

COMMERCE

Nordstrom gives back with gift cards

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Nordstrom Instalog image

By STAFF REPORTS

Department store chain Nordstrom is letting consumers give back through their gift card purchases through a new donation program.

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Now, when consumers buy gift cards, 1 percent of the amount will be given to local nonprofits in the United States, Puerto Rico and Canada. The new initiative is launching right before Mother's Day, enabling consumers to gift with good conscience.

Corporate philanthropy

The funds Nordstrom earmarks will go toward both its corporate contributions and the upcoming launch of its Employee Charitable Match program. Starting this summer, those who have been with the company for at least a year may have up to \$5,000 per year to match their own donations to approved nonprofits.

For the past 40 or so years, Nordstrom has given cash grants to hundreds of organizations. These range in the causes they support, but the retailer particularly gets involved with efforts surrounding youth empowerment and childcare.



Nordstrom scholarship recipient Emily Sanchez

Nordstrom previously partnered with clothing donation Web site Fashion Project that resells high-end clothing for charity.

When consumers donate their designer apparel and accessories to Fashion Project, they can receive a \$40 Nordstrom gift card. With this partnership, Nordstrom is able to reach socially-conscious fashionistas and further its own charitable efforts ([see story](#)).

In a brand statement, Jamie Nordstrom, president of stores for Nordstrom, Inc., said, "Giving back to the communities we serve has long been a tradition for us here at Nordstrom. Tying our company's commitment to giving back to our gift cards is a great way for us to further demonstrate to our customers, our employees and those who receive a Nordstrom gift card that we are a company that is invested in the long term health of our communities.

"We can't wait to see how our efforts are making an impact, hopefully for years to come."

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