

# VICTORIA'S SECRET & CO.

## Creating Essential Change for Women & Young Adults

December 9, 2022

This holiday season and throughout the year, we're honored to use the power of our platform and products to help women and young adults in need all across the country through our product donation program, [VS&Co Essentials](#).

Launched in August 2022, the VS&Co Essentials program is dedicated to supporting women and young adults in need across the country by providing them with essential undergarments. At the core of the program is one bold mission: **impact one million women and young adults by 2025**. And we are well on our way.

This year, in recognition of Giving Tuesday and to spread joy during the holiday season, we expanded our partnership with [I Support the Girls](#) and rallied our Victoria's Secret & Co. community!

Store associates, PINK campus reps, customers, VS Collective members and more came together to support women and young adults in need with product drives and donations.

### IN STORES

On Giving Tuesday, ten percent of all pajamas sales were donated to I Support the Girls resulting in donation of \$518,097. From this donation, they will be able to expand their impact by helping an estimated one million people through the distribution of over two million menstrual products, 500,000 bras, one million panties, 1.5 million toiletries and more.

### PINK CAMPUS REPS

Our PINK campus reps across the country volunteered for several service projects and hosted 94 hygiene collection drives to support women and young adults in need through I Support the Girls. So far, they've been able to collect over 36,000 items for donations and have completed 1,500+ volunteer hours for this initiative!

### PARTNERS IN PURPOSE

Additionally, we were thrilled to have [VS Collective members](#), [Paloma Elsesser](#) and [Valentina Sampaio](#), help us support our Giving Tuesday efforts with [I Support the Girls](#) by dropping off 200 gift boxes filled with Victoria's Secret panties, sports bras, robes and notes of encouragement between two women's shelters in New York City.

Paloma and Valentina spent time getting to know the women with many sharing that the donation was life changing, as they rarely receive new underwear and bras.



### A NOTE OF APPRECIATION FROM THE DWELLING PLACE SHELTER WHO RECEIVED THESE PRODUCTS



A huge thank you from all of us at The Dwelling Place. The women were so excited. This was extremely generous of Victoria's Secret. Our women come here broken and battered. They leave with confidence, self-awareness and a new sense of self. It's acts of kindness like today that remind them that they will be OK and so many people are rooting for them. It's people like each of you that give them hope.

# Our Year-Round Impact at a Glance

## VS&Co Essentials Impact Numbers as of October 2022



**338,712**  
panties (includes 14,052  
Happy Nation undies)



**114,442**  
bras



**251,708**  
apparel/accessory items



**704,862**  
items donated



**~122,493**  
people impacted



**OUR GOAL**  
to impact 1M women  
& young adults by 2025

VICTORIA'S SECRET & CO  
**essentials**

## Share the Joy Holiday Activations benefiting "I Support the Girls"



**17,600**  
hygiene kits packed  
by store associates



**300**  
gift boxes packaged by VS&Co  
Home Office volunteers for  
"I Support the Girl" affiliates



**1,500+**  
volunteer hours by PINK  
Campus reps resulting in  
36,000+ items for donations