



Charitable Giving

Red Wing Shoe Company (RWSC) sponsors events, organizations and projects that align with our purpose and support our customers, employees, and communities where we live, work, and do business around the world. In addition, RWSC strives to create positive change for our global communities and through charitable contributions, product donations as well as employee giving and volunteerism.



Criteria

How we define corporate charitable donations:

- Financial Donations to 501(c)(3) nonprofit organizations
- Gift Card Donations to 501(c)(3) nonprofit organizations
- Product Donations to 501(c)(3) nonprofit organizations

Time

- Sponsorship requests are reviewed on a rolling basis.
- We will consider requests and reach out within 6 weeks of initial submission.
- For product donations, please allow three months from initial request to receiving the product. This timeframe allows for identifying available product, order processing, and shipping.
- We will contact your organization if additional information is needed.

Evaluation

All requests are evaluated against the following:

- Provide alignment with RWSC purpose & values
- Contribute to positive change in the community
- Enable our community partners to educate and inspire RWSC employees
- Create a positive point of differentiation in our industry
- Opportunity to increase brand awareness and enhance brand reputation
- Provide unique and exciting employee engagement opportunities

WHAT IS ELIGIBLE?

- Request comes from an employee of RWSC or a local 501(c)(3) in which RWSC employees reside.
- Gift certificate requests evaluated on a case-by-case basis.
- Sponsorship amounts vary based on availability and priority levels.

Link to:

[**CHARITABLE REQUEST FORM**](#)

WHAT IS INELIGIBLE?

We are unable to support the following activities because they do not meet corporate sponsorship program goals and strategic objectives:

- Local sports organizations, such as Little League
- Requests that benefit an individual person (including athletes) or family
- Religious activities, in whole or in part, for the purpose of furthering religious doctrine
- General operating expenses
- Political candidates or organizations
- Film or documentary productions
- Memorials or endowments
- U.S. hospitals or medical research

MAKE A DIFFERENCE IN PEOPLE'S LIVES