

NRF'S IMPACT

during COVID-19

NRF has elevated its role as the voice of retail during the COVID-19 pandemic.

NRF FOUNDATION
SHARED

1.2M+

RETAIL JOBS
for workers displaced
by the pandemic



FACILITATED **650+**
EVENTS, CALLS, WEBINARS AND VIRTUAL
ROUNDTABLES featuring industry leaders,
policymakers and health care experts

WELCOMED

1,819



INDUSTRY PROFESSIONALS into NRF
committees and councils, spanning 400 retail
companies with **345 EXECUTIVES ENGAGED**
in NRF Operation Open Doors working groups



3,300

TRAININGS PROVIDED
to front-line, customer-facing and
distribution workforces through
the NRF Foundation's RISE Up
COVID-19 trainings



DELIVERED NEARLY
44,000
PERSONAL MESSAGES
to Congress in support of
targeted and timely pandemic relief



ENGAGED

35,000

RETAIL PROFESSIONALS
AND LEADERS
with NRF virtual conferences, events, webinars,
roundtables and meetings since March 2020