

Case Study - Macy's



Making a lasting difference in communities everywhere

RIF's longstanding partnership with Macy's is built on the value of literacy for the individual and society. Over the past 15 years, Macy's and its incredibly philanthropic customer base has invested more than \$38 million in support of RIF's mission—amplifying the cause of childhood literacy and inspiring gratitude, respect, and loyalty. Through funds raised through point-of-sale and online cause marketing campaigns, Macy's and RIF have impacted children in more than 860 communities across the country and transformed vast networks of employees and customers into literacy advocates. Together, Macy's and RIF has enhanced the lives of 20 million children.

