

J. CREW & #MEETMYCREW ORGANIZATIONS

10/18

Companies have long been involved in philanthropic contributions to nonprofit organizations over the years. But an increased and intensified commitment to social responsibility has emerged more recently. Part of this may be the result of recent studies indicating that 70 percent of millennials will spend more with brands that are engaged with giving back.

Firms are taking inventory of their values and redefining how they support their communities in a variety of ways. The range of participation includes environmental issues, health, education, family, the arts, business, youth empowerment, employment, supporting the disadvantaged, sports, and travel just to name a few.

*Text the group.
Plant a tree.
Chase some waves.
Rescue a four-legged friend.
Have a jam session.
Get your crew together,
give them a shout-out...
and win \$10,000.**

#MEETMYCREW

Just share your group photo and tell us about your crew in the caption with #MEETMYCREW and #contest. We'll choose a winner and give \$10K to you—or the nonprofit of your choice—to spread more of those good vibes.* Because we're better together.



*NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES (INCLUDING D.C.) AND CANADA (EXCLUDING QUEBEC), 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Enter contest from September 10, 2018, through October 15, 2018, only. For Official Rules and prize descriptions, visit jcrew.com/meetmycrew. Sponsor: J.Crew Group, Inc., 770 Broadway, New York, NY 10003.

J. Crew recently launched a campaign called **#meetmycrew** that provides a \$10,000 donation to you and your charity when you submit a winning photo and story behind the cause. They have featured six nonprofit groups so far: Brooklyn United, City Growers, Save the Waves, Girls Inc., Sean Casey Animal Rescue, and Creative Mornings. Their story continues with a focus on their J. Crew team in stores, highlighting exceptional members from several states who are “compassionate leaders” in their roles.

Smart, distinct, and engaged in their community. Simply said, *Well done.*

Beyond making meaningful contributions to their communities, organizations who participate in social awareness efforts also reap the rewards of positive employee morale, stronger cultural values, enhanced new marketing alignments, as well as tax deductions. I would also add that in the age of social media, these efforts advance the credibility of joining “conversations” on a variety of important issues.

“ . . . to find the best in others, to leave the world a bit better whether by a healthy child, a garden patch, or a redeemed social condition; to know that even one life has breathed easier because you have lived. This is to have succeeded.”

—Ralph Waldo Emerson

THE CREATIVEMORNINGS CREW

Who They Are A breakfast lecture series geared toward creatives, featuring inspiring talks from thought leaders.

What's Their Story Tina Roth-Eisenberg, creator of the design blog and studio SwissMiss, founded the series in 2008 as a low-key meetup. It now exists in nearly 200 cities around the world.

Why They're Amazing They recently launched the CreativeGuild, a membership-based online network for creative professionals to share their work, get noticed and get hired.

Learn More creativemornings.com

Left to Right:
Katherine, partnerships manager; Emerline, global creative strategist; Tina, founder and CEO; Mark, product design lead; Kyle, chief operating officer; Julie, community manager; Paul, head of content.

Shop these looks at
jcrew.com/newcrews

THE J.CREW CREW

Who They Are Some of our best, brightest, most stylish associates from our stores and shipping and customer contact centers across the country (and Canada!).

What's Their Story They've been with us anywhere from one to 21 years and help every single day to take our customer service to the next level, from outfitting a shopper for a first interview to driving a truck packed with love (aka your J.Crew orders).

Why They're Amazing They're master multitaskers, whip-smart problem solvers, compassionate leaders and above all, tried-and-true J.Crew superfans!! (Sorry, we're just really, really proud of them.)

Top Left and Top Center:
Katie, store team, TX; Celeste, distribution team, VA

Center, Left to Right:
Jose, store team, CT; Irene, store team, Washington, DC; Jordan, store team, MA; Enci, store team, NY; Brandee, store team, NY; Karin, store team, NY

Bottom Left:
Michael, distribution team, NC.

"We always make sure that our customers feel amazing in the clothes."
—Brandee, store director, NYC

Find your local J.Crew at jcrew.com/stores

Check out more at jcrew.com

See the link that shares the story below:

https://www.jcrew.com/womens_feature/TheNewCrew.jsp?sidecar=true