Flats for Philanthropy is an initiative started by Diana E Kelly, Inc. to perpetuate the company mission: “building stronger communities one step at a time.” In the first year of business Diana E Kelly, Inc. donated over $15,000 to various charities both in the designer’s hometown of Sarasota and communities nationwide. Seeing the impact that one year could make, Kelly began focusing further on merging her passions for design and philanthropy. Giving back, she said, was “very empowering.” Kelly added “...we needed a sustainable platform to continue to develop this partnership between the shoe business and philanthropy, and Flats for Philanthropy is a perfect fit. Pun intended.”

In the Flats for Philanthropy program, Diana E Kelly Inc. chooses or designs a shoe for a specific charity with whom the company has partnered. The philanthropic flat is then sold through our distribution channels as well as the specified charity’s channels with a distinct code so that proceeds will go directly to benefit their cause. The goal is to expand to charities around world, making Flats for Philanthropy a truly global effort.

In a combined effort between Girls Incorporated of Sarasota County and Diana E Kelly, Inc., the first Flat for Philanthropy, a red ballet flat, will be launched at Girls Incorporated on October 8th, where Diana will be speaking about vision, work ethic, and the American dream. Ten percent of all proceeds from the Girls Inc. shoe will be donated directly back to the local Sarasota chapter. To order the shoe, please visit www.DianaEKelly.com and use code GINCSRQ.

If you would like more information about Flats for Philanthropy or to set up an interview with Diana Kelly, please contact Jess Graves of Graves Social at 850.525.3894 or jessica@thelovelist.net.