

NORDSTROM

Nordstrom and Shoes That Fit Are Celebrating 16 Years of Giving Back

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In 1901, John W. Nordstrom opened a shoe store in downtown Seattle with \$13 in his pocket. Today, that same passion for shoes lives on through our partnership with Shoes That Fit, providing new athletic shoes to kids in need. Thanks to customers who have shown up year after year, Nordstrom has helped raise more than \$10 million for kids in need. This fall, we're kicking off our 16th annual Shoes That Fit campaign to raise \$1.7 million and put 50,000 kids in new, properly fitting shoes before school starts. Since 2010, we've donated over 480,000 pairs.

Why New Shoes Matter

Shoes are one of the most expensive back-to-school purchases a family makes. For the one in seven U.S. children living in poverty, that cost is often out of reach. Kids end up sitting out gym class or feeling like they don't belong. A properly fitting pair of shoes changes that: kids in the program report real, measurable gains, including a 94% boost in confidence and a 74% increase in physical activity.

"With 125 years of selling shoes, Nordstrom truly understands the importance of good shoes that fit in a child's life. One in seven children in the United States lives in a low-income family, and shoes are one of the most expensive items for families to provide," said Amy Fass, Executive Director, Shoes That Fit. "Teachers tell us that the basic gift of a pair of good shoes has an enormous impact on a child's confidence, attendance, and physical activity. We are so thankful to Nordstrom for their continued support by investing in the future of children across the United States."

The Nordy is Back, Reimagined as a Pin

To celebrate 125 years of Nordstrom, we're bringing back a classic: the Nordy – a beloved cartoon-like character that originated as a plush doll in our children's shoes department, reimagined as a keepsake pin. Customers who would like to participate in the Shoes That Fit giving campaign will be able to purchase a \$10 Shoes That Fit Nordy pin. It's a nod to where we started, and a way to give back today. Every dollar from every pin goes directly toward a new pair of shoes for a child in need.

Starting August 3, you can find the Nordy pin at any Nordstrom or Nordstrom Rack store.

Delivering Confidence Across the Country

This year we're hosting 20 shoe delivery events across 17 markets, including Atlanta, Boston, Charlotte, Chicago, Dallas, Denver, Houston, Los Angeles, Miami, Minneapolis, Nashville, New York City, Santa Ana, Phoenix, Portland, Seattle, and Washington, D.C., with Nordstrom employees volunteering on-site to help kids find the right fit and add flair to their new sneakers at a customization station.

"As Nordstrom celebrates 125 years, we're reminded of where our story began: with shoes and a commitment to serving customers. Watching a child try on a new pair and discover a new sense of confidence is a powerful reminder that the right fit can change how someone sees themselves—and that's a tradition we're proud to carry forward," said Tacey Powers, EVP and General Merchandise Manager of Shoes, Kids, Accessories and Home at Nordstrom.

Our Goal: \$1.7 Million for 50,000 Kids

Customers can join us across two dedicated campaign windows this year: August 3 through October 3 at Nordstrom and Nordstrom Rack stores, and November 11 through January 3, 2027 at Nordstrom stores only.

There are a few ways to get involved and help us reach our \$1.7 million goal.

- Purchase a \$10 Shoes That Fit Nordy pin at any Nordstrom or Nordstrom Rack.
- Add a \$1, \$5, \$15 or \$25 donation at checkout on Nordstrom.com or NordstromRack.com.
- Or make an online, tax-deductible donation at shoesthatfit.org/Nordstrom.

Every dollar goes directly toward a new pair of shoes. 100% of every donation makes a difference.

Let's Make an Impact Together

Helping customers look good and feel their best is a value that extends beyond our stores. It's why we show up for kids who need a good pair of shoes as one of the ways we continue to give back to the communities we serve.

Help us make this our biggest campaign yet. Whether you pick up a pin, add a donation at checkout, or give online, every bit helps us reach our goal: 50,000 kids in new shoes that fit.

Get involved today at Nordstrom.com or [Shoes That Fit](https://ShoesThatFit).