school and mentorship programs for youth—to incorporate mental health programming. Our 2021 grant funded the salary of a youth social worker to address the growing mental health needs of Apex's partner schools.

Mental Health Coalition: The Mental Health Coalition is a coalition of organizations, brands and individuals who have joined forces to end the stigma surrounding mental health and to change the way people talk about and care for mental illness. MHC creates "roadmaps" and educational toolkits on specific mental health topics. These resources have significant reach through their partner network and channels, but they're only available in English. The Saks Fifth Avenue Foundation grant funded MHC's efforts to translate their mental health guides to Spanish, with the assistance of bilingual mental health professionals. This will allow MHC to reach a large audience that is underserved, including the 13% of the U.S. population who speaks Spanish at home and the more than 41 million people in the U.S. who speak Spanish as their first language.



PHOTO COURTESY OF INSPIRING CHILDREN FOUNDATION

ADDITIONAL NONPROFIT INVESTMENTS

In addition to the above mental health initiatives, the Saks Fifth Avenue Foundation also funded:

Disaster Relief Initiatives

Second Harvest Food Bank of NOLA
Houston Food Bank
San Antonio Food Bank

Social Justice

The Social Justice Center at FIT

And More

Breast Cancer Research Foundation
Americas Future Through Academic Progress, Inc.
92nd Street Y
Physicians for Human Rights
Make-A-Wish America

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*Please note that listed donors reflect payments received and processed between February 2021 and January 2022. All other donations will be reflected in the 2021 Saks Fifth Avenue Foundation Impact Report.

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