



1 in 3

The odds are that 1 in 3 U.S. footwear families will face a natural disaster, a major illness or other crisis in the coming year. Two Ten is here for those who need help to recover.

Two Ten's mission is lifting lives. We offer hope in hard times and opportunities to rise through higher education, networking and professional development. We work to ensure the wellbeing of those employed in the U.S. footwear industry but we have a bigger vision. Our employee-focused programs are helping to build a more financially and emotionally resilient workforce, promoting a more inclusive industry culture, and connecting footwear professionals to each other, fostering a deeper sense of community overall.

Two Ten has been lifting lives since 1939

Hope, opportunity, community. These are the objectives of Two Ten programs.

- **Disaster relief** offers hope to employees impacted by fires, floods, hurricanes, and other natural disasters
- **Hardship relief** offers hope to employees facing a major illness or injury, a death in the family, or similar crisis
- **Employee assistance services** offer free and confidential access to legal, financial and mental health counseling and work/life balance tools
- **Scholarships** provide opportunity by making post-secondary education more affordable
- **Upskilling and professional development** helps women in footwear close the opportunity gap
- **Affinity groups and industry councils** help connect colleagues and build a stronger footwear community



“ We had no power for three days and lost all our food. We're having a very hard time getting gas, food, and baby formula.

Regina and her family were in the path of Hurricane Ian when it tore through Florida. Her manager urged her to contact Two Ten and within 48 hours she received emergency financial assistance to help her family recover.

Chances are, someone you work with will need our help this year.

Helping thousands of footwear families every year

In just the last five fiscal years, from 2020 to 2025, Two Ten awarded over

\$12.1 million

in grants providing emergency financial assistance for **disaster and hardship relief**, scholarships for **higher education**, and funding for **upskilling & professional development**

directly impacting lives in

10,800

footwear families across

53

U.S. states and territories

Meet some of our current partners



A snapshot of the community we serve



79%
are people of color



65%
are female



54%
are parents of dependent children



39%
are under the age of 32



49%
are early career (less than 5 years in footwear)



57%
are in retail positions



81%
are working full time