

The next chapter begins.

Discover the 2025 Social Impact Report.



COACH
Foundation

The 2025 Social Impact Report by The Coach Foundation

A deep dive into our work
and the students who inspire
our mission.

A Letter from Todd & Julia

Seventeen years ago, The Coach Foundation was created to expand Coach's community impact in a city that ignited and influenced the vision of its founders. What began as a commitment to community has grown into a global movement to support the next generation of leaders, changemakers, creatives and dreamers. For eight years, the foundation's signature program, Dream It Real, has served over 1,300 young people yearly in the U.S, China, Japan, and the U.K.

Since launching our first-ever social impact report spotlighting the Dream It Real program, we've doubled down on our commitment to supporting the next generation. Our growth has been driven by one question: What does it truly mean to make a dream real? For us, it means showing up and meeting young people where they are while equipping them with the resources they need to discover and pursue their dreams. This past year, we fueled our mission through a \$20 million investment to programs supporting under-resourced youth. Because when young people have the tools and community they need, boundaries disappear, and possibilities expand allowing them to dream of a better future.

This annual report is a celebration of this progress and evidence of the future we're building together. Year over year, we continue to witness the real impact of our programs because of the pivotal partnerships we've forged with global organizations who are on the ground, doing the work to create a better future for all young people. With these partnerships, we've been able to **fund 8,372 scholarships** for students globally, bringing us more than halfway to our **goal of 10,000 scholarships by 2030**. These numbers represent more than just progress. They reflect the real lives being transformed, dreams being pursued and futures being shaped.

In 2025, we marked two incredible milestones with our first cohort of Dream It Real scholars in the United States completing their four-year journey at graduation rates of 97% compared to the 24% for first-generation peers, and we welcomed the next cohort of scholars—doubled in size—who are ready to take on this new chapter! We celebrated their achievements at Dream Day 2025, where their stories, resilience and dreams reminded us why this work matters so deeply. Their success is a testament to what's possible when young people are given the tools and support to pursue their dreams.

As we reflect on the progress we've made, we're reminded that there is always more to be done. We're excited to welcome new partners to the Dream It Real program, recognize the achievements of the young people we support and look for new opportunities to create meaningful impact.

Sincerely,



Todd Kahn
CEO & BRAND PRESIDENT,
COACH



Julia Furnari
EXECUTIVE DIRECTOR,
COACH FOUNDATION

Table of Contents

08

About the Coach
Foundation

10

Our Impact in 2025

17

Dreaming Big
in North America

22

The Next Chapter:
Ruth's Story

26

The Next Chapter:
Lucas's Story

30

The Next Chapter:
Raisa's Story

37

How China
Dreams It Real

43

Breaking Barriers
in Japan

47

Fueling Circularity
with Coachtopia

55

Deam Day 2025
in New York City

58

The Dream It Real
Mentorship Program

65

The Future's Calling:
Here's What's Next

Creating an impact with Coach.

Coach is a global fashion house founded in New York in 1941. Inspired by the vision of Creative Director Stuart Vevers and the inclusive and courageous spirit of our hometown, we make beautiful things, crafted to last—for you to be yourself in. Our brand purpose, Courage to Be Real, is rooted in the belief that authentic self-expression has endless possibilities. Our platform goes beyond our product, too. The same way we care about every stitch and detail of our designs, we care about the impact we have on people, communities and the planet. Everything we make and do is with the dream of a better-made future for all.

About the Coach Foundation.

Coach launched The Coach Foundation in 2008 to drive the brand's philanthropic mission forward. The original goal was to support culture and community impact in New York City, but since then, our reach has expanded globally. Coach and the Coach Foundation have donated over \$82 million dollars to mission-aligned organizations and communities around the world.

The Coach Foundation's signature initiative, Dream It Real, inspires transformation through opportunity. At its core, the program equips Dream It Real scholars—standout students across the globe—with the tools they need to pursue their goals. We provide scholarships, mentorship and professional development opportunities to ignite their most authentic selves and help them achieve their dreams.

More than a philanthropic platform, Dream It Real is a manifestation of Coach's purpose to inspire self-expression and confidence.



Our mission.

To create opportunities and remove barriers for the next generation of young people who have the courage to dream it real.

The Dream It Real impact.

See what we
achieved in 2025.



**Results based on
annual data from 2025.**

\$3.87m

Donated to nonprofit organizations.

07

Dream It Real programs across the globe.

1,618

Students supported through
career-readiness programming.

441+

Employees involved in Dream It Real
programming globally.

2,746+

Scholarships funded.

2,985+

Hours of mentoring by employee volunteers.

From dreams to degrees.



The Coach Foundation is on a mission to fund 10,000 scholarships by 2030.

We believe success isn't defined by a single path. Whether it's a college degree, a skills-based program or a creative pursuit, our goal is to unlock opportunities so more young people can pursue their dreams. Our Theory of Change is centered around helping to remove barriers and expand access to education, training and mentorship. We partner with nonprofit organizations who close the opportunity gap for young people from under-resourced communities. Together, we provide direct student scholarships, foster career exposure and build customized programs—all to uplift ambition and support success for the next generation, regardless of the path they choose.



Dreaming big in North America.

Five years ago, we asked our nonprofit partners, The Opportunity Network and Bottom Line, “what more can we do for students and where can we make the most impact?” The data shared led us to focus our support on expanding education and opportunity access for under-resourced youth. By launching the Dream It Real program, we aimed to close the financial gap and allow students to graduate with minimized debt, while providing wrap-around support such as mentorship, professional development, career readiness programs and more.

Fast forward to 2025, the results are in: We celebrated the **graduation of our first cohort of Dream It Real scholars** as they each pursued a four-year degree. Our scholars are graduating from over 70 universities and colleges across the United States, including: Columbia University, CUNYs, Fashion Institute of Technology, Howard University, Massachusetts Institute of Technology and more.

Results from our North America Scholarship Class.

94%

Of Dream It Real Scholars are first-generation college students.

98%

College persistence for Dream It Real Scholars year after year.

97%

Of Dream It Real Scholars are on track to graduate college on time compared to the 24% national average for first generation college students.^[1]

91%

Of our Scholars have had at least one internship experience over the last four years compared to the 56.5% national average for Pell Grant eligible students.^[3]

86%

Less student debt for Dream It Real Scholars at graduation compared to the national average.^[2]

91%

Of Dream It Real Scholars indicated increased confidence due to the Coach Dream It Real mentor program.

References:

[1] <https://www.firstgenforward.org/our-insights>

[2] <https://educationdata.org/average-student-loan-debt-by-year>

[3] <https://www.naceweb.org/talent-acquisition/internships>



The next chapter begins.

From dreams to degrees to deciding their futures, three New York-based scholars share their Dream It Real stories.

PHOTOGRAPHY BY NEIL DAWSON
WRITTEN & EDITED BY CAROLYN AMURAO

Ruth Kendall's voice is ready to be heard.

College was a time of change for Ruth Kendall. A New York native with Guyanese roots, Ruth moved from Flatbush, Brooklyn to Northampton, Massachusetts to attend Smith College, where she graduated in May 2025. While there, she not only earned a Bachelor of Science degree (majoring in statistical & data science and minoring in music), but she also found her confidence—especially in pursuit of her passion for singing. “I’ve definitely grown out of my shell,” Ruth said in a virtual interview. It’s one of her proudest accomplishments.

A Dream It Real Scholar since her freshman year, Ruth is now 22 years old and living in East Newark, New Jersey. She recently volunteered for a youth music program in Saratoga Park, New York and is building her singing career. Her latest single, “Taking Your Crown” is available on Spotify. Looking forward, she plans to continue pursuing both marketing and music. Read on to learn more about her Dream It Real journey.





“There’s always something in me that wants to be creative.”

How did it feel to graduate?

It felt great, honestly. Also, it was definitely bittersweet because Smith [College] was such a great environment and I miss it in a lot of ways. Smith had amazing resources, amazing people and opportunities for a lot of growth. I appreciate the time I had there.

What made you pick Smith College for school?

I think I just wanted something more personable and supportive. [There] was definitely a lot of competition during high school. I went to an Uncommon School and their goal and mission is to [get] you to college. I appreciate that because it allowed me to academically thrive. I chose Smith because of the open curriculum and the close-knit environment. I had visited once through the Opportunity Network and I was like, wait, I like this school! Smith was definitely the best choice and I don’t have any regrets.

Why did you study statistical & data science and music?

I always found myself trying to merge my two passions. I’m very interested in numbers and the math—I actually entered Smith thinking that there was accounting or something—but basically I just wanted something more analytical because of numbers, but there’s always something in me that wants to be creative. So that’s where the music part came in. I’ve been singing since I was young. Even with digital marketing, I feel like that’s a creative outlet of mine, too.

In the past, you’ve mentioned “surpassing your own expectations.” What does that mean?

I can find myself having subconscious expectations or expectations set on me. My parents came from Guyana and just set a standard. They really prioritized education—that’s why they put me in charter schools. With adding music—it was literally a last-minute decision. Senior year, my advisor was like, Ruth, you’ve taken a lot of music classes. I was in three different a capella groups, took voice lessons and did performances at school. I was part of the gospel choir on a different campus. I have this passion for music but [was] scared to do it academically because it might take the fun out of it, or maybe I’m not as advanced as my peers. For me, surpassing expectations means not confining myself to one thing. Why can’t I just do it all? I do have these different skills and I might as well use them.

What achievements are you most proud of?

The thing I’m proud of most is honestly my music journey. Deep down inside, I’ve wanted to write songs, but I didn’t put it into practice until end of high school leading up to college. From 2022 to now, I’ve been able to release three songs on my own on all streaming platforms. I’m also proud of how much I’ve come out of my shell and trusted myself to fulfill some of the dreams I’ve had since I was a little girl.

“Dream It Real has made my goals more tangible...It's very invested in the lives of students.”

How did the Dream It Real program help you achieve your goals?

The [Coach employee] mentor I had my junior and sophomore year, Holly Adams, she was amazing. I truly feel like I was able to connect with her and she opened my mind to different career paths as well. She would help with resume things, cover letters and if I ever needed someone to chat with about life—that was so influential. Dream It Real has also made my goals more tangible with the financial aspect as well, because it bridged the gap to being able to fund higher education. It’s very invested in the lives of students.

Lucas Silverio is winning the game.

Many young people dream of building a career from social media. Lucas Silverio is actually doing it. The 22-year-old YouTuber from Queens, New York has amassed over 320,000 subscribers on his channel, highlywanted, and his follower count keeps growing—in large part due to his consistent content creation. Every day, he records, edits and/or posts videos and livestreams related to video games, blending a narrative style with immersive game play. His unique channel's success has allowed him to do social media as a job full time.

A recent graduate of Baruch College, Lucas majored in business communications and minored in graphic design. He credits his Coach Dream It Real mentor, Jonathon Lelonek, with helping to unlock his full potential. “Without him I don't think I would have been able to pursue YouTube as a career,” Lucas said in a virtual interview. “I was extremely close to quitting, and he convinced me to give it some time and to not be so impatient. I listened to his advice and so far, it has been better than I ever expected.”

Read on to learn more about Lucas, who's dreaming it real as a YouTube creator.



How did you find yourself in this YouTube and gaming world?

It started as a little kid. I've always looked to social media and YouTube as something that was really cool. So as a kid, I would just randomly post videos and then around 2020, one of my videos that I uploaded just randomly did really well and was getting a ton of views. I looked at that as an opportunity. I remember, every day I was going to school, I would take the bus and check my view count. I realized that I really had a passion for YouTube and storytelling.

Have you always been good at gaming?

This might actually make no sense, but even though I make gaming videos, I don't actually play the games. What I do is make tutorials on how to do certain things—not the gameplay, but things behind the scenes. So, it's not really me playing the games but telling people how to get certain things outside of the games.

It sounds like you carved out a niche area for yourself. Are there other creators making the same type of content?

I would say there is nobody who really makes the same kind of content as me. The content that I make, there used to be more people who did it, but the game itself didn't actually support that kind of content—they didn't really make updates for it. So everybody kind of moved away from it and I was the only one who stuck around in that niche.



“My Dream It Real mentor genuinely helped me a lot.”

For things like video editing—are you self-taught?

Yeah, I would say definitely self-taught. I do sometimes look up tutorials on how to do specific things, but I've never like actually sat through a class or anything. I've kind of just learned how to do it over time. And I think that shows in my videos that I made a few years ago compared to now—I think there's a huge difference.

“The more work you put in, the more likely you are to break through.”

What aligned for you to pursue this as a career?

Once I graduated, I had a lot more time to work on it. My Dream It Real mentor genuinely helped me a lot because as I was getting ready for graduation, I didn't even really have it in my mind that I could do YouTube after school. He helped me realize that I had something going for me. He told me to keep applying for jobs but at the same time, put as much effort as I have into [YouTube] because it's something I could do past school. He helped me realize how big it could be.

What else has been an important part of your Dream It Real journey?

One of the biggest things for me is staying super disciplined, being consistent. If you take long breaks, the [YouTube] algorithm doesn't really support that. So when you're doing well—you [must] keep going. That's one of the biggest things that I see for other people who are trying to do social media, and why they don't ever break through—'cause they kind of just expect something to happen after making one or two videos. Trying to make as many good videos as you can, as consistently as you can, is one of the biggest things. The more work you put in, the more likely you are to break through.



LUCAS'S IN-GAME AVATAR, @HIGHLYWANTED ON YOUTUBE

Raisa Hoque is paving her own path.

Raisa Hoque was the first person in her family to study abroad. When the opportunity arose to go to Madrid, Spain during in her senior year at Baruch College, she heavily debated whether she should go. Europe would be quite far from Brooklyn, New York—where she'd been her whole life. In a virtual interview, the Dream It Real scholar explained why she hesitated: it was hard to leave her family. An inherent sense of duty towards them at home made her feel conflicted. Going abroad would mean leaving responsibilities to her siblings (an older brother and younger sister) and her parents, who moved to the U.S. from Bangladesh in the '80s and '90s.

But Raisa took the leap and went to Madrid, daring to Dream It Real. In May 2025, the 22-year-old completed her undergraduate studies and graduated with a Bachelor of Business Administration, majoring in international business and minoring in Spanish, finance and the interdisciplinary studies of New York. Now several months into her new job, she's currently a sales service representative at A+E Global Media. She's also a store associate at Coach—a part-time gig she started during her final semester. Read on to learn more about Raisa's courageous journey.





“Take advantage of the opportunity presented to you because you never know what it leads to.”

What was it like to study abroad?

That was very interesting because I've never really been away from my family for so long. Living alone and navigating a new culture and stuff was interesting. But it was really enjoyable because I did get to see and experience a whole new culture.

What's something you learned from your Dream It Real mentors?

I think always saying "yes" to an opportunity. Or, not always saying "yes," but trying to take advantage of the opportunity presented to you because you never know what it leads to. I was really on the fence of studying abroad. I was asking all these different people, should I do it or not? So, I received pretty helpful advice about that.

Why were you hesitant to study abroad?

I guess the financial aspect but also being away from home. As first generation—I didn't really want to leave because there were so many responsibilities that I had and I didn't want to leave that to my siblings or my parents. And, you know, being away for such a long time, it's a little bit hard. I always feel a little bit of guilt or something as first gen[eration] when pursuing opportunities.

What achievements are you most proud of?

Well, with study abroad, I was the first in my extended family to study abroad, so I'm pretty proud of that. My younger cousins are still in college and are thinking about studying abroad, so I'm really happy to help them out with their application process. I'm also proud of graduating debt-free. With college, it's hard to graduate debt-free. I'm proud of all the experiences I got in college in terms of internships and networking in clubs.

How did your job at Coach come about?

That came about in my last semester when I was applying for grad positions and different jobs. I know the market's really tough right now so I thought, as I'm applying, why not get a job in retail or something? I applied to Coach because that was my first thought... I felt like I have such a strong connection with Coach.

“I felt like I have such a strong connection with Coach.”

What do you hope to achieve in the future?

I think first and foremost I would really like to be good at my job... excel in my position and then move up. For later, I really do enjoy giving back to the community in terms of academic opportunities and mentorship opportunities. So hopefully there's something like that down the line where I get to give my advice to people like me. And I think my last thing is just finding work-life balance. I think that is very important, you know, doing things I enjoy.



Global dreams, local impact.

Let's be real: no one makes a global difference alone. Behind every Dream It Real scholar are people from their community, showing up to help them on their journeys. From New York to Beijing to Tokyo, our global partners and local Coach team members are at the heart of this program. Discover each region's unique approach to bringing our shared goals to life.





How China dreams it real.

The China Youth Development Foundation

Our longstanding partnership with the China Youth Development Foundation first began in 2020 and has since grown to provide over 5,000 scholarships to rural youth across the region. To expand our investment in the students' professional development, we've partnered with local universities to host career development and confidence building workshops.

Communications University of China (CUC) x Dream It Real China Workshop

In collaboration with CUC, Our Coach China team hosted 400+ students from the university for a three-day experience that included career workshops with our local teams, store visits to learn about the retail industry and special discussions with Tapestry executives. Our Dream It Real Scholars are able to leverage their learnings inside the classroom with real-world experiences.

Dream Week China

In December 2024, our local employees in China hosted the annual Dream Week event at Guangdong University for Foreign Studies for 200 students in the region. This event served as an opportunity to champion the foundation's mission to create opportunities and remove barriers for university students around the world and support their journeys in achieving their dreams.

Scholar Spotlight: Wanxin Ye



Five years after receiving a Coach Foundation scholarship, Wanxin Ye's Dream It Real journey continues. The 23-year-old actively participates in the Dream It Real project in China, in partnership with the China Youth Development Foundation. Most recently, she volunteered to help plan their local Dream Week, an event that brings hundreds of students together for skill-building workshops, social activities and more. She's even helping to create a documentary about the program, which allows her to apply her education: she received a Bachelor of Arts in network and new media from the Guangdong University of Foreign Studies and is currently pursuing a master's degree in journalism and communications from Shenzhen University. We connected with Wanxin virtually to hear more about her Dream It Real experience. A fellow student, Yali Zeng, helped to translate the conversation. Here's an excerpt.

What impact has Dream It Real had on your journey?

I think this journey left me a lot of memories that are very meaningful to me. At the Dream It Real program in 2023, an [executive leader] was present. When a classmate asked how to balance work and life, he replied that he never tries to balance them—he sees work as an integral part of his life and that work driven by curiosity makes him never want to escape. His outlook on life deeply inspired me. I also remember that senior HR professionals from Coach gave us training on interview skills and career planning, from which I gained tremendous insights.

What do you hope to do in your future career?

In the future, I hope to solidify my professional basis during my master's studies, explore my potential through internships and integrate academic knowledge with practical experience in journalism and communications. In the long term, I hope to use my own experience to extend the reach of philanthropy, inspire more people and [create] positive impact through communication.

What have you enjoyed most about the Dream It Real program?

When I first participated in a Dream It Real project, I didn't have much opportunity to get involved in any social practice or to know anything about career development. I was so lucky to have this opportunity to participate. It has given me a chance to talk in person with human resource staff and they have taught me some [interview] skills and I also learned career planning. For college students today, [it can be] hard to find a good job, and so we cherish this platform very much because it gives us a chance to grow and to practice in real society.



Scholar Spotlight: Wanting Yang



Lessons learned outside of the classroom can be as powerful as those learned inside of them—just ask Dream It Real scholar, Wanting Yang. During a virtual interview (assisted by student translator, Yali Zeng), the 21-year-old told us about the time she volunteered at the 7th annual China International Import Expo (CIIE) with Coach, gaining work experience at the café. While rushing through a task, she accidentally made a mistake, causing the barista to calmly remind her, “no matter how many people are in line, you have to take it step by step.” This exchange taught her that patience is important to success.

Success is a journey she’s boldly taking on. The daughter of farmers, Wanting moved over 1,400 miles away from her hometown in Yunnan Province to attend Donghua University in Shanghai, where she earned a Bachelor of Engineering in energy and environmental systems. Continuing at Donghua University, she’s currently pursuing a master’s degree in the same field. Read on to learn more about Wanting and her Dream It Real experience.

What accomplishments are you most proud of?

I am most proud of my family's complete trust. From choosing my major to deciding to pursue a master's degree, my family has unconditionally supported every important choice I made. This trust stems from my deeper regard for my family as the most important part of my life and my consistent efforts to prove the feasibility of my plans. The understanding and support of my family are the greatest motivation for my progress, and this mutual trust and bond are more precious than any academic achievement.

How has Dream It Real helped you to achieve your goals?

The program provided me with comprehensive and cultural support. Financially, the scholarship helped to cover academic and living expenses, allowing me to focus wholeheartedly on my studies and research without financial distractions. Resource-wise, the program organized career lectures, industry exchanges and other activities that equipped me with valuable job hunting and life skills, helping me plan my career path. More importantly, on a psychological level, the guidance from program mentors and much encouragement amongst peers during periods of decision making, strengthened my confidence and thoughts about the future.





Breaking barriers in Japan.

Since 2020, we've supported the largest youth organization in Japan, Katariba, and their mission to close the opportunity gap and create a society of empowered young people who feel motivated to shape their own futures. In 2024, we deepened our partnership by launching a **first-of-its-kind scholarship** to help remove the barriers students face when applying to university and transitioning into their first year of post-secondary education. This new scholarship program directly supports the opportunity gap many students face in the region and will ensure scholars have the funding and resources to pursue higher education and achieve their dreams. Over the last two years, we've reached over 100 students through local programming. In 2025, we held a Dream Day event in Japan for the first time, bringing together our local dream collective of Coach executives, employees and Dream It Real scholars. The day consisted of goal-setting exercises, career mapping, mentorship and community building.

Scholar Spotlight: Sisir Nyaupane



Like most teenagers his age, 19-year-old Sisir Nyaupane is still figuring out his career path. Based in Kawasaki City, Japan, he's currently studying computer systems at Bunkyo University but he's also interested in international relations. Exploring different majors is common for early college life, but something unique to Sisir's experience is his background: he grew up in Nepal where he went to an English school and moved to Japan just 5 years ago—making it even more challenging to find his footing. We talked to Sisir about what it's like to live and study in Japan as a person with foreign roots. He explained that the challenges include navigating the school systems, plus language and financial barriers. To help with the latter, the Coach Foundation was able to give Sisir a scholarship for his academic journey. Read on to learn more about his Dream It Real experience.

How is the Dream It Real program helping you?

It's financially the most [helpful], and the people that I got to know—they motivate me. I have a friend I met before Dream It Real, but our connection, our bond got stronger when we met on Dream It Real. We got to meet more often. I also have a mentor. He's also helping me figuring out what I'm going to do, what I need to do. So it's been very helpful.

What are the challenges of living in Japan with foreign roots?

There are many reasons [it's challenging]. First, you have to adjust, without knowing any Japanese. When getting into high school, you have to give exams. Also, going to university... there's a scholarship, but you have to graduate from a Japanese elementary school in order to get a scholarship. So that I think that's the most difficult thing for foreign people living who want to go to university—the financial problems.

What piece of advice has your Dream It Real mentor given you?

Last time, I talked about whether I should try different things or remain in my current university and the advice he gave is, like, you should do it and if I have to go abroad, just buy a ticket and leave the rest to yourself. 'Cause if I don't try, it won't happen. I hope to work for an international organization such as the UN, helping people in need around the world while continuing to explore and learn from different cultures.





Fueling the future.

Coach Foundation x Coachtopia

Both powered by community, The Coach Foundation and Coachtopia share a common goal: building towards a better future. A collaborative innovation lab within Coach, Coachtopia is a world of circular craft that reimagines waste as a valuable raw material and works backwards, crafting products from recycled, repurposed or renewable materials and designing them to live multiple lives with clear pathways for takeback, reuse or recycling. Discover how Coachtopia and The Coach Foundation joined forces.

Helping students become leaders.

We're investing in the next generation of global leaders with the Coach Dream It Real x Coachtopia scholarship program, partnering with the nonprofit organization, Millennium Campus Network. In its first year, 10 young climate boundary breakers were selected to be part of the program. These emerging leaders received a scholarship toward their education and mentorship from Coach employees. They also participated in a half-day idea-thon where they designed circular model solutions and learning webinars with Coachtopia Catalyst Fund grantees. From the U.S. to China to the United Kingdom, these students are making bold impacts on each of their college campuses by reimagining what circular models can look like in their own communities around the world.



Better together: the dream teams unite.

In 2024, the Coach Foundation and Coachtopia teams collaborated for Dream Day, an annual convention to gather and celebrate Dream It Real scholars. Inspired by Coachtopia's world of circular craft, this day centered on the next generation's passion for a more sustainable future—for the fashion industry and beyond. The theme, Dreaming Tomorrow, focused on how young people could break down barriers in their communities, build the courage to create a better future for themselves and the planet, and find confidence in the workplace while maintaining their values. The result was a day of interactive discussions, workshops and connections led by Gen Z activists, changemakers and creatives.



More ways we support young people.

Explore our additional programs in North America.

Meeting students where they are.

We know the power of community colleges. That's why we've partnered with Point Foundation and have invested in **100+ scholarships** for LGBTQ+ and ally students who are pursuing postsecondary education at community colleges throughout the U.S. For twelve years, we've also been investing in the nonprofit, Communities in Schools of Jacksonville In Jacksonville, Florida (the home of a Coach fulfillment center!). Last year, we started a college scholarship program for local Jacksonville students and matched scholarship recipients with a Coach mentor. This initiative is part of our ongoing commitment to supporting young people's higher education—whatever path they may choose.



Showing appreciation for teachers.

The next generation's dreams are fueled by great educators—the everyday mentors who work tirelessly to support young people, including our Dream It Real Scholars. We wanted to do our part to celebrate them during Teacher Appreciation Week. At low-income schools in five cities in North America, we surprised **1,500+ teachers** with Coach product. We took over cafeterias, libraries and gymnasiums, turning these school spaces into exclusive “pop-up” shops for the teachers to enjoy. Across the country, 120 local Coach store associates volunteered to bring this special moment to life.



Discover Dream Day 2025

A look into our signature
conference in New York City.

A powerful moment to celebrate and look forward.

Our program comes to life during our signature conference, Dream Day, where we center in-person community and learning for our scholars. As we've mentioned, this Dream Day marked two major milestones: the graduation of the first cohort of North America Dream It Real scholars and the welcoming of the largest and newest class of Dream It Real scholars.

On June 12, 2025, we welcomed 400 young people at The Shed in New York City (right next to our office headquarters) united under the theme, Dream Horizons: a tribute to how far the students have come and the limitless futures they are imagining. From interactive workshops to speed mentoring and vision board mapping, every part of the day was designed to inspire, uplift and fuel the next chapter of each scholar's journey.

One of the day's highlights was a powerful discussion led by Todd Kahn, CEO of Coach, featuring WNBA's rising stars and Coach ambassadors, Kiki Iriafen and Aneesah Morrow. Their conversation explored how dreams are born from challenges and how setbacks can motivate strength. This fireside chat embodied the goal of the Coach and WNBA partnership: championing courageous self-expression. We've seen these same values displayed by our Dream It Real scholars over the last four years of their college careers.

In support of our belief that dreaming should be accessible to all, the Dream Day 2025 fireside chat is available to watch online by scanning the QR code below.



“I joined the Dream It Real program as a freshman, bright-eyed, nervous, and unsure of where I belonged. I didn’t have all the answers, but I had a dream. Since then, I’ve grown more than I could’ve imagined. I went from quietly observing to confidently leading.”

Vernetta Parkinson
DREAM IT REAL SCHOLAR, NORTH AMERICA
JOHN JAY COLLEGE GRADUATE, CLASS OF 2025

The Dream It Real mentorship program.



The power of mentorship.

In a recent study by MENTOR and EY, 74% of youth reported that a mentor contributed significantly to their success later in life. That's why we continue to believe in mentorship as an invaluable source of support for youth. It truly makes a difference. Since launching Dream It Real, Tapestry and Coach employees have spent over **6,000 hours mentoring** through the program. Each year, we match **250+ employees** from our offices and stores with young scholars in our Dream It Real community. From joining family dinners to watching their mentees take the stage at graduation, our mentors have spent the last four years showing up for Dream It Real scholars in different ways.

97%

Of Dream It Real Mentors feel proud to work at Tapestry due to participating as a mentor.

85%

Of Dream It Real Mentors feel a sense of fulfillment and personal growth.

84%

Of Dream It Real Scholars say they have more people to support them in pursuing their goals.

84%

Of Dream It Real Scholars say they developed or strengthened skills needed to pursue their career goals.

A mentor and mentee share what Dream It Real meant to them.

“From the very start of my college journey, my mentor, Julie, has been my constant. She’s empowered me to step into spaces I once found intimidating and shown me how to make an impact and advocate for myself. Watching both of us evolve has been incredibly rewarding. I am beyond grateful for her mentorship but also for the lasting bond we’ve built. Coach Dream It Real has not only changed my perspective but also has given me the confidence to step into my future with purpose!”

Nur Rahman
DREAM IT REAL SCHOLAR, NORTH AMERICA
BARUCH COLLEGE GRADUATE, CLASS OF 2025

The program is just as impactful for mentors as it is for our scholars.

“I have felt joy over the years as my mentee, and I have continued to match with one another. Being a mentor has contributed to my personal growth. As someone who has always valued community service, I felt that since starting my career I was struggling to find time for it while balancing my personal life. Being a Dream It Real mentor has allowed me to rediscover giving back in a meaningful way. The gratitude that Nur has shown me for my time and insight has reaffirmed my decision to participate in Dream It Real year after year.”

Julie Leone
DREAM IT REAL MENTOR, NORTH AMERICA
SENIOR DIRECTOR, SEC REPORTING, TAPESTRY



The future's calling...

The Coach Foundation is answering with big moves.

We're doubling down on our mission.

Fueled by our commitment to support the next generation, we're making a **\$20 million investment by 2030** to expand our global programs. From local leaders to global collaborators, we're teaming up with those who believe in the power of young people and are ready to help them thrive. We believe all young people should have the opportunity to achieve their dreams, so we're doing our small part to help them build their confidence and own their futures.

In the next year, we'll welcome a new cohort of over 400 scholars in our North America Signature Program, establish a new program in the United Kingdom with SEO London and expand into more countries across Asia. We can't wait to dream up what's next for the future of this global initiative. And we're just getting started. **Here's to dreaming up a better future for all.**



“Dream It Real proves that when we invest in young people with intention, doors open they never knew existed. The outcomes have been remarkable, and I’m proud of what we’re building as we expand our reach to help even more of the next generation realize their potential and shape the future.”

Todd Kahn
CEO & BRAND PRESIDENT,
COACH

**Let's
Dream It Real
together.**