



THE VF FOUNDATION

Footwear for a Brighter Future

As an outdoor enthusiast, brand names such as the North Face, Timberland, Smartwool, and Altra are no doubt familiar. They all fall under the umbrella of VF Corporation, an active apparel, footwear, and equipment company that puts philanthropic support where its brands are known and loved. Since 2020, the VF Foundation and VF brands have given nearly \$3.7 million in support of Trust for Public Land.

Areas of focus include **community schoolyards**, which turn barren asphalt playgrounds into vibrant outdoor learning spaces with students and neighbors as the designers; our **Tribal and Indigenous lands program**, which aims to maintain

Indigenous culture and restore land sovereignty, ensuring ecological management using Native knowledge, often in tandem with public access; and our **Trails initiative**, which is connecting people to nature and each other while providing opportunities for health and economic vitality.

To share the story of our partnership with its customers, VF Corporation partnered on TPL-focused activations via Smartwool and Altra.

Here's how VF Corporation has helped raise awareness of our work to bring nature closer to everyone across the country:



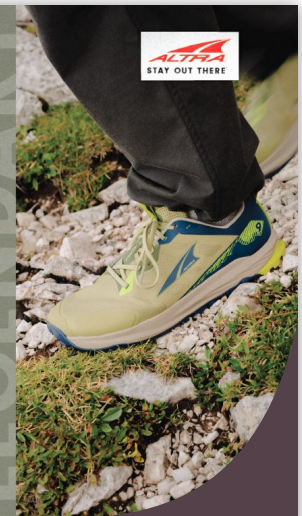
Trust for Public Land was named one of **Smartwool's** Advocacy Partners and collaborated on a branded sock to celebrate and raise awareness of our work connecting everyone to the outdoors. Smartwool included financial support as part of its **"Socktober" promotion** in 2021 to bring awareness to and celebrate Smartwool's Advocacy Partners.

THE NEW Lone Peak 9

Protecting public lands. Legendary.

Altra has an ongoing commitment to protect outdoor spaces. We are dedicated to motivating our customers and others to Stay Out There™.

In celebration of the release of the Lone Peak 9, Altra, through the VF Foundation, has also **donated \$100,000 to Trust for Public Land** to help drive their mission to create parks and protect land for people, ensuring healthy, livable communities for generations to come.



In 2024, **Altra** celebrated its partnership with TPL during the release of the latest **Lone Peak 9**, the premier zero-drop shoe with a cult following among thru-hikers. Trust for Public Land was highlighted on Altra's owned channels, in-store retail signage, and in a video featuring Florence Williams, author of *The Nature Fix*, Altra ambassador, and a member of TPL's National Board of Directors since 2021.