



Foundation Happenings

Year-round we, at the Lids Foundation, do many charitable events, but we really kick it up a notch as the Holiday Season approaches. We revved things up at the end of October and we didn't stop until the New Year. Here is what has been happening...



In November and December, we hosted our very first Winter Series as part as our partnership with Shoes That Fit. The Lids Foundation donated \$45,000 so that over 1,500 kids in need could receive brand new shoes. We also made sure that all the kiddos received brand new hats as well! It's the Lids way!



Our first stop was Indianapolis where Kenny Moore II from the Indianapolis Colts and the Lids Corporate Teammates helped us hand out shoes and hats to the students at Charles Warren Fairbanks Elementary School.



Our second stop was Boston where we met up with Jacoby Brissett from the New England Patriots at Mary E. Baker Elementary School. This school brought tons of energy and couldn't wait to try on their new shoes and hats.



We ended with a bang in sunny Miami with Anthony Walker Jr. from the Miami Dolphins at Norland Elementary. This school was all excitement, completely decked out in Miami gear and a DJ to keep the energy up.

During this Winter Series there was gratitude, joy, laughter, and a sense of community that will be forever cherished.



Thank you to all of our Lids Teammates that volunteered your time at all three locations. Events like these wouldn't be possible without you!

We can't wait to make 2025's Winter Series bigger and better!

Our Annual Lids Foundation x Chris Brickley Giveback in NYC was a blast as always. This year we hosted a deserving group of young people from the Covenant House.

The Covenant House New York is New York City's largest provider serving youth experiencing homelessness.

This group was treated to a shopping Spree with Chris in our Flagship Lids Store on 5th Ave. In addition, we were able to cross some of the things off of their Christmas Wish List for the organization.



A HUGE thank you to all of our Teammates that contributed to our Holiday Drive for the Isaiah 117 House. Essentials like jackets and underwear, along with Christmas wish list items were donated and the Isaiah house was overwhelmed by your generosity.

The Isaiah 117 House provides physical and emotional support in a safe and loving home for children awaiting placement. Your donations made it so that these children didn't have to miss out on the holidays while waiting for placement.



Year-Round our Lids Teammates in our stores make huge efforts to raise funds for the Lids Foundation with our Round Up Option at check out.

During the Holiday Season the Lids Foundation does a Holiday Campaign in the stores and our Teammates hit the ground running making sure every customer is given the option to Round Up.

This year our Lids Teammates raised almost \$200,000 in just 6 weeks! Completely smashing our goal of \$150,000!

Thank you! Because of you, we're able to take significant strides towards achieving our mission, raising almost \$889,000! The funds raised will go directly to creating life-changing opportunities, from providing athletic equipment to under-resourced communities to supporting programs that inspire healthy and active lifestyles. Your efforts help us make a tangible impact.

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The Lids Foundation would love to know which organizations you would like to see us partner with! Email us at lids.foundation@lids.com