

NONPROFITS

Tiffany & Co. commits \$1M to WHO, New York Community Trust for COVID-19 relief

April 6, 2020

We hold our communities close to our hearts.

Today, The Tiffany & Co. Foundation stands with our local and global communities in the fight against COVID-19, with donations to the COVID-19 Solidarity Response Fund for the World Health Organization powered by the UN Foundation and The New York Community Trust's NYC COVID-19 Response & Impact Fund.

We stand together.

The Tiffany & Co. Foundation is recognizing the needs of an international organization and a local charity as both stretch resources to fight the after-effects of COVID-19. Image credit: Tiffany & Co. Foundation

By LUXURY DAILY NEWS SERVICE

The Tiffany & Co. Foundation has committed \$1 million to COVID-19-related causes as the coronavirus rampages through communities worldwide, devastating lives and livelihoods.

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The charity arm of U.S. jeweler Tiffany & Co. has set aside \$750,000 for the COVID-19 Solidarity Response Fund for the World Health Organization. Another \$250,000 is earmarked for the NYC COVID-19 Response & Impact Fund that helps New York nonprofit social service and arts and cultural organizations struggling with the health and economic effects of COVID-19.

"During this global health crisis, we must all be responsive to the urgent needs of our global communities," said Anisa Kamadoli Costa, chairman/president of the Tiffany & Co. Foundation, New York, in a statement.

"We are proud to support organizations providing immediate relief for communities impacted by COVID-19, including our hometown of New York," she said.

Showing heart

Tiffany, founded in 1837, will soon join the LVMH fold after agreeing a \$16.2 billion acquisition deal.

LVMH is the world's largest luxury conglomerate with more than 75 brands in its portfolio, many of them who have committed resources and cash to fighting the COVID-19 pandemic in markets such as France, Italy, Spain, China, United Kingdom and the United States.

The Tiffany foundation has also signed onto the **Philanthropy's Commitment During COVID-19 Pledge** along with more than 500 other philanthropic organizations.

The pledge is a signal from foundations to grantees and the public that philanthropy stands side-by-side with the nonprofit sector during this pandemic.

AS PART OF the giving initiative, Tiffany & Co. will also match, dollar for dollar, employee donations to any

qualified nonprofit organization supporting COVID-19 relief.

Please click here to support:

[The COVID-19 Solidarity Response Fund for the World Health Organization](#)

[The NYC COVID-19 Response & Impact Fund](#)

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