

SOLES4SOULS

Turning shoes and clothing into opportunity

SHOE DRIVE PACKET



Host your very own shoe drive and have a positive impact on the environment and create meaningful opportunities for people in need around the globe!

WHY USED SHOES = NEW OPPORTUNITIES

Did you know that 767 million people around the world live on less than \$1.90 per day? For many in developing nations, finding a reliable job that generates a sustainable income is not easy. What if you could help people around the world overcome these obstacles by giving them the tools they need to provide for themselves and their families?

In places like Haiti, Honduras and many parts of Africa, people are forced to generate their own income. Soles4Souls is committed to helping people around the world create small businesses selling new and gently worn shoes. Here's how you can help us Wear Out Poverty! The shoes you collect are the tools they need to start and sustain small businesses of their own. Help create long-term solutions to global poverty! **Lets get started!**



SOLES4SOULS

Visit online at soles4souls.org





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At Soles4Souls we turn unwanted shoes and clothing into opportunity, by keeping them from going to waste and putting them to good use - providing relief, creating jobs, and empowering people to break the cycle of poverty.

OUR WORK



free distribution

we distribute new shoes and clothing, donated by corporate partners to people in need all over the world



micro-enterprise

we help entrepreneurs build their own small businesses selling donated shoes and clothing



impact travel

experience new cultures, meet amazing people and help distribute clothes and shoes to people in need

WHY SHOES AND CLOTHING?



sustainability

we're putting unwanted shoes and clothing to good use, keeping textiles out of landfills



health

shoes and clothing prevent injuries and illness, they provide dignity to people in need



opportunity

micro-entrepreneurs sell shoes and clothing to build businesses and support their families

Since 2006, our supporters and partners have kept over 51 million pounds of textiles out of landfills (that includes 35 million pairs of shoes!), and we've distributed them in 127 countries and all 50 U.S. States.

OUR GOAL: \$1 BILLION IN ECONOMIC IMPACT BY 2030.

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HOW IT WORKS AND WHAT IT MEANS

Soles4Souls social enterprise model repurposes gently worn shoes and clothing and creates new opportunities for people in need all around the globe.

HOW IT WORKS

Here's a look at our process:



Repurposed shoes are donated to Soles4Souls by individuals, shoe drives and footwear companies.



Once sorted, we transport the shoes to vetted nonprofit organizations on the ground in developing nations, who purchase them for an average of \$1 per pair.



Our nonprofit partners provide training and support where job opportunities don't currently exist. People start small businesses selling shoes within their local communities.



Selling shoes generates the income business owners need to lift themselves and their families out of poverty, and an entire community has access to affordable shoes.

WHAT IT MEANS

Your shoes=income for entrepreneurs to provide for their families



The sale of 1 pair of shoes can provide 5 meals for Marie-Ange and her family in Haiti.



20 pairs of shoes can provide a year's worth of shelter for Ginette and her family in Haiti.



Just 30 pairs of shoes can provide a year's worth of schooling for Tracy's daughter in Honduras.

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MEET YOUR IMPACT

Vanessa Rodriguez is 25 years old, has two children and lives in a struggling rural community in Honduras where most live in extreme poverty (less than \$1.90 per day.) For Vanessa and many others, finding a stable job with a sustainable income wasn't a reality and had a tough time making ends meet. Soles4Souls first met Vanessa after we distributed shoes to her children and soon realized an opportunity to work with our partner on the ground to develop a micro-enterprise program where community members could sell used shoes to generate income. Vanessa has since assumed a leadership role as president of the community co-op. Vanessa and three other members sell shoes on a continual basis to provide for their families and community.

To read more about Vanessa, click here



Marie-Ange Espera lives in Haiti, where 2 out of 3 people live on less than \$2 per day. Just a few years ago, Marie-Ange was living in a small shack with her daughter without a reliable way to bring in a steady income and was facing eviction. She and her daughter would be forced to live on the streets. Marie-Ange soon found the Haitian American Caucus an organization that provides loans to entrepreneurs to start their own small businesses. Today, Marie-Ange is a successful entrepreneur. With the help of the Haitian American Caucus and Soles4Souls, she now has a thriving business selling shoes and clothing. Because of her newfound success, Marie-Ange has been able to build a home for her family and continues to grow her business every day.

To watch Marie-Ange's story, click here



PAST SHOE DRIVE PARTICIPANTS



VYOLET HARRIS

Violet Harris began collecting shoes for Soles4Souls when she was just 6-years-old, giving up birthday gifts for new and gently-worn shoes to help people in need instead.

“Just because you have something doesn’t mean you have to keep it yourself,” Violet said. “You can give some things that you got for your birthday or Christmas to other people.”

A classmate of Violet’s decided to participate in a similar cause after donating shoes to Soles4Souls, focusing on soccer cleats for children who can't afford them.

“When you share your ideas with others it grows, and you can make a bigger impact. We’re stronger together, you know,” said Violet's mother, Wanda. **To date Violet has collected 1,297 pairs.**



AARON BROWN, REALTOR

Twin Cities, Minnesota real estate agent Aaron Brown recently spearheaded a shoe donation drive to help those in need around the world. **Aaron Brown and the staff at Weichert, Realtors-Advantage collected over 1,500 pairs of shoes.**

The secret to their successful shoe drive? Social AND local media. The group received media attention from local news sources and posted on Facebook, inviting locals to drop gently used shoes at their participating offices.

"It's not just handing out free shoes," said Brown. "While that is important, Soles4Souls actually helps people with business experience. This seemed much more sustainable to me."

LET'S GO! HOW TO HOST A SHOE DRIVE IN 4 STEPS

1

**First, register your shoe drive on our website at soles4souls.org/shoedrive
If you have already registered...thank you!**

Once you register, you will be connected with a Community Partnership Representative to help make your shoe drive a success. In an introductory call, your rep will review ways to market your shoe drive, how to collect, store and process donated shoes, etc. You'll also receive access to helpful toolkits and resources.

2

Step two: Be prepared! Make sure you've got the basics in place before you start collecting shoes.

- Make sure you have ample storage space to store shoes such as a garage, storage unit, etc.
- **3 must have items:** 1) Heavy-weight bags to collect shoes. 2) Rubber bands to keep shoes together. 3) Donor form for every bag to keep track!

3

Step 3: Let your community know you are hosting a shoe drive.

- Utilize Soles4Souls' resources including poster and flyer templates to post in your community. Also fill out the press release template and return to Soles4Souls to distribute in your local media market. (Find template in your toolkit.)
- Publicize your shoe drive on your social media platforms. (Create a Facebook page or Instagram account for your shoe drive. Post drop off locations and updates.)

4

Step 4: Get your shoes to Soles4Souls!

- Visit our website to find our participating warehouse drop-off locations. There may be one near you! (Contact your Community Partner Rep. for more info or to help make arrangements.)
- If you collect over 25,000 pairs we will arrange a pick-up at no charge!
- Learn about our partnership with Zappos for Good. Zappos is committed to helping charities and promoting environmental sustainability. They'll ship your shoes to Soles4Souls for free!

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HELPFUL INSIDER TIPS

1) Register!

Again, if you already have, thank you! But if you haven't, please register at soles4souls.org/shoe-drive and you'll be connected with a Soles4Souls representative to guide you toward a successful shoe drive. We are here to help you every step of the way.

Also, once you register, you'll have access to our free marketing toolkit containing fliers, posters, door hangers, photos, talking points and videos!

2) Get your community involved!

Create a team to help you collect shoes. Use your network to spread the word and to collect and sort shoes. Ask for volunteers to act as strategic drop off locations within your area.

3) Decide where to place collection boxes

Whether you create your own or order branded boxes from our online store, placing boxes in visible areas will help you collect more shoes! (You can purchase Soles4Souls branded boxes [here](#).)

Feel free to get creative and recycle a cardboard box from your community to collect shoes.

You can place boxes in your office, church, library, school, local businesses, etc!

PRO TIP: Placing a trash bag in your collection box helps keep the box in good condition while making it easier for you to move the shoes when the box is full! **Pair your shoes with rubber bands!**

4) Encourage the donation of new and gently worn shoes

Let people know that they can donate any type of new or gently-worn shoe in any size, (heels, boots, crocs...all work great!) **The shoes must be in good condition in order to help those in need and please remember to keep your shoes in pairs!**

5) Spread the word

Let your friends, family and co-workers know you are collecting shoes to fight global poverty!

- Send an email notification to your contacts (find a shoe drive announcement in your toolkit)
- Create a Facebook page specific to your shoe drive and post drop off locations and frequent updates.
- Share on Twitter/Instagram too! Remember to tag @Soles4Souls in your posts!
- Fill out a press release template available in your toolkit and we'll distribute to local media for you!

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HELPFUL TIPS (CONTINUED)

6) Tell your donors how their used shoes can create new opportunities for people in need.

Educate your donors about our micro-enterprise initiative: a program designed as a long-term solution to global poverty. The shoes your donors donate act as a tool to help people in developing nations start and sustain small businesses (a micro-enterprise) to provide for themselves and their family.

Direct people to our website at soles4souls.org/micro-enterprise-program to learn more.

7) Ask for volunteers to help and offer Incentives

Be sure to ask for help collecting and sorting shoes but remember to treat your volunteers right!

- Host a shoe "pairing party" and offer free food. (Who doesn't love free food?!)
- Reach out to a local business to see if they will offer a voucher to reward your top volunteer
- Create a fun competition and offer the winner a free Soles4Souls shirt! (See our Soles4Souls shirt here!)

8) Document your shoe drive and send feedback to Soles4Souls

We love to feature shoe drives on our website! Send quality photos and a recap story about your shoe drive experience to your Soles4Souls Representative. Your stories inspire others to get involved!

9) Determine how you'll get your shoes to Soles4Souls

Two weeks prior to the end of your drive, we recommend contacting your Soles4Souls representative to determine the best way to get your shoes to us.

10) Utilize our donor forms so we can thank your donors!

Let us help you thank you supporters by having them fill out the donor form in your shoe drive toolkit and the Soles4Souls team will follow up with a letter thanking them for their donation.

If you need, you may download the donor form [here](#).

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CONTACT US



615-391-5723 or 1-866-521-SHOE



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