

NONPROFITS

Saks Fifth Avenue Foundation donates \$600K to support mental health in times of COVID-19

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The Saks Fifth Avenue Foundation is donating funds to select charities that will offer mental health help as New Yorkers, particular school-goers, are traumatized by the COVID-19 outbreak. Image credit: Saks Fifth Avenue Foundation

By LUXURY DAILY NEWS SERVICE

The Saks Fifth Avenue Foundation is making a \$600,000 emergency grant to support patient care and offer funding to charitable partners as they tackle mental health needs in response to the COVID-19 coronavirus outbreak.

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The foundation has donated to the New York-Presbyterian, Bring Change to Mind and Girls Inc. These organizations have reported a higher need for mental health services and resources during this pandemic and era of uncertainty, particularly in the wake of school closures.

"Now is the time to stand together to support our community, our customers and all those affected both physically and mentally by the COVID-19 pandemic," said Marc Metrick, president of Saks Fifth Avenue, New York, in a statement.

"Whether it's medical workers on the frontlines, hospitals that require more essential supplies and resources, or those experiencing stress or anxiety about the virus, we know donations through the Saks Fifth Avenue Foundation will provide vital relief to those in need during this challenging and uncertain time," he said.

Mind over matter

The **foundation** is aligned with Toronto-based **HBC's Saks Fifth Avenue department store chain** that has been shut in North America for a few days as a precaution against the spread of COVID-19 and to protect employees, vendor staff and customers.

Of the breakdown, \$250,000 goes to the New York-Presbyterian COVID-19 Patient Care Fund to support general patient care needs including the buying of ventilators and personal protective equipment, hiring of additional clinical staff and capacity expansion.

Another \$200,000 is earmarked for Bring Change to Mind to help create virtual programs for high school students

that seek to cut isolation and keep these youngsters connected and supported.

The final tranche of \$150,000 goes to Girls Inc. for the expansion of virtual resources to offer programming to girls in the absence of their in-person program. The funding will also provide resources for social and emotional support for girls affected by the pandemic once face-to-face interactions can resume.

THE MOVE COMES soon after Saks Fifth Avenue March 18 dedicated windows on its Saks Fifth Avenue New York flagship location to thanking New Yorkers and organizations on the frontlines of the COVID-19 pandemic.

The windows aim to encourage the local community to support organizations serving low-income and food insecure New Yorkers, particularly children, elderly and those with medical challenges ([see story](#)).

Among the featured organizations are Blessings in a Backpack, Citymeals on Wheels, Crisis Text Line, Food Bank for New York City, God's Love We Deliver, New York Cares, No Kid Hungry, Robin Hood Foundation Relief Fund, and United Way of New York City COVID-19 Community Fund.

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