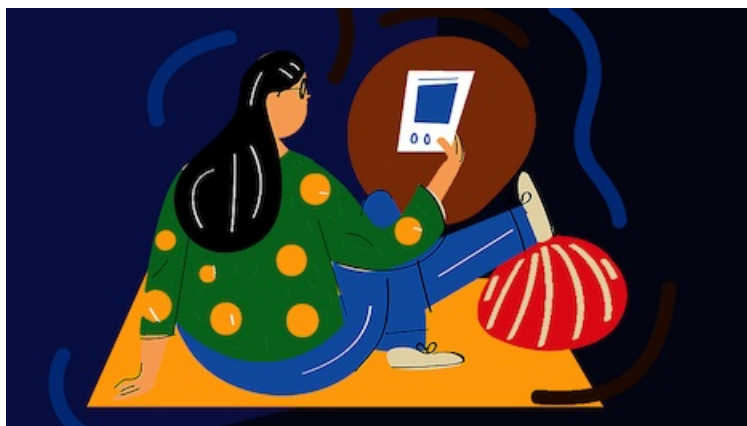


NONPROFITS

Gucci's Chime for Change, Kering Foundation launch #StandWithWomen for funding nonprofits battling gender-based violence

May 20, 2020



Chayn Italia, one of the nonprofits highlighted by Gucci's Chime for Change and the Kering Foundation's #StandWithWomen initiative, helps domestic abuse survivors in Italy with tech. Image credit: Chayn Italia

By LUXURY DAILY NEWS SERVICE

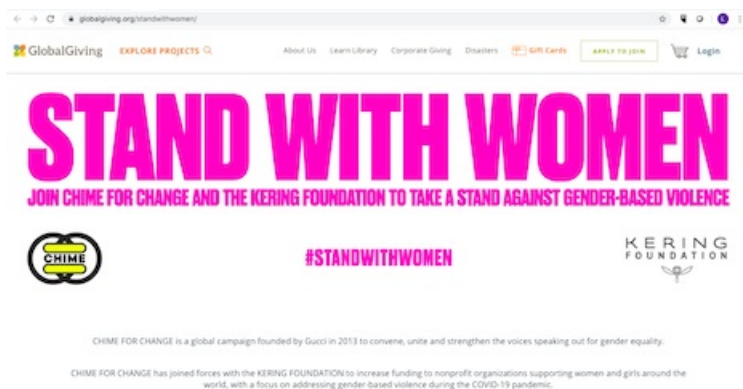
Italian fashion label Gucci's Chime for Change effort and the Kering Foundation have partnered to launch #StandWithWomen, a new campaign to grow funding for nonprofits supporting women and girls worldwide and tackling gender-based violence during the COVID-19 coronavirus pandemic.

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The campaign is the follow-up from philanthropy by Gucci parent Kering and its foundation in China, Italy, France and the United States, along with Gucci's \$2.2 million donation under the call to action, "We Are All In This Together." The two organizations have taken a strong stand against gender-based violence at a time when access to health services is limited due to lockdowns and the virus outbreak.

"Now more than ever is the time to join together to protect the health, safety and human rights of girls and women around the world," said Salma Hayek Pinault, Chime for Change cofounder and Kering Foundation director, in a statement.

"We stand in solidarity with women everywhere to put a stop to gender-based violence," she said. "We stand in solidarity with women everywhere because we cannot risk the progress we have made in the long fight for gender equality."



Stand With Women is a partnership between Gucci's Chime for Change and the Kering Foundation to support five nonprofits at the forefront of fighting gender-based violence, especially under the COVID-19 lockdowns. Gucci is a Kering brand. Image credit: Kering Foundation, Gucci

Standing up

There has been a jump in domestic violence cases worldwide since the COVID-19 outbreak, as confirmed by UN Women and World Health Organization reports.

Google Trends data also shows a 143 percent rise in search queries related to domestic violence cases, as of May 2.

The extra funding from Gucci's **Chime for Change** and the Kering Foundation will benefit nonprofits striving for the safety, health and justice for women of color, transgender women, indigenous women and disabled women.



Gucci's Chime for Change, in existence since 2013, supports the next generation of leaders in the fight for gender equality. Image credit: Gucci

Via crowdfunding partner Global Giving, Chime for Change and the Kering Foundation is asking for financial support to the campaign by contributing directly to **#StandWithWomen at a dedicated Webpage**.

The five nonprofit beneficiaries of this campaign are Chayn Italia, working in Italy; Equality Now, working in the Middle East and North Africa; Global Fund for Women, working with grassroots sister funds Elas in Brazil, HER Fund in Hong Kong, Mediterranean Women's Fund in France, and Semillas in Mexico; Ms. Foundation for Women, working in the United States; and the Rosa Fund, working in the United Kingdom.



Gucci, like its luxury peers, has put on an enormous show of solidarity and altruism to help health authorities combating the spread of the COVID-19 coronavirus. Image credit: Gucci

For Gucci, which founded Chime for Change in 2013, the latest effort comes two months after the brand donated \$1.1 million apiece as COVID-19 relief to Italy's National Civil Protection Department and United Nations Foundation's COVID-19 Solidarity Response Fund in support of the World Health Organization ([see story](#)).

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