

our communities

Caleres has a long history of giving back to the communities where we live and work. Through the Caleres Cares Charitable Trust and employee volunteerism, we are continuously working to serve our neighbors in need and to strengthen our local communities and provide support for those in the footwear industry. We are driven by the conviction that everyone can find a way to give, and though the COVID-19 pandemic disrupted many of our normal giving activities this year, Associates found new ways to meet the moment and make an impact.

The following is a summary of some of the ways we executed on our core value of Caring in 2020, with a focus on corporate-level efforts. To learn more about how we've engaged in social and environmental causes, please see the Our Brands section of this report, beginning on [Page 5](#).



the generosity of our Associates

At Caleres, the idea that everyone can find a way to give comes to life through the actions of our Associates. They give their time and treasure, organize fundraising initiatives, and use their creativity and passion to make a difference in their communities.

Following in Our Founder’s Footsteps

In 1921, our founder, George Warren Brown, established a trust to award funds to charitable organizations. A century later, our Caleres Cares Charitable Trust continues to support worthy organizations that help people live better.

In 2020, the trust awarded more than \$1 million in grants to charitable organizations and also matched nearly \$180,000 in gifts made by Associates to charities of their choice.

Caleres Cares Charitable Trust Funding Priorities

The Caleres Cares Charitable Trust prioritizes five areas of philanthropic support:

- Family
- Healthy Living/Wellness
- Arts and Culture
- Local Community
- Footwear Industry



United Way

Each year, Caleres Associates support St. Louis neighbors in need through contributions to the United Way of Greater St. Louis.

During the two-week *We Are All United* campaign in October 2020, Caleres Associates found creative ways to safely raise funds during the COVID-19 pandemic, including a virtual costume

contest, making purchases at on-site food trucks, and a drive-in movie night in the Caleres headquarters parking lot. About 70% of Caleres Associates made financial contributions to the overall effort.

When pledging support to the United Way, Associates had the option to direct their donation to specific organizations. Caleres' DE&I Advisory Council identified several organizations that support diversity efforts in the St. Louis region and promoted those recommendations to Associates.

Associate Shoe Sales

Each year, our retail distribution center Associates in Lebanon, Tennessee, and Lebec, California, raise money for their communities through Associate shoe sales. At these events, Associates and their families can purchase merchandise that cannot be sold, whether because the items are past their sales period or have been returned with slight wear. Proceeds from the shoe sales benefit local organizations.

In 2020, beneficiaries included civic leagues, local chambers of commerce, Habitat for Humanity and Ronald McDonald House.

In March 2020, tornadoes devastated Nashville, Tennessee, and the surrounding area. The Lebanon distribution center partnered with the American Red Cross and donated \$5,000 to support the relief effort.

Associates in our Tennessee distribution center adopted 40 Angel families through the Salvation Army for the holidays. Associates purchased gifts for their Angels, and each Angel received a pair of Famous Footwear shoes.

2020 United Way Campaign by the Numbers

\$470K+

In combined Associate
and corporate giving



Photo captured pre-pandemic.

Community Stars

Caleres recognizes Associates who go above and beyond to support causes in their community. These Associates receive the Caleres Community Star award and \$250 for the organization of their choice.

Dollars for Doers

Caleres is proud to support organizations for which our Associates volunteer. Through our Dollars for Doers program, Caleres awards \$10 per hour for up to 50 hours of service per organization per employee. In 2020, participants completed more than 400 hours of service, which Caleres matched with \$4,000-plus in donations.

advancing the shoe industry



✦ Photo captured pre-pandemic.

The footwear industry is known for coming together to support each other, especially in difficult times. At Caleres, we are proud to be part of this network and to help advance the industry by supporting footwear employees in their careers and personal lives.

Walking in Shoe-people’s Shoes

As the only industry-centric foundation in the U.S., the Two Ten Footwear Foundation provides emergency financial assistance and scholarships to people in the footwear industry.

To help respond to the needs of footwear families in the midst of the COVID-19 pandemic, the Caleres Cares Charitable Trust donated \$100,000 to Two Ten, and 9,000 pairs of shoes to the Foundation’s Share Your Shoes product donation program.

Caleres also worked closely with the Foundation to expedite assistance for Associates and their families during the pandemic.



Liz Robison, Vice President of Non-Athletics, Accessories and Canada for Famous Footwear, serves as co-chair of the St. Louis, Missouri, chapter of WIFI.

Women in the Footwear Industry

In 2010, Caleres board chair and CEO, Diane Sullivan, co-founded Women In The Footwear Industry (WIFI) under the umbrella of the Two Ten Footwear Foundation.

The program harnesses the collective power of footwear industry influencers and leaders to mentor each other, learn from experts in their field and advance the mission of the Two Ten Footwear Foundation.

WIFI has more than 4,000 members nationwide and 10 regional chapters. The program actively connects and inspires the industry’s most influential women and next-generation leaders, provides a forum for empowering women through mentoring, professional development, relationship building and events, and advocates for the Two Ten Footwear Foundation.

giving globally

By donating footwear to charitable fundraising events and organizations that serve people in need, we help people around the world live better ...feet first.



Soles4Souls

For more than seven years, Caleres has supported Soles4Souls, a global nonprofit organization that distributes shoes and clothing to people in need around the world. Caleres donated more than 34,000 pairs of shoes between 2016 and 2020, bringing the all-time total to over 70,000 pairs.

Benefiting Cancer Research

Each year, the Fashion Footwear Association of New York (FFANY) and QVC raise money for breast cancer research through the live QVC Presents FFANY Shoes on Sale event. Caleres is a long-standing contributor and donated over 4,300 pairs of shoes to the event in 2020.

In 2005, Caleres Board Chair and CEO Diane Sullivan facilitated a connection between the Shoes on Sale event and the Siteman Cancer Center in St. Louis.

Since 2005, more than \$5 million in Shoes on Sale proceeds have benefited Siteman.

MAKING A DIFFERENCE IN OUR HOMETOWN

While Caleres is a global company, we remain deeply connected to St. Louis, the city where our company began and where it is headquartered.

Over the years, Caleres has given more than \$20 million to the St. Louis community and continues to be one of the city's major giving organizations. We prioritize initiatives that benefit the community overall, and those that grow and attract new business and residents.

The following are a few of the highlights of our work in St. Louis in 2020.

Washington University

Caleres donated a \$1.5 million pledge over six years to Washington University in St. Louis. Our gift funded equipment and programming for the Caleres Fabrication Studio, a space where students and staff can learn to use state-of-the-art, industry-grade tools including 3D printers and laser cutters.

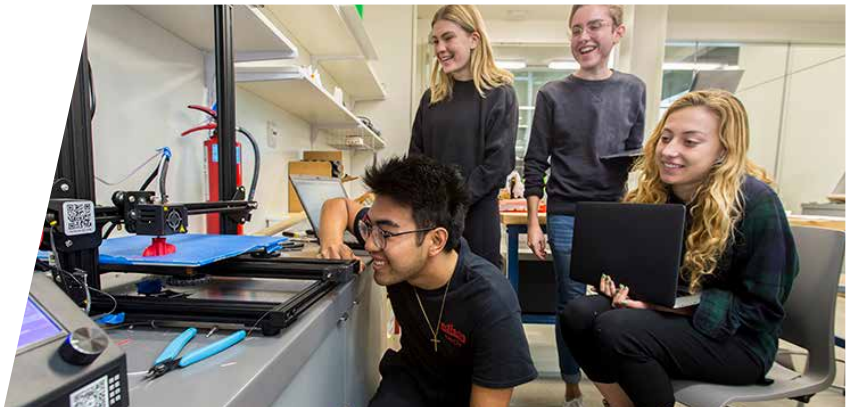


Photo captured pre-pandemic.

The Brown School of Social Work

Founded in 1925, the Brown School at Washington University in St. Louis was named in memory of our founder with a gift from his wife, Betty Bofinger Brown. Now one of the top-ranked social work programs in the country, the Brown School continues to benefit the community by advancing policies that support health and well-being, and by drawing new students and faculty to the city.

In 2014 Caleres donated \$1 million to help build a new LEED Platinum-certified hall for the school, including a new atrium and common area and the Terrace Garden and Lounge. This 700-plus square foot gathering space, housed on the building's third floor, will promote health and wellness, diversity, energy efficiency and other environmental sustainability benefits.

Forest Park Forever

Famous Footwear was the lead donor for a \$600,000 project to build a new gathering plaza and renovate a comfort station in Forest Park, the 1,300-acre public park that is one of the jewels of St. Louis. The improved space will help provide a more comfortable experience for visitors to one of the country's largest urban parks.

Girl Scouts of Eastern Missouri

Caleres gave \$100,000 to the local Girl Scouts Council's Her Future is Our Future campaign as part of a five-year pledge to support programs that build girls' leadership skills and create a pipeline of future female leaders.

\$2.5 Million

Donated to Washington University in St. Louis since 2014