

# SOLES 4 SOULS

Turning shoes and clothing into opportunity

4 WOMEN



## WOMEN ARE EARTH-SHAKERS, CHANGE-MAKERS, AND WRONG-RIGHTERS

But all too often, their contributions are overlooked or underappreciated. And in many parts of the world, women simply don't get a chance to fulfill their potential.

Through our **40portunity** Program, we empower women in low income countries to start and sustain small businesses through the sale of shoes.

**42%** of all U.S. businesses are owned by women

Women-owned businesses have grown **114%**  
in the last two decades.

**1/3** of businesses worldwide are owned by women.

*\* <https://www.luisazhou.com/blog/women-in-business-statistics/>*



## NOT SURE WHAT TO SAY?

Here are some general templates to get you started!

### SAMPLE SOCIAL POSTS:

1

There is no force more powerful than a woman. That is why, I've/we've decided to host a **4Women Soles4Souls** drive to support women entrepreneurs. Donate your used shoes and clothing today and create opportunity for women to start and sustain their own small businesses.

2

By supporting my/our **Soles4Souls 4Women** campaign, you help elevate women, ensuring they have the opportunities and recognition they deserve. Donate your used shoes and clothing today and join me in creating opportunities for women!

### SAMPLE EMAIL:

Be 4Women today!

By donating shoes and clothing, **(Brand/ Individual)** and **Soles4Souls** are providing women in low income countries the opportunity to start and grow small businesses. Join us in being **4Women** by donating your used shoes and clothing to our **4Women** drive between **(Dates of campaign)**. When you donate your used goods, you'll feel good knowing you're helping to provide food, shelter, and education for our entrepreneurs and their families.

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 **4Women!**

### ADDITIONAL RESOURCES:

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

