

TIFFANY IN THE COMMUNITY

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The Tiffany & Co. Foundation: 15 Years of Working for the Greater Good

Since its inception in 1837, Tiffany & Co. has been guided by the belief that a successful company has a responsibility to the greater community. The Tiffany & Co. Foundation, a 501(c)(3) organization and a separate legal entity from Tiffany & Co., was established in 2000 to focus the company's philanthropic endeavors. The foundation seeks to preserve the world's most treasured landscapes and seascapes by supporting organizations dedicated to environmental stewardship in the areas of responsible mining, coral conservation and urban parks.

Tiffany & Co.'s long history of crafting jewelry relies on the bounty and beauty of the earth's resources. Both the company and foundation recognize that while extraction of precious metals and gemstones may cause disruption to the environment, the impacts of mining can be significantly minimized through responsible practices. To this end, the foundation supports the development of responsible mining standards, in addition to the reclamation of abandoned mine lands and the protection of pristine landscapes from mining. In these ways, the foundation seeks to promote greater responsibility throughout the mining industry.

Coral conservation is another area of focus for the foundation as it recognizes that ocean health cannot be maintained without conserving this slow-growing animal, which is susceptible to myriad threats. Coral reefs are hotspots of marine biodiversity, critical barriers to protect coastlines and major economic assets in recreation and tourism. Tiffany & Co. stopped using coral in its products in 2002 and encourages other jewelers to do the same. Given that coral has long been used in fine jewelry, coral conservation is especially relevant for The Tiffany & Co. Foundation. An example of the foundation's leadership in this area is its support of Pew's Global Ocean Legacy, an initiative responsible for nearly 60 percent of the world's fully protected ocean waters.

The Tiffany & Co. Foundation also believes that parks are the natural treasures of cities, playing an essential role in the urban landscape. Public green spaces form the core of a vibrant cosmopolitan center and provide respite for individual introspection and a forum for social connection. Since its founding, the foundation has funded the creation and beautification of parks in major cities on nearly every continent. A quintessential example of the foundation's success in this area is its early support of the High Line, recognized by *National Geographic* as "one of the most innovative and inviting public spaces in New York City."

For more than 177 years, Tiffany & Co. has relied on the earth's abundance for both raw materials and the inspiration that allows its artisans to create iconic products. Today, through an alignment of the company's corporate responsibility efforts and the foundation's grantmaking, Tiffany & Co. and The Tiffany & Co. Foundation work hand-in-hand to leave behind a world every bit as beautiful as the one they inherited.

To learn more about the foundation's work, visit Tiffanyandcofoundation.org.