

EVENTS/CAUSES

The RealReal diversifies charitable giving with week-long effort

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Instagram image from The RealReal

By STAFF REPORTS

Luxury consignment marketplace The RealReal is raising awareness and funds for seven different charities through a week-long gifting campaign.

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The second annual "7 Days of Giving," beginning Dec. 1, will see proceeds go to a diverse list of beneficiaries, including those that focus on children, art therapy and wildlife. Having this array of causes included in this effort will allow The RealReal to have a more widespread impact.

Gifting for a cause

The RealReal's campaign began with Baby2Baby, an organization that donates essentials such as diapers and clothing to children aged 0 to 2 growing up in low-income households.

Each day, the charity receiving proceeds of sales will change. Day three will support DrawBridge, a nonprofit that uplifts homeless and at-risk children through art programs. The final day will be for WildAid, which has the goal of eradicating illegal wildlife trading.



Mural created by children in DrawBridge

Other beneficiaries include St. Jude Children's Research Hospital and Each One Counts, both devoted to helping children with serious illnesses.

"The RealReal has always been dedicated to supporting philanthropic endeavors, so for us to establish a formal program like 7 Days of Giving is a huge honor for the company and for me personally," said The RealReal CEO and founder Julie Wainwright in a statement. "It allows us to not only donate to new and established charities in need but to also help shed a light on their cause to our vast member-base in hopes that other people will join in their mission. We're thrilled about our lineup of charities this year and can't wait to see this program evolve and continue for many

years to come."

Charitable causes are a high priority during the holiday season, as retailers look to boost sales and help others at the same time.

Once again, the high-end boutiques that line New York's Madison Avenue are planning to pool together proceeds from a philanthropic night of holiday shopping to benefit The Society of Memorial Sloan Kettering Cancer Center.

For the past 29 years, consumers in the area have gathered on Madison Avenue to revel in the "Miracle on Madison Avenue" holiday celebration, and for the last four years, neighborhood boutiques have raised money for Sloan Kettering during this time. Although many consumers are likely to shop for the holidays on a Saturday afternoon, the added incentive to help others in need may spur additional purchases ([see story](#)).

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