

**FOR IMMEDIATE RELEASE**

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***Pacific Pride Foundation***

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**PACIFIC PRIDE FOUNDATION PART OF NATIONAL COHORT TO RECEIVE \$500,000  
FROM DECKERS BRANDS FOR SOCIAL JUSTICE WORK**

As part of their commitment to being an anti-racist company, to amplifying voices of historically marginalized communities, and to using their platform to advocate for a more just future, Deckers Brands will be donating to organizations that engage in critical work in the areas of social and racial justice, protection of voting rights, disability inclusion, and supporting indigenous populations and the LGBTQIA+ community. Deckers crowdsourced suggestions for donation recipients from consumers, retail employees, employee resource groups, and its distribution center employees. This year, the following organizations will receive a donation of \$50,000 each: Pacific Pride Foundation, First Nations Development Institute, TASH, Equal Justice Initiative, Advancement Project, Greenlining Institute, Students Deserve, Asian Americans Advancing Justice – Asian Law Caucus, Homeboy Industries, and National Urban League.

"This annual donation amplifies the philosophy of our company and its portfolio of brands. We believe in doing great in business and good in the world, and these donations are one of many ways we will continue showing up, using our platform to help amplify the voices of marginalized groups and supporting organizations across the globe that work tirelessly for social justice," says President and CEO Dave Powers of this year's donation.

The donation announcement was accompanied by a video highlighting Deckers' key internal and external DEI initiatives from the past year. Through employee resource groups, monthly facilitated small group conversations, listening tours, webinars, guest speakers, and mandatory and supplemental training, Deckers Brands has supported its most valuable resource—its employees—by providing opportunities for learning, authentic conversation, self-awareness and growth. Deckers Brands believes that these initiatives are critical in order to create a workplace where every individual can come as they are.

In addition to their efforts to create a more inclusive workplace, a noteworthy DEI goal set by Deckers Brands is their commitment to having 25% representation of Black, Indigenous, and People of Color (BIPOC) at Director levels and above by 2027. Since last year, the number of BIPOC employees at Director levels and above has increased from 12% to 16%. Additionally, since last June, 49% of all new hires have been from BIPOC communities, putting Deckers on track to meet its goal. UGG, HOKA, Teva, Sanuk, and Koolaburra by UGG have also each committed to representing 60% BIPOC, LGBTQ+ and diversity of body types and abilities in all future marketing campaigns. “While we are trending in the right direction, we know we have a ways to go. What gets measured gets done, and holding ourselves accountable is going to be critical to our success,” Director of DEI Daalia Refaat said.

The announcement falls during the week of Juneteenth, as a recognition of racial and social justice milestones and the further progress needed for true equality. Deckers Brands intends to report on their progress towards DEI representation goals in their annual Corporate Responsibility report, reinforcing the importance of accountability and transparency as part of their overall commitment.

*Pacific Pride Foundation (PPF) is the largest LGBTQ+ center between Los Angeles and San Francisco, serving all of Santa Barbara County. It partners with 35 other educational and nonprofit agencies to create a thriving and visible LGBTQ+ community and prevent the transmission of HIV and HEP-C. PPF provides services and programs to more than 10,000 clients in the inclusive and diverse LGBTQ+ community including youth programs, elder programs, counseling services, sensitivity trainings, community events, and advocacy on LGBTQ+ issues.*

*PPF directly prevents the transmission of disease through its HIV/AIDS and HEP-C testing and prevention outreach and education, delivering 1300 free tests in the past year. PPF is the leader in programs for LGBTQ+ youth, serving 300 kids with mental health, suicide prevention, and anti-bullying programs, while providing them with a safe place and leadership opportunities. PPF is also addressing the opioid crisis through the only clean needle exchange program in the county, which collects about 100,000 used needles every year, and by distributing Narcan kits, which have saved more than 300 people from potentially fatal overdoses in the past year.*

For more information or to make a donation please visit [pacificpridefoundation.org](https://www.pacificpridefoundation.org).