

NONPROFITS

Burberry Foundation extends support of global COVID-19 vaccination program

October 28, 2021



Burberry is donating to UNICEF's COVID-19 Vaccines Appeal. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry is furthering its support of UNICEF's global COVID-19 vaccination efforts.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The Burberry Foundation's latest contribution will help **UNICEF** make progress in its goal to provide safe and equitable access to more than 2 billion COVID-19 vaccine doses to low- and middle-income countries. Since spring 2020, Burberry is one of several luxury brands to support COVID-19 relief efforts.

"The safe and equitable distribution of vaccines remains vital to protecting communities globally," said Pam Batty, secretary to The Burberry Foundation and vice president of corporate responsibility at **Burberry**, in a statement.

"We are proud to continue supporting UNICEF's robust response, enabling the COVID-19 Vaccines Appeal to keep helping millions of people every day," she said. "Many vulnerable people are continuing to grapple with the global pandemic and its devastating effects on education, access to healthcare and livelihoods."

Vaccination support

In April 2020, The Burberry Foundation established its COVID-19 Community Fund. In addition to its support of UNICEF, projects have included distributing PPE to European and African hospitals, providing healthcare and mental health support for communities in Asia and the Americas and funding for local food charities.

Burberry employees and third-party suppliers are encouraged to help the Foundation's support of frontline workers and communities most impacted by the pandemic.



Burberry is also helping UNICEF provide COVID-19 tests and treatments. Image credit: Burberry

The brand and the foundation made their first donation to UNICEF's COVID-19 Vaccines Appeal in March 2021 and is now continuing that support.

"Delivering COVID-19 vaccines around the world is the biggest health and logistics operation in history," said Steven Waugh, interim executive director of the U.K. Committee for UNICEF, in a statement. "Burberry and The Burberry Foundation have stepped up to help UNICEF as we have responded to the pandemic."

Across 145 countries, UNICEF has delivered more than 398 million vaccines for frontline health workers, social workers, teachers and high-risk individuals. The COVID-19 Vaccines Appeal aims to vaccinate 30 percent of the population in low- and middle-income countries by the end of the year, as well as continue providing COVID-19 tests and treatments.

Other luxury brands are also donating to the organization's efforts during the pandemic.

Italian fashion label Valentino supported UNICEF's COVID-19 vaccination delivery program with a limited-edition hoodie.

Featuring the VLogo Signature, the black hoodies read "(V) Vaccinated" a simple statement that definitively shows support for global vaccination efforts. All net profits will support UNICEF's role in the global COVAX program ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.