



75TH ANNIVERSARY CAMPAIGN CELEBRATING FOOTWEAR PHILANTHROPY

THE \$8.5 MILLION CAMPAIGN IS A MULTI-YEAR EFFORT TO INCREASE
THE FOUNDATION'S POSITIVE IMPACT ON AMERICA'S FOOTWEAR COMMUNITY



TWO TEN FOOTWEAR FOUNDATION
SHOEPEOPLE HELPING SHOEPEOPLE®

A healthy Two Ten Footwear Foundation endowment will ensure every shoe person in crisis has a place to call for help.



“Our goal of the 75th Anniversary Campaign is simple—raise substantial new funds for our endowment to ensure we have the resources to help thousands of shoepeople who are in trouble and need a helping hand.”

BOBBY CAMPBELL,
CAMPAIGN CO-CHAIR

Two Ten Footwear Foundation is the only philanthropy in the United States that focuses solely on supporting its own industry and workforce.

Since its humble, “pass-the-hat” beginnings during the Great Depression, Two Ten has continued its extraordinary mission to take care of our own; to help each other at times of crisis; and to bring together 250,000 footwear employees and their families for the common good.

Today, Two Ten Footwear Foundation is positioned to confidently move forward and help more footwear families than ever before. At the heart of our progress is Two Ten’s Endowment Fund, which was \$35M as of 12/31/15. The endowment provides a dedicated and critical source of operating revenue that strengthens our helping mission—approximately 30% of our annual budget.

Two Ten Footwear Foundation’s Board of Directors launched The 75th Anniversary Campaign to raise a total of \$8.5M in new endowment funds over a five-year period, ending January 2018. During the “quiet” phase of the appeal, Two Ten secured \$6.5M toward our \$8.5M goal.

75TH ANNIVERSARY CAMPAIGN PRIORITIES

PRIORITY 1

Increase capacity for immediate response to urgent requests for help

Thousands of hardworking footwear employees call Two Ten for help every year. In 2015, \$1.7M in emergency financial assistance was awarded to footwear families; \$1,200 per request. The 75th Anniversary Endowment Campaign will dedicate an additional \$5M to three special funds.

The Common Good Fund

The Common Good Fund helps footwear workers struggling with an extraordinary setback or family crisis. Our goal is to increase Common Good funding by 25% for eviction prevention, auto loan repayments, utility bills and funeral expenses.

The Disaster Fund

Since Hurricane Katrina in 2005, Two Ten has delivered \$800,000 to thousands of footwear families recovering from a hurricane, tornado, flood or fire. Two Ten provides 48-hour responses to all Disaster Fund requests for hotel stays, generators, food, clothing and other urgent necessities.

The Catastrophic Illness Fund

Thanks to advances in science and health-related technologies, people are living longer. However, people are living longer in poorer health; oftentimes with chronic pain or with extreme physical or mental challenges that require ongoing treatment. Additional endowment funds will help Two Ten expand social services and emergency financial assistance to thousands of shoepeople who are back on-the-job following a serious illness, and who must bear extreme financial burdens associated with their own healthcare or the care of immediate family members.

PRIORITY 2

Grow the impact of our scholarships

Historically, Two Ten Footwear Foundation has funded 300+ individuals from the footwear industry and/or footwear families with scholarships of \$3,000 annually. The Endowment Campaign will invest an additional \$2.5M to expand opportunities for shoepeople and their children.

General Scholarship Fund

Annual tuition support is provided to hundreds of college-bound Two Ten scholars to pursue a wide variety of academic interests.

Footwear Design Scholarship Fund

An exclusive number of annual Footwear Design scholarships are provided to talented designers interested in upgrading skills at Pensole, Ars Sutoria or other professional education settings.

Footwear Warriors Scholarship Fund

In 2012, Two Ten launched the Footwear Warriors Scholarship Fund to help returning service men and women reach their educational goals. Recognizing the enormous sacrifice of the people who serve in the armed forces, Two Ten provides annual financial support to Veterans in our industry as they shift their skills from a military to a civilian work environment.

First in Family Scholarship Fund

Developed exclusively for students who are the first in their family to attend college, this new fund helps put a college education within reach for everyone in our footwear community.

PRIORITY 3

Strengthen and build the footwear community

The 75th Anniversary Campaign will dedicate an additional \$1M to supporting strategic initiatives that strengthen our footwear community coast-to-coast.

Women in Footwear Industry (WIFI)

Created by Two Ten, WIFI is the national organization of women in footwear. With eight regional chapters, WIFI represents women at every strata across our diverse industry: from C-level leaders to entrepreneurs, business-owners and the emerging generation of professional women who will take our industry forward. An investment in WIFI will launch new content, build an online community, expand our Mentoring Program and reach more footwear women in the southeast and southwest.

National Footwear Cares Month

Footwear Cares Month is the only industry-wide volunteer blitz in the US. Engaging over 125 footwear companies and up to 10,000 footwear-volunteers annually, Two Ten has developed an industry-defining cause marketing platform that is deeply rooted in our desire to serve our local communities.

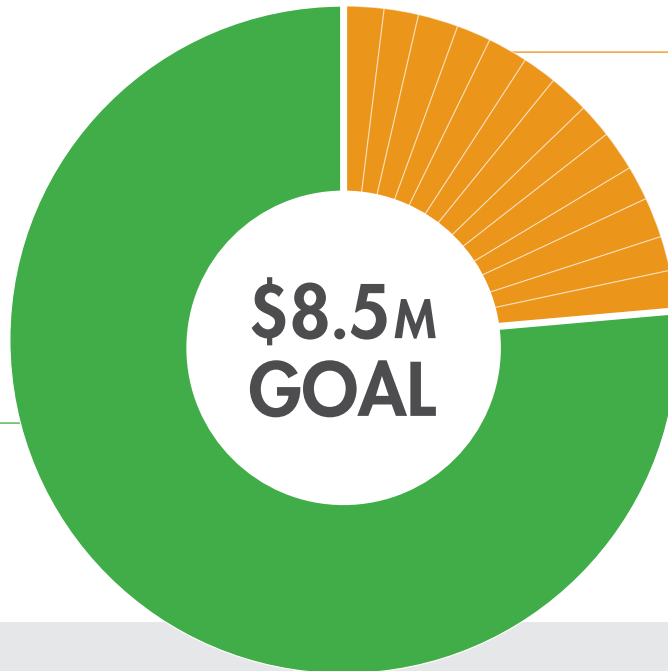
Strategic Initiatives Funding

As our industry continues to grow and evolve, the Two Ten Board of Directors are committed to creating programs that are current and relevant.

CAMPAIGN FUNDING PLAN

\$6.5M in nucleus funds

already secured by
The Two Ten Footwear
Foundation Endowment
Campaign



\$2.0M balance

will be raised
in 2016 and 2017
from transformational
gifts of \$60K
and greater from
special leaders
in our industry

Endowment gifts to Two Ten Footwear Foundation can be provided in the form of cash, securities, or property. Gifts may be used for naming opportunities; for example, a relief or scholarship fund may be named for

the donor or in honor or memory of another person of the donor's choosing. Naming and endowing a current or future transformative program, position or event will serve many generations of shoepeople to come.



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Endowment Management

Pursuant to the Endowment Investment Policy and Guidelines set by the Two Ten Footwear Foundation Board of Directors, the Investment Committee oversees the Foundation's permanent "pooled" funds, hereafter known as The Endowment. The Endowment "Spending Policy" (or payout) is set from time to time by the Investment Committee. The payout is the amount of expendable distribution made available to the Foundation on an annual basis from the endowment. Each annual payout (investment allocation) is recommended by management in May, and agreed by the Finance Committee in advance of a full Board authorization of an annual operating budget at our June Board meeting. For Fiscal Year 2014 the drawdown was 4.75%, representing 30% of annual operational revenue.

Total returns earned by the Endowment, less the payout provided for distribution, is retained in the principal of The Endowment to protect the fund from the effects of inflation and to allow for growth. Payout may be added back to the fund's principal when the distribution is not needed for the stated fund purpose.

100% of every gift is directed to the specific purpose intended.

Endowment funds exist in perpetuity. 100% of all gifts to the Two Ten Footwear Foundation benefit the footwear industry. The President of Two Ten Footwear Foundation has the authority to re-designate the purpose of the payout with approval from the Finance Committee. Further information on Two Ten's endowment management is available upon request.

Fundraising Strategy: Phase Two

	Phase 1		Phase 2		GOAL
	# OF GIFTS RECEIVED DURING THE NUCLEUS PHASE	GIFT AMOUNT RECEIVED	# OF ADDITIONAL GIFTS REQUIRED	GIFT AMOUNT NEEDED	
\$1,500,000 gift level	1	\$1,500,000	0	\$0	\$1,500,000
\$1,000,000 gift level	2	\$2,000,000	0	\$0	\$2,000,000
\$750,000 gift level	1	\$750,000	1	\$750,000	\$1,500,000
\$500,000 gift level	1	\$500,000	1	\$500,000	\$1,000,000
\$250,000 gift level	4	\$1,000,000	1	\$250,000	\$1,250,000
\$100,000 gift level	5	\$500,000	2	\$200,000	\$700,000
\$60,000 gift level	5	\$300,000	5	\$300,000	\$600,000
TOTAL GIFTS	19	\$6,550,000	10	\$2,000,000	\$8,550,000

Two Ten Leadership

The Two Ten Footwear Foundation is governed by a 43-member Board of Directors representing the breadth of the footwear industry. Standing committees include: Executive, Finance, Investment, Audit, Nominating, Development, Communications, Scholarship and Social Services.

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