

NONPROFITS

Saks Fifth Avenue Foundation supports World Mental Health Day

October 10, 2025



Between July 2024 and July 2025, the Saks Fifth Avenue Foundation distributed \$1.125 million in grants to U.S. mental health initiatives. Image credit: Saks

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

U.S. retailer Saks's charitable organization is revealing its annual findings as well as new collaborators.

To commemorate World Mental Health Day on Oct. 10, the Saks Fifth Avenue Foundation is revealing its Impact Report, alongside its partnership with nonprofit RAISEfashion. Marking the occasion is a campaign featuring American football linebacker Kayvon Thibodeaux and his nonprofit, JREAM Foundation, which supports youth mental health services.

"The demand for comprehensive mental health resources has never been more critical, and each year the Saks Fifth Avenue Foundation deepens its commitment to make mental health a priority," said Emily Essner, president and chief commercial officer of **Saks Global** and officer of the Saks Fifth Avenue Foundation, in a statement.

"In the past year, our non-profit partners have reached thousands of individuals directly and supported programs that uplift underserved communities across the country," Ms. Essner said. "By expanding our partnerships and empowering local leaders, we're building more pathways to care and working to ensure that more people have access to the support they need and deserve."

Giving back

Between July 2024 and July 2025, the Saks Fifth Avenue Foundation distributed \$1.125 million in grants to U.S. mental health initiatives.

Through local investments, the company was able to reach 4,000 people with direct mental health support and provide more than 100 high schools and youth programs with proper emotional care resources. To celebrate the accomplishment and continue raising awareness, Saks is showcasing stories of local grant recipients and those Mr. Thibodeaux's foundation has helped across digital platforms.



Nearly 90 percent of the retailer's grants were awarded to funds and organizations uplifting underserved communities. Image courtesy of Saks

"The JREAM Foundation is focused on creating opportunities for young people to feel supported, inspired, and confident in themselves. Mental health is a huge part of that journey," said Mr. Thibodeaux, in a statement.

"I'm grateful to the Saks Fifth Avenue Foundation for its commitment to mental health, and proud to stand alongside them in ensuring that children in our communities know they're not alone."

To further support the Saks Fifth Avenue Foundation, the retailer has launched a Saks-branded apparel and home collection, with 50 percent of the proceeds benefitting the organization and its nonprofit partners.

Earlier this year, the company launched a dedicated campaign for Mental Health Awareness Month ([see story](#)).

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