

RETAIL

Nordstrom targets \$1M in holiday philanthropy with four partners

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U.S. department store chain Nordstrom believes in giving back to local communities where it has stores. Image credit: Nordstrom

By STAFF REPORTS

Department store chain Nordstrom will continue its charitable trend over the holidays by partnering with Children's Miracle Network Hospitals, the Good+Foundation, Big Brother Big Sisters of America and Big Brothers Big Sisters of Canada.

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The Seattle-based retailer aims to raise more than \$1 million for these nonprofits over the holiday season with contributions from customers and employees. The announcement was made today, known as Giving Tuesday.

"Historically, Nordstrom selects one charitable partner for the holiday season that aligns with our commitment to give back to nonprofits that care for kids and empower youth," said Scott Meden, chief marketing officer of Nordstrom, in a statement. "This year, we've expanded that commitment to include three organizations.

"These organizations provide valuable services and support in each of the communities where we do business," he said. "This holiday season, our customers and employees are coming together to give a gift that will help kids across the country."

Founded in 1901, Nordstrom has 380 stores in the United States, Canada and Puerto Rico.

Take and give

Most of Nordstrom's charitable efforts are focused on youth empowerment, supporting children and caring for families.

The company supported 600 organizations last year with \$12 million in charitable giving in the communities where it operates.

Nordstrom's charity drive this holiday season runs through Dec. 31.

For example, customers can support local Children's Miracle Network Hospitals by contributing or buying a giving tag at Nordstrom stores in the U.S. and Canada. The funds will help support 170 hospitals within that network that treat 32 million children each year.

Similarly, customers can "Sponsor-a-Moment" at Nordstrom Rack or NordstromRack.com in support of Big Brothers Big Sisters in North America. They can buy a donation card at checkout, with all proceeds going toward mentorship efforts.

Meanwhile, among other efforts, **Nordstrom** is hosting Santa Breakfasts this month in 30 stores across the U.S. on select Saturdays to help its charity partners as part of the holiday fundraising commitment.

THE FUNDRAISING goals announcement came the same time as Nordstrom inked a deal to host cosmetics maker Glossier via pop-ups in seven stores across the U.S., including New York, Seattle, Chicago, Washington, Santa Anita, CA, and Houston and Dallas, both in Texas.

First reported in WWD, the Glossier pop-ups will remain open through Feb. 16, after a similar experiment in London. As Glossier founder/CEO Emily Weiss mused in the article, most fragrance sells where other fragrance sells. That location, she acknowledged to WWD, was department stores.

Nordstrom's This is Giving effort

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