

The Courage to Dream It Real

A social impact zine by the Coach Foundation.

Celebrating five years of impact.



COACH
Foundation

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COACH FOUNDATION'S *Mission:*

To create opportunities and remove barriers for the next generation of young people who have the courage to dream it real.

a letter from
**COACH'S CHIEF
EXECUTIVE
OFFICER
AND COACH
FOUNDATION'S
EXECUTIVE
DIRECTOR**



Todd Kahn,
Chief Executive Officer
& Brand President, Coach



Julia Furnari,
Executive Director,
Coach Foundation

Welcome to the first annual Coach Foundation Social Impact Report. Although we have previously featured our work through Tapestry's *Fabric of Change* annual report, our hope is that this inaugural impact report will highlight the initiatives and progress the Coach Foundation is making in communities around the world. Although the Coach Foundation was founded over fifteen years ago, we are proud to use this report to celebrate the past five years of our signature Dream It Real program and celebrate the achievement of our original goal of providing 5,000 scholarships to students around the world.

Coach was founded on a dream made real by the passion and dedication of two immigrants united by a vision to craft a new kind of leather goods house. When we created the Coach Foundation in 2008, our goal was to extend Coach's impact within our community to support a better future for all. Fifteen years later, capturing the spirit of optimism and endless vision of its founders, Coach and the Coach Foundation have given over \$75 million to cause-driven organizations and communities. We've established integral partnerships with non-profit, cause-organizations around the world such as China Youth Development Foundation in China or Bottom Line and The Opportunity Network in the U.S. These organizations are focused on supporting the next generation of students as they pursue their education and provide resources to help them achieve their dreams. At the heart of the Coach Foundation is our relentless pursuit to inspire young people to explore who they are and embrace the power of DREAMING—it's this belief that inspired our Dream It Real mission and our work today. Because we believe that it is when we bravely show our true selves and pursue our dreams that we encourage others to do the same—making a collective difference.

We know that not all dreams are treated equally. Young people from historically underrepresented and marginalized communities can face outsized barriers that can prevent them from pursuing their dreams. We believe in the power of community and understand that you can go farther and achieve more when you have the resources you need to succeed and with people to help steer you.

As we celebrate five years of impact since launching our Dream It Real program, we're reminded to continue centering the voices of young people, preserve our curiosity of what could be, and assist the next generation in creating a more equitable tomorrow.

As you take the time to learn about our community impact, we hope that you'll join us on our journey to support historically underrepresented young people in their postsecondary pathways and hold us accountable for the work that still needs to be done.

About us...

Since the Coach brand was founded in 1941, we have been motivated by the vibrant energy of our hometown, New York City, to craft a legacy that celebrates the courage to live authentically. Coach began from the dream of first-generation American immigrants, Lillian and Miles

Cahn, and has flourished into a brand that encourages the freedom of self-expression by crafting beautiful things that you can be yourself in. Today, the same passion we put into creating products can also be seen in the way we care about our people, communities, and planet.



Coach launched the Coach Foundation in 2008 as the philanthropic arm of the brand. The foundation’s journey started close to home through investments into cultural enrichment for the beloved city that ignited our global brand. Coach and Coach Foundation has since **donated \$75 million to non-profits around the world.** As we assessed our philanthropic giving, we sought to amplify our impact and provide a more focused support within our communities. The result? The birth of Dream It Real, our signature initiative focused on helping young people pursue their paths and purpose.

This report will focus on our last five years of impact since launching Dream It Real. Dream It Real was a direct response to the challenges and barriers historically underrepresented young people can face. Dream It Real was our chance to provide pivotal resources for young people inclusive of scholarships, professional mentorship opportunities, non-traditional pathway programs, and a community to which they can belong.

It’s a reflection of Coach’s own journey, demonstrating the unwavering belief to be our true selves all while pursuing our ambitions and encouraging others to do the same. Dream It Real is an extension of this belief and representation of Coach’s legacy. Through our Dream It Real programs, we’ve witnessed the power that opportunity and education can have to change lives, and **create an equitable future for all.** The students who are part of our programs are already extraordinary—we just help to provide the resources they need to continue excelling.



Our IMPACT by the numbers since 2018

5,279
SCHOLARSHIPS
FUNDED

(We surpassed our goal to distribute 5,000 scholarships by 2025 two years early!).

OVER 170,000

young people reached through our Dream It Real programs

8 DREAM IT REAL

programs globally

\$40 MILLION


(retail value) in product donations to Dream It Real causes

250 COLLEGE
STUDENTS

paired with Tapestry and Coach mentors through our Dream It Real program



Our Impact Model

In 2020, we announced our commitment to fund 5,000 scholarships to students by 2025—a goal that we achieved *two years* early. 

It's time to reassess and determine how we continue to further our *impact*.



We began our philanthropic efforts working with Rockefeller Philanthropy Advisors in 2020 to leverage data that identified the existing socioeconomic barriers and opportunities for youth to thrive. We truly wanted to know, what is preventing young people from achieving their dreams?

To thoughtfully approach this work, we prioritized speaking with non-profit leaders, experts in education and advocates in this space.

The result was our signature initiative, Dream It Real, a holistic strategy where our support encompassed education programming, mentorship opportunities, scholarships, and mental health resources.

Although a college degree can be considered a key factor for success and opportunity, we know it is not the only path and solution available to the next generation of youth.

We engage with non-profit partners who provide students the ability and access to attend and pay for college, while offering alternative opportunities and nontraditional pathways to ensure all students pursue their postsecondary dreams.

Our **IMPACT MODEL**



Our THEORY of CHANGE

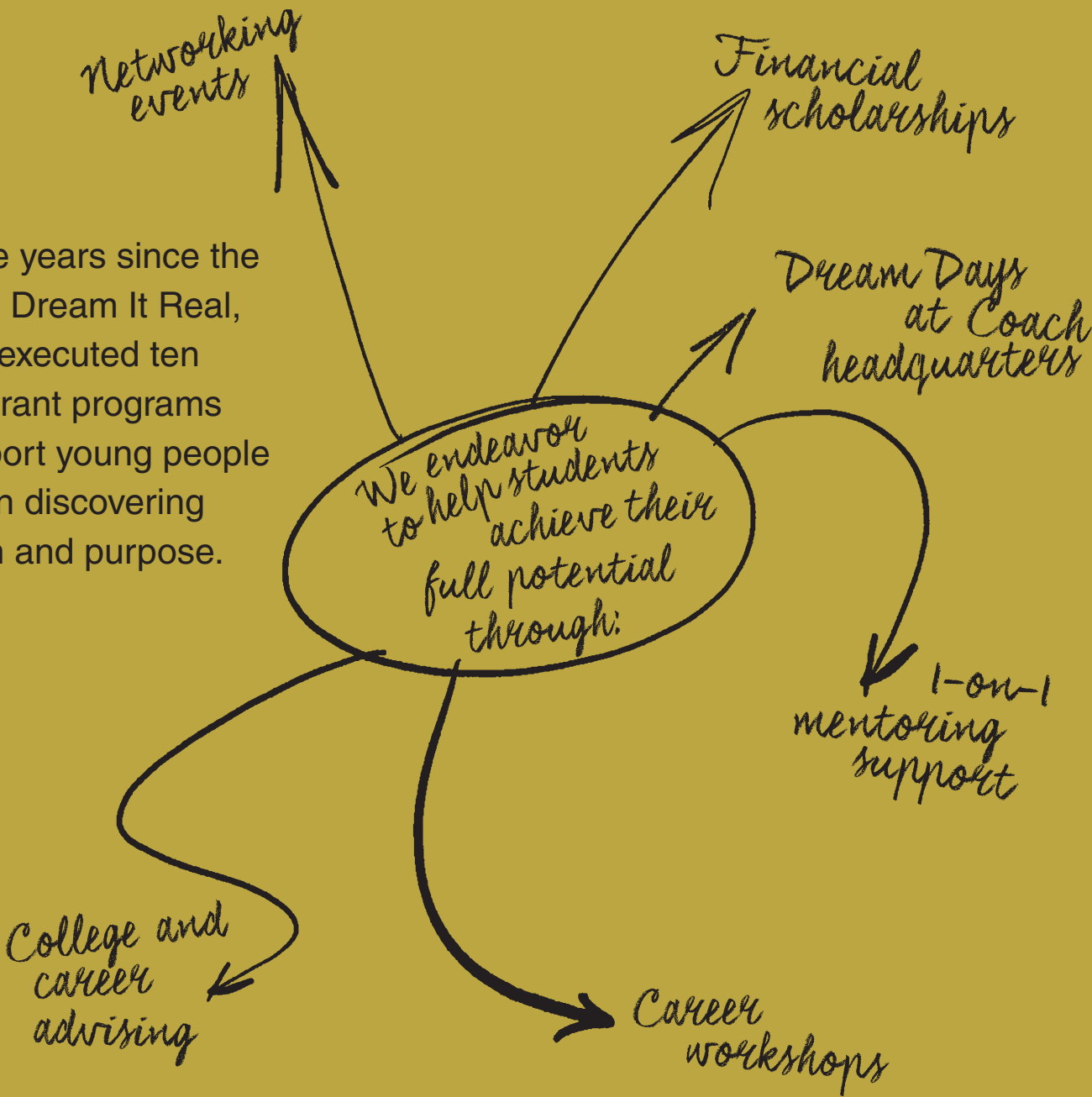
Coach Foundation aims to remove barriers, enable equitable access to post-secondary opportunities, and foster a *community of dreamers* for young individuals, thus leading to increasing expected lifetime earnings for *students and their families*.



Our scholars begin their Dream It Real *journey* from high school to their postsecondary *opportunities*.

Dream It Real

In the five years since the launch of Dream It Real, we have executed ten custom grant programs that support young people globally in discovering their path and purpose.



“I can be my authentic self because the Coach Foundation has taught me that there is no one who can bring to the world what I bring.”

—Jera, DREAM IT REAL SCHOLAR



REDEFINING what's possible

A *holistic* APPROACH

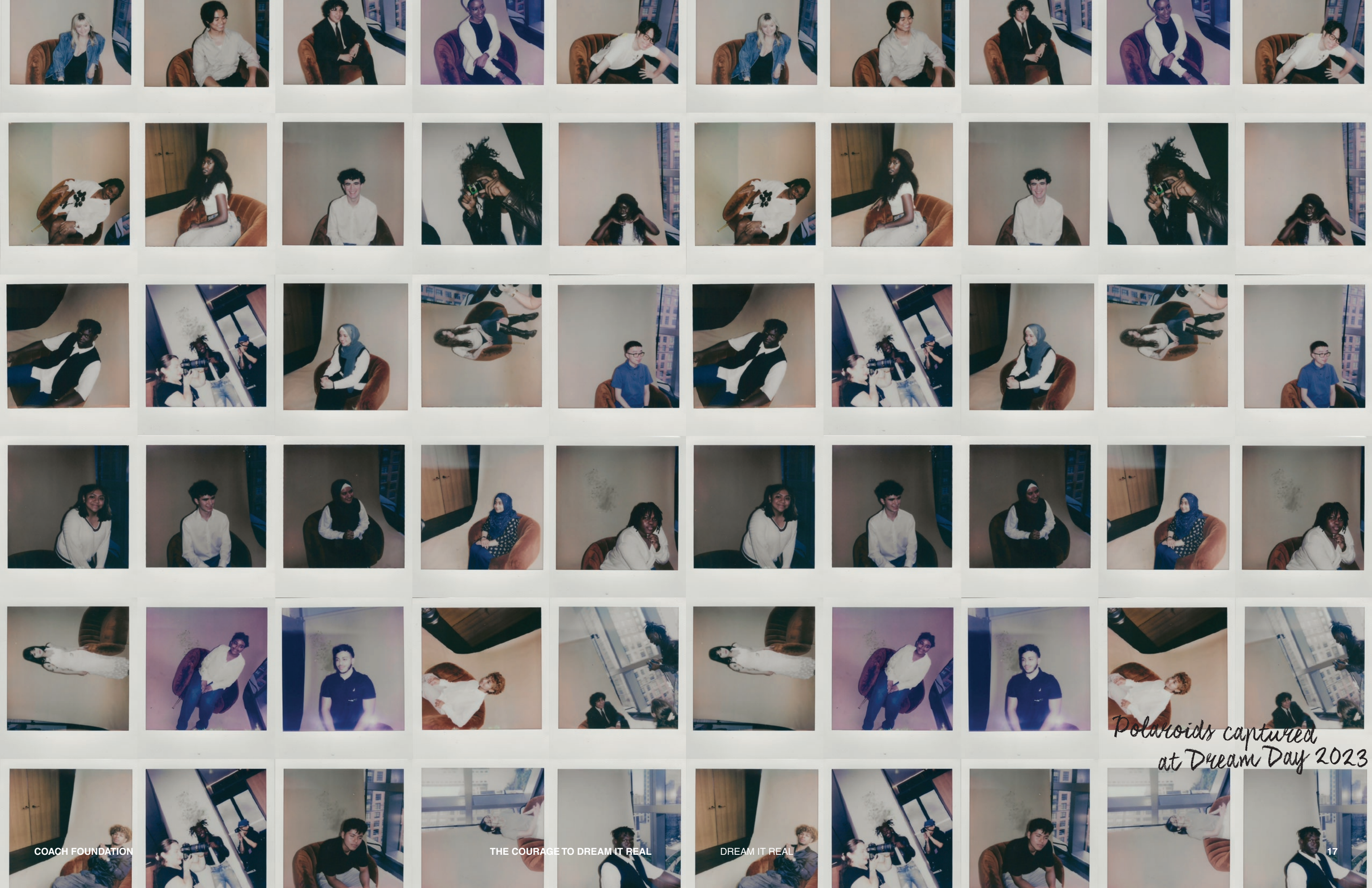
BOTTOM LINE

THE OPPORTUNITY NETWORK

The Opportunity Network and Bottom Line are two organizations that work to drive equity across higher education for students from low-income communities with the goal of expanding education and opportunity for all. Together, we established the Dream It Real Scholarship Program, a four-year initiative with a goal for students in the cohort to graduate college debt-free. According to our partners' data, the financial need for its program participants averages from \$9,000 to \$15,000 in college debt without additional foundational support. Based on this data, we committed to grant four-year financial scholarships for students in addition to wrap-around services such as matching every student with a Coach/Tapestry mentor, Dream Days at Tapestry Headquarters, and learning opportunities.

Our Dream It Real scholars are nearly **90%** first-generation college students attending over **65 colleges** throughout the United States.





Polaroids captured
at Dream Day 2023

COACH FOUNDATION

THE COURAGE TO DREAM IT REAL

DREAM IT REAL

DREAM DAY 2023

★ ★
Since 2019, we've brought dreams to life with our annual Dream Day conference. It is one of the ways we are able to celebrate student achievements and continue their professional development. ★

This past year, 150 students from around the country gathered at our Coach headquarters in Hudson Yards for "Dream Day" – featuring panel discussions on topics such as marketing and sustainability in fashion, mentorship, and networking opportunities.

"To hear other people talk about their dreams put things into perspective—it makes me feel like my dreams are valid. Learning the aspirations of others makes your dreams flourish. Dream Day has inspired me to keep going."

– Keanu, Dream It Real Scholar

Our 2023 Dream Day also included a surprise visit from the Coach brand's global ambassador, Lil Nas X. He coached Dream It Real scholars while they took professional headshots and shared his own journey and pivotal advice on how to achieve your dreams.

!!!



"On those days that you don't want to get up, your perseverance is going to come in handy. Those are the days that matter the most. Those are the days when you need to remember I can do this."

– Lil Nas X,
Coach Global Ambassador

Meet Yannick

From the Republic of Chad to New York City, Yannick's story is a true testament of what happens when your boldest dreams come into fruition. Hear his full story via the QR code and learn how you can be a part of unlocking the dreams of the next generation.



Coach has donated over \$40 million (retail value) in product donations to Dream It Real.



The Coach brand provides product donations to young people in our Dream It Real network to help inspire confidence as they prepare for their future. In 2021, we created our own dress-for-success program, Coach Dream It Real Closets, in partnership with Thurgood Marshall College Fund. To date, in partnership with Thurgood Marshall College Fund,

we have established six Dream It Real Closets

at HISTORICALLY BLACK COLLEGES AND UNIVERSITIES across the U.S. where students can choose from a collection of Coach bags, ready-to-wear and footwear to help them build their professional wardrobes at no cost. We also host pop-up Dream It Real Closets at our annual Dream Day events.

“Confidence is unapologetically expressing yourself through the mediums you are most passionate about—whether that be fashion, art, or poetry. To live confidently is to be fully satisfied in yourself, your abilities, and the way you choose to exist.”

– *Magan*, Dream It Real Scholar

Unlocking the *power* of mentorship

We developed our Dream It Real Mentorship Program to provide invaluable 1-on-1 support to students across four non-profit partners. At Coach, everyone is involved in championing the next generation—from our C-Suite Executives to employees at our stores.

Every year, we match about 250 employees with Dream It Real students to support their exploration and endeavors throughout college.

“The mentors at the Coach Foundation’s
* * Dream It Real Program have helped me to
spark conversation with my parents about my
interests, and they listen to my dreams and
try to find resources to help me attain them.
The mentors prioritize me, and I don’t feel any
pressure from them. They make me feel so
much more confident about my goals.” *!

-Puspita, Dream It Real Scholar

A *layered* approach

We also partner with a dynamic range of non-profit organizations to ensure our support reaches students from all backgrounds pursuing postsecondary pathways of various lengths.

COUNCIL OF FASHION DESIGNERS OF AMERICA (CFDA)

In 2021, the Coach Foundation partnered with the Council of Fashion Designers of America and launched the CFDA x Coach Dream It Real Circular Design Scholarship. In 2022, with the launch of Coachtopia, a sub-brand focused on circular craft and collaborative creativity, we redesigned the scholarship program to support fifteen students from historically underrepresented communities at fashion design schools with resources to craft a more sustainable future for the fashion industry. Students who were part of the program participated in a Coachtopia Waste Contest where two participants were selected to produce a limited run of their design available for sale on Coachtopia's channels. All students received the opportunity to pitch their designs to Coach employees and Coach Creative Director Stuart Vevers.

"Our circular design scholarship with the CFDA is part of our vision to help create a better, brighter future for our industry. It's a celebration, too, of the talent and creativity of our scholars, and their passion for co-creating this brighter future with us."

-Stuart Vevers

Supporting **STUDENTS in FASHION**



"Designing with waste can be tricky. Since all scraps are different, I had to use different quilting patterns to get each element of my bag to work."

Angel, CFDA x Dream It Real Circular Design Scholar



"I loved getting to play around with the scraps Coach gave us at the beginning of the project. When the material has a history and has been used before, giving it multiple lives feels so meaningful and fulfilling."

-Virian, CFDA x Dream It Real Circular Design Scholar

MEET the WINNERS, *Angel and Virian*



SUPPORTING *students at* HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

THURGOOD MARSHALL COLLEGE FUND

The Thurgood Marshall College Fund (TMCf) is the nation's largest organization exclusively representing the Black College Community.

Together, we have provided...

100+ scholarships

to support students at Historically Black Colleges and Universities.

PLC DETROIT

Our scholarship program with PLC Detroit enables aspiring design students to attend a six-week custom design course and create a capsule collection focused on Coach footwear and accessories. At the end of the program, one student is accepted into an apprenticeship with the Coach brand.

SUPPORTING LGBTQIA+ young people



HETRICK-MARTIN INSTITUTE (HMI)

In our 10th year of partnership with the Hetrick-Martin Institute, we are supporting the College Access and Persistence program for LGBTQIA+ youth as well as HMI's mental health resources. Our funds to date have served over...

1,050 YOUTH

with arts and culture programming,

650 YOUTH

with college persistence programming, and

90+ SCHOLARSHIPS

POINT FOUNDATION

To date, we have funded 80+ scholarships to Point Foundation Scholars and each student is matched with a Coach employee mentor to support them as they pursue their own pathways.

CENTERLINK: THE COMMUNITY OF LGBTQ CENTERS

Our support of CenterLink helped to provide resources to rural LGBTQIA young people who lack access to safe spaces, LGBTQIA+ Community Centers or digital resources.

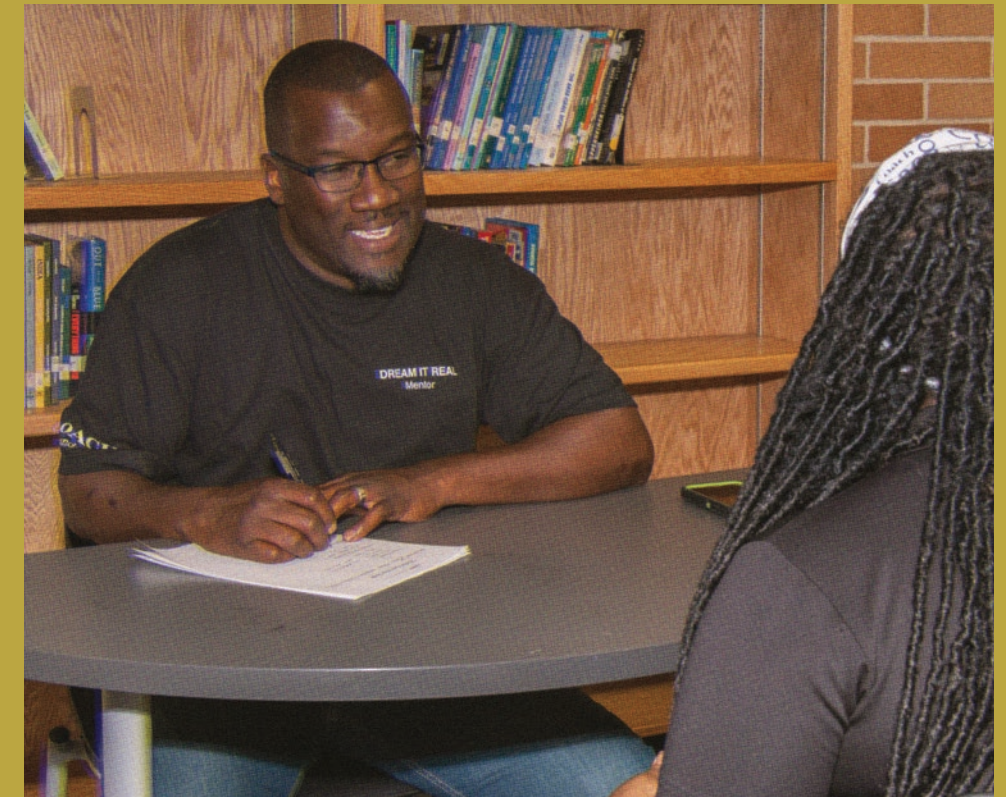


SUPPORTING Latinx youth AND ALTERNATIVE pathways



HISPANIC SCHOLARSHIP FUND (HSF)

In partnership with HSF, we've funded 89 scholarships to Hispanic & LatinX students through our partnership with HSF.



SUPPORTING ALTERNATIVE PATHWAYS

Communities In Schools of Jacksonville

For a decade we have partnered with CIS Jacksonville, and for the past two years, we've provided 25 high school students each year with the opportunity to explore career paths and learn from the Coach employees at our main fulfillment center in Jacksonville, Florida. During the school year, students receive guidance on financial literacy, vocational training, and workforce skills including the areas of logistics and transportation.

Dream It Real

Around the World

The *courage to dream* transcends all
cultures, regions and generations.



In 2020, we expanded our Dream It Real
program *globally* across *communities* in
China, Japan, and the United Kingdom.



CHINA

We began our global expansion of Dream It Real by partnering with the China Youth Development Foundation via a \$1 million USD donation. Since then, the Coach Foundation has **funded over 3,000 scholarships** through grants of \$3.5 million to rural youth across China to allow them to attend university. What began in Shanghai has now scaled to support five universities across China.

In 2023, the Coach China team held our first-ever four-day Dream Week in Shanghai with 35 Dream It Real scholarship recipients from our five university partners in China.



Our teams created a custom Dream It Real experience including campus tours, Coach store visits and trainings, mentoring sessions at our headquarters, and confidence workshops.



JAPAN

We were motivated to support young people in Japan to improve youth mental health and aid them in cultivating their creativity and paths for their future. We have partnered with Katariba, Japan's largest education non-profit organization, to help young people develop self-esteem, feel valued and have better self-affirmation.

Katariba helps address these challenges by providing access to mentoring to aid thousands of Japanese young people in developing skills towards achieving their dreams. Since 2020, our grants have helped Katariba support over 240 Japanese youth with educational and inclusion programming.

In line with the theme "Unlocking the Power of Self-Expression," our Japan offices hosted a 2023 Dream Day event for our Japan Dream It Real scholars. The event



featured an interactive workshop focused on innovating social media marketing approaches and coordinating fashion styling from a Gen-Z perspective, along with a job shadow day at Coach Japan Headquarters.

UNITED KINGDOM

For three years, we partnered with the non-profit UK Youth to address the achievement gap between historically underrepresented youth and understand how to best support them in the United Kingdom. We held listening sessions with youth workers which led us to co-create the Dream It Real X UK Youth program, a six-month curriculum to supply young people with the tools and resources they need to pursue their dreams. We reached over 900 young people in the UK and awarded 100 scholarships through this partnership.

We hosted our second Dream Day event in London to inspire UK Dream It Real scholars to continue achieving and defining their dreams. Students from SoundSkool, a London-based music and creative arts college at Soapbox Youth Centre, were able to take part in workshops that promoted financial literacy followed by an engaging Q&A with singer/songwriter, Bree Runway, and UK comedian, journalist and creator, Amelia Dimoldenberg. The event ended with a special performance from the SoundSkool students to showcase their talents.



Celebrating *our* dream collective

It takes a collective effort to unlock our greatest potential, and in our efforts that includes our employees. Our teams have amplified their commitment to giving back through not only our Dream It Real Mentor program, but our Coach Cares Volunteer program. All Coach employees are provided one paid day off each year to volunteer in their community with causes they care about.

Coach Cares **VOLUNTEER PROGRAM**

Since launching our Coach Cares Volunteer Program we've volunteered over 121,000 hours to reach more than 1,470 nonprofits.

Our customers are a significant part of the impactful work we've achieved. Through our ShoppingGives platform, Coach Insiders have the option to donate 1% of their purchases to non-profits in the U.S. In total, we've donated over \$1,000,000 to hundreds of non-profits in the U.S.

THANKING TEACHERS FOR *Uplifting* THE Next Generation

We recognize that the dreams of the next generation could not come into fruition without the support and guidance of teachers.



Through our ten Teacher Appreciation events in 2023 in partnership with Soles4Souls, we've donated thousands of product to teachers at under-resourced schools across the U.S.

FASHION *that* **GIVES BACK**

What's *next?*

Dream by dream, we want to continue enabling young people to pursue their highest goals no matter what.

In order to do that, we'll need to continue taking an integrated approach with each of our partners. Our organizational pillars will demonstrate how we serve the next generation based on how they are considering their postsecondary pathways.

All young people should have equitable access to pursue their dreams specifically within postsecondary pathways.

While we continue to advance our strategy, we uphold one fundamental belief: all young people should have equitable access to pursue their dreams specifically within postsecondary pathways. This will continue to be at the heart of Dream It Real, and our other philanthropic initiatives in the U.S. and across the world.

Integrated University scholarships

Our program to support students attending 4-year degree programs with the goal that they graduate debt-free and with the resources they need to thrive.

Short-term & skills-based scholarships

We support students pursuing accelerated degrees and those attending community college through our global partnerships.

10,000
SCHOLARSHIPS
BY 2030

Community & voice

We're supporting young people beyond our scholarship programs by amplifying their voices and meeting them where they are at within our larger community.

“As a founding board member of Coach Foundation, I have had the privilege of supporting our numerous grant programs over the past 15 years. The collective impact detailed in our inaugural report feels incredibly personal to me as I am reminded of my own beginnings as a child of immigrant parents and the first in my family to attend college.

The impact that our non-profit partners have made, with our donations over the last five years, excites us to continue our support of underrepresented youth as they pursue their education.

This is why we have extended our goal to double the number of scholarships we are funding by 2030.”

-Todd Kahn, Chief Executive Officer and Brand President, Coach



“The Coach
Foundation has
allowed me the
space and the
opportunity to
create and explore
endless
opportunities.”

-Keanu