

SOLES 4 SOULS CANADA

SHOE DRIVE TOOLKIT



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 Canada 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 CANADA

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

Donated product is provided to those who need it most, helping people live healthier, happier lives.

One of the recipients has been going through some difficult years. He was so happy that he ran around the parking lot. He said that the last time he had new shoes was 7 years ago and his feet always hurt.

4Relief Partner Petersborough Lions Club

4OPPORTUNITY



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

Creating opportunity through **2.1 MILLION** pairs of new and gently used shoes and 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 Canada provides brand new shoes to kids in underserved communities, eliminating a barrier to educational and extracurricular opportunities

To date, we have served nearly **2,000 kids** by providing new shoes

My feet will stay dry and warm and my family doesn't have to worry about finding the money to buy some!

10 year old girl, Toronto

4THEPLANET



Soles4Souls Canada 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 **1 MILLION KILOGRAMS** of textile out of Canada landfills.

Donating shoes and clothing is a sustainable way to give them new life, divert them from landfills, and create economic opportunities to people across the world. Something as simple as reaching into your own closet can make a difference.

Cam Munro, Chief of Staff Sporting Life Group

OUR NORTH STAR: \$18.1B IN ECONOMIC IMPACT



SOLES4SOULS CANADA

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 4Opportuntiy program. See below for how this works:

HOW IT WORKS



Repurposed shoes are donated to Soles4Souls Canada 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 [Resources](#) page.
- View our [4ThePlanet](#) and [4Women](#) campaigns.



QUESTIONS?

Contact us at info@soles4soulsCanada.org