

2020

Red Tab Foundation

Annual Report





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Whatever level we are working, we should come forward and do some voluntary contribution, which in turn, helps our community in times of distress. The more we give, the more we get.

Bhanu P.,
India

Dear RTF Community,

This year, the complexity of our financial lives – and the way they intersect with larger social issues – has come into vivid relief. The Red Tab Foundation (RTF) plays a critical role as a lifeline for individuals who experience issues that are dominating headlines – political upheaval, climate crises and, most broadly, the COVID-19 pandemic. In FY20, **we provided over \$1.7M in cash grants, to more individuals across more geographic locations than ever before in the history of the foundation.** And as other companies, non-profits and community organizations scrambled to provide aid to their constituents, we offered leadership through our Hardship Fund Playbook.

One of the most compelling things about RTF is how our model provides personalized support. Case managers spend hours working with clients to understand not only their immediate need, but the underlying causes of the hardship. We can then customize financial support, educational resources and referrals that help people get back on their feet.

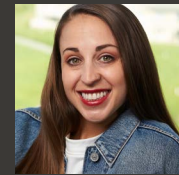
For nearly forty years, RTF has helped members of the LS&Co. community weather difficult times, both personal and societal. With the help of our donors, volunteers, and Board members, we are able to provide hope and security when other safety nets fail. Responding to a 3x increase in requests for help has required agility and imagination, but *we were built for times like these.*

There's no doubt that the ripple effects of this historic time will continue for many years. There is much work left to do, but we are uniquely positioned to help every one of our employees or retirees facing financial hardship. Please join us, as we reflect on the impact your support has made in the lives of thousands of our colleagues, past and present.

**With gratitude,
the RTF Leadership Team**



Peter E. Haas, Jr.
Board President



**Jenny Calvert
Rodriguez**
Executive Director



John Booker
Philanthropy Lead

Mission Statement

RTF is a public, nonprofit foundation that assists LS&Co. employees, retirees and their families who face problems caused by unexpected financial hardship. RTF provides financial assistance, education and preventative programs to help these individuals in their own efforts to maintain their financial, physical and emotional health.

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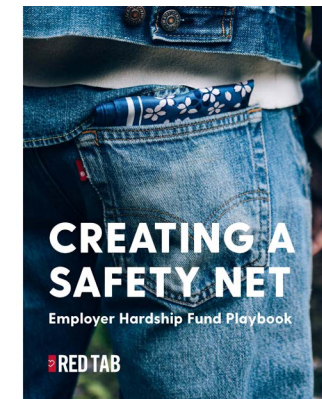
John Booker / Philanthropy Lead

Bryce Kumagai / Global Programs Manager

Ella Clausen / Communications and Administrative Coordinator

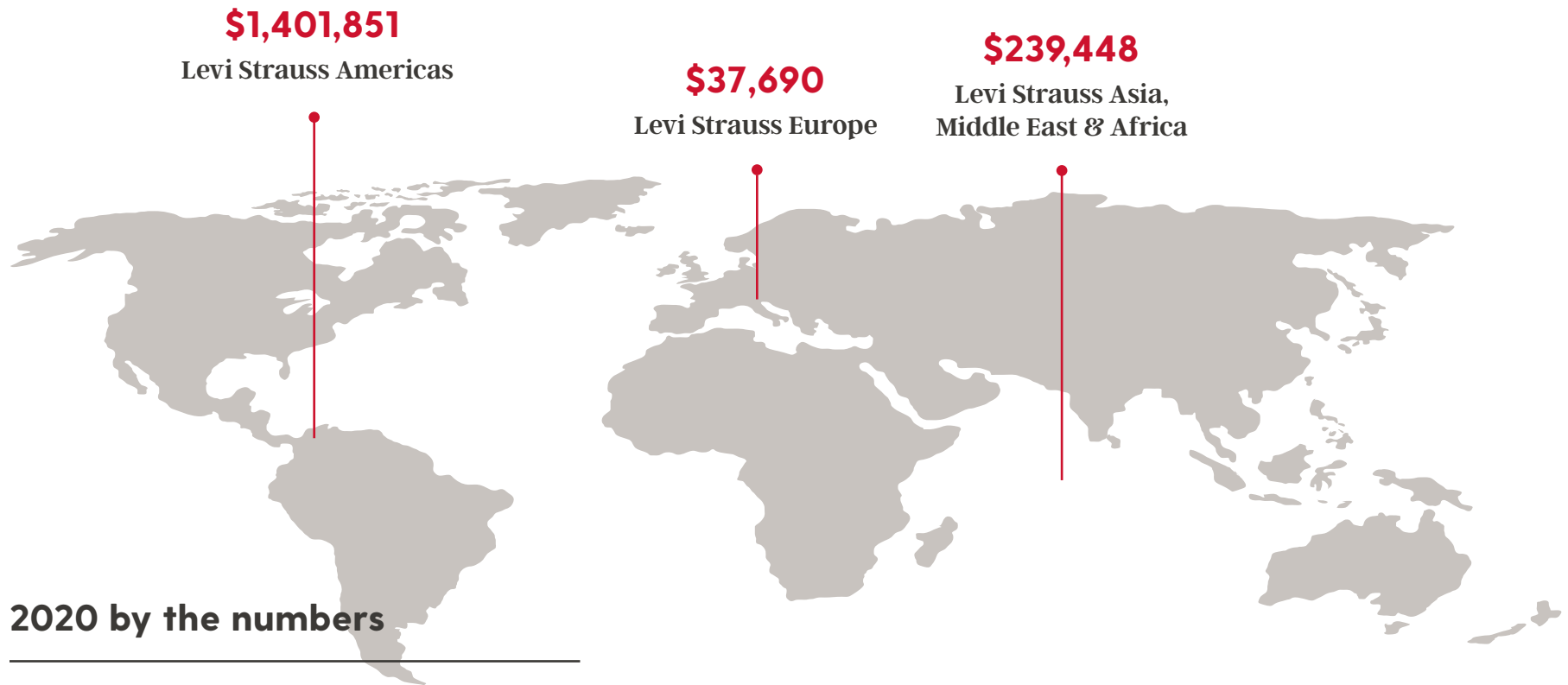
Leading the Industry

As the coronavirus pandemic impacts communities and businesses around the globe, the role of hardship funds has never been more critical. This year, RTF created the [Hardship Fund Playbook](#), open sourcing its learnings for others to utilize. The playbook has been downloaded by over 300 organizations from global public institutions, to Fortune 500 companies, to nonprofits and small businesses alike.



Key Impact Stats

Grants to individuals by location



2020 by the numbers



\$1,750,000

in Services
Delivered



1,442

Emergencies
Averted



541

Financial Futures
Improved

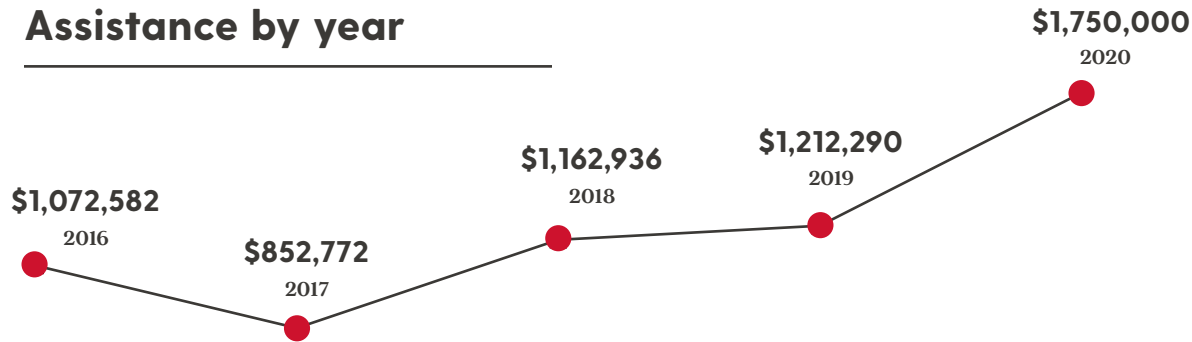


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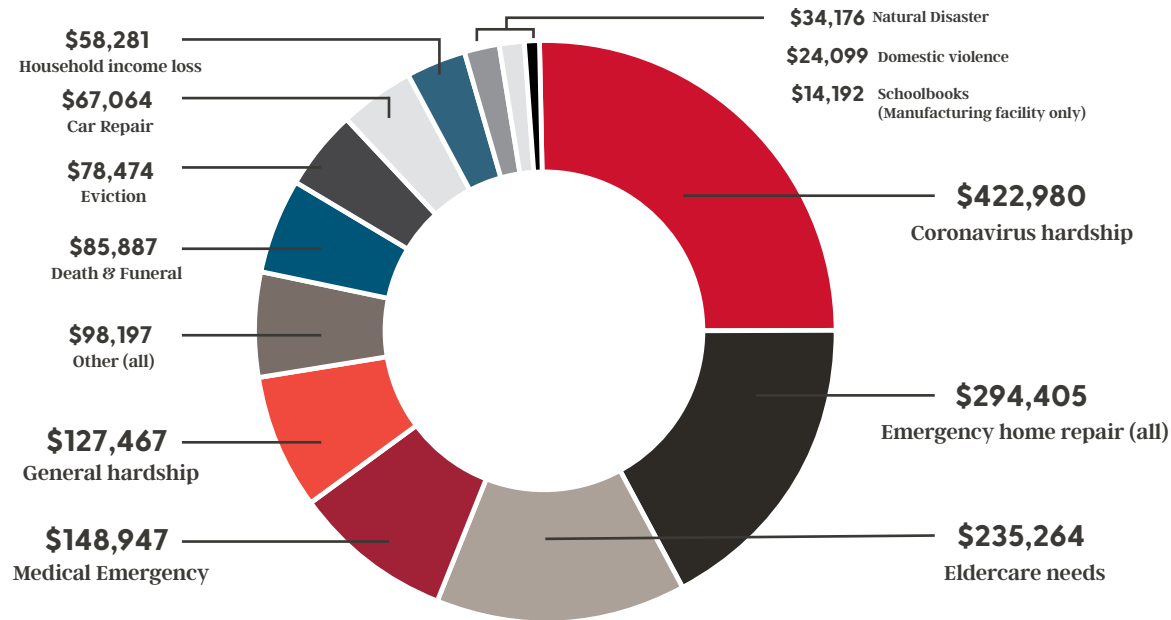
Case Managers and
20 Grant Partners
bring our work to life

Key Impact Stats

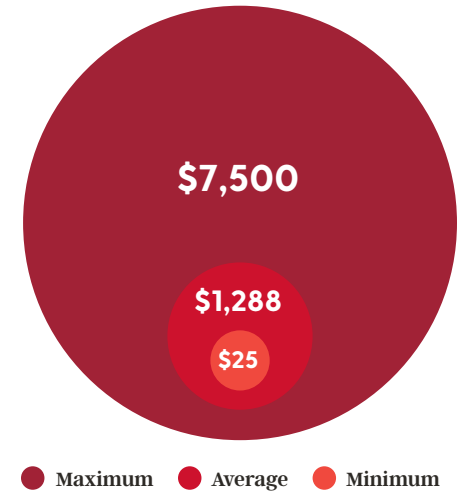
Assistance by year



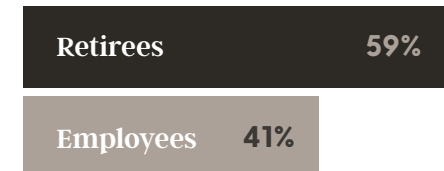
Assistance by grant categories



Grant total

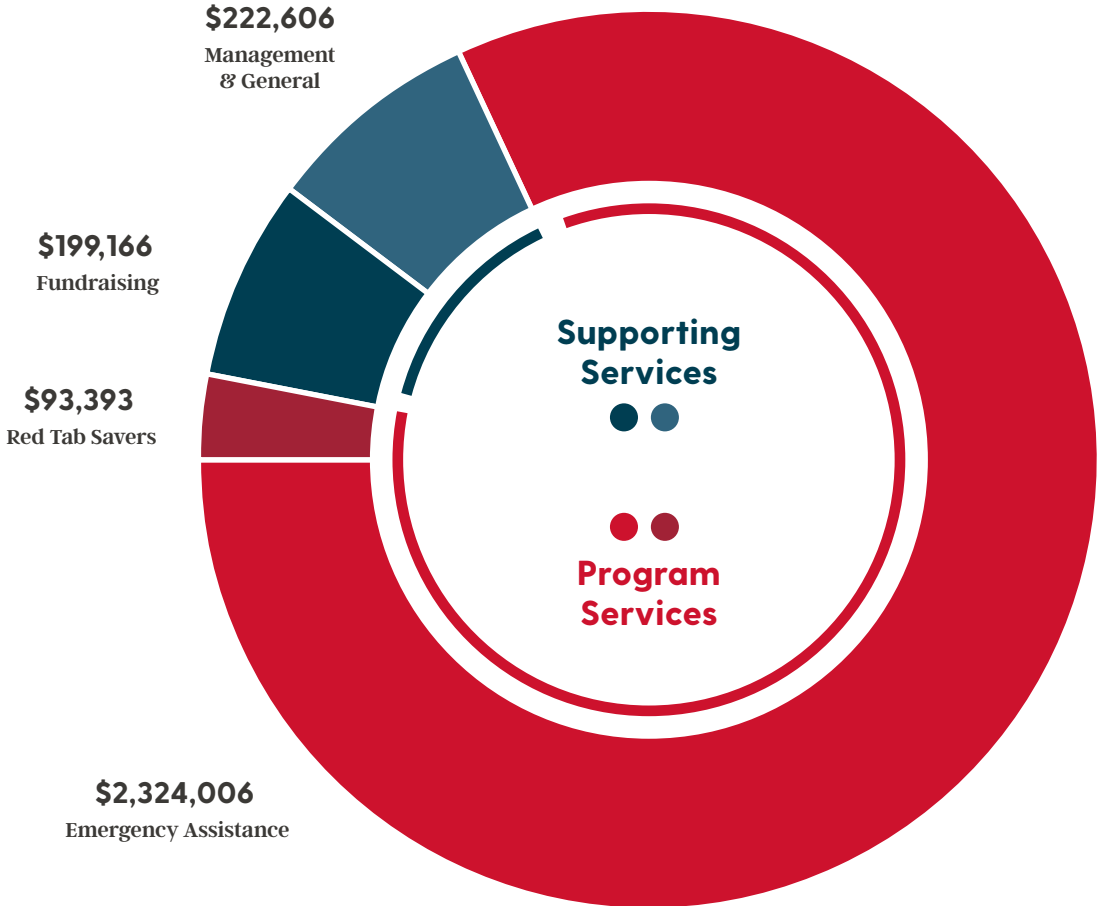


Grantee Demographics



Financial Health

Audited financials



[View full financials](#)

Why it matters

Impact Stories: Addressing some of society's biggest problems





Helping employees through political instability

Anitha N., Hong Kong

When social unrest in Hong Kong led to intermittent store closures, the Retail Operations team and RTF worked together to design a solution for store employees. At a small scale, we were able to help our community weather the storm of economic volatility resulting from the social unrest, pandemic and consequential lost income.

We offered financial assistance to over 130 employees, to help with past due rent, utility bills and child/elder care support as they navigated months of lost income. "We can't thank RTF enough for their generosity and thoughtfulness. One person at a time, we were able to make a difference. The outcomes of the political unrest were devastating – traffic was impacted and individually, store staff feared for both their safety and the ability to sustain take home pay," says Anitha N., General Manager, "The RTF team was empathetic, quick to respond and the process was seamless. Well done."



Did you know?

Hardship Funds as a Tool to Level Racial Injustices

It is a fact of life in the U.S. that BIPOC are overrepresented among people who live below the poverty line. When times are tough, they are more likely to turn to high interest financial solutions like pay day loans, that can lead people into bigger financial holes. This year, the Harvard Business Review highlighted Employee Hardship Funds as one of the [10 commitments companies can make to advance racial justice](#), ultimately giving them a leg up to secure a better future.

Creating better financial futures

Mel V., Phoenix, AZ

Mel is a store manager, wife, and mother of three school-aged kids. As the pandemic economically shook families across America, her family stayed stocked up with all of the necessities they needed, thanks to the financial safety net she had been building through the Red Tab Savers program.

"Before Savers, I would move money around, but it seemed so easy to

spend it if I need it because I knew it was there. Something always seemed to come up when you have three kids and a husband." RTF not only helps with emergencies, but also empowers people to build their own financial safety nets through our matched savings program. In fact, over 90% of participants who graduated from the program continued to save over the next 6 months. "Taking part in this program helps me to achieve the things I need and want for my family. Any emergency can come up. Saving helps me have peace of mind that if anything happens, I feel comfortable that we will have the extra money to deal with it if needed," Mel says.



Preventing evictions in the face of rising housing costs

Thoniswa G., South Africa

Thoniswa, a single mother and machinist in our Epping facility, was asked suddenly by her landlord to leave her home, and found herself with nowhere to go. “Housing is almost impossible to find for working families here,” says Lavinia Browne, our on-site case manager in South Africa. Eviction is an escalating threat to many hourly employees as costs of living and difficulties with housing become more prevalent in many parts of the world.

Stable housing is critical to the health and safety of families and RTF helped stop 48 evictions in FY19 for both employees and retirees alike. Thoniswa reached out to RTF, and we were able to quickly help her and her 7-year-old daughter Amila, put a roof over their heads. “I’m really grateful for the support I’ve received,” says Thoniswa about her assistance. Her story is not an easy one, however. Since this help, Thoniswa has had to relocate once more. Her new place is far from Epping, but she is grateful. She has a home and there is a good high school nearby for Amila in the years to come.



Providing fast relief when safety nets fail

Each country varies greatly in how severely they were impacted by COVID-19 and in how they responded to support their citizens. In the Philippines, the government imposed a particularly harsh lockdown to slow the spread, with limited safety nets for families like Lolita de la Cruz's. Lolita's job in our Philippines facility was the bread and butter of her family's existence for more than 20 years before she retired. Her household of five, were all supported by Lolita's daughter, who lost her work quickly after the pandemic began. When she applied for support, we were able to help with a month's worth of groceries, as well as necessary medical prescriptions. Secure access to food and medicine is fundamental to positive health outcomes. RTF will always be there to fill any gaps in government assistance.

Volunteer spotlight: Checking in with retirees

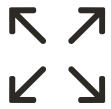
Kelly Christian, Sports Marketing Manager with LS&Co., was looking for a way to give back during the Coronavirus pandemic. She found that connection through RTF, checking in on our retirees at a time when many are feeling socially isolated. "It's sweet and touching to feel connected to someone you've never met. Aside from all of the craziness that's going on right now, it reminds us of the power of human relationships, and the kindness that exists in people," Kelly said. The nearly 100 volunteers participating in the retiree outreach program made calls across the country, offering help but also learning about the experiences of these former employees and building connections with the people who made our iconic product for decades.



Where we're going

Our Commitments

As we look ahead to the long-lasting impacts of the COVID-19 pandemic, there's more that we can – and must – do to alleviate hardship and empower better financial futures for our LS&Co. community. To that end, here are our commitments for the coming year:



Expand program access

It's our goal that every employee and retiree knows how to access RTF assistance. No matter where they sit in the world, help will just be a call or email away. Employees impacted by COVID-19 related layoffs will get help for up to a year and our Red Tab Savers program will expand to Canada. We commit to ensuring that anyone who needs help gets it.



Strengthen program impact

We will continue to build on testing "fast track" grants to prevent the downstream impacts of unexpected hardships. In addition, we will expand our expertise so staff can help clients address root issues of financial instability. We commit to doing financial hardship assistance better to drive the greatest impact possible for our grantees.



Bring empathy to life

RTF programs and activities serve as a rallying point for clients, volunteers and donors. Especially while we are physically apart, opportunities to connect and give back are critical. Our work brings the LS&Co. value of empathy to life through the people we help. We commit to inspiring champions through our stories and creating connection points to bring our community together.

Did you know?

Quick, flexible, low dollar amount cash grants can be a life-changing intervention for those on the fringes of financial instability. Especially for part-time workers, budgets are tight and sometimes it just takes a small incident – a parking ticket or a medical bill – and all of a sudden employees can't pay their rent.

In partnership with Canary, we piloted a program called Grant Circle so people can access small cash grants faster than through our normal application process. By designing a self-service application process, employees can manage a small obstacle before it becomes a crisis. The average grant given is \$425 and the median turnaround time is less than one day. So far, 50% of grantees reported that they avoided at least one negative impact, like late fees or utility disconnection.



Volunteer spotlight: Store managers turned case managers

As we've seen the world dramatically shift, RTF has been working overtime to help support our colleagues impacted by the COVID-19 pandemic – and has seen an incredible amount of support in return. Millie Rios-Diaz, District Manager for Central Florida, was one of many managers whose stores were closed temporarily this spring and found themselves with a little extra time on their hands. Millie and other managers signed up to help and got to work assisting applicants, answering their questions and helping gather documents. Thanks to the dedication of employees like Millie, the RTF team was able to disburse 300 percent more grants this spring compared to last year.

Case Manager spotlight: Feet on the ground in LSE

Teddy Dworakowski is based in Poland as a Case Manager to help provide financial hardship assistance for Levi Strauss Europe (LSE). He has to navigate all the different safety nets available through HR departments and governments that vary from country to country, providing employees a sense of hope in the midst of a global pandemic.

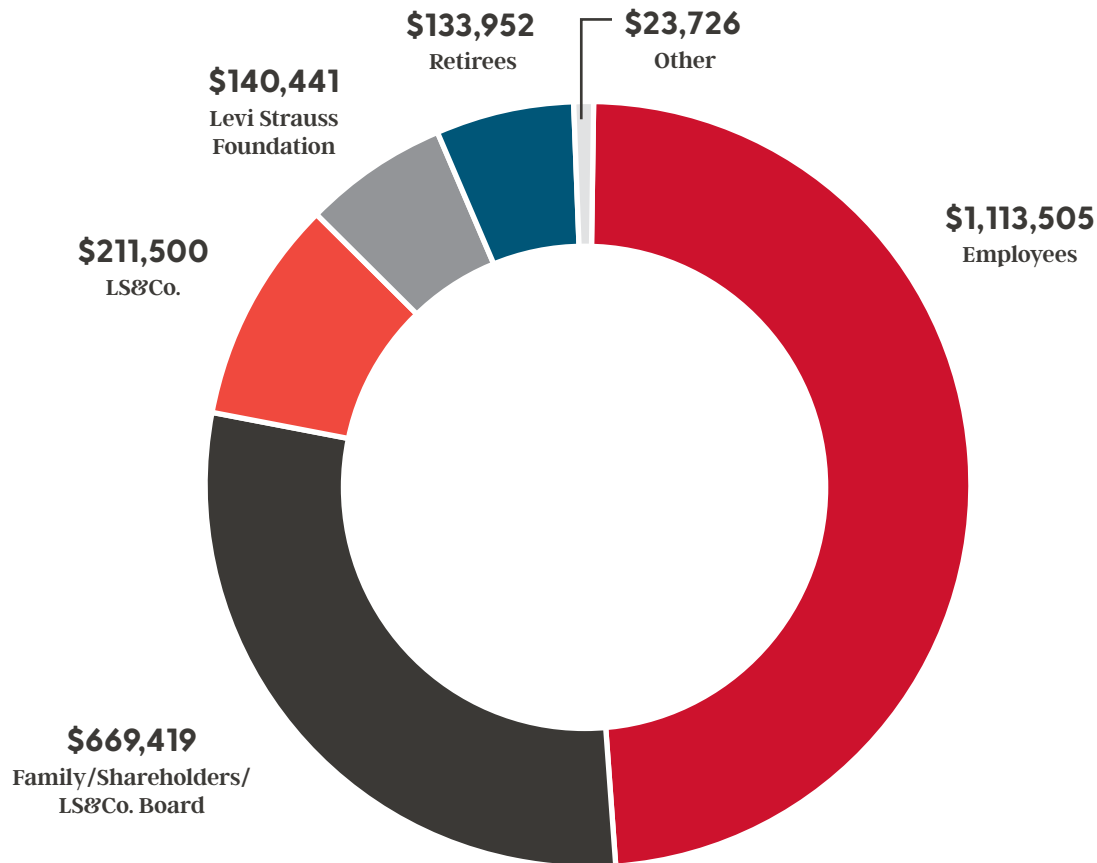
“Even I have been surprised by how generous this foundation is,” he shared. “People are more important than criteria. After all, the criteria are meant to serve people, not the other way around.” The RTF team’s hard work hasn’t gone unnoticed, either. “It is rare these days to deal with such dedicated and efficient people. My children and I are smiling today thanks to RTF. I was already very proud to work for LS&Co. and now I am even more so,” one grantee from France said about the assistance she received.



Our Donors

This work would not be possible without the incredible support of our champions, volunteers and donors. **On behalf of the staff and the families who are touched by RTF's programs, thank you.**

Donations by donor affiliation



I am very much honored to support this cause. The opportunity to make a difference for each other and act upon our values is what makes Levi Strauss & Co. great.”

**John P.,
California, U.S.A.**

Our Donors

Donor level list

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