

2023 SOCIAL IMPACT REPORT

Shine Bright, Do Good



KENDRA SCOTT

We empower women and youth in the areas of health & wellness, education, and entrepreneurship.

Kendra Scott is unwavering in its commitment to positively impacting society. The company has already donated over \$65 million to charitable causes and will continue to do so through product collaborations, in-store events, and its latest initiative, the [Kendra Scott Foundation](#). In its inaugural year, the Kendra Scott Foundation combines the strength of partnerships with its existing programs to empower women and youth.



2023 by the numbers

SUPPORTED

11,700+

local causes

THROUGH KENDRA GIVES BACK
EVENTS

DONATED

40,000+

pieces of jewelry

TO SUPPORT NON-PROFIT
FUNDRAISING

TOUCHED

6,600+

lives

THROUGH OUR KENDRA CARES
CREATIVE ARTS PROGRAM

FUNDED

5,000

hours

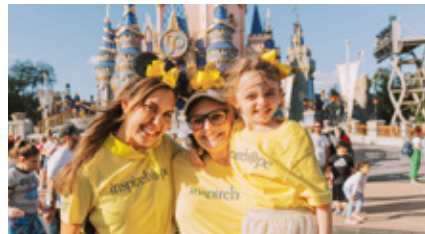
OF METASTATIC BREAST CANCER
RESEARCH

DONATED

1,800+

books

TO TITLE 1 ELEMENTARY
SCHOOLS



SPONSORED

40

families

FACING THE LOSS OF A PARENT
AT AN INHERITANCE OF HOPE
LEGACY RETREAT®

LAUNCHED

5

little yellow libraries

IN FIVE TITLE 1 ELEMENTARY
SCHOOLS ACROSS NEW YORK
AND TEXAS

EQUIPPED

250+

students

WITH CURRICULAR COURSES
AND PROGRAMMING THROUGH
KS WELI

OPENED

1

creative center

AT DELL CHILDREN'S MEDICAL
CENTER, A PERMANENT SPACE FOR
CHILD LIFE AND EXPRESSIVE THERAPY

SUPPORTED

45

organizations

THROUGH OUR SHOP FOR GOOD
PRODUCTS AND CHANGE
ROUNDUP DONATIONS



“I believe the truest form of success is giving back measured by our impact on those around us.”

— KENDRA SCOTT, FOUNDER, EXECUTIVE CHAIRWOMAN, & CHIEF CREATIVE OFFICER

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Corporate Giving

HEALTH & WELLNESS | EDUCATION | ENTREPRENEURSHIP





Health & Wellness

YELLOW FOR PINK | KENDRA CARES | IOH



YELLOW FOR PINK

Our breast cancer research and awareness initiative

In 2016, Kendra lost a dear friend, Holley Rothell Kitchen, to metastatic breast cancer. Yellow for Pink continues the legacy of Holley and so many others who have been affected by this disease through grants to breast cancer organizations that fund groundbreaking research, address disparities in care, and support survivors, thrivers, and families affected by breast cancer.

BREAST CANCER PREVENTION

Kendra Scott has joined hands with the Breast Cancer Research Foundation (BCRF) to support an annual research grant for metastatic breast cancer, called The Kendra Scott Award in Honor of Holley Rothell Kitchen. With the help of Dr. Suzanne Fuqua, a dedicated researcher and professor of Medicine and Molecular and Cellular Biology at the Baylor College of Medicine, the grant is aimed at finding a cure for estrogen receptor positive breast cancer. Dr. Fuqua's research focuses on overcoming resistance to therapies and preventing the spread of metastasis, which is crucial because once tumors become resistant to anti-cancer treatments, metastasis occurs and almost 100% of those affected succumb to it.

This year, Kendra was awarded the 2023 Sandra Taub Humanitarian Award for her philanthropic contributions and shared dedication to BCRF's mission of ending breast cancer.

DISPARITIES IN BREAST CANCER CARE

Kendra Scott Foundation's first breast cancer grant went to The Chrysalis Initiative. It helped address disparities in care for women of color. Thousands benefited from improved care from diagnosis to survivorship.

5,000
hours

OF METASTATIC BREAST
CANCER RESEARCH
FUNDED IN 2023

10
wishes

GRANTED TO WOMEN WITH
BREAST CANCER THROUGH
FAB-U-WISH IN 2023

\$2.7+
million

TOTAL DONATIONS TO
BREAST CANCER CAUSES
SINCE 2016

40,000
hours

OF BREAST CANCER
RESEARCH FUNDED SINCE
2016





ENDING BREAST CANCER

Our metastatic breast cancer research grant funded through Breast Cancer Research Foundation aims to overcome resistance to therapies and prevent metastasis of breast cancer, led by Dr. Suzanne Fuqua and her team.

“The special aspect of funding from BCRF and Kendra Scott is the ability of the scientist to follow their intuition. I think a large proportion of women will see an eradication of their fear, the stress, and the worry of metastatic breast cancer with some of the new treatments coming out of research today.”

— **DR. SUZANNE FUQUA**, Professor of Medicine and Molecular and Cellular Biology at the Lester and Sue Smith Breast Center at Baylor College of Medicine

KENDRA CARES

Our creative arts program for pediatric patients

Kendra Cares brings the magic and joy of our Color Bar® to pediatric hospitals across the country, giving patients and their caregivers a break from the everyday to design their own piece of customized jewelry at no cost. We're honored to share that what started in a single children's hospital has now expanded into a creative arts program at over 40 top-ranked pediatric hospitals across the country.

THE KENDRA SCOTT CREATIVE CENTER

Over the years, we have collaborated closely with Dell Children's Medical Center of Central Texas to support patients and their families during long hospital stays. Using bright colors and inspirational messages, we have transformed a treatment room into a more welcoming and comfortable space for children undergoing medical care, who often spend the entire day in this room. Furthermore, we provided funding for a grant that allowed the medical center to hire a full-time Art Therapist who specializes in non-medicinal healing and pain management techniques.

In 2022, we donated \$1 million to create the Kendra Scott Creative Center. This center offers both virtual and in-person activities for pediatric patients, providing them a safe and fun environment to take their minds off medical treatments and enjoy playtime. We were thrilled to open the Kendra Scott Creative Center in September of 2023, and we are proud to serve patients through Child Life and Expressive Therapies.

6,600+
lives

TOUCHED THROUGH THE
KENDRA CARES PROGRAM
IN 2023

85
events

HOSTED AT PEDIATRIC
HOSPITALS NATIONWIDE
IN 2023

800+
hours

OF CREATIVE ARTS THERAPY
PROVIDED IN 2023

1

creative center

OPENED AT DELL
CHILDREN'S MEDICAL
CENTER IN 2023





A SPACE TO HEAL

As an extension of our Kendra Cares program, in 2023 we opened the Kendra Scott Creative Center at Dell Children's Medical Center in Austin, Texas to provide a permanent space for Child Life & Expressive Therapy programs.



"Event spaces, like the Kendra Scott Creative Center, help our patients find a space within the hospital where they can forget about all of the stressors, meet other patients and families, and have an opportunity to experience fun, laughter, and connection."

— **ROBYN MOYER**, Director of Child Life and Expressive Therapies at Dell Children's Medical Center

INHERITANCE OF HOPE

Supporting families facing the loss of a parent

Inheritance of Hope is an organization that helps families navigate the challenges of a parent with a terminal illness. Every year, we raise money for an annual Legacy Retreat®, a destination experience where families make memories, receive tools, and meet other families experiencing the same challenges.

Our first 3 Legacy Retreats® served families who had mothers living with metastatic breast cancer. In the last two years, we've expanded to serve families with parents of all diagnoses.

2023 INHERITANCE OF HOPE LEGACY RETREAT® PRESENTED BY KENDRA SCOTT

In March, we welcomed 40 families facing the loss of a parent at our 5th sponsored Inheritance of Hope Legacy Retreat®. These families received resources to cope with the challenges they face and connected with other families who 'get it' — all while making memories at Disney World and Universal Studios in Orlando.

As one of our largest partnerships, our employees are eager to serve as volunteers. This year, 23 Kendra Scott employees attended to support a family for the duration of the retreat.

161

families served

SINCE OUR PARTNERSHIP
BEGAN IN 2017

5

legacy retreats®

SPONSORED
SINCE 2017

40

families supported

IN 2023 WHO HAVE A PARENT LIVING
WITH A TERMINAL ILLNESS





INSPIRING HOPE

An Inheritance of Hope Legacy Retreat® brings together families into a community with others who “get it” and are supported by staff and volunteers whose goal is to provide an emotionally and physically supportive environment to create lasting memories.

“As soon as we got off the bus, the volunteers showered us with love - from the cheers, to the welcoming, to the hugs. They have been a sounding board for me. I’ve been able to discuss my personal fears and anxieties about what I’m going through. After my son met all the kids, he came running to us with a big smile, and I knew we were in the right spot.”

— **BRIAN OPPERMAN**, Legacy Retreat® Family Attendee



Education

LITERACY INITIATIVES | GRANT RECIPIENTS



LITERACY INITIATIVES

Our dedication to equitable education

We strive to improve the lives of educators, students, and families through scholarships, literacy programs, and library enrichment, all with the aim of creating brighter futures and empowering individuals through education.

LITTLE YELLOW LIBRARIES

Reading is crucial for a child's future success. Studies reveal that if children have not developed reading skills by the third grade, they might struggle to absorb knowledge and perform well in school, thereby limiting their potential. To support Title I schools, we have introduced the Little Yellow Library program. This program provides new multicultural and bilingual books for classrooms and libraries that require them the most, aiding children in thriving academically.

LIBRARY ENRICHMENT

Thanks to partnerships with organizations and individuals such as Derrick Johnson's Defend the Dream Foundation, Daymond John, and 100 Black Men of Austin, we've provided schools and students with necessary resources, including library makeovers, book donations, and school grants.

2

school libraries

BEAUTIFIED TO ENCOURAGE
READING, IN PARTNERSHIP WITH
DEFEND THE DREAM FOUNDATION

1,800+

new books

DONATED TO TITLE I SCHOOLS FROM
FIRST BOOK THROUGH OUR LITTLE
YELLOW LIBRARIES PROGRAM

5

little yellow libraries

OPENED ACROSS NEW YORK AND
TEXAS TITLE I ELEMENTARY SCHOOLS,
IMPACTING 2500+ STUDENTS





ACCESS TO DIVERSE BOOKS

Our Little Yellow Library program is bringing bilingual and multicultural books to Title I elementary schools across the country, bringing access to new books to increase literacy rates and inspire reading.

"Fifty percent of our students are emergent bilingual students, which means their first language is not English - so being able to see themselves as characters in books is transformative for our students."

— **LAURA CARLIN-GONZALEZ**, Assistant Superintendent for Curriculum & Instruction at Del Valle ISD

2023 GRANT RECIPIENTS



BREAKTHROUGH CENTRAL TEXAS

Helping grow the Middle School Summer Academy, an intensive learning program for aspiring first-generation college graduates.



FIRST BOOK

Ensuring equal access to quality education by providing new books to Title I schools.



FOLDS OF HONOR

Providing educational scholarships to the spouses and children of our fallen or disabled military members and first responders.



BOOK DAYS


Providing up to 5,000 kids in Title I schools with an innovative literacy experience to promote literacy at school and home.




LITERACY FIRST

Ensuring youth have access to quality tutors by supporting Central Texas AmeriCorp' leadership programming and tutor stipends.

women's SUMMIT

EMPOWERED BY  KENDRA SCOTT

women's SUMMIT

EMPOWERED BY  KENDRA SCOTT



Entrepreneurship

KS WELI



KS WELI

The Kendra Scott Women's Entrepreneurial Leadership Institute at the University of Texas at Austin

In 2019, we launched The Kendra Scott Women's Entrepreneurial Leadership Institute (KS WELI) at The University of Texas at Austin to strengthen the next generation of courageous, creative leaders who will change the world in business and beyond.

KS WELI creates space and resources for creatives, leaders, and founders to become a community of empowered and equipped visionaries that embrace entrepreneurial leadership from a woman's perspective. It offers programs, events, courses & curriculum, and resources to students. Our goal is to bring this model to other campuses across the country.

2023 WOMEN'S SUMMIT

In February, we held a KS WELI Women's Summit in Austin, TX, bringing over 300 students and community members together to learn and grow their entrepreneurial mindset. Joined by panelists from across the country, they discussed reigniting passion, motivation, rebuilding after a tough season, and owning failure.

STUDENT DESIGNS

In an academic course at UT Austin, students get the opportunity to design, market, and pitch a custom piece of jewelry for the potential to be sold in select Kendra Scott stores. Kendra Scott and UT Austin leadership vote on the winning piece, with a percentage of proceeds giving back to KS WELI.

250

students

EMPOWERED THROUGH CURRICULAR
COURSES AND PROGRAMMING IN 2023

4,500+

women

EQUIPPED WITH TOOLS TO SUCCEED
IN BUSINESS SINCE 2021

\$115K

in scholarships

GRANTED TO WOMEN-LED
STARTUPS SINCE 2021





BRINGING WOMEN TOGETHER

Our KS WELI Women's Summit brought together aspiring future entrepreneurs to learn from inspirational women across different industries through panel discussions, breakout sessions, and a pitch competition.

"For entrepreneurs in particular, experiential learning is critical - so we introduce our students to founders from our alumni base, community supporters, and the eager venture capitalists wanting to support new ideas into the marketplace."

— **LILLIAN MILLS**, Dean of McCombs School of Business at UT Austin and Chairwoman of the KS WELI Board of Directors



Retail Giving

COMMUNITY SUPPORT | PRODUCT COLLABORATIONS



COMMUNITY SUPPORT

Giving begins with our customers

KENDRA GIVES BACK EVENTS

We invite our local communities and customers to help us give back or fundraise for a cause close to their heart through our Kendra Gives Back events, allowing anyone within the community to host a local shopping event for organizations that empower women and youth, with 20% of purchases directly benefiting the cause.

IN-KIND DONATIONS

We are proud to support local non-profit organizations through in-kind product donations to help with their fundraising efforts.

SHOP FOR GOOD

Our Shop for Good products offer every customer an opportunity to purchase specific pieces that give back year-round to the Kendra Scott Foundation or various causes that empower women and youth.

CHANGE ROUND UP

A little change goes a long way—that's why we encourage our customers to round up their change at checkout to support our ongoing philanthropic initiatives.

11,700+

kendra gives back events

HOSTED IN 2023

40,000+

pieces of jewelry

DONATED TO NON-PROFIT
ORGANIZATIONS IN 2023 TO SUPPORT
THEIR FUNDRAISING

45

organizations

SUPPORTED THROUGH SHOP FOR
GOOD PRODUCTS AND CHANGE
ROUNDUP FUNDS



PRODUCT COLLABORATIONS

Where brand partnerships meet philanthropy

Through business-to-business collaborations, Kendra Scott creates exclusive product capsules that weave fashion and philanthropy together, allowing our customers to shop limited-edition pieces that make a long-term impact.

BARBIE™ X GIRLS INC.

To celebrate the boundary breaking role of Barbie™ in pop culture, the Barbie™ x Kendra Scott collection limited-edition capsule not only inspired positivity and individuality, but a percentage of sales from one of the pieces gave back to the Barbie Dream Gap Project, which directly supported the efforts of Girls Inc. to ensure that a new generation of girl leaders grow up strong, smart, and bold.

TARGET X NEST

The exclusive Kendra Scott at Target collection brought both accessibility and good into our communities. To celebrate this new partnership, Target and Kendra Scott made a donation to Nest's Makers United Program to unlock opportunities for creative entrepreneurs across the country. Nest generates equitable opportunity for creative makers by providing access to necessary training, funding, and business resources that are fundamental to reaching their goals.





Environmental, Social & Governance

SUPPLY CHAIN & RECYCLING | DEIB | EMPLOYEE GIVING



SUPPLY CHAIN & RECYCLING

Our dedication to people and the planet

SUPPLY CHAIN TRANSPARENCY AND ETHICS

We prioritize working with suppliers independently certified by recognized standards-setting organizations such as the Responsible Jewellery Council, an international not-for-profit whose mission is to advance responsible ethical, social, and environmental practices with respect to human rights through the jewelry supply chain.

As a part of our commitment to legal compliance and ethical business practices, we require all our vendors to follow our code of conduct and comply with all laws and regulations mandated by the country in which the merchandise is manufactured, including child labor, forced labor, and unsafe working conditions. Additionally, all our diamonds are sourced in compliance with the Kimberly Process.

All our vendors must participate in our vendor compliance program, which holds facilities accountable through an accredited third-party bi-annual audit inspection.

RECYCLING

We are taking steps to minimize our waste and impact on the planet by starting to incorporate recycled and recyclable materials, where possible. We have started using recycled silver in our demi-fine jewelry collection and are in the process of transitioning many of our packaging designs to recyclable. Look for the recycling symbol to see which of our boxes, bags, and shippers are currently recyclable.



DIVERSITY, EQUITY, INCLUSION & BELONGING

Our welcoming culture

At Kendra Scott, we are committed to being an organization that values diversity, equity, inclusion, and belonging by creating an environment where everyone is welcome. Our commitment comes to life through our active respect in three focus areas: our people, customers, and community partners.



PEOPLE

Celebrated 30+ employee-led cultural celebrations in 2023.

Provided monthly educational resources and volunteer opportunities related to cultural celebrations.

Hosted our first employee-led panel during Hispanic Heritage Month, allowing employees to share their perspective as Latina women.

Launched quarterly roundtable discussions with thought-provoking takeaways and opportunities for all employees.



CUSTOMERS

Our DEIB Council and focus groups provided feedback for Kendra Scott marketing and product initiatives to ensure DEIB principles are consistently integrated into the business strategy.

Showcased diversity throughout the year in marketing campaigns.

Increased our connections with diverse and minority-owned businesses, including Black, Latinx, and LGBTQIA+.



COMMUNITY

Created opportunities for female and minority business owners through partnerships and programming through The Kendra Scott Women's Entrepreneurial Leadership Institute and Nest Maker United.

Partnered with and fundraised for Trevor Project during Pride Month to provide educational resources for employees.

Celebrated Juneteenth by supporting education and literacy in Galveston ISD schools and making a grant to a historic landmark in Galveston, TX.

Established partnership with Amigha Hispana, leading to a national level fundraising partnership during Hispanic Heritage Month.



EMPLOYEE GIVING

Our culture of giving

We empower our employees to support their colleagues and communities through their Time, Talent, and Treasure.

PAID VOLUNTEER HOURS

Every full-time employee at Kendra Scott receives two paid days to volunteer for causes they are passionate about.

THE KENDRA SCOTT FAMILY FUND

The Kendra Scott Family Fund was established to provide financial assistance to employees who experience natural disasters or unexpected personal hardships. Employees may donate to the fund voluntarily or through payroll deductions.

5,700
hours

OF PAID VOLUNTEER TIME SPENT
BY KENDRA SCOTT EMPLOYEES
IN 2023

19
employees

SUPPORTED THROUGH THE
KENDRA SCOTT FAMILY FUND
IN 2023





“*It's like a spark. One spark leads to another, and another, and another. Then you have a full flame. Then you get a fire going.*”

— KENDRA SCOTT