



40 Years of Kindness

2021 Annual Report



 **RED TAB
FOUNDATION**



What we've accomplished



40 Years. 26.5 Million Dollars. 25,000 Grants.



WE
WE,
they/them
she/her

Dear RTF Community,



The Red Tab Foundation (RTF) is celebrating 40 years of kindness at a moment that is especially challenging for many in our LS&Co. community. Even while separated from one another by the pandemic, you funded \$2.4 million in cash grants to help with everyday hardships, natural disasters, and the financial impacts stemming from the COVID-19 pandemic. In a time of great need, RTF supported more individuals than ever before – more than double the amount of assistance given pre-pandemic. What’s more, in a year when essential workers carried so much for all of us, 95% of employee grants went to those working on the frontlines of LS&Co.’s business.

We’ve also reached a milestone in our commitment to help our employees build their own safety nets. As of this year, our Red Tab Savers have collectively saved \$1 million of their own money, supported and incentivized by RTF’s program.

These accomplishments are not only ours, but yours. While RTF served as a catalyst, it was you who brought the LS&Co. value of empathy to life in the middle of a global pandemic, providing a lifeline for those who needed a hand to lift them up. The numbers tell the story: our individual donors increased by 42% with contributions from employees, shareholders, and retirees at all levels. This support came from more than 30 countries, proving that we

Our Mission

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.

have become a truly global point of connection for our LS&Co. community

Four decades of history prepared us for this moment. Our moves to expedite the grant process and expand our guidelines helped us get the right kind of assistance where it was needed most. With your support, we will continue to expand access to our programs, lead the way in program impact, and connect the LS&Co. community.

Please join us as we reflect on the good we've done together - in the past year and in the past four decades - and look forward into the future.

**With gratitude,
Jenny Calvert Rodriguez /
Executive Director**

RTF Leadership Team, (L to R)

Pete Haas Jr. / Board President

Jenny Calvert Rodriguez /
Executive Director

John Booker / Philanthropy Lead



From 1981 until now...

Here's what 40 years of kindness looks like.

40

years



\$26.5M

delivered in support

\$22.7M

raised from our
LS&Co. community

25,000

grants to employees,
retirees, and their families



Our Founder

Jerry O' Shea started as a stock boy, finished as an executive, and never for a moment lost sight of the community of LS&Co. co-workers that he cared so much for. Jerry started RTF in 1981 – 42 years into his career at LS&Co. – with \$100k out of his own pocket. As his tenure concluded, Jerry was mindful of the company's factory workers, those who'd also given their working lives to LS&Co. As his wife, Claire O'Shea, once said, "He loved the company, so he wanted to give back to other employees his good fortune."



RTF through the decades

1981



RTF is started by Jerry O'Shea, offers only emergency loans.

LEVI STRAUSS & CO.

LS&Co. takes over operations of the foundation from Jerry and his family.

1988



As LS&Co.'s footprint grows and goes global, so does RTF as it expands from primarily loans to grants to address the most pressing needs of a large manufacturing workforce.

1990s



RTF expands services significantly for a high need client group, elderly retirees, with the "Do More Now" program

2008



RTF adds preventative programs with Red Tab Savers, a matched savings program for employees in the U.S.

2015

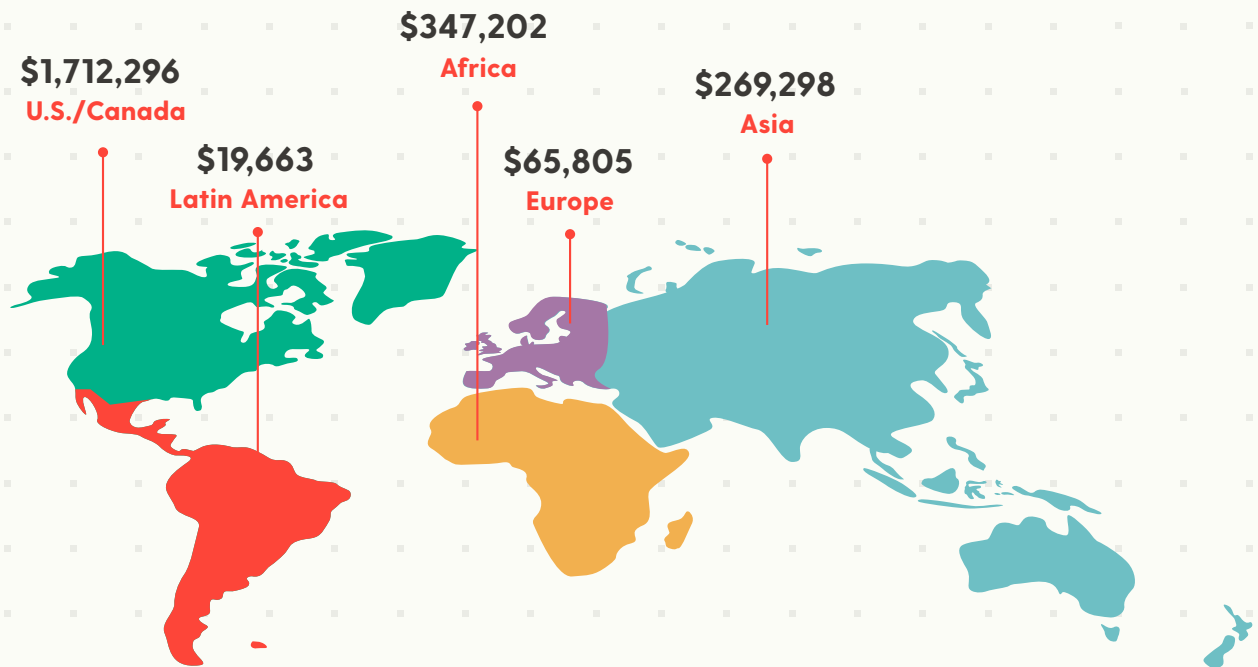


RTF's biggest year yet, with grant-giving doubling from pre-pandemic levels.

2021

2021: More support than ever before

Grant totals by location



2021 by the numbers

\$2.4M

in services delivered

1825

grants given

620

total Red Tab Savers

300

referrals to other resources
when RTF cannot support

95%

employee grants to
frontline employees

41%

grant growth YOY



[View full financials](#)

Making a difference



How the LS&Co. community supported one another

Jesus
I want you to know
how very much I appreciate
your kindness & means
it help
my friend
I hope
vice a
very mu

Pat
Thanks for
did. our mail
real sec
let yo
Lab. e
would
my thing. 7
doing
Can n
was by
got insur
him we

Dear Mr. Ramirez,
Thank you so much for all the help you have given us. You were always friendly and easy to talk to. You don't know the amount of help you have given us and the positive impact on our lives. You helped us get through a very scary time in our life. I enjoyed my many years at Levi's and it was wonderful to be able to count on you for help. Thank you again from the bottom of our hearts.

Thanks for all that you
Mail was late and
no it is not the first.

Will see would
& 3 miss aday
would have never

How RTF changes lives



Healing, not hardship

Eleane Perez, Logistics Sr. Analyst / Mexico

Eleane reached out to RTF when she didn't know what else to do. Her father fell unexpectedly sick and was hospitalized for several weeks. When they couldn't determine what was wrong, RTF helped with several experimental treatments. "I have no words to thank you for all the support, especially in these times of the pandemic. My dad was fighting to live and you gave me the opportunity to help him." When medical emergencies hit – often out of nowhere – finances are the last thing that families should be focused on. **Medical expenses make up 11% of the hardships RTF helps with each year.**

Winter Storm Unlocks Wave of RTF Advocates in Texas

Teresa Montmayor, Retiree / San Benito, TX

Teresa Montmayor started her career at LS&Co. two days out of high school in 1973. "I would measure the waist of the jeans. Then I became an instructor, then a supervisor. I worked there for 16 years. Loved my job." Teresa was among the retirees affected when the US was struck by harsh winter storms. **RTF was able to provide emergency shelter, grocery vouchers, and essential home repairs for 325 families** who were impacted by power and water loss or storm damages. "Thank you again for all the help RTF does for employees and retirees. It is greatly appreciated." Forty-eight years later, her former coworkers still gather annually for their "Levi's Roundup" reunion, and Teresa now strongly advocates for RTF.



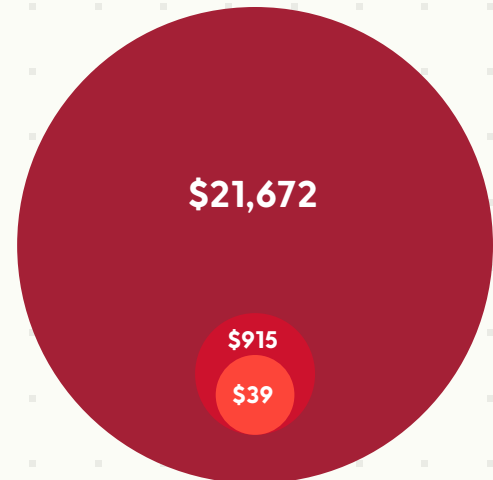
Red Tab Kids: School Books & Distance Learning Grants

Adam Piwonski, Manufacturing Facility Foreman / Plock, Poland

Adam has found himself at various times both a recipient of RTF's support and among the donors that pays it forward. "I make contributions through monthly payroll deductions," he tells us. "During the pandemic, we had online education and my daughter was using my phone to connect. I received support for distance learning tools. She can now use computer equipment which allows her to see everything clearly and is very happy because of that." Across our manufacturing facilities in Poland and in South Africa, RTF helped with **288 grants to help the children of employees with educational expenses.**

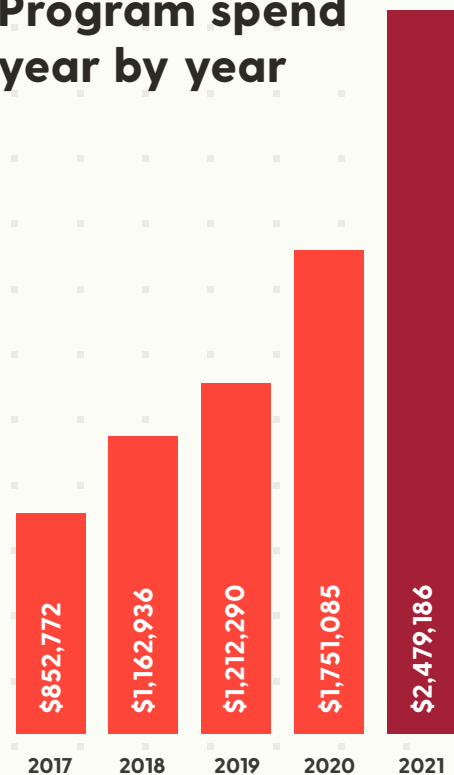


2021: Grant sizes



- Maximum grant
- Average grant
- Minimum grant

Program spend year by year



Boerewors Rolls Fund RTF in Cape Town

Zikhona Mene, HR Operations Specialist / Epping, South Africa

Over the last year, RTF **support in our South African manufacturing facility has increased 189%** in the midst of COVID-19. In turn, local donors have stepped up to help their peers. Zikhona Mene is an HR Operations Specialist at the facility who decided to take action. “We sell a lot of Boerewors rolls (like hot dogs) here in Epping to raise funds for the Foundation because RTF has been a lot of help for us here. Thank you so much for what you do.”



Supporters Mobilize Globally to (Run) for Red Tab

Nuholt Huisamen, Managing Director, East Asia-PAC Singapore

Last year’s first ever virtual (Run) for Red Tab brought together 665 employees to spend their Sunday afternoon getting active to support their fellow employees.

People in 30 different countries and six continents were running, walking, swimming, biking and more to ultimately raise \$120K. Nuholt Huisamen was the top individual fundraiser, and his Singapore team also raised \$15K, taking home top honors. “RTF is extremely dear to my heart after spending the best part of my 18-year career working at the plant in South Africa.

I’ve witnessed how RTF made a significant impact on the lives of my fellow employees. Whenever I get a chance to get involved or to contribute, I jump at it.”



“

What I’ve really appreciated about RTF is not only the empathy of caring for our employees, but also how quickly they were helped. This is the difference in how that employee is able to be at work, remain at work, and thrive at work. Hardships can happen for any of us and it’s good to know that there’s somebody out there who cares, will listen, and try to help.

Patrick Holzfast, Mountain Midlands District Manager



Our COVID support

Emergency Travel in the Era of COVID

**Kratina Freeman, Quality Control Auditor /
Henderson, NV**

Kratina has worked as a distribution center employee in Nevada for three years, and is a newly found caretaker for her granddaughter. “One day I received a phone call telling me that my brother has coronavirus... devastating news. I had never planned for something like this.” Kratina hoped to drive herself and her granddaughter from Nevada to California to pay their final respects, but didn’t have the finances to make the trip happen. RTF is able to intervene in situations like Kratina’s and help with a grant that can prevent people from turning to predatory debt cycles like payday loans or other high interest solutions that can spiral into further debt. “After being connected to RTF, I was amazed at the response that I got from them. Their support helped me mentally, emotionally, and financially.”



\$720,542

in COVID relief

30%

of total grant giving for 2021
was COVID-related

TOP 3

COVID grant categories:

- Loss of household income
- Loss of primary LS&Co. hours
- Unexpected expenses related to sheltering-in-place

As people’s delicate financial lives were turned upside down, RTF changed our program guidelines to adapt and meet ever-changing needs. We offered no-interest loans to furloughed employees and installed an expedited grant process to get funds to people who needed it as quickly as possible. We also extended our program guidelines to cover tech tools for kids undergoing remote learning, additional childcare, the burden of higher transportation costs and more.

Building a safety net

Red Tab Savers is a matched savings program for retail and distribution employees, helping them build their own financial safety nets for when hard times hit.

Employees reach one million in personal savings

Bianca Landaverde, Stylist / Terrel, TX

Bianca Landaverde is among the more than 1900 employees that have built their savings muscle through Red Tab Savers. Six years in, the program has now **helped participants save over \$1M**, enabling them to create their own safety nets when everyday hardships happen. "At first, I joined Savers just to prove to myself that I could do it, but now that I've had another child, I'm saving towards getting a bigger vehicle so we can all fit comfortably. I opened a savings account just for the program and I continue to deposit money every paycheck. I have yet to make any type of withdrawal from that account."

Red Tab Savers facts and figures

1911

program participants since 2015

\$1.052 M

saved

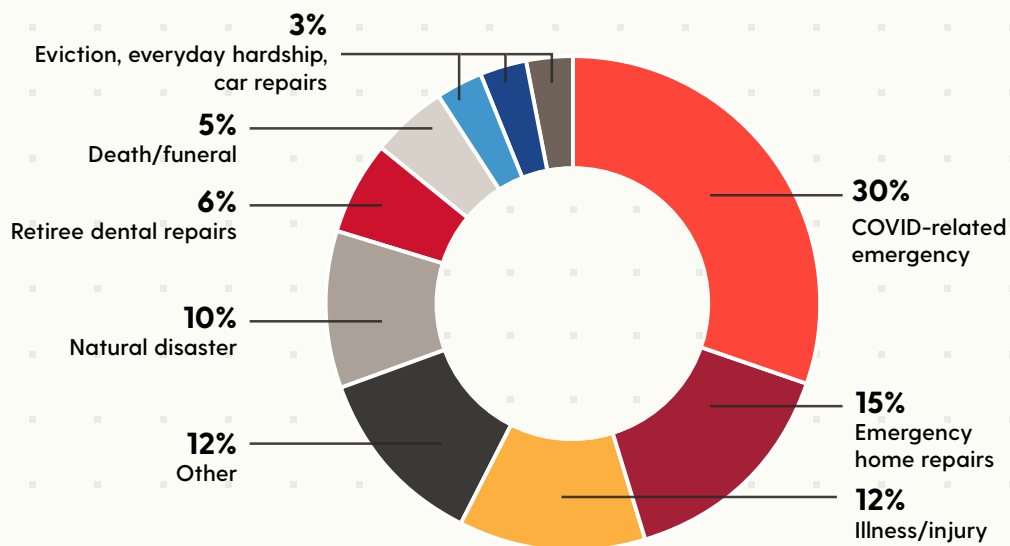


This year, Savers went
international in an expansion
to Canada.



Doing good at scale

Assistance by grant category

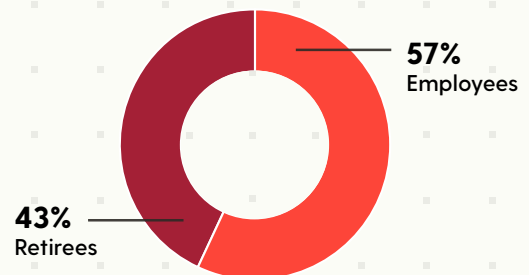


Pete Haas Jr. / Decades dedicated to service

When RTF became a part of the company's operations in 1988, Pete Haas Jr. was put in charge of developing it into a fully functioning foundation. Family shareholders agreed that supporting fellow employees was core to LS&Co. values and helped endow the organization. As the RTF Board President for the past 33 years, Pete is one of the organization's leading supporters. He tells us, "As RTF looks forward to its next forty years, we'll continue to understand and address the needs of our community, and stay innovative to bring our work to those who need it. We also know that we can extend our industry leadership and do good at scale by helping other companies provide this kind of program for their employees."

By the numbers

Grantee demographics:



700

downloads of the
[RTF Hardship Fund Playbook](#)

Our bright future

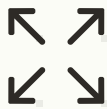
and the people that make it all possible



Where we're going

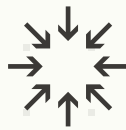
Our commitments

As we look forward to the year ahead, we're focused on three key pillars of our strategy:



Expand program usage and access

As the global footprint of LS&Co. expands, RTF is committed to ensuring that every eligible employee and former employee around the globe has equal and easy access to assistance if they need it.



Lead the way in program impact

RTF has consistently pushed the envelope to provide a safety net to our community and empower financial health. We will continue to do so with a re-imagined version of Red Tab Savers and robust impact tracking.



Connect the LS&Co. community

As we continue to grapple with the pandemic, RTF will connect our community, give back and celebrate all the things that make LS&Co. special. No matter where you sit around the globe, you know you're part of the family.



RTF is really near and dear to my heart. It is some of the best charitable giving in terms of knowing that it's making an impact on the lives of our employees and retirees. So, to everyone who contributed, I just want to say thank you for stepping up and making a difference.

Chip Bergh, CEO & President, Levi Strauss & Co.



Meet the RTF team

Board Members

Pete Haas Jr. / RTF Board President
Jim Chriss / RTF Board Vice President, Retired LS&Co. Executive
Kelly McGinnis / LS&Co. SVP, Chief Communications Officer
Jen Sey / LS&Co. Global Brand President
Richard Gomes / LS&Co. Senior Director, DTC Communications, Customer Service & Training
Liz O'Neill / LS&Co. EVP & Chief Operations Officer
Jeff Harlowe / Retired LS&Co. Executive
Scott White / LS&Co. VP, People, Operations and Rewards
Tom Fanoë / Retired LS&Co. Executive
Jim Ansel / Retired LS&Co. Executive
Susan Brennan / Retired LS&Co. Executive
Molly Buckley / Retired LS&Co. Executive
Lisa Stirling / LS&Co. Assistant Global Controller
Dan Haas / Videographer/Photographer

Advisors

David Jedrzejek / LS&Co. Chief Counsel, Commercial
Kim Almeida / LS&Co. Director, Levi Strauss Foundation
Cate McCarthy / LS&Co. Regional Director, Retail
Kathy Farmer / LS&Co. VP, Benefit

Staff

Jenny Calvert Rodriguez / Executive Director
John Booker / Philanthropy Lead
Bryce Kumagai / Global Programs Manager
Ella Clausen / Communications and Administrative Coordinator

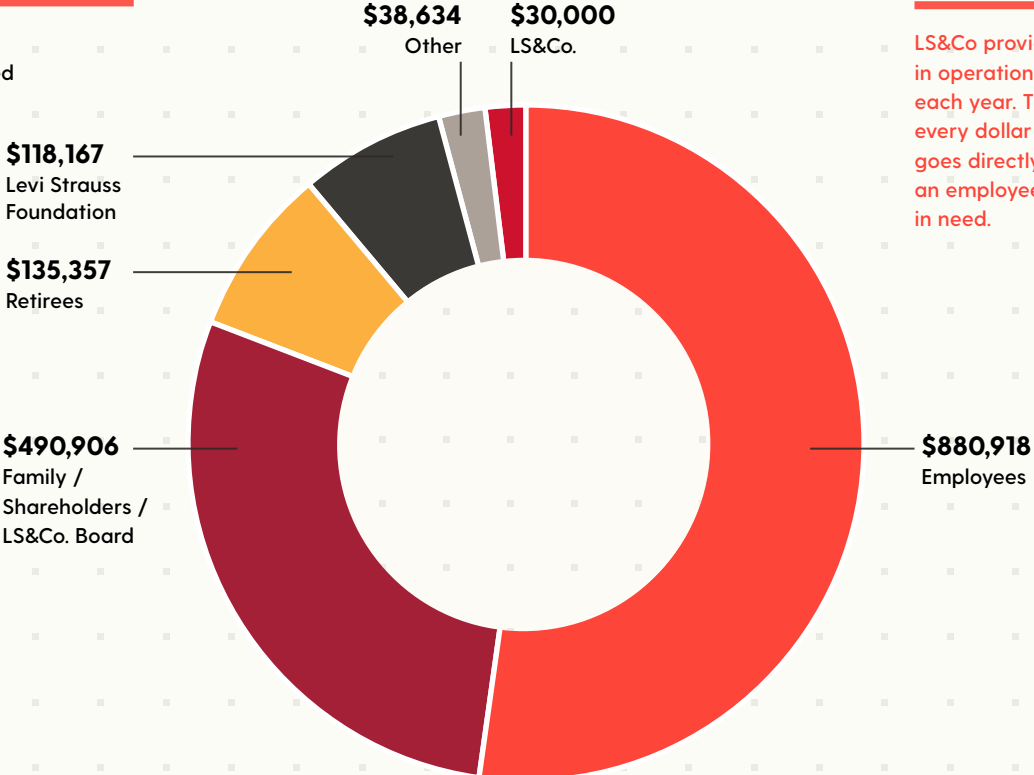
Case Managers

Emily Karakas / United States
Albert Hernandez / United States
Patricia Butler / United States
Lavinia Crawford-Browne / South Africa
Teddy Dworakowski / Europe



Thanks to our donors

\$1.7M
Total raised



LS&Co provides \$650K in operational support each year. That means every dollar donated goes directly to help an employee or retiree in need.

Golden Handshake / \$50,000+

- Chip Bergh
- Colleen & Bob Haas
- Levi Strauss Foundation
- Mimi Haas
- Ginnie and Peter Haas Jr.

Forty-Niner / \$10,000+

- Anne Madison
- Betsy & Roy Eisenhardt
- Bill & Judy Eaton
- Dan Haas
- Elizabeth O'Neill
- Harmit Singh
- Jennifer Sey
- Ken & Linda Larson/ Adams
- Kira & Bradley Haas
- Marc Rosen
- Richard Gomes
- Robert Eckert
- Seth Ellison
- Seth Jaffe
- Ted Geballe
- Thomas Tusher
- Tracy Layney

Big E / \$20,000+

- Evelyn & Walter Haas Jr. Fund
- Kelly McGinnis
- Levi Strauss & Co.
- Stephen Neal

Saddleman / \$5,000+

Daniel & Becca Lurie/
Prowda
David Love
Harry Cohn
Jill Beraud
Jim Ansel
Karen Riley-Grant
Karyn Hillman
Lindsay Webbe

Margaret Haas
Pavan Pamidimarri
Ralph Briskin
Robert Friedman
Scott White
Shelly Thigpen
Tom Fano
Tully & Elise Friedman
Wally Haas

Donna Heiden
Donna Tewart
Doug Flores
Eduardo Guerrero
Elizabeth Owen
Estelle Layton
Flores Azpiroz
Francis Arrastia
Frank Hinkley
Garrett Petraia
George Spellman
Guillermo Ramirez
Hazel King
Heather Roussel
Hubert Van Nuvel
Jacquelyn Major
James Derouin
James Sights
Jeff Harlow
Jenny Ming
Jenny Rodriguez
Jeremy Leaf
Jesse Eisenhardt
Jill Guenza
Jim Chriss
Jim Clopton
Joanne Bal
JoAnne Nichols
John Booker
John DeShano
John Massey
John Prendergast
Karen Scholl
Karthikeya Sarma
Kate Wagner
Katie O'Shea
Kevin Mckenna
Lance Relicke
Lauren Dudley
Lauren Johnson
Len Bennett
Linda Cullen
Lisa Stirling
Margaret Moster
Margie Hanselman
Marina Wright
Marion Lonn
Mark Stevens
Marv Broderson
Mary Jane Luck

Mary Jo Nash
Mary McCurdy
Mary Palafox
Michael Huddleston
Michael Kleine
Michael Smith
Michelle Williamson
Mohammad Khan
Molly Buckley Nada
Grkinich Natalie
MacLennan
Nathaniel Eubanks
Nealan Afsari
Orla Hollub Patricia
Roper Paul Alan
Dillinger Peter Lewin
Philip Marineau
Phillip Maultsby
Rene Saroukhanoff
Richard Hurren
Rob Moons
Salvador Garcia
Sameer Koul
Sanjeev Mohanty
Santo Haliman
Scott Clarke-Bryan
Shannon Davidson
Shaun Gilfoy
Sheena Kunhiraman
Shelley Parsons
Stacey Rosenbaum
Stacy Doren
Stephen Berube
Stephen Kelley
Stephen Liem
Steven Burns
Thomas Mallery
Tim Wightman
Victoriano Molina
Vishal Bhalla
Vivien Park
Wade Webster
Walter Ettlin
Walter Fong
Yulia Groza

Two-Horse / \$2,500+

Ashley Lang
Bob Caldwell
Carl Von Buskirk
Christopher McCormick
David Cardiff
Diana Dimitian
Heidi Manes
Janine Faust
Jeff Eggert-Peluso
Jeffrey Hogue
Jim Phillips
John DeMartino

Karen Marie McGee
Mark Robert Grovich
Melissa DiRienzo
Michaela Maychrowitz
Nagarajan N.C.
Nuholt Huisamen
Patricia Pineda
Peter Jacobi
Spencer Fleischer
Thomas Rafferty
Todd Tomlitz

Batwing / \$1,000+

Abigail Scheffe
Adam Woollerson
Amanda Gardner
Andy Dischar
Anisa Kumar
Anit Van Eynde
Anne Spletzer
Anupama Kapoor
Barb Murrer
Bart Levon Bright
Beth Ward Francesconi
Beverly Nowack
Bob Eggers
Bob Gargani
Bob Siegel
Brett S Glickman

Brian Jones
Cathleen Mccarthy
Cathy Unruh
Cecilia Gomes
Chad Hinson
Charis Marquez
Chris Clark
Christopher Conrad
Cindy Henry
Cynthia Wainwright
Daniel Travis
Daniel Wenzel
Darnell McGee
David Cantrell
David Jedrzejek
Dennis Egge

Please visit our
website for a
[complete list of
donors.](#)

