



QVC Presents
FFANY
SHOES ON SALE

Benefiting Breast Cancer Research

OCTOBER 12, 2021
5 PM ET

Breast cancer impacts all of us, it knows no age, gender or race. While great strides have been made in research, Breast Cancer remains the most common cancer in women worldwide.



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The Fashion Footwear Charitable Foundation (FFCF) is proud to announce that we will be once again partnering with QVC to present ***FFANY Shoes on Sale*** in order to raise funds to support research to find a cure for breast cancer.

Broadcast date and time will be October 12 at 5 pm ET and product will be available for sale on QVC digital platforms beginning October 1.

Your shoe donations have delighted millions of QVC customers over the last 27 years, and we count on your generous product donations to fuel our efforts. We ask you to consider participating in our *FFANY Shoes on Sale* campaign in October 2021 on QVC platforms by donating shoes!

» HIGHLIGHTS

*Over \$59M
given directly
to fund Breast
Cancer Research
since FFCF's
inception*

*27 years of
partnership
with QVC*

*Over \$1.5M is
shipped sales and
\$1.1M in net sales
with more than
50,000 pairs
donated in 2020*

*Countless lives
saved and
improved!*



Help support breast cancer research by making a product donation of shoes and/or handbags to be sold on QVC and QVC.com to benefit breast cancer research. Ideal product for donation are items with inventory depth to meet demand of QVC's audience. The "QVC presents *FFANY Shoes on Sale*" pricing model of a minimum of half the suggested retail price creates a shopping frenzy for a great cause.

On-Air Donation Criteria

Product donations per style begin at 1,000 units for items to be featured and sold on-air during the *FFANY Shoes on Sale* broadcast.

If the style is less than 1,000 units it cannot be guaranteed to be featured on-air, but will be available via QVC.com.

Due to limited resources, we are unable to accept any single style with less than 200 units.

Donation Guidance

- Must be first quality and pass QVC's QA process
- Complete size runs, medium and/or wide widths
- Three colors maximum per style
- Men's, women's, or children's styles
- Fall/winter style preferred
- Handbags are welcome

Other Information

- Bulk shipment of goods donated must be available to ship no later than July 30, 2021
- QVC will arrange for shipping at no cost to the vendor
- Please provide the following information for each item being donated as soon as it is available:
 - Key item details and selling features
 - Wholesale and Suggested Retail Prices of donated items
 - Total quantity, color, and size breakdown

Final Sample Info & Immediate Next Steps

Due to COVID-19, our office hours are restricted. In order to ensure quick turnaround, we are requesting samples be sent to 2 locations.

- size 9 (only 1 color) sent to:
Katherine Vail
650 S. 2nd Ave.
Phoenixville, PA 19460
- size 7 and 9 (in all colorways) sent to:
QVC Studio Park
1200 Wilson Drive
ATTN: Marguerite Carr MC 155
West Chester, PA 19380

2021 Timeline

ASAP	Confirm participation
ASAP	Samples sent to QVC
JUNE 30	Final item(s) for donation are identified
JUNE 30	Digital spec card submitted to QVC team
JULY 10	Last day for QVC to receive Samples
JULY 30	Deadline to send bulk shipment of goods to QVC

CONTACT

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