

# SOLES 4 SOULS

Turning shoes and clothing into opportunity

## SHOE DRIVE TOOLKIT



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## 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 low-income countries, 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!**

**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!**



# SOLES4SOULS

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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.



## 4RELIEF

Soles4Souls helps get new shoes and clothing to people in crisis, freeing up financial resources they can use toward other needs.

Since 2016, we've provided **7,036,959** shoes, clothing, and accessories towards our 4Relief program. We assess the need and act after first responders.

I can't tell you how grateful I was to feel a comfortable pair of shoes on my feet. Thank you for giving me a pair of shoes to wear during my search for a job.  
Shoe recipient, Amity Foundation, Los Angeles



## 4OPPORTUNITY

Soles4Souls sells and distributes shoes and clothing through our international partners to help people build small businesses.

Creating opportunity through **60 MILLION** pairs of new and gently used shoes and **37 MILLION** articles of clothing to date.

Prior to selling shoes through Soles4Souls, I was unable to care for my family. One pair can help me send my kids to school, help feed my family, and bring joy to my kids and husband. I, and other women like myself, have been able to regain control of our lives.  
Ginette, Haitian Entrepreneur.



## 4EVERYKID

Soles4Souls partners with schools across the U.S. to get new athletic shoes to children who are experiencing homelessness, eliminating a barrier to educational and extracurricular opportunities.

By the end of the 2023/2024 school year, more than **275,000** students will have received new shoes.

My shoes make me feel that I can do anything and believe in myself and go on!  
3rd Grader, Orlando, FL



## 4THEPLANET

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

Donating your shoes and clothing reduces their CO2 impact per wear by extending their life at least **15 months**.

To date, we've diverted **42 MILLION KILOGRAMS** of textile out of landfills.

We love when shoes avoid landfills and stay in use. Circularity is a collaboration taking a unique skillset to be successful. We're thankful for the partnership with Soles4Souls.  
Deanna Bratter, Global Sustainability, Crocs, Inc.

OUR NORTH STAR: **\$1 BILLION** IN ECONOMIC IMPACT BY 2030.



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Shoe drives are an easy way to get involved with our mission and give back in a BIG way. Cleaning out your closet can mean creating life changing opportunities for those in need around the world through our 4Opportunity program. See below for how this works:

## HOW IT WORKS



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



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



Our 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.

## GETTING STARTED:

If you haven't already, register here for your shoe drive and be connected with a member of our team to get the ball rolling.

### Resources:

- Sample email and social posts can be found [here](#).
- A flyer to help market your event can be found [here](#).
- Check out our [Shoe Drive Resources](#) page.
- View our [4ThePlanet](#) and [4Women](#) campaigns.



## QUESTIONS?

Contact us at [info@soles4souls.org](mailto:info@soles4souls.org)

## SOCIAL MEDIA EXAMPLES:

1. This year, I will be putting my used goods to use by hosting a shoe drive with Soles4Souls. I am joining Soles4Souls in caring for our planet and for people by extending the life of shoes that might have otherwise been prematurely discarded. Join me in making a difference and donate your used shoes to my shoe drive today! [Insert instructions where/how to donate to your specific drive].
2. Looking for an easy way to get make room in your closet and discard of shoes that you no longer need? Donate your gently used shoes to my Soles4Souls shoe drive instead of throwing them away! [Insert instructions on where/how to donate to your specific drive].

## EMAIL EXAMPLE:

Hi [XX],

This year, I will be putting my used goods to use by hosting a shoe drive with Soles4Souls and would love your help!

Donate your shoes today! By donating your gently worn shoes to my drive, you'll not only be extending the life of shoes, but caring for both our planet and for people as well. You can learn about all the impact your pair of shoes can make [here!](#)

To participate, [insert instructions on how to donate to your drive] or support our campaign through a donation [insert personal fundraising link] and turn shoes and clothing into opportunity.

Together, we can positively impact the lives of those in need.

Best,  
[Your Name]

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