

TORY BURCH  FOUNDATION

**MOLLY HEFFERNAN**  
DIRECTOR, MARKETING & DIGITAL





When I started the company, my dream was to start a foundation.  
Today the Tory Burch Foundation advances  
women's *empowerment* and *entrepreneurship*.  
We want to help women *fearlessly* follow their dreams.

**TORY**







## WHY THIS **MATTERS**

- Just **1 in 23** loan dollars go to women entrepreneurs
- Less than **2% of women entrepreneurs** will ever reach \$1M in business revenue
- **75%** of venture capital firms have no women partners
- With the current **wage gap**, women miss out on earning anywhere from **\$400K to \$1M+** more in their lifetimes
- Only **17%** of the **1.5M** biographies on Wikipedia are about women



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**AUTHENTICALLY EMPOWERING WOMEN**





# PROVIDE **ACCESS** TO

## CAPITAL



Our Capital Program powered by Bank of America provides access affordable loans through Community Lenders

## EDUCATION



Through an annual Fellowship Program we provide 50 women entrepreneurs a community and education to grow their businesses.

## DIGITAL RESOURCES



Articles and interviews from the most creative and innovative leaders on [ToryBurchFounation.org](https://ToryBurchFounation.org)





# INTEGRATE WITH THE **BUSINESS** ...AND PROVIDE **VALUE**

## EMPLOYEES

Employee volunteers review applications for our annual Fellows Program.



## CUSTOMERS

Consistent messaging to *her* at all touch points of the business.



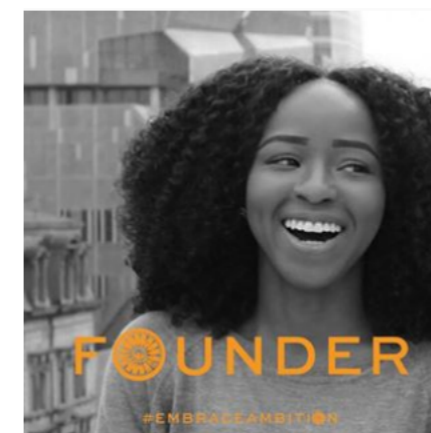
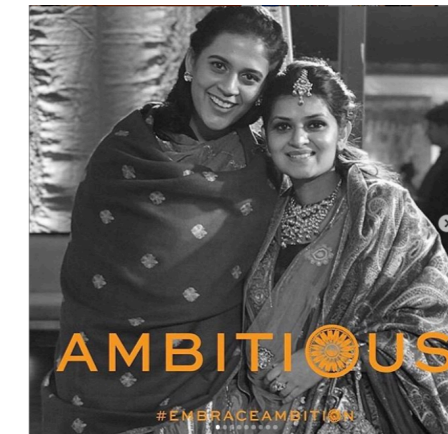
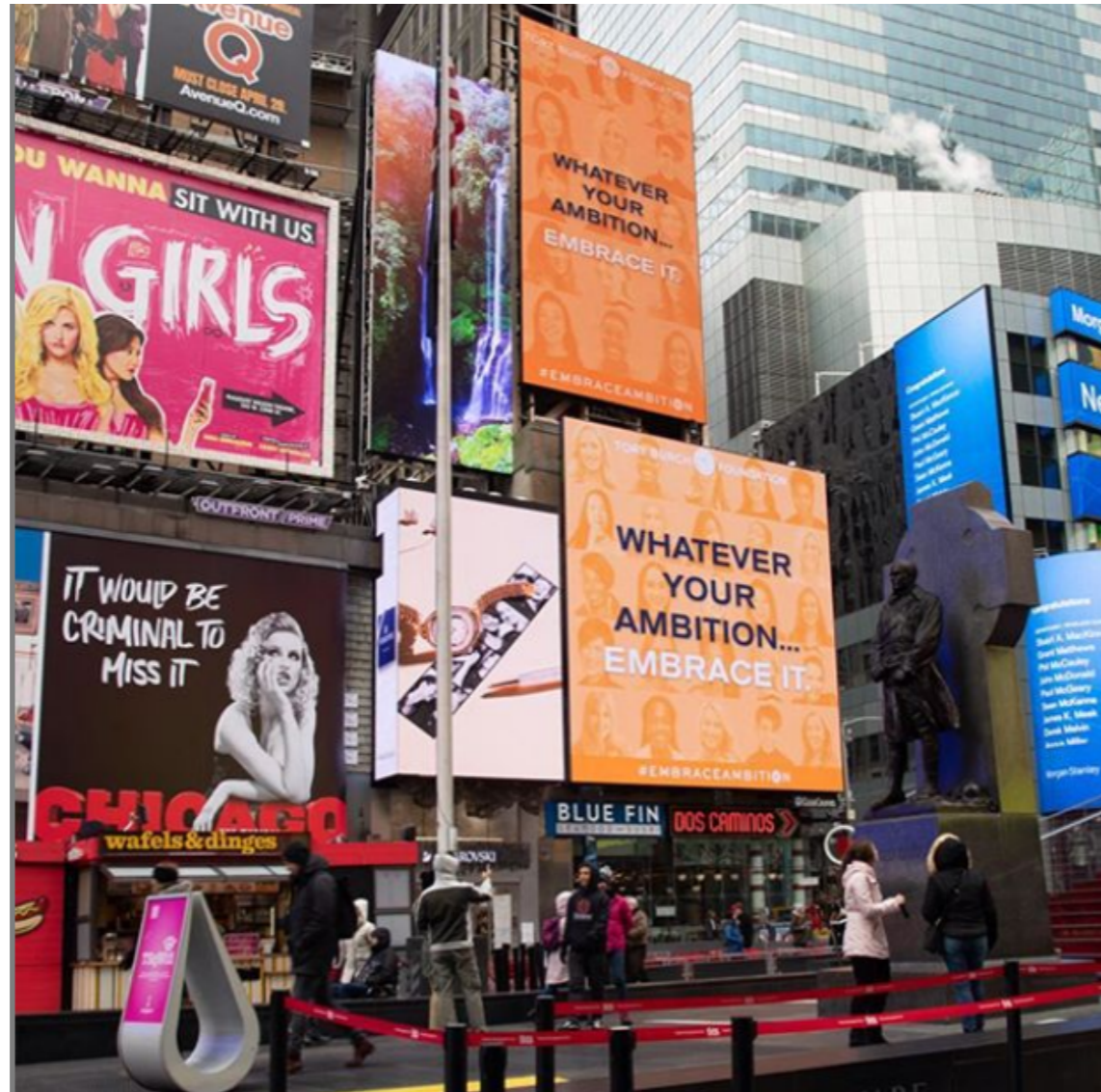
## PRODUCTS WITH PURPOSE

Pivoted model so that all products that are connected to the Foundation donate 100% net proceeds to our mission.





# LEAD A *MOVEMENT*





## OUR *IMPACT*



- **\$54 Million** in loans to **3,800** women entrepreneurs through our Capital Program powered by Bank of America
- **\$800K+** in grants distributed through our Fellows Program
- **450+** original articles, tools and resources published to empower women on [ToryBurchFoundation.org](https://ToryBurchFoundation.org)
- **300K+** people provided with education on web and social each month
- **2,000+** people have joined us for Embrace Ambition events and **500K+** have watched our global livestreams



# DISCUSSION







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