

ten *2* **give**

GLOBAL IMPACT | LOCAL GIVEBACK

SOLES4SOULS

Turning shoes and clothing into opportunity



ten2give

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Ten2Give is a program designed to encourage volunteers to host a shoe drive and impacts the lives of people around the globe and in local communities.

Collect 10,000 pairs of shoes and help create sustainable job opportunities in developing nations and Soles4Souls will work with you to help organize a free shoe distribution with a local non-profit to help people in need in your community.

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!



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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.



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.



PAST "TEN2GIVE" PARTICIPANTS



THE CITY OF WHITE PLAINS, NY

The City of White Plains partnered with Soles4Souls for their annual Earth Day Shoe Recycling Drive. This marked the 5th year the city has organized and spearheaded a shoe collection partnering with White Plains residents and businesses collecting more than ten-thousand pairs!

In recognition of this amazing collection effort, Soles4Souls shipped 100 pairs of new shoes to White Plains for distribution to those within the community who are in need. With the help of White Plains sports leagues, the city identified children who were eligible and provided them with a brand new pair of shoes. Local varsity football players volunteered their time to fit children with new shoes.

PRATEEK BHOLA

A love of running and cross-country taught Detroit teen Prateek Bhola about the importance of a good pair of shoes from a young age. When a cluster of growth spurts caused an excess of unusable shoes in Prateek's closet, the high school student realized that there are millions of people that go every single day without even one pair.

In search of a way to help alleviate this issue for those in need, the 16-year-old came across Soles4Souls and launched a shoe drive signing up for the organization's Ten2Give program. Over the course of 18 months, Prateek picked up donations from over 50 homes, accumulated over 1,500 volunteer hours, and reached his goal!

Prateek selected Detroit's Philip House Mission homeless shelter as the local charity he wanted to benefit from the Ten2Give program. Soles4Souls donated 100 pairs of new shoes that were distributed to community members in need.



HOST A SHOE DRIVE IN 4 STEPS

1

First, register your shoe drive on our website. Visit [here](#) to get started. Again, if you already have, thank you! But if you haven't, please register at soles4souls.org/ten2give 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. 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.

- Have a plan to ship shoes once you've met your goal. Remember, you are responsible for getting shoes to Soles4Souls.
- 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
- Publicize your shoe drive on your social media platforms. (Create a Facebook page/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.)
- 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

Make your drive a success by keeping these helpful tips in mind.

1) Register!

Register at soles4souls.org/ten2give 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, etc!

2) Get your community involved!

Create a team to help you collect shoes in your community. 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 shoe in any size, (heels, boots, crocs...all work great!) however we do prefer the shoes to be in good condition. 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
- Create social media specific to your shoe drive and post drop off locations and frequent updates.
- 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.

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Thank you for helping Soles4Souls!

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CONTACT US



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



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Find us on social media @Soles4Souls



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