

VICTORIA'S SECRET & CO.

Restoring Confidence, Uplifting Lives: One Year of Impactful Donations by VS&Co Essentials

August 10, 2023

Today, marks the one-year anniversary of VS&Co Essentials, a program dedicated to providing essential undergarments to women and young adults in need across the country.

As a company, our unwavering commitment to empower and uplift women and young adults is deeply ingrained in every aspect of this program, providing each recipient with one week's worth of bras and panties for a total of seven pairs each. The VS&Co Essentials program ensures access to essential products to not only address a critical necessity but also restore a sense of confidence and self-care to women and young adults in need across the country.

Over this past year, we've **helped nearly 155,000 women and young adults in partnership** with [I Support the Girls](#) and hundreds of other nonprofits across the U.S., with a goal to support one million people by 2025.

"We've seen firsthand the impact these donations have on the lives of women and young adults. It grants them the support they deserve while igniting a sense of hope," said Leslie Nixon, AVP of Community Relations at VS&Co.

"We are blown away by Victoria's Secret & Co's continued generous support of I Support the Girls. Thousands of women will receive robes, sports bras, underwear and more. We are so grateful for this exceptional partnership," said Dana Marlowe, Executive Director of I Support The Girls.

Looking deeper at the impact we've made over the past year, we're proud to highlight:

- On Giving Tuesday in 2022, ten percent of all pajamas sales were donated to I Support the Girls resulting in a donation of \$518,097.
- From this donation, we helped an estimated one million people through the distribution of over two million menstrual products; 500,000 bras; one million panties and 1.5 million toiletries.
- Additionally, we've donated 350,000+ panties; 100,000+ bras and 180,000+ apparel/accessory items, leading to nearly 700,000 items and counting.

But we know our work isn't done. As a global company with a presence throughout the world, it's crucial for us to expand this program internationally to include donations of period panties and mastectomy bras both domestically and abroad as we strive to uplift and support women wherever they may be facing challenges.

We're dedicated to expanding this program to instill meaningful change and create a lasting impact. We invite all accredited 501(c)3 organizations [interested in joining us to apply](#), as we work together to support women in need, empower their lives and ensure that no one is left behind.

Thank you to all who have been a part of this incredible journey. Together, we are making a difference—one essential product at a time.