

We are pleased to share an inspiring initiative from our friends at the CFDA:



As our industry witnesses the devastating impact of the ongoing fires across Los Angeles, it's clear that we must come together to support those in need. Families have been displaced, many have lost their homes, and countless others are seeking basic necessities, including clothing.

Since Thursday, we have seen many Members activate - whether by making financial donations to organizations who are on the ground (to provide immediate assistance) and/or by sending clothing to local charities. *PLEASE BE SURE TO LET US KNOW WHAT EFFORTS YOU HAVE SUPPORTED, TO DATE – as we are keeping a running list and don't want to omit your contribution(s) - Thank You!*

The Council of Fashion Designers of America (CFDA) is organizing a PRODUCT DRIVE to collect donations of clothing, health and other basic essentials to provide relief to the affected communities. We are calling on our Members - and the broader industry at large - to lend their support by contributing products and/or resources at this critical time.

We have identified two trusted organizations - **GLAM4GOOD** and **DELIVERING GOOD** – to partner with. Each group has the experience and relationships with a vast network of local charities to assure that all donations are distributed to those who need assistance most.

GLAM4GOOD is a leading nonprofit that repurposes unused merchandise to address clothing & self-care insecurity in America. GLAM4GOOD collaborates with mission-aligned organizations, non-profit agencies, community groups, media outlets, and global fashion and beauty brands to amplify its impact nationwide. Through its events & initiatives, GLAM4GOOD has provided more than \$75 million in wardrobe & personal care essentials to people in need across the country.

GLAM4GOOD is actively coordinating & shipping essential clothing & personal care products to families & individuals affected by the L.A. County wildfires. As second responders, GLAM4GOOD is also planning a large-scale pop-up shop & CRITICAL AID INITIATIVE in Los Angeles to provide extended relief to impacted communities. Follow along [@GLAM4GOOD](#).

In early March, GLAM4GOOD will transform a donated warehouse space into a bespoke boutique & distribution hub, aiming to provide 1,000+ recipients with NEW clothing essentials, professional attire, outerwear & accessories, undergarments, socks, self-care, and grooming products for women, men, teens, and children. This FREE emergency assistance will help restore lost wardrobes & ease hardships as those affected continue to recover & rebuild their lives.

PRODUCT DONATIONS:

A minimum of 250 units is suggested, but all donations of new clothing & personal care items are appreciated & considered. Please reach out to morgan@glam4good.com to discuss!

EVERYDAY BASICS: T-shirts, Hoodies, Sweats, Leggings, Jeans, Casual Tops, Pajamas + Underwear, Bras, Socks

PROFESSIONAL ATTIRE: Blouses, Polos, Trousers, Blazers, Ties, Belts, Panty Hose, Work Bags

OUTERWEAR & FOOTWEAR: Coats, Jackets, Vests, Casual & Professional Shoes

ACCESSORIES: Jewelry, Purses, Scarves, Hats, Gloves, Totes, Toiletry Cases, Hair Accessories

PRODUCT SPECIFICATIONS:

WHO: Women, Men, Teens, Children

QUANTITY: 250 units/item type - suggested

SIZE: XS - 3X (*high demand: M - XL)

CONDITION: New

INCLUSIVE: Gender Neutral & Options for All Sizes, *Complexions and Skin Types - if you are able to help secure make-up, skin care, hair care*

PLEASE CONTACT: morgan@glam4good.com to share the type of merchandise you would like to donate, as well as quantity, sizes, etc. so that G4G may begin to plan for deliveries.

SHIPPING INFORMATION will be forthcoming.

DONATIONS WILL BE ACKNOWLEDGED IN WRITING UPON REQUEST - for your tax deductibility purposes.

DELIVERING GOOD - a trusted nonprofit organization that connects individuals and families in need with new products - is steadfast in their mission "to provide comfort, dignity, and hope to those who need it most." **DELIVERING GOOD** collaborates with vetted local partners to assess both immediate and long-term needs of those affected, and distributes donated items directly to nonprofits, shelters, and relief organizations, ensuring aid reaches the communities in greatest need, helping them rebuild and move forward with resilience and dignity. <https://delivering-good.org/>

Below are the highest IMMEDIATE need items for their partners. Please let them know if you able to donate any of the following:

- **Socks and Underwear**
- **Basic Clothing of All Sizes**
- **Cold-Weather Clothing (sweatshirts, sweatpants, fleece, etc.)**
- **Bedding/Sheets/Blankets**
- **Shoes**
- **Hygiene Kits**
- **Water**
- **PPE (face masks, gloves)**
- **Air Beds**
- **Coolers**
- **Diapers**
- **Tools**
- **School Supplies**

PLEASE CONTACT: Merrie Keller, Director of Product Procurement, Merrie@delivering-good.org

DONATIONS WILL BE ACKNOWLEDGED IN WRITING - for your tax deductibility purposes.

OTHER WAYS THAT YOU CAN PARTICIPATE:

Provide Financial Support: If you are unable to donate merchandise at this time, monetary contributions are equally impactful. Funds will be used to procure and distribute items for which there is an **immediate** need. A few charities to consider are:

- **American Red Cross - Wildfire Relief Fund** Text "REDCROSS" to 90999
- **Baby2Baby** <https://donate.baby2baby.org>
- **California Community Foundation** www.calfund.org
- **DELIVERING GOOD** www.delivering-good.org/disaster
- **GLAM4GOOD** <https://glam4good.com/donate/>
- **Global Giving California Wildfire Relief Fund** www.globalgiving.org
- **The Los Angeles Fire Department Foundation** www.supportLAFD.kinful.com
- **Pasadena Humane Society** www.pasadenahumane.org
- **Salvation Army - Southern California Division** www.give-sc.salvationarmy.org

Spread the Word: Please share the goals of **CFDA CARES** with your networks to help amplify these efforts.

