

NONPROFITS

Gucci aids UNICEF's COVID-19 vaccination efforts with generous donation

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Gucci has contributed more than \$20 million to UNICEF since 2005. Image credit: UNICEF

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Gucci** is showing its philanthropic side by making a sizable donation to UNICEF USA to support COVID-19 vaccination programs.

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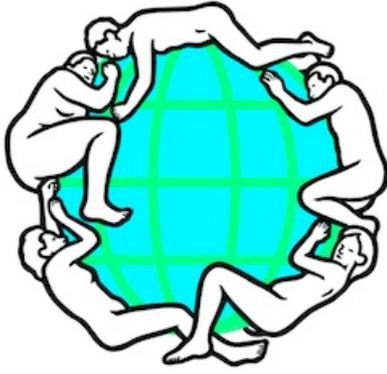
Gucci will award a donation of \$500,000 to the nonprofit to allow for the distribution of the COVID-19 vaccine in vulnerable communities. Additionally, Gucci will also match funds raised for UNICEF's work by up to \$100,000 through a separate holiday charity program.

"No one is truly free unless we are all free: this also includes being free from sickness," said Marco Bizzarri, president and CEO at **Gucci**, in a statement. "Now that a COVID-19 vaccine appears to be ready for use, the true challenge is ensuring that it is procured and distributed fairly."

Partnership in charity

Gucci's donation will support UNICEF's work in preparation for the roll-out of a safe vaccine. On top of this, UNICEF will also receive Gucci's charitable support for the funding of wider immunization programs and the expansion of local healthcare systems.

Gucci has a long history of partnering with UNICEF on many projects and has helped millions of children across Asia and sub-Saharan Africa by contributing more than \$20 million since 2005.



New and refreshed: Gucci Equilibrium is Gucci's commitment to generate positive change for people and the planet. Image credit: Gucci

It is particularly committed to supporting UNICEF's COVID-19 vaccination effort as it could be the largest and most rapid vaccination program the world has yet seen.

"As the pandemic threatens the hard-won gains to protect and advance child's rights around the world, UNICEF is working on the equitable global supply and distribution of a safe COVID-19 vaccine when available," said Michael Nyenhuis, president and CEO at **UNICEF**, in a statement. "UNICEF USA is incredibly grateful for Gucci's support to help rally global solidarity on this work and their commitment to help every child survive and thrive."

The largest single vaccine buyer in the world, UNICEF is at the forefront of efforts to obtain and supply COVID-19 vaccines for more than 180 countries.

Gucci's contribution to the cause will go towards supplying test kits to stop transmission at a community level and oxygen therapy as well as cold-chain equipment to keep doses of vaccines effective upon their delivery to various developing countries.

In a related program, the brand is calling on its community to donate funds via a **21-day charitable drive** from Dec. 5 until Dec. 26, where it has promised to match up to an additional \$100,000.

In the past, Gucci has worked with UNICEF as a founding partner of its Girls' Empowerment Initiative. Announced on International Day of the Girl, the partnership included a 1 million euro, or about \$1.2 million, contribution to the project (**see story**).

During its work, Gucci has focused its contributions toward Schools for Africa, an initiative that expands quality education to girls, many orphans, who live in extreme poverty (**see story**).

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