



4WOMEN

**SOLES 4 SOULS**

Turning shoes and clothing into opportunity



4 WOMEN

**“Behind every successful woman is a tribe of other successful women who have her back.”**

Join together and help create meaningful opportunities by empowering women in developing nations.

## 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 women 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 women entrepreneurs 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 many need to start and sustain small businesses of their own. You can help create long-term solutions to global poverty. Lets get started!



# SOLES 4 SOULS

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Visit online at [soles4souls.org](http://soles4souls.org)



# 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.

## 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 over 40 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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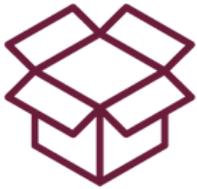
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# HOW IT WORKS AND WHAT IT MEANS

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.



# HOST A SHOE DRIVE IN 4 STEPS

1

**First, register your shoe drive on our website.**

Once you register, you will be connected with a Community Partnerships Representative to help make your shoe drive a success. In an introductory call, your rep will review ways to market your shoe drive, how to collect, store and process donated shoes, etc. 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.**

- Make sure you have ample storage space to store shoes such as a garage, storage unit, etc. \*Don't forget 25k pairs of shoes are enough to fill a full size semi truck.
- 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. (Find template in your toolkit.)
- Publicize your shoe drive on your social media platforms. (Create a Facebook page or Instagram account for your shoe drive. Post drop off locations and updates.)

4

**Step 4: Plan a loading day!**

- Remember to gather all donor forms from all contributors.
- Gather volunteers to help you process and load your shoes!
- Once you have paired and counted 25k pairs of shoes, get with your Soles4Souls Representative and we will help schedule transportation for all those shoes!

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# HELPFUL INSIDER TIPS

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

## 1) Register!

Again, if you already have, thank you! But if you haven't, please register at [soles4souls.org/women4women](https://soles4souls.org/women4women) 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 and videos!

## 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. (Find an email template in your toolkit!)
- Create a Facebook page specific to your shoe drive and post drop off locations and frequent updates.
- Share on Twitter/Instagram too! Remember to tag @Soles4Souls in your posts!
- 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](https://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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   @Soles4Souls

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