

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, strengthen our communities, and provide support for those in the footwear industry.

The following is a summary of some of the ways we executed on our core value of Caring in 2021, with a focus on corporate-level efforts. To learn more about how our brands have engaged in social and environmental causes, please see the Our Brands section of this report, beginning on Page 6.



Our Communities

CONTINUING A LEGACY OF GIVING

Our [Caleres Cares Charitable Trust](#) continues to support worthy organizations through grants and matching gifts. The trust supports 501(c)(3) tax-exempt, nonprofit organizations that are good corporate citizens and strategically align with our mission, vision, and values. This year, we updated the trust’s funding priorities to reflect our companywide commitments to sustainability and DE&I.

**Caleres Cares Charitable Trust
Funding Priorities**

The Caleres Cares Charitable Trust prioritizes grant funding for initiatives that:

- Care for and develop stronger families
- Demonstrate a commitment to diversity, equity, and inclusion
- Share our dedication to a journey toward sustainability
- Benefit the communities where we live and work
- Support our leadership position in the footwear industry

SERVING OUR NEIGHBORS

A Month of Giving

In October, 100% of Caleres corporate Associates across all U.S. offices made personal donations or participated in fundraising campaigns to support a variety of organizations: [United Way of Greater St. Louis](#), [City Harvest of New York](#), the [Pacific Pediatric Neuro-Oncology Consortium](#), and [St. Jude Children’s Research Hospital](#). The Caleres Cares Charitable Trust matched the funds donated by Associates, resulting in over \$635,000 in total contributions to the four organizations.



Matching Associates’ Generosity

Our matching gift program provides a dollar-for-dollar match when Associates donate to qualified organizations. In 2021, the Caleres Cares Charitable Trust gave over \$260,000 in matched donations in addition to the campaign matches noted above.

\$1.6M
donated by the Caleres Cares Charitable Trust.

This includes more than \$1.2 million awarded in grants to 34 organizations. Grantees included Concordance Academy, the St. Louis Bereavement Center for Young People, Junior Achievement, Variety the Children’s Charity, St. Louis Earth Day, the New York and St. Louis Urban Leagues, and The Trevor Project.



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Honoring the History of Sept. 11

Seventy-four Associates volunteered with the United Way on Sept. 13, 2021, to assemble emergency preparedness starter kits to be distributed by the Urban League of Metropolitan St. Louis. Participants attended a presentation and reflection on the history of Sept. 11 before building the kits, which included disposable face masks, first-aid items, thermal blankets, and flashlights.

Caleres United

In addition to personal financial donations, every year St. Louis Associates contribute their time to volunteer efforts at United Way partner agencies. During the United Way Days of Caring campaign, 76 Associates volunteered their time at the St. Louis Area Foodbank and packed nearly 1,000 cases of food to be distributed to local food pantries.



DISTRIBUTING GOODWILL

Associates in our distribution centers exemplify our commitment to benefiting communities where we live and work.



California Distribution Centers

- Provided Christmas gifts for 60 children through Children's Foundation of America
- Donated clothing, household items, and 500 pounds of food to low- and moderate-income families through Chino Neighborhood House
- Gifted hams to Chino Valley Fire Department Station 62 to show appreciation to first responders working during the Christmas holiday

Lebanon, Tennessee, Distribution Center

- Donated more than \$75,000 to local charities
- Donated \$8,000 to the Nashville division of Habitat for Humanity toward construction of a duplex for two families, with seven Associates volunteering their time to help with the build
- Donated toys to 300 children through the Lebanon Fire Department, and toys for an additional 50 families through the Salvation Army
- Gave \$5,000 in seed funding for Wilson Rides, a new program to give ride services to senior citizens, which has since provided more than 200 rides in and around Lebanon

Perth, Ontario, Distribution Center

- Raised nearly \$4,000 through the Annual Associate Shoe Sale for:
 - Big Brother Big Sisters of Lanark County
 - YAK Youth Services
 - Lanark County Interval House
 - Table Community Good Food Bank
 - Salvation Army Kettle Drive



In 2022 Caleres will partner with Soles4Souls through a \$1 million commitment focused on their Shoes 4EveryKid program.

4EveryKid is an ambitious initiative with the goal of providing new athletic shoes at least once per year to every U.S. student experiencing homelessness.



PUTTING OUR BEST FOOT FORWARD

To serve people in need around the world, we support charitable organizations and fundraising events through volunteerism, financial contributions, and donated footwear.

141K

Two Ten Footwear Foundation

Caleres continues to support the [Two Ten Footwear Foundation](#) and its mission to improve the lives and careers of footwear employees and their families. The Caleres Cares Charitable Trust donated \$150,000 to Two Ten in 2021. Associates gave an additional \$12,500 through an employee giving campaign. The donations help the foundation provide emergency financial assistance, scholarships, and other resources to people in the footwear industry.

American Cancer Society CEOs Against Cancer

As a member of CEOs Against Cancer of Missouri – St. Louis Chapter, Diane Sullivan collaborates with other business leaders in the region to raise awareness and funds to fight cancer. In 2021, and again in 2022, Sullivan participated in the CEO Challenge Day for the [American Cancer Society's Fit2Be Cancer Free](#) initiative, which promotes cancer prevention by encouraging a healthy lifestyle.



Caleres donated over 141,000 items in 2021

- 102,559 pairs of shoes, backpacks, and masks to the [Ticket to Dream Foundation](#) to support foster youth. Learn more about our partnership with Ticket to Dream on Page 7.
- 34,908 pairs to [Soles4Souls](#), which distributes shoes to people in need
- 4,243 pairs to other causes including the [Fashion Footwear Association of New York \(FFANY\) Shoes on Sale](#) event benefiting breast cancer research



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INVESTING IN OUR HOMETOWN

As a proud St. Louis corporate citizen and one of the city's major giving organizations, we generously support local programs and institutions that benefit St. Louisans and help attract new business and residents.



Caleres supports St. Louis' vibrant arts and culture community by sponsoring local institutions including:

- Gateway Arch Park Foundation
- Missouri Botanical Garden
- National Blues Museum
- Saint Louis Art Museum
- Saint Louis Zoological Park
- The Black Rep
- The Muny
- The Sheldon

2021 CALERES ESG REPORT

\$2.8M
donated to Washington
University in St. Louis
since 2014



The Caleres Cares Charitable Trust donated \$260,000 to the University in 2021 as part of a multiyear pledge that will continue through 2025.

\$300K

donated to Girl Scouts of Eastern Missouri since 2019

The Caleres Cares Charitable Trust donated \$100,000 to the local Council in 2021 in the third year of a five-year pledge.

SDG Changemakers

The Caleres Cares Charitable Trust awarded a \$5,000 grant to the United Nations Association of St. Louis for its [SDG Changemakers Youth Action Program](#). Twenty-seven students from 11 area high schools participated in the program to develop their leadership and community service skills through the lens of the UN Sustainable Development Goals. Andee Burton, Caleres Senior Manager, Sustainability and Product Sourcing, was a featured speaker at the conference.

Environmental Justice Days of Action

To sponsor a series of eight neighborhood cleanup events, the Caleres Cares Charitable Trust awarded a \$10,000 grant to St. Louis Earth Day to support [earthday365's Environmental Justice Days of Action program](#). The program brings together volunteers and community organizations to clean up litter and illegal dumping in majority Black neighborhoods.

In 2022 – A New Platform for Giving and Volunteering

In March 2022, Caleres introduced CyberGrants, a platform that supports our culture, our value of Caring, and our commitment to give back to our communities. We anticipate usage of this platform to result in increased Associate giving of both treasure and time. CyberGrants provides an easy-to-use process for U.S. Associates to:

- Make donations to 501(c)(3) organizations they care about through one-time or recurring credit card donations or payroll deductions
- Log donations by uploading receipts from giving outside the platform
- Maintain a comprehensive, confidential view of their total giving and get an easy end-of-year summary for tax purposes
- Seamlessly apply for a matching gift from the Caleres Cares Charitable Trust
- Log and track their volunteer hours, both for company-sponsored events and personal volunteering
- Sign up for company-sponsored volunteer events
- Create a company, team, or brand-sponsored event for which they need volunteers

