

EVENTS/CAUSES

## Saks Fifth Avenue Foundation supports mental health with fall fundraiser

October 20, 2021



*Grammy-winner Patti LaBelle performed at the Saks Foundation Fall Fundraiser. Image credit: Saks Fifth Avenue Foundation*

By LUXURY DAILY NEWS SERVICE

The **Saks Fifth Avenue Foundation** is highlighting its continued commitment to supporting mental health, having raised more than \$1 million for the foundation's mission at an event earlier this week.

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On Oct. 19, the Saks Fifth Avenue Foundation hosted a cocktail fundraiser at L'Avenue at Saks in New York City, supporting the foundation's mission of prioritizing mental health in all communities. The event was hosted by executive chairman of Saks and president of the Saks Fifth Avenue Foundation Richard Baker and Saks CEO Marc Metrick, with a special performance by Grammy-winning singer Patti LaBelle.

"It is no secret that the past year and a half have posed unprecedented challenges on the physical, emotional and mental well-being of our communities," Mr. Baker said in a statement.

"With this latest funding, we are well-positioned to support our nonprofit partners that are directly delivering mental health services to those in need," he said. "We are grateful to the many partners who make our efforts possible through their generous donations and look forward to continuing this important work for many years to come."

### Fall fundraising for mental health

The fall event is the foundation's latest push, as Saks Fifth Avenue and the Saks Fifth Avenue Foundation have donated more than \$4.5 to U.S. mental health initiatives since the foundation's inception in 2017.

The foundation has reached more than 6.6 million individuals, providing messaging that assuages the stigma associated with mental health.

This particular event raised more than \$1.7 million which will be used in continued efforts to provide mental health resources and access to care while also aiming to reach communities that are especially affected by mental health issues.

Earlier this month Saks celebrated World Mental Health Day and National Coming Out Day in collaboration with the Saks Fifth Avenue Foundation's nonprofit partner, The Trevor Project. The Trevor Project focuses on suicide prevention efforts in the LGBTQIA+ community.



*Patti LaBelle and Saks CEO Marc Metrick at the Saks Foundation fall fundraiser. Image courtesy of Saks Fifth Avenue Foundation*

In May, Saks Fifth Avenue marked Mental Health Awareness Month with a multichannel campaign.

Throughout the month, Saks shared mental health resources and related activities in-stores and online. The brand also raised funds for non-profit organizations working on mental health through the Saks Fifth Avenue Foundation ([see story](#)).

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