

NONPROFITS

Brands celebrate Giving Tuesday with charitable donations

November 30, 2021



Giving Tuesday is an annual event following Thanksgiving that encourages people give back to their organizations. Image credit: Nordstrom

By LUXURY DAILY NEWS SERVICE

In celebration of Giving Tuesday, an annual movement encouraging people and organizations to give back to their communities, brands and companies across a multitude of sectors have pledged contributions.

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Media group Meta, formerly Facebook, is matching up to \$8 million in donations to eligible fundraisers on the Facebook app, while hospitality group Fairmont Hotels celebrated the day by announcing its partnership with the Make A Wish Foundation. Retailers Nordstrom and Saks Fifth Avenue launched charitable campaigns in addition to financial donations.

Luxury gives back

Launched on Nov. 23, Saks Fifth Avenue revealed its iconic holiday windows and light show with former First Lady Michelle Obama. This season, Saks is supporting Ms. Obama's and the Obama Foundation's Girls Opportunity Alliance.

For Giving Tuesday, designer Phillip Lim hosted a virtual event on Saks Live with Tiffany Drake, executive director of the Girls Opportunity Alliance, who discussed how the organization empowers young girls.



Michelle Obama at the Saks window unveiling and light show. Image credit: BFA for Saks Fifth Avenue

Through Jan. 1, Saks is highlighting a multi-vendor collection in support of the Girls Opportunity Alliance across its digital channels with 100 percent of the net proceeds going towards the Girls Opportunity Alliance up to \$160,000 ([see story](#)).

Nordstrom launched its holiday "Giving" campaign today and pledged \$1.5 million toward benefitting the underserved youth.

This year's recipients include Hetrick Martin Institute, National Urban League, United Way of King County, YMCA of Greater Seattle, Human Rights Campaign, Goo+ Foundation and more.

Make a difference with brands doing great things for people and the planet and give gifts that give back. Plus, help us raise \$250,000 for Operation Warm, a nonprofit that provides winter coats to kids in need. Shop and learn more: <https://t.co/nQRMPOs92t> #MakeMerry pic.twitter.com/8fvVgQIZF6

Nordstrom (@Nordstrom) **November 30, 2021**

Nordstrom is supporting several nonprofits, including Operation Warm

As part of its campaign, the retailer is also focused on supporting Operation Warm and Big Brothers Big Sisters of America and Canada as its national holiday partner.

Further, Nordstrom is encouraging its own employees to give back and is showcasing gifts that give back through its sustainable style category.

[View this post on Instagram](#)

A post shared by Fairmont Hotels & Resorts (@fairmonthote...)

Fairmont announced a partnership with the Make-A-Wish Foundation