

WELCOME PROGRAM + LAUNCH OVERVIEW

INTRODUCTIONS

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- 1. Program Overview
- 2. Launch Details
- 3. How to Engage + Next Steps

WHY FASHION MAKES CHANGE

A holistic plug and play solution to deliver on the publicly facing commitments to:

- and environmental values
- build resilient communities



1. Customer Engagement: Demonstrate and communicate your brand's social

2. Livelihoods: Educate and empower women in and around the supply chain to

3. Supply Chain: Goal to reduce 30-45% of greenhouse gas emissions by 2030

· - 1926

South States

Click to play video



Brand collects (and may match) funds and donates to Rockefeller Philanthropy Advisors, a 501c3

> Donations will support The Empower@Work Collaborative's Worker Training Toolkit for Women's Empowerment, a harmonized curriculum focused on health, finance and empowerment. The toolkit was established by organizations that have developed, tested and implemented empowerment and skills-building programs for supply chain workers and managers for over a decade: BSR's HERproject, CARE International, Gap Inc.'s P.A.C.E Program and ILO-IFC Better Work.

FASHION

Program Overview



A project of Rockefeller Philanthropy Advisors, a 501c3, Fashion Makes Change aggregates funds from customers, brands and clean energy partners to distribute to existing livelihoods programs working in the different regions





of savings generated through the Power Purchase Agreements (PPA) or as a commission

RE ENERGY

Renewable Energy providers will pay into

the livelihood fund. This will occur as a portion









Announced April 22, 2020 50th Anniversary of Earth Day



ASK - ENGAGING CONSUME



POS PROMPT:

Round up! Together we can support people and the planet.

SUBLINE (Optional):

Help us build resilient communities by accelerating a global educational agenda of women's empowerment and gender equity in supply chains

First name		Shipping	\$9.95
		Estimated Tax Climate Donation	\$3.00 \$0.06
Last name		Order Total	\$63.00
Address line 1			
		PLACE ORDER	
Address line 2 (optional)			
City			
State Zip code			
Select v			
Phone number			
Shipping Method			
• Standard Transit time: 3-6 business days	\$9.95		
Premium Transit time: 2-3 business days	\$19.95		
Express Transit time: 1-2 business days	\$29.95		
Note: Some items in your order may ship separately the time between leaving our fulfillment center & de	. Transit time is		
FASHION MAKES CHANGE	nivery to you.		
Round up! Together we can support people and the Help us build resilient communities by accelerating a global educational women's empowerment and gender equity in supply chains. Gift Options	e planet. I agenda of Station MARES CHANGE.		
This order contains a gift			

LAUNCH TOOLKIT

Key Dates: Working sessions, 2020 industry push periods, donation timeline

image bank, logo, tagline and fonts

Donation Details: How funds are distributed, 501c3 details, timeline

media campaign

Employee Training: Supporting details to train corporate and store employees

FAQs: To address the needs and concerns of your team

- Marketing: In-store and online asset style guide which includes creative guidelines, key art,
- Media + Communications Strategy: Press release, distribution strategy and partners, social

MARKETING







Rounding up the cost of your purchase will go to educating women in developing countries. With an education, a woman can make a better life for herself.

And ultimately, a better planet for us all.





WWW.FASHIONMAKESCHANGE.ORG

SUPPORTING EMPOWER@WORK COLLABORATIVE

Heightening the voices of women in global supply chains, providing education, advocacy and training to embed gender equity in all areas of work and accelerate a global agenda of women's empowerment in supply chains.





PASSION. PROOF. POWER.







LAUNCH SUPPORT + DETAILS

- Gap, Inc's P.A.C.E

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- **Consumer Study:** Spark Neuro
- **Technical Support:** Accenture Responsible Retail
- Marketing: MXM, Accenture Interactive
- **Public Relations:** PR Consulting
 - Consumer Press: Anna Wintour and Conde Nast Publications + Platforms •
 - Trade: WWD



Rockefeller Philanthropy Advisors: A sponsored project, FMC will aggregate consumer and brand funds Livelihoods: Empower@Work Collaborative (BSR HERproject, ILO-IFC Better Work, CARE International,



EXPRESS INTEREST + CONFIRM PARTICIPATION laura@fashionmakeschange.org

<u>ASAP</u>: Confirm interest to receive implementation guide

release

April 15: Consumer engagement round up function goes live

WWD (trade)

September + November: Fall + Holiday campaign push periods

- March 6: Confirm participation (Spring or Fall) to be included in announcement and press
- March 12: Pre-launch working session focused on media, communications and event roll out
- April 22: Public launch and announcement across Conde Nast publications (consumer) and



FASHION MAKES CHANGE.