



# THE RIPPLE EFFECT OF GOOD

THE VF FOUNDATION IMPACT REPORT  
FISCAL YEAR 2020 | APRIL 1, 2019-MARCH 31, 2020



THE VF FOUNDATION



## Welcome to The VF Foundation's Inaugural Impact Report.

At VF Corporation, we're committed to being more than an apparel and footwear company. We strive to be purpose-led in everything we do. From the products we make to the actions we take; we're sharply focused on positively impacting millions of people and the planet we share.

The VF Foundation's inception in 2002 began our philanthropy journey that is nearly 20 years in the making. In 2018, The VF Foundation evolved its strategy in alignment with VF's purpose in order to have an even more meaningful impact in the communities where VF operates. Over the last year, we collaborated with our associates, brands and partners around the world to advance our shared vision and deliver on our socially and environmentally responsible goals. As we continue building on our legacy of giving and helping others, we remain committed to listening, learning and forging the kinds of relationships with partners that generate tangible results for a more equitable and sustainable world for all.

Given our company's size, scope and expertise, we believe we're uniquely positioned to help find solutions to some of our industry's toughest issues. That's why we put our purpose on par with profit – consistently challenging ourselves to leverage our business in ways that deliver value to shareholders and stakeholders alike.

We're proud to issue this report and share the stories of several of The VF Foundation's partners. They, and the many other organizations we support, are doing important work and we're honored to help fuel their visions, advance their missions and create "The Ripple Effect of Good" around the world.



**Steve Rendle**  
Chairman, President and  
Chief Executive Officer, VF Corporation

Foundation Board Chair



**Gloria Schoch**  
Executive Director, The VF Foundation  
& Director, Global Impact, VF Corporation

## We are excited to publish our first Impact Report for The VF Foundation.

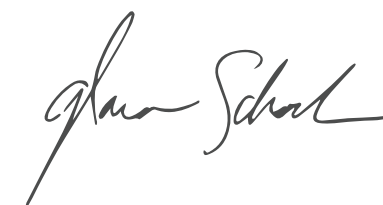
Reflecting on all that we have accomplished is a great source of inspiration to continue our mission in the future.

As we look back on our impact over the past year, we do so with pride, humility and an awareness that we are only beginning to see the effects of our philanthropic work.

When we look at the full range of The VF Foundation's work and history of giving, we realize that, side by side with our partners, we are innovating and problem-solving in collaborative ways to drive transformative, lasting change – together.

While this report provides data on our grantmaking, more importantly it shares the stories of how our inspiring partners are putting our investments to work.

We look forward to sharing even more stories of impact as our philanthropy journey continues — creating more ripple effects of good in new and powerful ways.

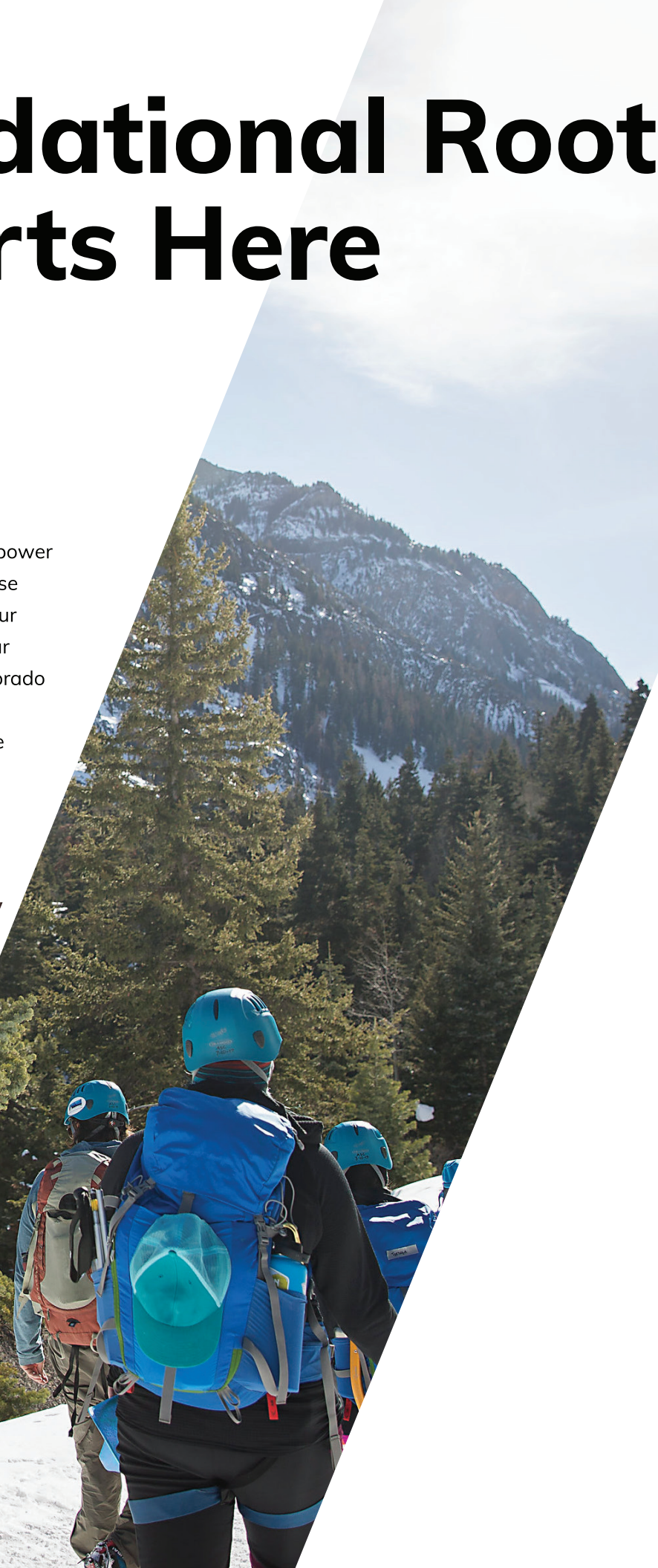




# Our Foundational Roots: Good Starts Here

## Our Legacy

At The VF Foundation, we leverage our resources to power people, partners and causes that join us in our purpose to create an equitable and sustainable world. From our inception in Greensboro, North Carolina in 2002 to our move to our new global headquarters in Denver, Colorado in 2019, our Foundation has granted more than \$50 million in communities across the U.S. and around the world. Our grants reflect our values, allowing us to scale our impact globally and support grantees who fully embody all that we believe in.



## A Focused Vision and Passion With Purpose

We support non-profit organizations in driving movements that embrace our beliefs that Outside Matters, define and celebrate Worthy Work and empower equity and creativity so that all are Free to Be. In 2018, the Foundation adopted VF's purpose and began its journey to align and deepen our work as a catalyst for change within these three grantmaking priorities, activating more than \$20M over the past three years.



### Outside Matters

We believe in the power of nature, the importance of protecting it and making it more accessible to all to foster active and sustainable lifestyles.



### Worthy Work

We believe in investing in educational pathways across the apparel, outdoor and skilled-trades industries to build a pipeline of next-gen, inclusive leaders who can reach their full potential.



### Free To Be

We believe in fostering creativity and self-expression and empowering those who are advancing diversity, inclusivity and equity for all, to ensure that everyone has opportunities and support to follow their passions and dreams across our giving priorities.

## Disaster and Humanitarian Relief & Recovery

In addition, VF Corporation and The VF Foundation provide coordinated support for disaster and humanitarian relief and recovery efforts around the world. This includes monetary grants and product donations to organizations leading relief efforts, as well as employee donation matching and volunteer efforts in partnership with The VF Foundation.



# FY 2020 Grantmaking & Global Impact

Supported 72 Community Partners Globally Whose Programming Aligns With Our Priorities:

A SIMPLE GESTURE GREENSBORO INC

A SPECIAL BLEND INC

ACTION GREENSBORO

ADVENTURE TRAVEL CONSERVATION FUND

ALAMEDA POINT COLLABORATIVE INC

ALTERNATIVE RESOURCES OF THE TRIAD

AMERICAN HEART ASSOCIATION - NORTH CAROLINA

AMERICAN NATIONAL RED CROSS

AMERICAN RED CROSS - MILE HIGH CHAPTER

AURORA PUBLIC SCHOOLS FOUNDATION

BIG BROTHERS BIG SISTERS OF THE CENTRAL PIEDMONT INC

BRAC INTERNATIONAL

CREATIVE DOWNTOWN APPLETON INC

DENVER KIDS INC

DENVER PARK TRUST

DENVER PUBLIC LIBRARY FRIENDS FOUNDATION

DENVER SCHOLARSHIP FOUNDATION

EDUCATIONAL FOUNDATION INC

ENTE OSPEDALIERO CANTONALE

ENVIRONMENTAL LEARNING FOR KIDS

FDNY FOUNDATION

FIRST DESCENTS

GLOBALGIVING FOUNDATION INC

GLOBALMINDED

OUTDOOR OUTREACH

PARA LOS NIÑOS

PIEDMONT TRIAD PARTNERSHIP

READING CONNECTIONS INC

READY FOR SCHOOL READY FOR LIFE

SAN JUAN MOUNTAINS ASSOCIATION

SAN LUIS VALLEY GREAT OUTDOORS

SIT-IN MOVEMENT INC

STUDENT CONSERVATION ASSOCIATION INC

THE NATIONAL ENVIRONMENTAL EDUCATION AND TRAINING FOUNDATION

THE OUTDOOR FOUNDATION

TRIAD STAGE INC

## 4+ Million People in 53 Countries Reached

BOYS AND GIRLS CLUBS OF METRO DENVER INC

CARE INTERNATIONAL

CAROLINA THEATRE OF GREENSBORO INC

CENTER FOR CREATIVE AGING NORTH CAROLINA

CENTER FOR VISUAL ARTISTS GREENSBORO INC

CHILDRENS HOME SOCIETY OF NORTH CAROLINA INC

COLORADO MOUNTAIN COLLEGE FOUNDATION INC

COLORADO OUTWARD BOUND SCHOOL - OUTWARD BOUND WILDERNESS INC

COMMUNITIES IN SCHOOLS OF GREATER GREENSBORO INC

COMMUNITY FOUNDATION OF GREATER GREENSBORO INC

CONSERVATION COLORADO EDUCATION FUND

CONSERVATION LANDS FOUNDATION

GOODWEAVE INTERNATIONAL

GREENSBORO CHILDREN'S MUSEUM

GREENSBORO DOWNTOWN PARKS INC

GUILFORD EDUCATION ALLIANCE INC

HABITAT FOR HUMANITY INTERNATIONAL INC

HEART & HAND CENTER

ITALIAN RED CROSS (IFRC)

NATIONAL CONFERENCE FOR COMMUNITY AND JUSTICE OF THE PIEDMONT TRIAD

NATIONAL FOREST FOUNDATION

NORTH CAROLINA INDEPENDENT COLLEGES & UNIVERSITIES

NORTH CAROLINA STATE UNIVERSITY FOUNDATION INC

OUTDOOR ALLIANCE

TWO TEN FOOTWEAR FOUNDATION INC

UNITED ARTS COUNCIL OF GREATER GREENSBORO INC

UNITED WAY OF GREATER GREENSBORO INC

UNIVERSITY OF DENVER

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

UNIVERSITY OF TEXAS FOUNDATION

WISH FOR WHEELS

WOMEN'S RESOURCE CENTER OF GREENSBORO INC

WORLD MIND NATURE IMMERSION SCHOOL

WOW CHILDREN'S MUSEUM WORLD OF WONDER LTD

YAMPA VALLEY SUSTAINABILITY COUNCIL

YMCA OF GREENSBORO INC



# The Stories of our Partners are our Greatest Accomplishments

## WE ARE PROUD TO SHARE THEM WITH YOU

We believe deeply in the people and partners we support. We share not only the vision of our grantees, but their enthusiasm and their belief in themselves and their causes. On the following pages, you'll read some of their stories and see how, together, we have created a ripple effect of meaningful change.

**The first drop of impact:** We research and identify innovative organizations and social entrepreneurs who are doing transformative work that aligns with our giving priorities.

**A ripple begins:** We give to them generously, collaboratively and strategically. Sometimes our grants support their work in progress, other times the funds help to get a good idea off the ground. We always give with belief that our grants will support actions that make a meaningful difference in ways that matter to us.

**And it continues:** Our grantees put our investments to work in ways that are creative, inspiring and world-changing. The communities our grantees serve are impacted in unique and life-changing ways. The ripples of good expand to those around them and affect positive change for generations to come.

"Our purpose fuels our priorities.  
Our priorities drive our actions.  
Our actions change the world."

- STEVE RENDLE  
CHAIRMAN, PRESIDENT AND CHIEF EXECUTIVE OFFICER,  
VF CORPORATION AND FOUNDATION BOARD CHAIR

## Total FY 2020 Grantmaking – \$6.24M+

### COMMUNITY PROGRAMMATIC GRANTS

**\$5.76M+**

OUTSIDE MATTERS - \$2.78M+

WORTHY WORK - \$2.31M+

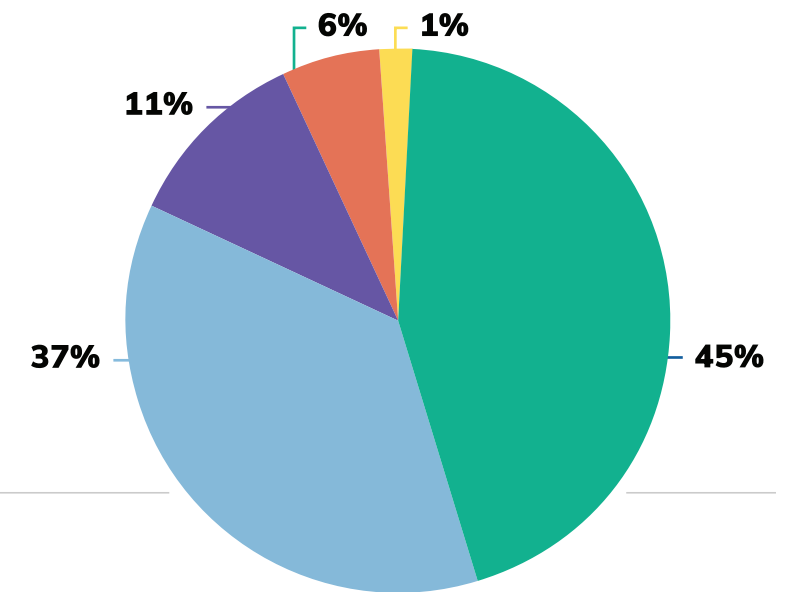
FREE TO BE - \$667,000+

### DISASTER RELIEF GRANTS

**\$405,000+**

### MATCHING GIFTS PROGRAM

**\$70,000+**



## Total Impact\*

**4,103,028** INDIVIDUALS SERVED THROUGH PROGRAMMATIC GRANTS

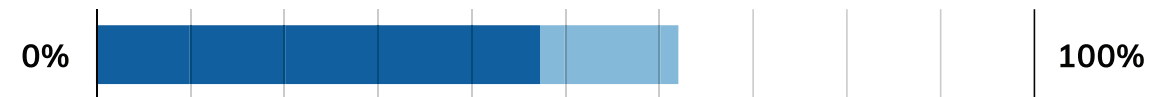
### Gender\*

**56% OF OUR GRANT FUNDING SERVED WOMEN AND GIRLS, 43% SERVED MEN AND BOYS AND 1% SERVED OTHER OR GENDER NON-BINARY INDIVIDUALS**



### Age\*

**62% OF OUR GRANT FUNDING SERVED PEOPLE UNDER THE AGE OF 23 INCLUDING 48% SERVED PEOPLE UNDER THE AGE OF 19**



### Race/Ethnicity\*

AMERICAN INDIAN OR ALASKAN NATIVE

ASIAN

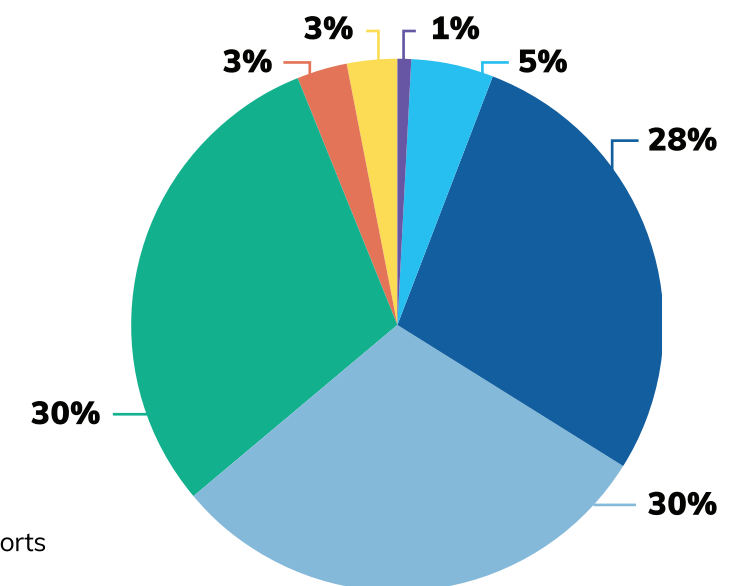
BLACK OR AFRICAN AMERICAN

HISPANIC, LATINO OR LATINX

WHITE

TWO OR MORE RACES

OTHER



\*Aggregate of data provided by grantees in FY 2020 Results Reports



# National Forest Foundation

## Strike Team Pilot Program



SHARING COLORADO'S GREAT OUTDOORS WITH MORE ACCESS, BETTER TRAILS AND A STRONG DEDICATION TO STEWARDSHIP

Emily Olsen, the Rocky Mountain Region Director for the National Forest Foundation, says that their partnership with The VF Foundation helped them create a new and much needed task force. "We wanted to create a higher quality recreation experience and easier access for people who enjoy Colorado's trails," Emily said. "But with a growing population and increased tourism, we simply couldn't keep up with the stewardship of trails. We identified 43 trails that need work from now through 2021 and that is an ambitious goal."

"We needed to do something at a bigger scale," she said. "We saw an urgent and increasing need to take care of high-use trails around Denver and the Front Range. So, we talked to The VF Foundation and the Forest Service about what we could make happen."

With The VF Foundation grant money being used for salaries, materials and supplies, the Strike Team came to life as a new, innovative model of training in trail maintenance while also inspiring youth to work in the outdoors. Paid team members and volunteers served as a roving, nimble response team that can go wherever trails need them most.

While COVID prevented them from covering as much ground or using as many volunteers as they had hoped, Emily knows that the grant from The VF Foundation will enable them to scale up and expand next year. Emily said, "We want to keep this task force going for the next several years and create measurable change. And we want to use it as a proof of concept so that it can be replicated in other metro areas across the U.S. where there is National Forest land nearby."

"Learning about The VF Foundation's grant program happened at just the right time – linking together interest, innovation and resources. It allowed us to start a program that otherwise would not have been possible."

- EMILY OLSEN  
ROCKY MOUNTAIN REGION DIRECTOR, NATIONAL FOREST FOUNDATION

Emily says that their entire organization appreciates that The VF Foundation trusted their vision and had confidence in them to implement a new pilot program. "They were willing to share ideas with us and provide input to help us shape the program," she explained. "Some funders are at arms-length and you're never sure if you're meeting expectations. This has been a two-way partnership with ideas, conversation and feedback. This kind of partnership is very rare and we are most grateful for it."

140,000

OUTDOOR ENTHUSIASTS  
BENEFIT ANNUALLY

IMPROVED 6  
HIGH-USE TRAILS  
COVERING 65 MILES

REPLICABLE, SCALABLE MODEL FOR OTHER CITIES

111 DRAINAGE STRUCTURES INSTALLED OR  
REPAIRED TO ENHANCE PUBLIC ACCESS & SAFETY

8 YOUTH CONSERVATIONISTS  
EMPLOYED FOR SUMMER  
AND FALL

1,282  
TREES CLEARED

YOUTH CORPUS MEMBERS AND STAFF WORKED  
4,736 HOURS THROUGHOUT THE SEASON





# Outdoor Foundation

## Thrive Outside Community Initiative



**BREAKING DOWN BARRIERS AND HELPING UNDERSERVED POPULATIONS EXPERIENCE THE JOY AND BENEFITS OF OUTDOOR RECREATION**

The Thrive Outside Community Initiative is based on the belief that all of us thrive emotionally, physically and developmentally when we spend time in the great outdoors. “That’s why we focus on working at the grassroots level, helping to empower communities to make outdoor recreation an accessible lifestyle for all,” explained Stephanie Maez, Managing Director at the Outdoor Foundation.

“The Outdoor Foundation represents the outdoor industry and is committed to connecting people to nature,” Stephanie said. “Several years ago our Board embraced a new vision to make big gifts within specific regions that will make a real impact. The result was the idea of Thrive Outside and The VF Foundation was the first to sign on to partner with us in fulfilling this exciting new initiative,” added Lise Aangeenbrug, Executive Director of the Outdoor Industry Association. “Their support enabled us to give multi-year grants to networks within our first four regions.”

This initiative is dedicated to inspiring the outdoor habit in kids and families by connecting research, knowledge, people and programs with the goal of everyone experiencing the joy of the outdoors at least once a week. **According to the Outdoor Foundation’s 2019 Outdoor Recreation Participation Report:**

- Less than 20% of Americans recreated outside at least once a week.
- Americans went on one billion fewer outdoor outings in 2018 than they did in 2008.
- Kids went on 15% fewer annual outings in 2018 than they did in 2012.

Lise explained, “While there are a lot of organizations getting kids outside across the country and doing amazing work, the work is often fragmented. Our focus is to connect smaller community-driven organizations both within their regions and across regions to increase the likelihood of the outdoors becoming a lifelong habit and to elevate the work nationally. Creating that connective tissue with and across communities can build bridges so that they can collectively move the needle.”

Stephanie explained that for most communities, access to the outdoors is not equitable. “Through Thrive Outside, we are supporting efforts to make sure underserved populations, particularly BIPOC communities, have equitable opportunities to experience the transformative benefits of the outdoors. In so doing, we aim to help build power and capacity within underserved communities for greater advocacy and environmental stewardship.”

With the grant money from The VF Foundation, Thrive Outside empowered each region to select a “backbone organization” that would implement a network plan to meet their needs.

“Every community is different,” Stephanie said, “It was important that they lead the planning and make decisions about how they could have the most impact.”

### ATLANTA

Developed a program focused on providing under-resourced residents with experiential outdoor education on the Chattahoochee River and at Atlanta parks and trails.

### GRAND RAPIDS

Kick-started a comprehensive outdoor program to connect youth with nature and serve as leaders in neighborhood and park projects.

### OKLAHOMA CITY

Focused on offering every middle school student in the region the chance to engage in paddle sports, rafting, hiking, climbing and other outdoor activities and also worked with Native American organizations and tribes to implement meaningful experiences.

### SAN DIEGO

Built a strong coalition of nonprofit, philanthropic, academic and government partners to identify gaps in services and populations served and actively worked to fill those gaps.



**BUILT TRUSTED LOCAL AND NATIONAL PARTNERSHIPS WITH TRUST FOR PUBLIC LAND, OUTDOOR OUTREACH, YMCA AND BOYS & GIRLS CLUBS**

**16,340**  
UNDERSERVED YOUTH  
BENEFITTED FROM THE PROGRAM

**1:1**  
LOCAL FUNDING MATCH  
FOR DOUBLE THE IMPACT

**GRANT AMOUNT: \$1 MILLION OVER THREE YEARS, 2019-2021**



# Action Greensboro

## Downtown Greenway Community Outdoor Activation Program



PHOTO CREDIT: TED PATRICK



### CONNECTING A COMMUNITY TO THEIR CITY, THE OUTDOORS AND ART THAT TELLS THEIR STORIES

Action Greensboro, together with the Chamber of Commerce, serves as Greensboro, North Carolina's primary economic and community development group. The Downtown Greenway was first conceived in 2001 as part of a master plan for creating a four-mile loop trail in the city for walking and biking.

"The vision for this loop was that it would become the central hub for all trails and greenways in our community," Dabney Sanders, Project Manager for the Downtown Greenway explained. "Our goal has been to enhance the quality of life for people in our community, increase economic development and encourage more active and healthy lives. We also wanted to tell people's stories through public art that would distinguish us as a community and provide connections to each other as people use the trails. When complete, the loop around the heart of downtown will connect not only other trails and greenways but businesses, universities and neighborhoods."

The western side and final leg of the Downtown Greenway was a formerly active railroad line that had not yet been abandoned. The City and Action Greensboro had been negotiating for a number of years with Norfolk Southern and reached an agreement, but it came with a hefty price tag. Dabney noted that, "The VF Foundation provided us with a \$1.5M grant to close the gap in our funding needs. With their help, we were able to secure the rights for the use of the rail and the final phase is now expected to be completed in 2022. In July 2020, The VF Foundation also provided us with a grant for \$19,850 to support our Community Outdoor Activation Program (COAP) for programming on the Greenway which helped us to connect our community even during a year when so many activities were canceled."

"From The VF Foundation's most recent funding we were able to hold a kids bike safety event this year called Wheels on the Greenway," Dabney said. "We offered helmet fittings, helmet giveaways, a bike rodeo, a safety course and we partnered, with the Warrensville Recreation Center in an underserved neighborhood and developed a bike donation program, giving away over 100 bikes."

**GRANT AMOUNT: \$1.5 MILLION FOR GREENWAY DEVELOPMENT, \$19,850 FOR GREENWAY PROGRAMMING IN 2020**

"Now other communities are coming to us – looking at us as a best practice model. We are impacting others now by sharing our knowledge and inspiration. The VF Foundation's gifts helped to set the stage to make this a reality. It helped us see that we could complete this project and it was an example for others to follow suit in supporting us."

**- DABNEY SANDERS**  
PROJECT MANAGER FOR THE DOWNTOWN GREENWAY

THE URBAN LOOP IS ONE OF ITS KIND IN THE STATE AND ONE OF FEW IN THE COUNTRY

**3** MILES ARE BUILT AND OPEN TO THE PUBLIC, WITH THE FINAL 1 MILE UNDER CONSTRUCTION IN 2021

THE VF FOUNDATION'S SEED GRANT CATALYZED MOMENTUM FOR FURTHER FUNDRAISING

THE DOWNTOWN GREENWAY GENERATED **\$502M+** IN PRIVATE INVESTMENTS ENHANCING THE ECONOMIC VITALITY OF GREENSBORO'S CITY CENTER

**19** WORKS OF PUBLIC ART FOSTER CONNECTION BETWEEN PEOPLE FROM ALL WALKS OF LIFE



# Denver Park Trust

## St. Charles Place Park



SUPPORTING A TEAM OF YOUNG CHANGE-MAKERS AS THEY TRANSFORMED A VITAL PARK IN THEIR UNDERSERVED NEIGHBORHOOD

Children laughing on a playground, neighborhood families gathering for picnics and a team of dedicated youth ambassadors seeing the culmination of their vision. All of these things have come together at the revitalized and reimagined St. Charles Place Park in Denver's Five Points' Cole neighborhood. According to Frank Rowe, Executive Director of the Denver Park Trust, this project was part of the Trust's mission to help provide historically underserved neighborhoods with quality parks.

**"The VF Foundation stepped in to help us fill Denver Parks and Recreation's funding gap. The Foundation's support helped provide the youth in the neighborhood with access to the positive health benefits of spending time outdoors, the power of play, resilience and creative thinking," Frank said.**

In 2018, a group of seven young Cole residents, calling themselves The Five Points Youth Ambassadors, had come together to reimagine a 1.2 acre rundown park in the heart of their neighborhood. The park had not received any investment or upkeep in decades and was not a place where kids or families felt safe to gather. "The Five Points Youth Ambassadors led the community engagement, created a partnership with Denver Parks and Recreation and provided input to the final design of St. Charles Place Park," Frank explained.

**"The VF Foundation's grant was the first contribution of funds we received for the project," Frank said. "It established instant credibility and provided a path to additional funding."**

While work started on the park in 2018, construction was halted due to a lack of final funding for phase two – installation of a natural playground. So, the Denver Park Trust launched a capital campaign to support the work of the Ambassadors, and The VF Foundation helped them to reach their financial goal needed to finish construction and reopen the park.



CHAMPIONED BY BURGEONING COMMUNITY LEADERS, THE FIVE POINTS YOUTH AMBASSADORS

**42,000**  
PROJECTED ANNUAL USERS OF THE PARK IN A HISTORICALLY UNDERSERVED COMMUNITY

THE VF FOUNDATION'S SEED FUNDING OPENED DOORS FOR ADDITIONAL DONORS TO COMPLETE THE PROJECT

NATURAL PLAYGROUND AT ST. CHARLES PLACE PARK TO BE COMPLETED  
**SUMMER 2021**



Tomas Salazar, one of the Five Points Youth Ambassadors, explained, "We were determined to renovate this park and invest our time and our energy in it. We went to meetings, worked with mentors and often spent weeks on the design of the park. We wanted to see how much difference we could make. I wanted to create a safe place for my kids to play and for every kid in the neighborhood too."

Tomas said, "A new generation is coming up in this neighborhood and there is a marriage of cultures here now. It has changed and we wanted to be part of adapting and coming together. We talk all the time about unity, we want our kids to be unified and we believe it starts at the park – a place for everyone to be together and feel safe. All of the Five Points Youth Ambassadors have known each other since 3rd grade and we made a commitment to transform this area. Now, we can show we meant what we said."

One of the initial ambassadors, a young man named Khobi, was lost to gang violence before he could see the park's completion. "Khobi is why we worked so hard to finish it, he was integral in getting it started and had been at every meeting with us," Tomas remembered. "With this park, we hope our kids won't feel that pain of losing a friend to violence again."



# North Carolina State University Foundation

## Stimulating Innovation in Textiles and Apparel



### CREATING OPPORTUNITIES FOR FIRST-GENERATION COLLEGE STUDENTS WHILE ADVANCING AN INDUSTRY CRITICAL TO OUR ECONOMY

The VF Foundation and North Carolina State University have an innovative and collaborative partnership that was created to support student development at NC State and advance textiles innovation in the apparel industry.

“The grant from The VF Foundation provided funding for multiple programs within three colleges – the Poole College of Management, the College of Design and a major component of the partnership supported the Wilson College of Textiles,” Lorena McLaren, Executive Director of Corporate and Foundation Relations at NC State explained. “The grant supported the Dean’s Innovation Fund, enabling numerous integral parts of the University, including student leadership development, graduate students in Textiles, undergraduate student programs and outreach activities that support diversifying incoming students from across the state.”

David Hinks, Dean of the Wilson College of Textiles, explained, “The grant offered a variety of undergraduate and graduate education and training activities and it also helped to facilitate industry-leading research that elevates apparel and textile products and experiences.”

In addition, The VF Foundation grant supported the college’s first need-based scholarship program to help recruit a diverse population of talent to the University. The Textile Pioneers Scholarship Program specifically focused on North Carolina’s rural counties and first-generation university attendees, aligning with NC State’s land-grant mission to provide access to students while adding to the University’s geographical diversity.

“Our college is fortunate to have one of the highest numbers of scholarships per student across the University,” David said. “But these scholarships had always been merit based and we realized they weren’t reflective of the diverse rural and semi-rural populations across our state or nation.”

“If it weren’t for The VF Foundation and other generous donors, we wouldn’t have been able to recruit students and provide them with these new scholarships,” David explained.

“The VF Foundation grant allowed us to host potential students and their families from rural areas for a full week during the summer, visiting the university and learning about our colleges. When they learned that the textiles industry employs half a million people and generates \$350 billion in sales each year just in apparel, their eyes lit up.”

“From that summer program we have five Textile Pioneers this year,” David said. “Four of them are first in their family to attend any university. The VF Foundation grant helps us support their personal and professional growth, ensuring they are successful here.”

**“We are developing future leaders and The VF Foundation grant helps us attract them to work on creating next generation products and sustainable processes.”**

- DAVID HINKS, DEAN OF THE WILSON COLLEGE OF TEXTILES

**GRANT FUNDING SUPPORTED**  
**31** SCHOLARSHIPS IN **3** COLLEGES

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**BENEFITTED 3,510** STUDENTS

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**5** TEXTILE PIONEER SCHOLARSHIP STUDENTS,  
**4 OF 5** ARE FIRST GENERATION IN THEIR FAMILY TO ATTEND ANY UNIVERSITY

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**PROVIDED 2** GRADUATE FELLOWSHIPS



PHOTOS COURTESY OF NC STATE





# American Forest Foundation

## Family Forest Carbon Program



### UNLOCKING A NATURAL CLIMATE SOLUTION FOR FAMILY-OWNED FORESTS

In the United States, 30% of all forests are actually family owned and these forests have the potential to make an important impact on our climate challenges. “Some of the most effective solutions to addressing climate challenges lie in the potential to store more carbon through sustainable forest management,” explained Nathan Truitt, Vice President of Strategic Partnerships for the American Forest Foundation. “But, family forest owners struggle with the cost of forest management and conservation. In addition, nearly all of them who own parcels of land 2,000 acres or less have been left out of carbon credit opportunities that could help them overcome these costs.”

Companies across the U.S. set goals to reduce their carbon footprint through operational efficiencies, the transition to clean energy and carbon credits. Yet, when it comes to carbon credits, forest carbon projects are being developed almost exclusively on properties of 5,000 or more acres, leaving family owned forests out.

To address this, the American Forest Foundation partnered with The Nature Conservancy to launch the Family Forest Carbon Program, bringing together family forest owners, companies and policymakers. The Program gives family owners an opportunity to bring in income from their land in exchange for implementing sustainable forest practices that help sequester and store more carbon. Companies that are aligned with the Paris Climate Accord, and already reducing their own emissions, can purchase these credits as a way of increasing their climate ambition.

“The inspiration, support and funding from The VF Foundation for this project was catalytic to getting us off the ground,” Nathan said. “In 2017, when the U.S. had just pulled out of the Paris Climate Accord, VF Corporation challenged us to come up with a solution that would truly address the climate crisis. They pushed us as an organization to imagine what we could do from the ground up and they helped us work with other organizations to come up with a plan.”

The VF Foundation’s grant is just the start of what will be needed over time to reach all family forests, but this grant provided critical funds to support carbon scientists as they created the program. “This grant paid for the science, methodology and program structure and allowed us to talk to foresters, mills, forest product companies and families as we built our business model,” Nathan said.

GOAL TO SIGN UP 20% OF FAMILY FOREST ACREAGE FOR THE FAMILY FOREST CARBON PROGRAM BY 2030, RESULTING IN STORING

## 2 GIGATONS OF CARBON

SUPPORTING RURAL AMERICAN COMMUNITIES TO IMPLEMENT IMPROVED FOREST MANAGEMENT THAT LEADS TO MORE CARBON STORAGE AND MORE TIMBER RESOURCES FOR STRONG LOCAL ECONOMIES

IMPROVING THE HEALTH OF FORESTS WHICH CREATES BETTER WILDLIFE HABITATS, PROTECTS WATER RESOURCES AND SUPPORTS MORE RESILIENT FORESTS FOR THE FUTURE

“Of the millions of acres of family-owned forests, the average size is 70 acres per family. We wanted to provide funds to help them implement more sustainable forest management that will, in turn, mean we help sequester more carbon.”

- NATHAN TRUITT  
VICE PRESIDENT OF STRATEGIC PARTNERSHIPS  
FOR THE AMERICAN FOREST FOUNDATION



GRANT AMOUNT: \$250,000 IN 2018 FOR MULTI-YEAR WORK



# Arizona State University Foundation

## Carbon Cowboys



**INTRODUCING FARMERS TO A WAY TO WORK WITH NATURE, NOT AGAINST IT, AS THEY IMPROVE THEIR SOIL AND THEIR BOTTOM LINE**

Peter Byck is a professor of practice at Arizona State University's School of Sustainability and Cronkite School of Journalism. He's also an award-winning director and producer who has turned his documentary work into a creative way to raise awareness, and funds, for helping farmers and our planet.

Before turning to The VF Foundation to apply for a research grant, Peter had already directed a documentary called Carbon Nation, and a 10-part series of shorter films called Carbon Cowboys.

"These films tell the story of how 98% of farmers are still using conventional grazing practices," Peter explained. "Only a very small number of farmers understand and use Adaptive Multi-Paddock (AMP) grazing which can regenerate their land, boost carbon and nitrogen in the soil, improve wildlife biodiversity and help make their operations more profitable."

AMP grazing allows farmers to work with nature, not against it. It mimics how herds of bison grazed The Great Plains of North America and built some of the world's deepest and richest soils. Now, Carbon Cowboys replicate this system with their cattle – breaking up their land into smaller paddocks and moving their herd frequently. The cattle's hooves stimulate seed growth, their waste feeds microbes and regenerates the ground, and robust soils enable rain water to sink into the earth so ranches are more resilient to drought.

The Carbon Cowboys films helped to make the case for why research on AMP grazing was needed, then The VF Foundation and *Timberland*® helped fund socioeconomic research on the advantages of AMP grazing. The project data proves the hypothesis that AMP grazing will improve the land and help farmers earn more money.

"The science funded by The VF Foundation and *Timberland*® was crucial in this project. We needed a foundation of facts and data to show farmers ways they could turn their farms around, as so many are struggling financially. We wanted to offer farmers options of more productive ways for them to produce our food, while helping their soils and the environment."



RESEARCH WAS FUNDED BY THE VF FOUNDATION ALONG WITH 7 UNIVERSITIES, 3 PRIVATE RESEARCH ENTITIES AND THE USDA

AMP GRAZING IS HELPING FARMERS STAY IN BUSINESS WHEN THEY CAN'T AFFORD THE COSTS OF CONVENTIONAL GRAZING

# Soil Health Institute

## Healthy Soils for Sustainable Cotton



The earth beneath our feet is something most people take for granted. But the vitality and productivity of soils is critical to all of us and safeguarding and enhancing it is the mission of The Soil Health Institute. David Lamm spearheads soil health training and education programs for the Soil Health Institute's Healthy Soils for Sustainable Cotton program.

"Soil health is not only good for farmers and the environment," David explained. "It helps build drought resilience, reduce greenhouse gas emissions and increase carbon sequestration. The VF Foundation grant is helping us build a soil health training and education program to create networks of farmers to learn about adopting soil health practices and their benefits. This grant provided us with the seed funding to initiate our training to farmers in three states."

"Over time, some farmers have accepted that degraded soil is just the norm," David said. "Many have not realized they can transform the health of their soils, and we have a vision to help them do that on all cropland acres over time."

Four simple principles can be applied on nearly all farms to improve soil health: keep the soil covered, minimize disturbance, maintain living roots and maximize diversity. "Our organization engages local farmers who are already successful at using these soil practices to become mentors for other farmers," David explained.



7 WEBINARS SUPPORTED SOIL HEALTH TRAINING

7 ON-FARM TRAINING WORKSHOPS HELD

12 ADDITIONAL VIDEOS ARE IN DEVELOPMENT TO SHARE BEST PRACTICES

Wayne Honeycutt, PhD, President and CEO of the Soil Health Institute, said, "Cotton producers who have been successful with these practices are able to show real results to other farmers and people in the industry. They are challenging the way it's always been done and we want to show that we can replicate it on a large scale to increase productivity and profitability for farmers, while also achieving wider environmental benefits for climate and water quality. Next, we want to make consumers more aware about how the food and fiber they buy were grown so they can be part of the progress to better soil health and a healthier planet."



# Wish For Wheels

## Employee Volunteerism and Community Impact



### VF CORPORATION ASSOCIATES DELIVER NEW BIKES TO KIDS AND PEDAL INSPIRATION FOR GIVING BACK

Wish for Wheels bundles corporate philanthropy, team building and employee engagement through bike build events to deliver new bikes and helmets to kids in low income communities. Through the gift of a new bicycle and helmet, lives of 2nd graders in Title I schools are transformed – broadening their scope for personal growth and healthy lifestyles.

So, when Wish for Wheels approached The VF Foundation to fund a program for 2nd graders at Amesse Elementary, in the Denver Public Schools District, the Foundation not only provided a grant, but VF Corporation associates became involved as well. Associates from across the organization helped to build and distribute 55 new bikes and helmets during the Colorado Classic Race in 2019.

“Our commitment to being Movement Makers drives every one of us. From our CEO to our newest colleagues, we give our time and expertise to the communities and causes we care about most.”

- GLORIA SCHOCH, EXECUTIVE DIRECTOR, THE VF FOUNDATION & DIRECTOR, GLOBAL IMPACT, VF CORPORATION

VF and The VF Foundation know that volunteering not only helps the communities being served, it plays a powerful role in corporate team building, develops skills with new experiences and inspires associates as they connect with those they are helping first-hand.

Globally, VF's family of brands encourage associates to take anywhere from 8 to 40 hours of paid time off per year to volunteer their time and skills. VF Community Purpose Days offer volunteer

opportunities such as restoring forests and planting trees, doing trail maintenance and mentoring students.

These opportunities to give back enable VF and The VF Foundation to engage, educate and empower associates to embody the company's purpose, as well as to understand its commitment to sustainability and social responsibility.

Expanding the partnership with Wish for Wheels in 2020 was an especially rewarding opportunity as it allowed VF and The VF Foundation to bring together retail associates and those in VF's distribution centers and employee resource groups. They all had the chance to be part of this project, working together to build the bikes, distribute them at the schools and engage directly with students.

Wish for Wheels is partnering with Denver Public Schools to evaluate the positive impact a new bike and helmet has on 2nd graders in Title I schools. This ongoing evaluation tracks the students who receive a bike through their elementary career, looking at test scores, attendance, behavior, playground usage and parent interviews. With the gift of each new bike to a student, they are seeing a positive effect for the kids and their community.

“There is a deep commitment to volunteering at VF. Our associates are energized to engage with community as agents for change,” said Jennifer Margoles, Program Manager, The VF Foundation and Global Impact. “It was meaningful to share the experience of assembling new bikes and even more rewarding to see the young faces light up when they received them.”

**55** NEW BIKES AND HELMETS WERE FUNDED BY THE VF FOUNDATION IN 2019 FOR STUDENTS IN DENVER PUBLIC SCHOOLS

GRANTMAKING AND ENGAGEMENT WITH WISH FOR WHEELS MORE THAN **DOUBLED** IN 2020 THROUGH PROGRAMS IN DENVER AND FORT COLLINS





# Global Disaster Relief & Recovery

## Highlights from Early 2020

The beginning of 2020 marked an unprecedented time in the world, with numerous natural disasters and the onset of the COVID-19 pandemic. The VF Foundation provided humanitarian aid in 53 countries in partnership with VF's associates, its family of brands and consumers to extend the impact of our community programs where VF operates. Here are some of the highlights from the first three months of the year:

**\$405,544**

IN GRANTS DISTRIBUTED FOR THE FIRST PHASE OF COVID-19 RELIEF AND NATURAL DISASTERS

**\$161,712**

RAISED BY THE VF FAMILY OF BRANDS + THE VF FOUNDATION MATCH

**\$62,084**

RAISED BY VF EMPLOYEES + THE VF FOUNDATION MATCH

"Helping others during times of need is a responsibility we all share, and this is especially true right now as our global community comes together to battle the COVID-19 pandemic," said Steve Rendle, Chairman, President and CEO of VF Corporation and Foundation Board Chair. "With the contribution from The VF Foundation and the community matching campaign with our employees, brands and consumers alike, we hope to do our part in addressing this global public health crisis."



### UNITED STATES (NASHVILLE)

On March 3, 2020 a tornado tore through Nashville devastating the community. With support from The VF Foundation, The American Red Cross answered the call providing 800 meals, distributing 39,400 relief items and administering mental health services for 4,800 individuals.



### MEXICO (STATE OF JALISCO)

Thanks to a grant from The VF Foundation, Movimiento de Apoyo a Menores Abandonados (MAMA) ensured the rights of child workers and homeless youth continued to be guaranteed during the pandemic. They delivered critical services and 432 food baskets to the families of child workers through the GlobalGiving Coronavirus Relief Fund.



### SWITZERLAND

The VF Foundation's grant of \$75,000 to Ente Ospedaliero Cantonale's network of hospitals enabled EOC to purchase more PPE, life-saving equipment and fund vital research and projects aimed at improving front line worker safety and patient care during the pandemic.



### ITALY

The Italian Red Cross was on the front lines of Italy's COVID-19 response from day one providing emergency health care, emotional support, life-saving logistics, health screenings and coordinating case management with public health entities, with the support of The VF Foundation and GlobalGiving.



### BANGLADESH

The VF Foundation donated \$100,000 toward COVID-19 relief efforts in Bangladesh through its partnership with GlobalGiving and BRAC. As a result, more than 5,500 out of work families struggling with basic needs received a cash stipend to help them buy food and other necessities during factory shutdowns.



### INDIA (HARYANA)

In Northern India The VF Foundation and Altra® brand helped GoodWeave International provide 16,000 garment workers and their children with food, masks and hygiene essentials designed to keep them healthy and safe at home and in school.



### CAMBODIA

Women make up roughly 85% of the 600,000 garment industry workers in Cambodia. They face inequalities in employment and pay, division of domestic labor, decision making and participation that have worsened during the pandemic. The VF Foundation partnered with CARE International to provide educational resources to empower women and girls during this unprecedented time.



### CHINA (SHENZHEN)

Since the launch of the One Foundation's pandemic response in late January, its teams in China have provided critical medical care and coordinated the distribution of medical supplies and equipment for health workers and online consultation for local communities with The VF Foundation and GlobalGiving's support.



### INDONESIA (JAKARTA)

In January 2020, torrential rain triggered floods in Indonesia affecting people in all five districts of Jakarta. The VF Foundation and its employees donated \$21,500 for ACT Foundation recovery projects to rebuild public facilities including schools, infrastructure and Integrated Community Shelters (ICS) for survivors who lost their homes in Lebak Banten.



# The VF Foundation Team

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Foundation Treasurer

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### JENNIFER MARGOLES

Program Manager, The VF Foundation & Global Impact, VF Corporation

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## CONTACT THE FOUNDATION



[vfcfoundation.org](https://vfcfoundation.org)

THE VF FOUNDATION



@VFC Foundation



@VFC\_Foundation



@VFCFoundation



@VFC Foundation



[foundation@vfc.com](mailto:foundation@vfc.com)



THE VF FOUNDATION  
1551 Wewatta Street  
Denver, CO 80202  
vfcfoundation.org



THE VF FOUNDATION