



Position Paper

MACY'S INC. STAYS ACTIVELY INVOLVED IN SEVERAL CHARITIES THROUGHOUT THE YEAR

Besides signature events such as Macy's Thanksgiving Day Parade, Fourth of July Fireworks and fashion shows, Macy's Inc. is involved in several different charities and volunteer events throughout the year. In 2007, the Macy's Foundation contributed more than \$78.4 million to various nonprofit organizations. Macy's Inc. focuses on giving to the arts and culture, education, HIV/AIDS awareness and research, minority issues and women's issues.

Programs Macy's Inc. were involved in last year included the American Red Cross, Heart Gallery, Project Bundle-Up, Museum Adventure Pass, Children's Fairyland, "I Have a Dream: The Morehouse College Martin Luther King Jr. Collection" exhibit, "Stand Strong: Character Building for Young People", Bryan's House, OASIS and "First Ladies: Political Role and Public Image" exhibit. Macy's associates are also involved in giving back to the community. In 2007, associates donated \$14.4 million to the United Way.

Macy's stores participate in National Wear Red Day for the American

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Heart Association's "Go Red for Women" campaign. Macy's has donated a total of \$15.6 million towards this program. Stores also participate in Shop for a Cause national charity shopping day. In two years, \$19 million has been donated to this grassroots effort. Thanks for Sharing, Macy's gift rewards program, donated \$13.1 million to several charities last year. This program allows customers to support charities when they apply for the Holiday rewards program in their local stores.

Through Macy's Passport fashion show and the first ever cinema, \$27 million was raised in 2007 towards HIV/AIDS research. Glamorama is another fashion show event put on by Macy's. This event raises money towards the Art Institute in Chicago and the Children's Cancer Research Fund in Minneapolis.

Macy's Inc. is involved in education programs to support young children. Customers donated \$2.5 million to the "Back To The Books" campaign which benefits the nonprofit organization, Reading is Fundamental. Also, Macy's has a grants-for-school program called Earning for Learning. Associates who volunteer their time to mentoring and tutoring programs are able to earn up to a \$250 grant for the school. Over 3,300 hours of volunteer time has been given through the Earning for Learning program.

Through the many programs Macy's Inc. is involved in, the company is able to give back to the community in which they are so accepted. Associates and customers are also given the chance to make a difference in the community.