

SOLES4SOULS

THEPLANET





The U.S throws away 13 million tons of clothing and footwear each year, which has a detrimental impact on the environment that disproportionately affects people who are economically vulnerable.

By extending the life of shoes and clothing that might've otherwise been prematurely discarded, Soles4Souls cares for both our planet and for people.

Since 2006, together with our supporters and partners, we've diverted 42 million kilograms of shoes and clothing from landfills in 34 countries and all 50 U.S states and redistributed them to serve millions of people with shoes and clothing in 137 countries and all 50 U.S. states.

This means:

- When you donate to Soles4Souls, we reduce your shoes and clothing's CO2 impact per wear by keeping each one in use for as long as possible. For millions of pairs of used shoes that are donated every year, we're able to extend their life at least 15 months.
- We also reduce our broader community's environmental footprint by optimizing our supply chain to minimize the distance between donor, Soles4Souls and those we serve.
- We reuse 99% of the shoes and clothing donations we receive. For donations beyond use or repair, we partner with companies that turn waste into energy and other useful products.
- We recycle waste and excess packaging materials at our global facilities, along with 75% of our non-profit partners.
- We monitor our environmental footprint by measuring our carbon emissions to make data-driven decisions and pursue new, green initiatives related to infrastructure, sourcing and energy.





Sample Social Posts: *It is recommended that individuals link their 4ThePlanet campaign to personalize their posts.*

This year, I will be 4ThePlanet by putting my used goods to good use. Soles4Souls cares for our planet and for people by extending the life of shoes and clothing that might have otherwise been prematurely discarded. Join me in making a difference and donate your used goods today!

Looking for an easy way to Be 4theplanet? Donate your gently used shoes and clothes to our/my Soles4Souls 4ThePlanet Campaign instead of throwing them away! Be 4ThePlanet today!

Sample Email:

Donate shoes today! By extending the life of shoes and clothing, **[Brand/Individual]** and Soles4Souls can care for both our planet and for people. Join us in being 4ThePlanet by donating your used shoes and clothing to our 4ThePlanet Drive between **{Dates of campaign}**.

To participate, **(insert instructions on how to donate to your drive)** or support our campaign through a donation **(insert your custom fundraising page here)** and turn shoes and clothing into opportunity.

Additional Resources:

- Promote your shoe drive with a **4ThePlanet flyer**.
- Choose from our **4ThePlanet photos** to promote your drive.
- Share our **4ThePlanet video**.
- Share our **Soles4Souls video**.
- Link to our **brand guidelines**.
- Create a custom fundraising page **HERE** or use the attached QR code.

