

A young boy with dark hair is smiling broadly, showing his teeth. He is wearing a black zip-up hoodie over a grey and white plaid polo shirt. He is holding a pair of purple and white sneakers with white laces. The background is slightly blurred, showing other people in a well-lit indoor space.

# SOLES 4 SOULS

Turning shoes and clothing into opportunity

## ANNUAL REPORT 2020



# SOLES4SOULS

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.

Since 2006, our supporters and partners have kept more than 53.7 million pairs of shoes and pieces of apparel from going to waste, and we've distributed them in 129 countries and all 50 U.S. states.

## OUR WORK



### Providing Relief

Whether it's disaster relief or supporting homeless kids, we distribute new shoes and clothing in the U.S. and around the world.



### Fighting Poverty

We help people in developing countries launch and sustain their own small businesses selling donated shoes and clothing.



### Protecting The Planet

By repurposing unwanted items and putting them to good use, we keep them out of landfills and extend their lifespan.



### Empowering Women

Our programs invest in women, providing economic empowerment and opportunity.

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





# A LETTER FROM OUR CEO

*So much has already been written about 2020 that I have little to add. The changes we saw in the past 12 months, both temporary and long lasting, have been discussed, dissected, and debated enough. Covid-19 and its impact on our corporate partners, retailers, shoe drive leaders, and, especially, our partners and micro-entrepreneurs in Haiti, Honduras, Guatemala, Moldova, Malawi, and Zambia was often devastating. Evictions, job losses, and natural disasters only added to the experience of millions of the most and the newly vulnerable around the world.*

*At Soles4Souls, we, too, have been through the wringer in many ways. Through the total halt of our travel program and massive uncertainty about how to keep the organization running, we also lost our good friend and President/COO, David Graben, to a hard-fought battle with cancer. David's wife Pattie is one of our most tenured team members and has been at S4S almost from Day 1. We grieved with her and miss him every day. The world is a little dimmer without him in it.*

*And yet we found a way forward.*

**Through all of this, we remain very clear that our mission is focused on:**

- 1. Serving those in need**
- 2. Creating opportunity**
- 3. Protecting the environment**

*Working closely with partners like Crocs, DSW, adidas, Reebok, Deckers, and others, who stepped up in huge ways, we helped distribute thousands of pairs of shoes to frontline healthcare workers. We delivered shoes to people in California, Louisiana, and Honduras after devastating natural disasters. Thanks to Skechers, we were able to send more than 52,000 pairs of shoes to Beirut after the explosion that flattened much of the city and left 300,000 people homeless. We distributed 20,000 warm winter coats from Macy's to men, women, and children across the US. And, after months of our micro-enterprise partners being shut down, we tripled the number of shipments to them in the last three months of 2020...they are beginning to rebuild their lives and economies.*





## LETTER (continued)

*One of our biggest new initiatives, one that will be with us for years to come, is 4EveryKid. Our goal is to provide the 1.5 million children in public schools who experience homelessness (no, that is not a typo) a pair of new, brand name, athletic shoes each year. We started in the fall with 19,000 pairs from Foot Locker, and the joy these shoes brought to these students is both inspiring and heart-breaking. We're not sure (yet!) how we're going to get to the 1.5 million kids, but I can promise you that we are an organization highly motivated to help solve this problem.*

*The work on these key principles cannot get done without our small but mighty team of 70, which we were able to grow by opening a Singapore warehouse in early 2020. While each person had his or her own successes, struggles, and challenges this past year, we did our best to ensure that job security was not an added stressor. I'm proud to say that we have been able to keep every single employee on staff, and that's the plan for as far as we can see.*

*Like many of you, I'm ready to turn the page on 2020. But the older and wiser part of me knows that is an illusion. While we hopefully will be past most of the Covid-related impact a year from now, many of the same issues we faced in 2020 will be woven into 2021.*

*Poverty, need, and loss are inevitably intertwined with opportunity, growth, and compassion. And if there is one thing I have learned about the S4S community over the last eight years, and saw in its clearest form yet in 2020, it's that you embrace the challenge of all those contradictions. You have demonstrated, once again, that every person can make a difference...that together we can unleash the potential in each of us to make our world a better place.*

**Thanks for all your support to make this work possible.**

Gratefully,



Buddy Teaster  
President & CEO, Soles4Souls



# IMPACT SUMMARY

## OUR IMPACT

Since 2006, our supporters and partners have kept more than 53.7 million pairs of shoes and pieces of apparel from going to waste, and we've distributed them in 129 countries and all 50 U.S. states.

Because our model incorporates both free distribution and micro-enterprise, donors get a very healthy return on their charitable investment.

## ECONOMIC IMPACT

**\$53,046,134**

generated in global economic impact for 2020. This means more money in people's pockets to help lift themselves out of poverty.

which means, with your help, we've generated

**\$428,174,498**

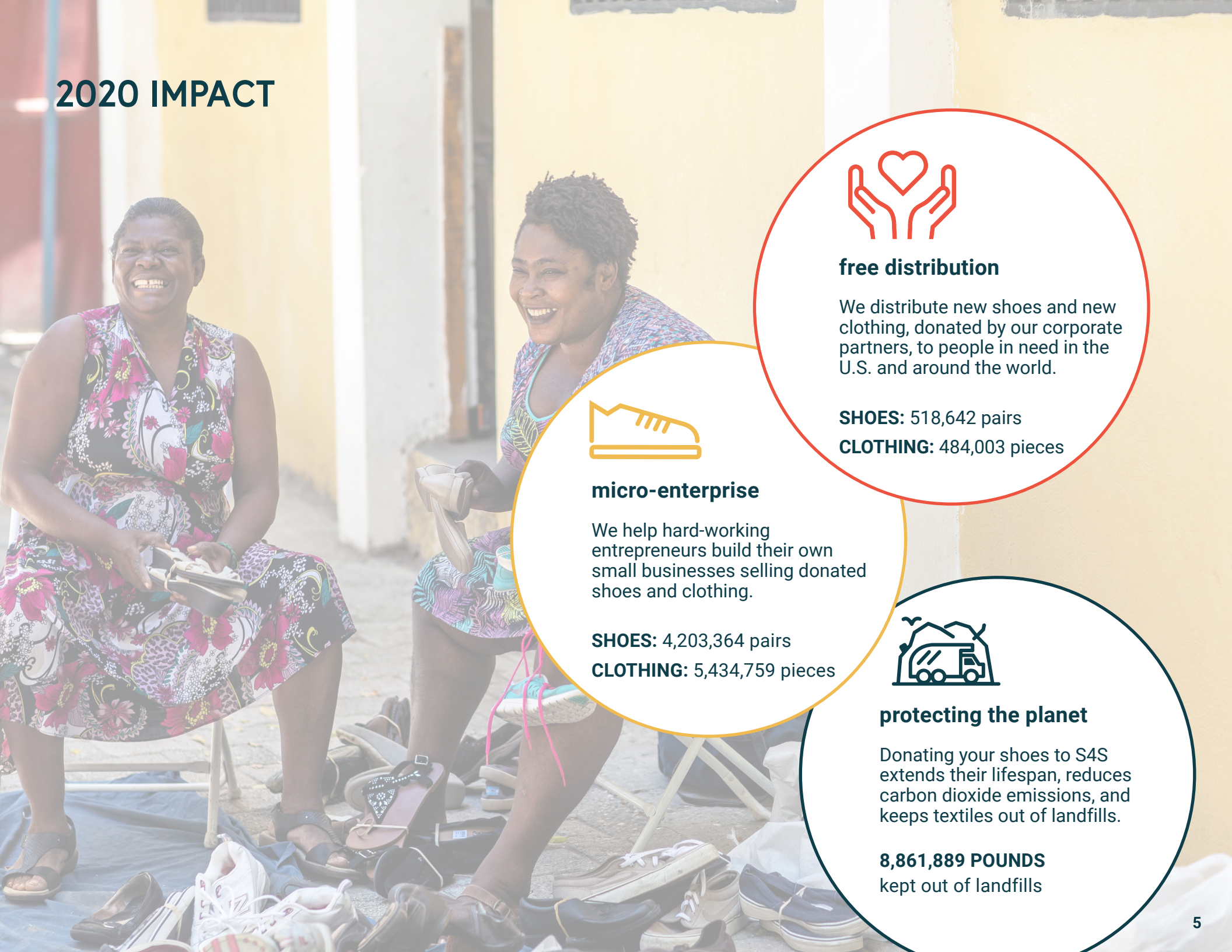
in global economic impact since our start in 2006. **Wow!**

That number just goes to show that our hard work, partnered with your generosity, is truly making a huge difference all over the world.





# 2020 IMPACT



## free distribution

We distribute new shoes and new clothing, donated by our corporate partners, to people in need in the U.S. and around the world.

**SHOES:** 518,642 pairs

**CLOTHING:** 484,003 pieces



## micro-enterprise

We help hard-working entrepreneurs build their own small businesses selling donated shoes and clothing.

**SHOES:** 4,203,364 pairs

**CLOTHING:** 5,434,759 pieces



## protecting the planet

Donating your shoes to S4S extends their lifespan, reduces carbon dioxide emissions, and keeps textiles out of landfills.

**8,861,889 POUNDS**

kept out of landfills



# FREE DISTRIBUTION

Soles4Souls relies on more than 1,400 non-profit partners, as well as, civic organizations, community supporters, and individuals who volunteer their time, in both the U.S. and around the globe, to help distribute shoes and clothing. Each one of these partnerships is essential in ensuring that our product reaches those who need it most.

After new product is sorted and processed by Soles4Souls, it is ready for distribution. Registered non-profits, including shelters, churches, and disaster relief organizations, work with us to receive much-needed new shoes and clothing.





# MICRO-ENTERPRISE

Our micro-enterprise program helps people step out of poverty and reach their true potential.

## 1 You donate shoes.

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

## 2 We sort and distribute.

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.

## 3 People start businesses.

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

## 4 Lives change.

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.



### GINETTE'S STORY

*After the earthquake in 2010, Ginette, her husband and 4 boys were displaced and living in a small makeshift shed. "It was extremely difficult. My kids had a tough time going to school and my husband was unable to work for a very long time," she said. After starting her own business selling shoes, she now owns a home and sends all of her boys to school. "Ever since getting into the shoe program, I have been able to really assist my family and provide for them. It brings me joy when I see what I've been able to accomplish," she says.*

# ENVIRONMENTAL IMPACT

Shoe and clothing donations impact people's lives all over the world, but your donations also affect our planet. **For the better.**

The EPA states that only 14% of clothing and footwear in the U.S. is recycled, leaving the remaining 86% in our landfills.

This year alone, you've helped us keep

8,861,889

pounds of textiles out of landfills.

That's more than

63 MILLION

pounds since 2006!

And all those shoes and clothing diverted from landfills provide opportunities to thousands of entrepreneurs in our micro-enterprise program.







More than 1.5 million children in the United States are experiencing homelessness. And with the lasting economic effects of the Covid-19 pandemic, this number is expected to grow exponentially. It's why Soles4Souls launched 4EveryKid, an initiative to provide a pair of new athletic shoes to every K-12 student in the US that is experiencing homelessness. We know that when children have their basic needs met, they feel more confident, can fully participate in sports, and stay focused on their learning. We kicked off this initiative with Foot Locker in a BIG way.



17 U.S. CITIES



5 COUNTRIES



18,354 PAIRS OF SHOES

Did you ever miss activities because your OLD shoes were bad/broken, and if so, which ones?

46% | SPORTS/EXTRACURRICULARS

39% | SCHOOL

38% | PLAYING WITH FRIENDS & FAMILY

9% | WORK

8% | RELIGIOUS ACTIVITIES

Do you think NEW shoes were one of your biggest needs right now?

3 OUT OF EVERY 4 students said they really needed them.

What do you like most about your NEW shoes?

55% | LOVE THE COLOR!

53% | BRAND/STYLE

47% | PERFECT FIT

18% | BEST SHOES I'VE EVER HAD!

9% | LOOK LIKE MY FRIENDS'

## 1 in 3 STUDENTS

said that they would sometimes miss school because their old shoes didn't fit right or were broken.

## 83% of STUDENTS

said that with their new shoes they felt more equal to the other kids, and excited to attend and participate in school.

# 4 THE FRONTLINES

COVID-19 affected all of us, but among the people most devastated by the pandemic are those working in healthcare facilities: housekeeping staff, nurses, receptionists, physicians, food service staff, administrators, lab technicians....the list goes on and on. Our partners at DSW, along with Reebok, Bombas, Crocs and more, saw this need and committed in a big way, providing these essential workers with brand new footwear and socks.

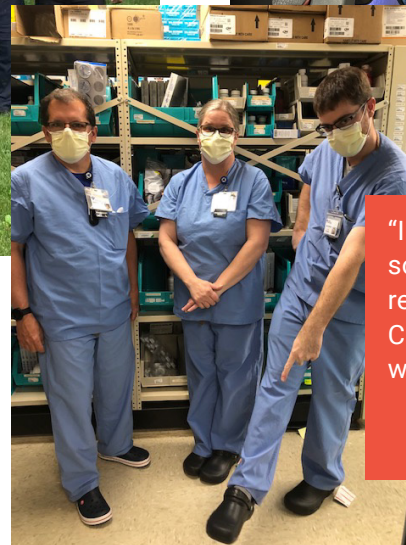
**FOOTWEAR: 33,637 | CLOTHING: 1,272 | SOCKS: 31,598 | MASKS: 5,000**



"Comfy, practical shoes are everything to nurses."



"Thank you again for being such a blessing during a very difficult season of being a healthcare facility. It was such an inspiration to everyone!"



"I rarely get a chance to sit so my feet were crying for relief. Thank you for my new Crocs. It felt like I was walking on air all day,"  
- Lanessa, nurse at North Central Bronx Hospital.

**WE'RE 4 THE FRONTLINES BECAUSE THEY ARE 4 US.**



# CORPORATE PARTNERSHIPS

The number of lives Soles4Souls impacted last year simply would not have been possible without the generosity of so many corporate partners who continue to donate their time, resources and product to support our mission.

**SKECHERS**



Skechers has been a partner of Soles4Souls for over a decade. When the explosion happened in Beirut this fall, they provided more than 52,000 pairs of new shoes, and through our partnership with Cisco, were able to distribute them to children across Lebanon. They were also instrumental in providing shoes to families all over the US who were hardest hit during the pandemic. This year, Skechers celebrated 16 million pairs of Bobs distributed to children in need all over the world, and Soles4Souls is grateful to be a part of that milestone.

**Zappos for good**



Zappos has been a long-time partner of Soles4Souls, but when stores, gyms, and other traditional drop-off locations shut down in March 2020, they became the primary source for people to donate their gently used shoes and clothing, all for free. In 2020, more than 185,000 pairs of shoes and over 68,000 pieces of clothing were sent via Zappos for Good. By giving people the ability to safely pack and ship their donations to us, Zappos was a huge help in providing much-needed product for our micro-entrepreneurs during a difficult year.

**JUST A FEW OF OUR AMAZING PARTNERS IN 2020!**

**CROCS**<sup>™</sup>

 **BOMBAS**

**DSW**  
DESIGNER SHOE WAREHOUSE®

**Foot Locker**

 **macy's**

**Reebok** 

 **THIRDLOVE**

**XPOLogistics**

# FINANCIALS

## EARNED REVENUE

generates 83% of total revenue

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**2018:** \$5,063,573

**2019:** \$6,175,622

**2020:** \$6,739,893

Soles4Souls is a nonprofit, global social enterprise earning revenue through the sale of used and new shoes and clothes to micro-entrepreneurs and international partners in developing nations.

## CONTRIBUTED INCOME

generates 17% of total revenue

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**2018:** \$1,317,070

**2019:** \$1,264,929

**2020:** \$1,408,412

Generous financial donations are made annually by thousands of individuals, foundations, and corporate cause marketing campaigns—all to help Soles4Souls provide shoes and clothes to those in need in the U.S. and around the world. Every member of the Soles4Souls Board of Directors contributes financially.

## TOTAL NET INCOME

earnings before interest, depreciation and amortization

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**2018:** \$761,137

**2019:** \$435,658

**2020:** \$400,832

## TOTAL NET ASSETS

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**2018:** \$14,468,636

**2019:** \$19,948,884

**2020:** \$31,417,873

*Note: Our Financials reflect our fiscal year ending June 30, 2020.*



## GIFTS IN KIND

A significant portion of Soles4Souls' revenue is related to gifts in kind from product donated by many sources to be used in fulfillment of our mission. Below, we report our total income and total expenses, including a functional expenses breakdown for the last three fiscal years.

### **TOTAL REVENUE** including in-kind donations

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**2018:** \$86,882,141  
**2019:** \$93,110,015  
**2020:** \$121,700,021

### **TOTAL EXPENSES** including in-kind donations

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**2018:** \$83,106,075  
**2019:** \$87,629,767  
**2020:** \$110,231,032

### **PROGRAM EXPENSES**

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**2018:** \$80,974,693  
**2019:** \$85,154,013  
**2020:** \$107,775,135

### **FUNDRAISING EXPENSES**

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**2018:** \$1,049,035  
**2019:** \$1,263,905  
**2020:** \$1,231,169

### **ADMINISTRATIVE EXPENSES**

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**2018:** \$1,082,347  
**2019:** \$1,211,849  
**2020:** \$1,224,728





# BOARD OF DIRECTORS

## SOLES4SOULS U.S. BOARD MEMBERS

### KEITH ALPER

Chairman and CEO  
The Nitrous Effect | An Agency Collective

### LISA COLLIER

Executive Vice President, Chief Product Officer  
Under Armour

### ANGELA HARRELL

Senior Vice President, Chief Diversity &  
Corporate Responsibility Officer, Voya

### PARKER McCrARY

Vice President, Supply Chain Solutions  
TRANSFLO

### STEVEN BARR

Chief Financial Officer  
ICON Health and Fitness

### TAUNA DEAN

Senior Director, Social Impact  
Adidas

### SARA IRVANI

CEO  
Okabashi Brands

### MATT PRIEST

President & CEO  
Footwear Distributors & Retailers of America  
(FDRA)

### GEORGE BELLINO

Retail Advisor

### RANDY DUNN

Chief Operating Officer  
DBH Distributing, Hunt Brothers Pizza

### CLAY JENKINS (Vice Chair)

Principal  
CJC-Clay Jenkins Collective

### BILL STRATHMANN

CEO  
Network for Good

### AARON BELVILLE

Vice President, Retail Human Resources  
Dollar General

### BRIAN EHRIG

Partner  
Kearney

### BERNADETTE LANE (Member Emeritus)

Senior Vice President of Special Projects  
CCS Fundraising

### NICHOLAS BIRREN

Vice President, Private Wealth Mgmt  
Alliance Bernstein

### ANDREW GRAY

EVP and Global Chief Commercial Officer  
Footlocker, Inc.

### ANDY LEW

President International  
Authentic Brands Group

### WILLIAM BUTLER

Senior Vice President, Retail  
Cresco Labs

### MILLEDGE HART (Board Chair)

Chairman  
Drake Star Partners

### MICHELE LOVE

Executive Consultant  
Sunrise Brands

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## SOLES4SOULS CANADA BOARD MEMBERS

### SANDRA DEL GAUDIO

Office Manager / Executive Assistant to the COO  
Ardene

### DONNA KOLISNYK

Director of Operations  
KEEN Canada

### LEIGH MARSHALL

Freelance Consultant

### KERRY RASMUSSEN

Manager, Major Accounts  
Farrow

### PETER SCULLY

President & CEO  
BioPed Footcare Clinics



# ADVISORY COUNCIL

**EMILIE ANTONETTI**  
Social Purpose Expert

**BOB BAKER**  
EVP/Chief Merchandising Officer - Retired  
Variety Wholesalers, Inc.

**GEORGE BELLINO**  
Retail Advisor

**ROBERT BUTLER**  
VP GMM  
Orva Stores/Soles.com

**ELLEN DAVIS**  
EVP Industry Engagement  
Consumer Brands Association

**LAWRENCE DAYAN**  
President  
Fashion Accessories Group of Gina

**BRAD DIENER**  
Managing Director  
Barclays Bank

**TIANE DOYLE**  
SVP, CMO  
Bealls, Inc.

**STEWART GOLDMAN**  
COO  
CES Enterprise/Chinese Laundry

**KAREN ALBERG GROSSMAN**  
Editor-in-Chief  
MRA Business Journals Publication

**MARY HARMON**  
Retail Expert

**CYNTHIA KOUNARIS**  
Chief Strategy Officer  
Fit for Commerce

**ANDY LEW**  
President  
International Lifestyle of ABG

**JAKE MUSKAT**  
VP Sales & Digital Strategy  
Deer Stags

**RICK MUSKAT**  
Principal  
Deer Stags

**KAITLIN NOE**  
Sr. Analyst, Digital and Analytics  
McKinsey & Company

**STEPHANIE OLINSKI**  
Product Dev. & Production Mgmt-Footwear  
Loeffler Randall

**DEBORAH WEINSWIG**  
President & Founder  
Coresight Research



# YOUNG PROFESSIONALS COUNCIL

## **BRANDON DEROCHE**

Founder  
Propeller

## **JEREMY ELLIS**

VP  
Kythera Labs

## **AARON FISKE**

Financial Advisor  
B. Riley Wealth Management

## **TRAVIS HAMPTON**

Client Executive  
InfoWorks

## **WILL HARRIS**

Business Consultant  
Bedroc

## **JENNA L. HARRIS**

Lawyer  
Ritholz Levy Fields, LLP

## **EMILY HINTON**

Development Manager  
Alzheimer's Association

## **MONCHIERE' HOLMES**

Chief Brand Curator  
MOJO Marketing + PR

## **EMILY KAMM**

Director of Marketing  
Arcivr

## **ANDREW MANSOUR**

Sales/Sales Trainer  
Pulte Homes

## **JEROME MOORE**

Founder  
Community Changers, LLC

## **JEREMIAH SHIRK**

CEO/Founding Leader  
Showpiece Solutions, LLC

## **JEFFREY SIMPSON**

Senior Director, Ethics Compliance Assurance  
Core Civic

## **LAURA SOMERVILLE**

Corporate Communications Manager  
Dollar General

## **JIMMY THORN**

User Experience Lead  
KYZEN Corporation

## **OMARI WHYTE**

Director of Operations  
Nisolo

## **WHAT IS THE YP COUNCIL?**

*The Young Professionals Council is a catalyst to the Nashville community, serving the greater purpose of Soles4Souls through engagement, opportunity, and community advocacy.*



# ACCREDITATIONS

**Soles4Souls holds a Platinum Star rating with GuideStar, a 4 Star rating with Charity Navigator, the Seal of Excellence by the Independent Charities of America and is recognized as a “Top-Rated Charity” by GreatNonProfits.**

Highly effective charities worldwide expend no less than 75% of their funding directly to programs that fulfill their mission. **Soles4Souls pushes that bar higher, achieving 97.8%.**

**We have a 98.9% fundraising efficiency. Soles4Souls spends less than \$.02 on fundraising for every dollar we raise.**

**SOLES4SOULS IS PROUD TO BE A TOP-RATED CHARITY**





## IN MEMORIAM: DAVID GRABEN

14 years ago, David Graben walked into Soles4Souls, and it has never been the same since. His passion was Soles4Souls, and he loved seeing the organization evolve over the years. David was a fearless leader, playing a key role in the organization through some of its most difficult days and back into success. He was dearly loved and respected by his peers and team, and advocated tirelessly for our donors, partners, and the people we serve. He was a driving force behind Soles4Souls' global expansion, developing opportunities in Canada, Asia and Europe; and managing its micro-enterprise operations across the world. During David's tenure, he oversaw the distribution of more than 40 million pairs of shoes in 127 countries, helping countless numbers of people break the cycle of poverty.

David was more than just our President and COO, he was our grill master, apple pie maker, and comic relief. He brightened up every room he walked into with his big personality. David was a giant teddy bear who always brought a hint of sarcasm to make us laugh. He loved his family, Soles4Souls, and the Auburn Tigers more than anything.

David's legacy lives on through all the lives he helped change during his time at Soles4Souls. We'll forever be grateful for all the hard work he put into our organization. Soles4Souls would not be what it is today without his leadership. We miss him dearly.





# SOLES 4 SOULS

Turning shoes and clothing into opportunity

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Visit [soles4souls.org](http://soles4souls.org) to see how you can get involved!



[@Soles4Souls](https://www.instagram.com/Soles4Souls) | [#GiveShoesGiveLove](https://www.facebook.com/Soles4Souls)

