TWO TEN

2026 Impact Report

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Since 1939, Two Ten's mission has been simple and enduring: to offer support and resources to members of the footwear community.

In our 2026 fiscal year, we continued to advance that work by helping families experiencing hardship, opening doors to higher education, and creating opportunities for people to connect with others in the industry.

Two Ten provided more than $1.2 million in relief grants to help people facing housing issues, medical challenges, and other family emergencies. For many, this support is critical, allowing them to regain stability and avoid the financial spiral that can follow an unexpected hardship.

We also helped open doors to education for 142 scholars—industry employees and their children who are investing in their futures at a time when the cost of higher education continues to rise. Fifty-five of these students are the first in their families to attend college. Each one brings their own story and aspirations, and together they represent the incredible diversity of talent within our community.

Finally, through our events and programs, Two Ten continued to bring our industry together. From our Annual Gala to WIFI networking events and our HR Summit, community remained at the heart of everything we do. These moments strengthen our industry, foster collaboration, and remind us of the unique power of coming together.

The milestones highlighted in this report represent another year of staying true to our purpose while evolving alongside the people we serve. None of this progress would be possible without the generosity of our supporters across the footwear community. We are deeply grateful for all who help make this work possible.

As we look ahead to 2027, we are excited to build on this momentum with new opportunities for connection and exciting new pathways for professional development. As we expand our impact, we remain committed to showing up for the people who make our industry what it is.

Best regards,



Shawn Osborne

President & CEO, Two Ten

Relief Grants

HARDSHIP & DISASTER

Two Ten's relief grants provide a critical safety net for footwear employees and their families facing unexpected hardships, from major illness and housing insecurity to natural disasters. In 2026, half of our relief grants helped cover essential needs, including housing and medical bills.

Our support reached a diverse and dedicated workforce: 69% of grantees were women, 70% identified as people of color, and 58% had six or more years of experience in the industry. These grants provide more than financial assistance—they offer stability and peace of mind when footwear families need it most.

Relief by the Numbers

$1,275,758
awarded in relief grants

1,102
total grants

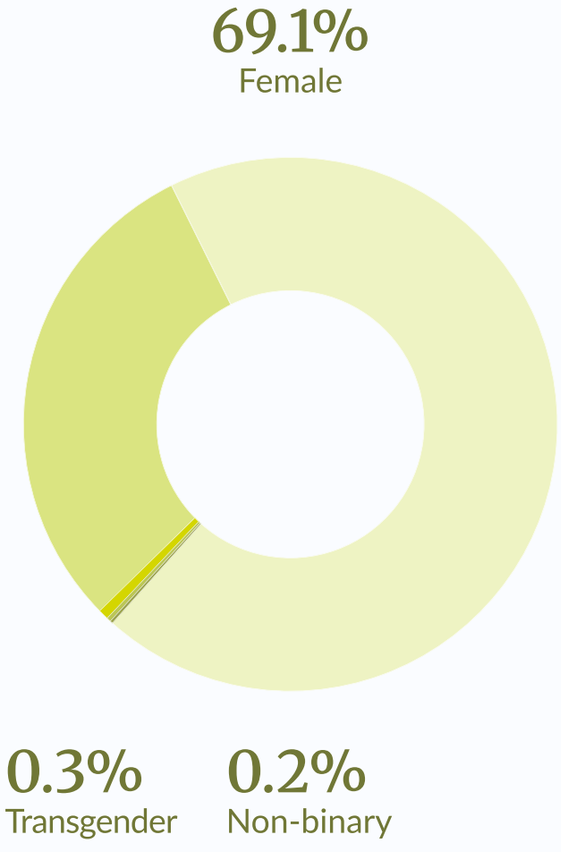
TOP CAUSES FOR SUPPORT

Housing Issues
26%

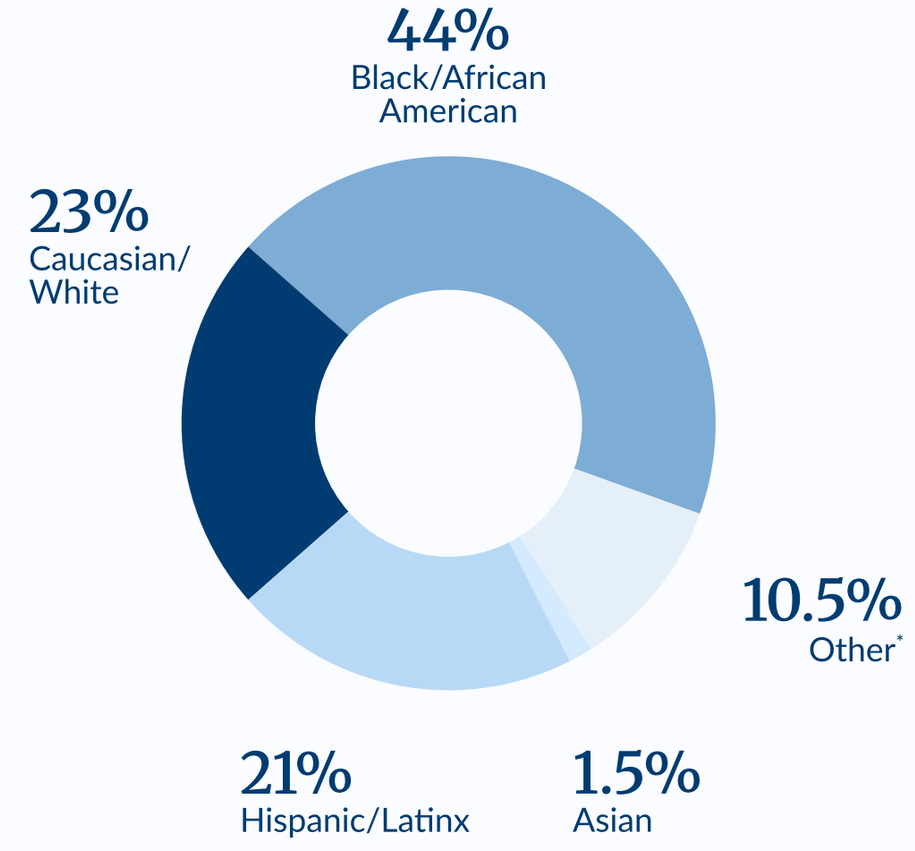
Medical Bills
24%

Employment Changes
17%

GENDER BREAKDOWN



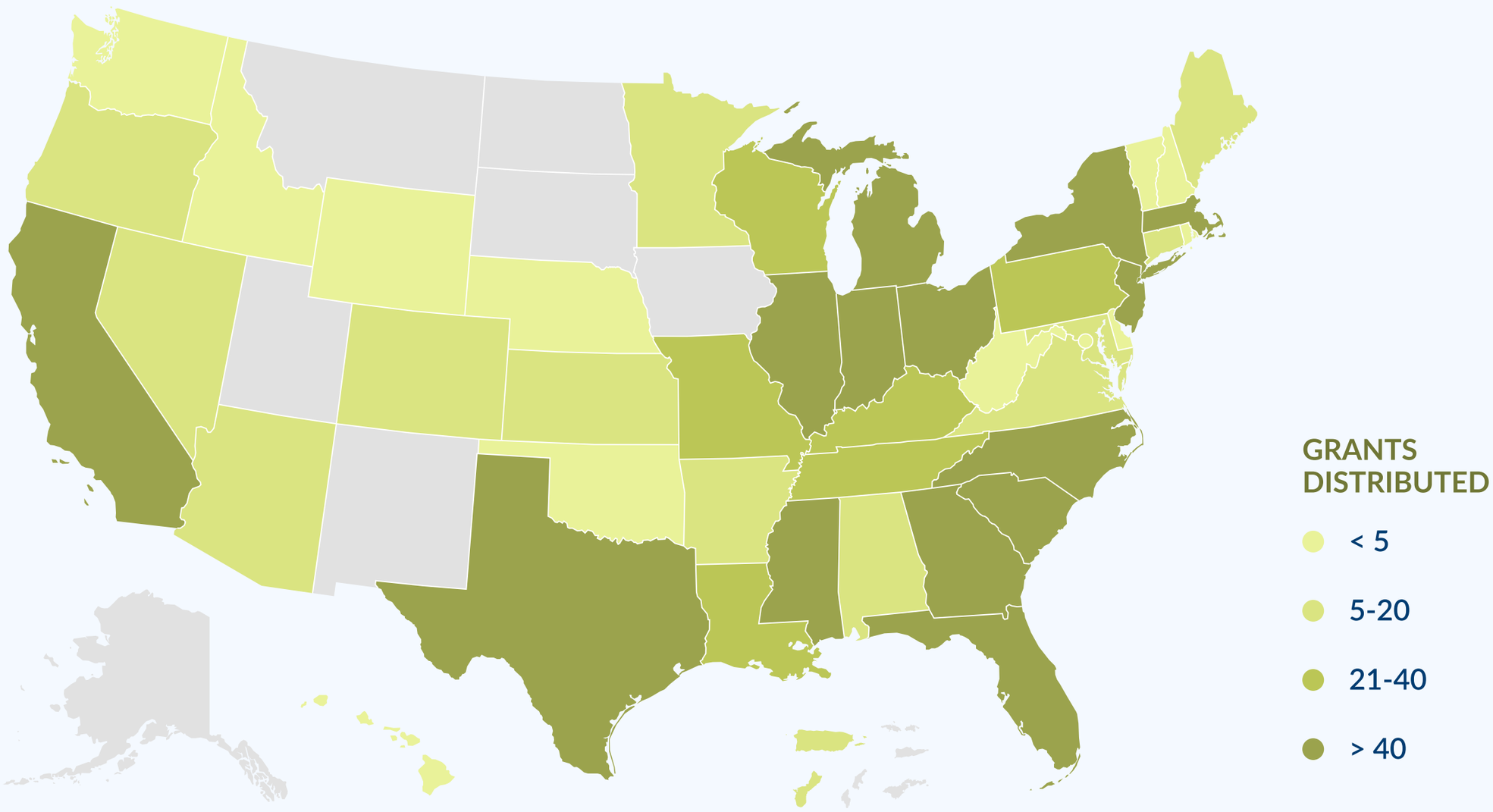
ETHNICITY BREAKDOWN



Data reflects grant distributions between July 1, 2025 - June 30, 2026.

*Other (Two or more races or ethnicities, Native Hawaiian or Pacific Islander, American Indian, Middle Eastern or North American and Native American)

In 2026, Two Ten provided relief grants to footwear employees in 46 states and territories.





INDUSTRY SECTORS

61%

of grants recipients work in the Retail sector

Followed by Manufacturing/Warehouse at 28% and Corporate at 11%

Disaster Relief



United States, January 2026

Winter Storm Fern

Two Ten assisted nearly 60 people who were impacted by the winter snowstorm that brought heavy snow, sleet, freezing rain, and dangerously low temperatures to several states across the U.S. The storm caused extensive power outages and road closures, which prevented many retail and warehouse employees in the affected regions from getting to work.

> *"In this storm I was off work for a week. I lost all my groceries in the house. I have fallen trees in the yard. I have a hole in my roof from the damage of a tree falling on my house. I will not be able to afford my rent for the month due [to] having to pay for a hotel to keep my family warm while the lights were out at my home."*



Guam, April 2026

Typhoon Sinlaku

Two Ten provided disaster relief for retail employees who were impacted by Typhoon Sinlaku, a tropical cyclone that caused widespread damage in the Mariana Islands, including Guam. People reached out for help with lost work hours, extensive water damage to their homes, and to replace household essentials and storm supplies.

Education

SCHOLARSHIPS & UPSKILLING

Two Ten's education grants open doors to new opportunities, helping footwear families pursue higher education and build skills for career growth. In 2026, we helped 142 students take an important step toward their futures. 39% of our scholarship recipients were the first in their families to attend college, and more than half were footwear employees.

Our upskilling grants also helped women in the industry expand their knowledge and strengthen their skills. From shoemaking and 3D design to project management and generative AI, participants pursued training that reflects both the craft and the changing demands of the industry.

Scholarships at a Glance

$560,863
awarded in scholarships

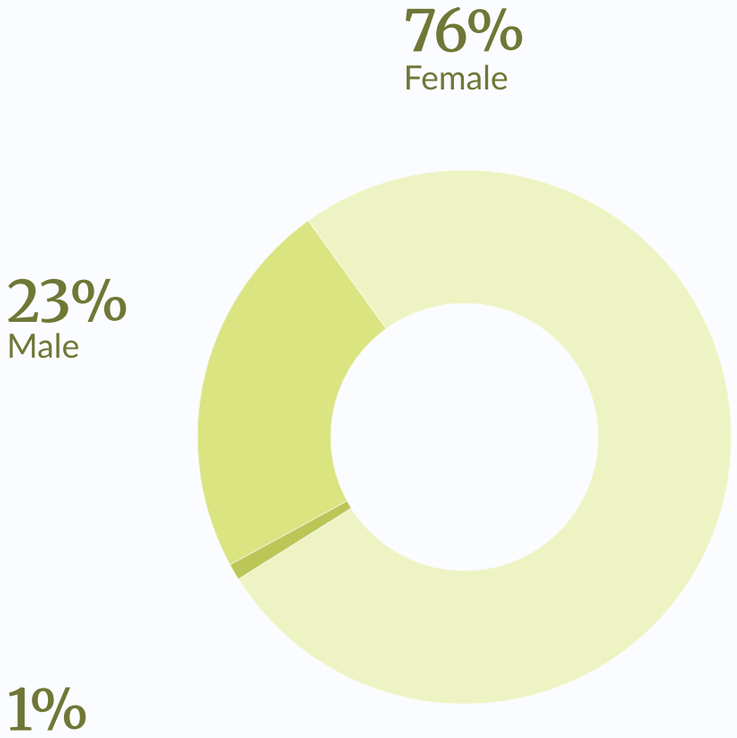
142
total scholars

33
were graduating scholars

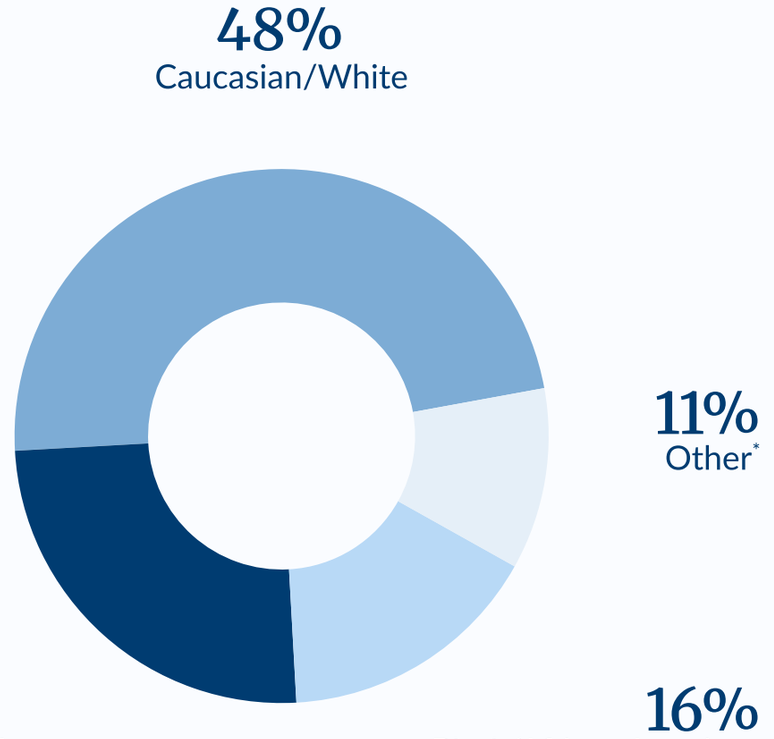
55
scholars were the first in their family to attend college

19%
were above the age of 24

GENDER BREAKDOWN



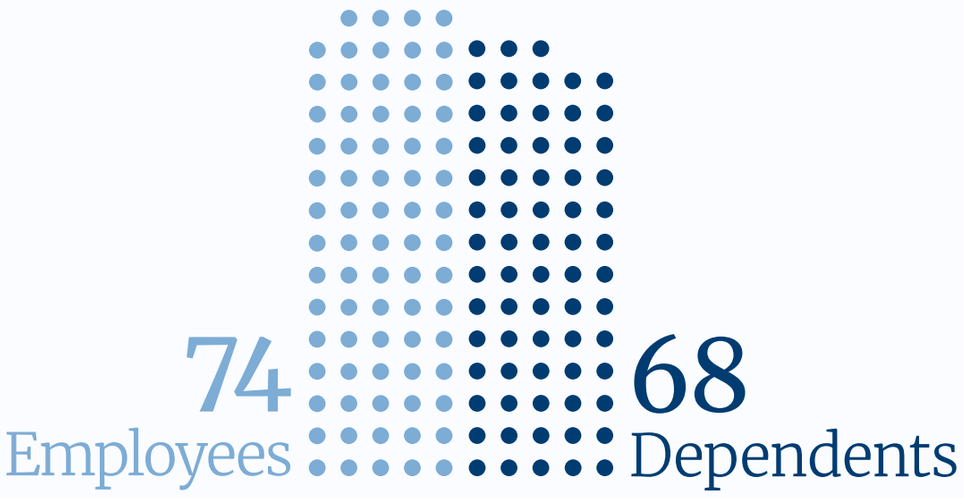
ETHNICITY BREAKDOWN



Data reflects educational grants distributed between July 1, 2025 - June 30, 2026

*Other includes East Asian/Asian American, Middle Eastern/Arab American, Native American/Alaskan Native, Other/Multi-Racial, and Prefer Not to Answer.

EMPLOYEE & DEPENDENT SCHOLARS



"At VCU, I served as a resident assistant, was Vice President of Black Minds Matter, and founded Ladies Leading Legacy. ***I was able to accomplish so much because I had the support and freedom to fully invest in these opportunities."***

Joanna Ezzard
Virginia Commonwealth University Class of 2026

Upskilling

$48,931
awarded in upskilling grants

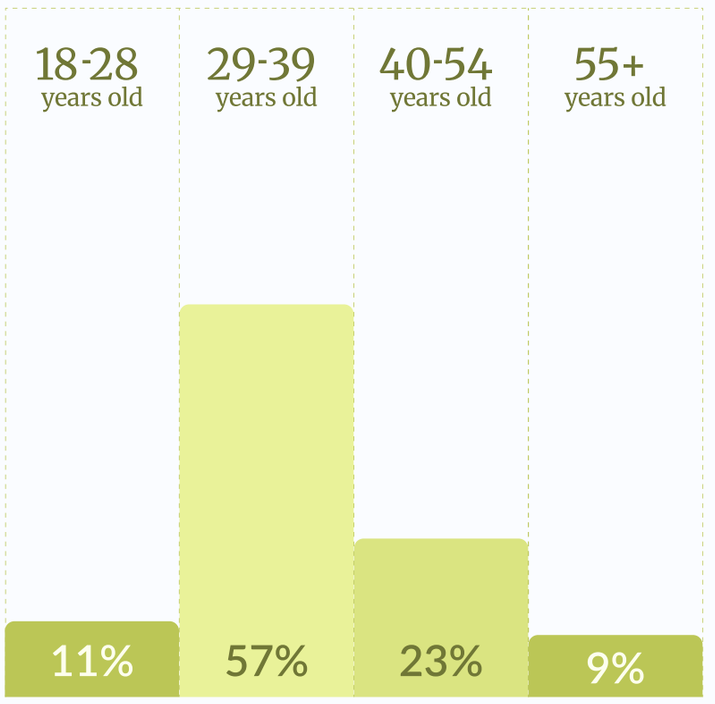
35
total grants



YEARS IN FOOTWEAR

15+	17%
11-15	14%
6-10	26%
1-5	37%
< 1	6%

AGE BREAKDOWN



Community Building

**WOMEN IN THE FOOTWEAR INDUSTRY (WIFI),
HR COMMUNITY & EVENTS**

Throughout the year, we brought together hundreds of people from across the footwear industry through our professional groups: Women in the Footwear Industry (WIFI) and our HR community. Through networking events, professional development initiatives, and our annual gala, we created opportunities for industry members to build meaningful connections and celebrate the power of coming together.



Lifting as We Climb: One Step at a Time, *hosted by WIFI and New Balance*



WIFI Networking and Cocktails at The Atlanta Shoe Market

Women in the Footwear Industry (WIFI)

WIFI continued to grow in 2026, creating new opportunities for women to strengthen their skills and build meaningful connections across the industry. The community focused on three strategic pillars: celebrating women's achievements, fostering a strong network, and promoting education and skill development. Through the She Steps Up recognition series, WIFI celebrated women whose leadership and contributions are making an impact across the industry, while networking events and educational programs helped women build their network and learn from industry peers.

WIFI IS SUPPORTED BY THE ALDO GROUP



HR Community

This year, the HR Community launched its second annual HR Summit, bringing footwear professionals together to explore the evolving workplace. Community members also created additional educational content and professional development opportunities, offering practical insights on topics including hiring and retention, artificial intelligence, and other issues affecting the industry. Together, these efforts helped HR professionals build knowledge, strengthen connections, and better support their organizations and teams.

Events

WIFI Networking & Cocktails at December FFANY

New York, NY • December 2, 2025





WIFI Leadership Summit

Charlotte, NC • March 4, 2026



WIFI Networking & Cocktails

Charlotte, NC • March 4, 2026

Two Ten x New Balance: Lifting as We Climb, One Step at a Time

Boston, MA • April 1, 2026

WIFI Networking & Cocktails at the Atlanta Shoe Market

Atlanta, GA • August 10, 2025 & February 15, 2026

Two Ten Annual Gala

New York, NY • June 2, 2026







FN x Two Ten Women Who Rock

New York, NY • June 2, 2026

2026 Annual HR Summit

Virtual • June 3, 2026



Two Ten Annual Gala: Bringing together the footwear community with purpose

Nearly

$650K

raised

The footwear industry came together for a night of celebration, community, and philanthropy at Two Ten's Annual Gala. Leaders from across the industry convened at The Glasshouse in New York City to raise critical funds for our hardship and disaster relief grants, educational programs, and community initiatives.

The program honored industry veterans Mark Lardie, former President and CEO of Rack Room Shoes, and Tacey Powers, EVP and GMM of Shoes, Accessories, Home, and Kids, Nordstrom.









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President & CEO, Ariat International

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CEO, Neptune Advisors

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EVP & Brand President, Crocs

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SVP Strategic Business Development, Deer Stags

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CEO, YUNAM Co.

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EVP, Rockport and Hunter Brands, Marc Fisher Footwear

Tracy Paoletti
VP/GM, UGG, Deckers Brands

Tacey Powers
EVP and GMM of Shoes, Accessories, Home, and Kids, Nordstrom

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Gregg Ribatt
CEO, Reef

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President & CEO, Jones & Vining

Jay Schmidt
President and CEO, Caleres

Diane Sullivan
Former Executive Chairman and CEO, Caleres

*Board Listing as of June 30, 2026.

Corporate Partners & Donors

$250,000+

ALDO Group, Inc.*
BBC International LLC*
Martin Berman
Caleres*
Foot Locker Foundation, Inc.*
The Lunder Foundation
New Balance Foundation*
Shoe Station Group, Inc.*

$100,000–$249,999

Ariat International
Glenn Barrett
Designer Brands
Marc Fisher Footwear
Michael Kors*
Micro-Pak, Ltd.
Rack Room Shoes
Skechers USA, Inc.
Steve Madden, Ltd.
Weyco Group, Inc.*
Wolverine Worldwide Foundation

$50,000–$99,999

adidas North America
The Atlanta Shoe Market
Berkshire Hathaway Shoe Holdings, Inc.
Crocs Inc*
Nordstrom
OrthoLite
Orva Shoes*

$25,000–$49,999

Birkenstock USA LP
Bordan Shoe Co.
Burlington Stores
Seth Campbell
Deckers Outdoor Corporation
JD Sports
Power Rich United (Fujian) Group Ltd.
Puma North America, Inc.
RGB Brands
Ross Stores
The Shoe Show, Inc.
TJX Companies, Inc.
Zilsen International Co., Limited

$10,000–$24,999

Aerosoles
Aetrex Worldwide, Inc.
Alliant Insurance Services, Inc.
ASICS America Corporation
Authentic Brands Group
Bay Rag Corporation
Bearpaw*
Brooks Sports, Inc.*
Cole Haan Holdings, Inc.
Dillard's
Ding Cyuan International Trade Co., Ltd.
Dynasty Footwear Group
Elizée Shoes
Evolution Design Lab, Inc.
Fairchild Media
Faire
FDRA
Footwear Unlimited, Inc.*
Genesco, Inc.
Gregory Goldstein
Ground Up International
Gupta H.C. Overseas (I) Private, Limited
Implus LLC
Jones & Vining, Inc.
Kenneth Cole Productions, Inc.
Blake W. Krueger
Mayflower Footwear
Mephisto USA
Minnetonka Moccasin
Bob Mullaney
The O'Donovan Family Foundation
Orthofeet, Inc.
Pentland USA, Inc.
Properwell Shoes Mfg. Ltd.
Reef
Gregg Ribatt
Rocky Brands
Ed Rosenfeld
Jay Schmidt
SG Companies
Spring Footwear Corp.
Stella International Ltd.
Diane Sullivan
TOMS Shoes
Greg Tunney
Vida Shoes International
The White Mountain Footwear Group
WHP-Global
Zappos.com, Inc.
Zhi Mei Group

$5,000–$9,999

Academy Sports + Outdoors
AlixPartners
American Apparel & Footwear Association (AAFA)
Chanty Industrial Co. Ltd.
Giovanna Cipriano
Circana
Coronet
Datone
Dongguan Baoding Footwear Co., Ltd.
Dunion Industry Limited
Eastman Group
Eastmount Shoes
Debbie Ferrée
First Precise Trading Limited
Floafers
Fortune Dynamic
Fortune Footwear, Inc.
IMBOX Protection, Inc.
James Issler
Jade Footwear
JM Search
Nancy LaPann
Luen Fung Leather Fty Trading Co. Ltd.
Macy's, Inc.
Anne Mehlman
Muk Luks
Joel Oblonsky
Olemberg Family Foundation
Shawn Osborne
Tacey Powers
Joe Preston
Jim Salzano
SEI Investments
Two Boxes
Walmart
David Williams

Includes gifts received between July 1, 2025-June 30, 2026.

*Multi-year donor

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Toshia Ashley *Vice President*, *Merchandise Planning and Allocation*, Shoe Station Group, Inc.

Stephanie Berg *Senior Director*, *Strategic Account Sales*, Birkenstock USA

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Eli Del Carmen *Vice President*, *Sales*, Caleres

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Kelli Lyons Fujitani *Senior Executive Vice President*, Marc Fisher Footwear

Melanie Ortlieb *Senior Director Of Planning & Allocation*, Rack Room Shoes

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Rachel Haney *Head of People Rewards*, PUMA North America, Inc.

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Kristy Pedroli *Director of Human Resources*, Footwear Unlimited Inc.

Mackenzie Prodoehl *HR Assistant*, Weyco Group, Inc.

Stephanie Tortorici *HR Business Partner*, *People & Culture*, ALDO Group

Ashley Walter *Manager*, *Employee Lifecycle*, Rocky Brands, Inc.

WIFI Leadership Council

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Katherine Barton *Women's Athletic Buyer*, Rack Room Shoes

Jacqui Berkowitz *VP Sales and Merchandising*, BEARPAW

Erika Carrero *Founder*, *CEO & Creative Director*, Elizée

Kathleen Cavicchia-LaDore *President*, Betsey Johnson (Steve Madden)

Tara Cores *Senior Manager*, *Human Resources*, Designer Brands

Jennifer Cox *Director of Distribution*, Shoe Show

Kate Destinon *President*, Nunn Bush (Weyco Group)

Maureen Duffy-Tan *Former SVP*, *Sales - Domestic Division*, BBC International

Brandy Estness *Senior Key Account Manager*, Crocs, Inc.

Eliza French *Vice President Design and Development*, Marc Fisher Footwear

Mary Lisa Idol *SVP*, *North America Wholesale – Americas*, Michael Kors

Kourtney Kaisher *Senior Strategic Account Manager*, Birkenstock

Annie Kane *Manager*, *Corporate Strategy*, New Balance

Alyza Mandujano *Divisional Retail Merchandiser*, *Shoes and Kids*, Nordstrom

Katy McCann *Retail Director Footwear and Kids Apparel*, Nordstrom

Brittany Moeller *Director of Product Development & Merchandising*, Skechers

Marisa Montella *Head of Business Development & Licensing*, Caleres

Bridgett Moskalick *Senior Buyer*, Shoe Carnival

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Carolyn Thompson *Key Account & International Sales Manager*, Minnetonka Moccasin

Diana Valencia *Sr. Human Resources Manager*, Pentland Brands

Michelle Wang *Chief Merchant*, Foot Locker and Kids Foot Locker North America

Candice Williams *Senior Account Executive*, Deckers Brands

Stephanie Wood *Vice President of Sales*, *North America Wholesale*, Crocs, Inc. (HEYDUDE)

Erin Worthington *Design Director*, RGB Brands

*WIFI and HR Listings as of June 30, 2026.

Two Ten Footwear Foundation Staff



Shawn Osborne
President & CEO



Kevin Harris
Senior Manager, Data Systems & Operations



Justin Hudson
Senior Manager, Marketing



Tricia Kang
VP of Marketing



Margot Phillips
Senior Manager of Professional Groups



Shanae Pierce
Program and Administrative Assistant



Leslie Renner
VP of Development and Professional Groups



Shoshy Ciment Rosen
Communications Manager



Jim Sullivan
Consulting CFO



Ernesto Teixeira
Controller



Kelli-Beth Vecchione
Director of Development



Lana Williams
Education Program Manager



Christina Zierenberg
Grant Manager

*Staff listing as of Nov 1, 2026

Founded in 1939 during the Great Depression, the Two Ten Footwear Foundation is a nonprofit organization built on the shared belief that people in the footwear industry take care of their own. The Foundation provides emergency assistance for disaster and hardship relief, educational scholarships for higher education, professional development opportunities, and community-building programs that support footwear employees and families, strengthen industry connections, and advance professional growth. Over the last eight decades, Two Ten has invested millions of dollars into the industry, while continuously evolving to meet the changing needs of the community.

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