

NONPROFITS

## Tiffany & Co. Foundation crosses \$100M in donations to protect environment

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*The Tiffany & Co. Foundation has supported the creation and implementation of 30-plus marine protected areas, encompassing more than 11 million square kilometers across the world's five oceans. Image credit: Tiffany & Co., LVMH*

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co.'s foundation has distributed more than \$100 million in grants to protect seascapes and landscapes in its ongoing effort to help preserve the environment.

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The LVMH-owned company's **Tiffany & Co. Foundation** donated to various causes as part of a philanthropic endeavor entering its third decade.

Three particular causes are dear to the New York-based foundation that is the charity arm of the 186-year-old jewelry giant now undergoing a global rebranding exercise.

**Sparkling efforts**

Ocean protection is one cause.

The foundation has supported the creation and implementation of 30-plus marine protected areas, encompassing more than 11 million square kilometers across the world's five oceans.

Per the foundation, this work highlights the foundation's commitment to advancing the "30 by 30" global movement that aims to protect 30 percent of the world's land and ocean areas by 2030.

Another cause supported is safeguarding coral reefs.

The foundation has backed the protection and promotion of coral reefs in more than 30 countries around the world. This includes Hawaii, the Caribbean, Australia and the Coral Triangle.

Finally, the foundation is focused on supporting landscapes conservation.

The nonprofit has contributed to the reclamation of abandoned diamond mines in Sierra Leone and to the clean-up of abandoned mines across the American West. It also supports the protection of 10 million acres of ecologically rich and culturally significant lands.

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