

# SHOE DRIVE

*In A Box*

*Join us in changing the world one pair at a time.*

SOLES  
4  
SOULS





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*Follow these simple steps to host a successful shoe drive.*

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# get the facts

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## *Who is Soles4Souls?*

- S4S is not for profit global social enterprise committed to fighting poverty through the collection and distribution of shoes and clothing.
- S4S advances its anti-poverty mission by collecting new and used shoes from individuals, schools, faith based institutions, civic organizations and corporate partners.
- These collected shoes are then distributed via direct donation to people in need.
- These donations also provision qualified micro-enterprise programs designed to create jobs in poor and disadvantaged communities.

## *Who is Village Northwest Unlimited?*

- Village Northwest Unlimited is nationally recognized as one of the premier providers of services to people with intellectual and development disabilities, traumatic brain injuries and autism.
- We build successful lives for 180 individuals by providing opportunities and choices in residential, vocational and social programs while fulfilling our mission of providing **Purpose, Privacy & Dignity** for all people.

## *How can I help?*

- We are asking you to host a shoe drive to collect any new or used pairs of shoes.
- Collecting shoes means more than just providing a new pair of shoes for someone in need. You are also creating work opportunities for the residents of Village Northwest Unlimited.
- VNU partnered with S4S in 2009 to provide hope for those in need by processing and facilitating the donations of shoes.
- The residents receive the donated footwear, sort it into specific categories and prepare for shipment to S4S main outreach distribution center.
- This partnership allows the people that we serve to give back to society by being able to provide shoes to those less fortunate around the world.

# get collection boxes

Getting collection boxes is easy. Simply call or email either of the contacts listed below with your name, address and the number of boxes you need for your drive. Village Northwest will then send you the boxes as soon as possible.



Boxes are 30" x 16" x 16" and can hold roughly 30 to 40 pairs of shoes.

Boxes are not required. We will gladly accept shoes in tubs, plastic bags, boxes, you name it!

Samantha Waterstone

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Assistant

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(712) 324-5416

# get resources

*When you decide to do a shoe drive, you will want to get the word out. We have some resources to help you get started.*

## Flyers



The basic flyer explains who Village Northwest Unlimited and Soles4Souls are and how we work together. It also outlines how people can help by donating shoes. These flyers are available online at [villagenorthwest.org/VNU-Soles4Souls](http://villagenorthwest.org/VNU-Soles4Souls).

Also available is this two-sided handout. It gives the same information as the flyer above but also lists contact information for VNU's Director of Development, who people can contact with any further questions. These are available at [villagenorthwest.org/VNU-Soles4Souls](http://villagenorthwest.org/VNU-Soles4Souls).



S4S has created the Soles4souls Talking Points document that outlines the need for donated shoes world wide and explains more about S4S. These are available at [soles4souls.org/resources](http://soles4souls.org/resources).

## News Releases, Bulletin and Newsletter Announcements:



A news release is a great way to get the word out about your shoe drive. You can send this to your local news stations and papers for them to print. Simply input you or your company's name in the indicated areas and mail or email it to the news outlets of your choice. This is available at **villagenorthwest.org/VNU-Soles4Souls**.

Do you hand out or mail a bulletin or newsletter? Just like the press release you simply need to insert your name or company's name into the indicated areas and you're good to go. An electronic version of this is available at **villagenorthwest.org/VNU-Soles4Souls**.



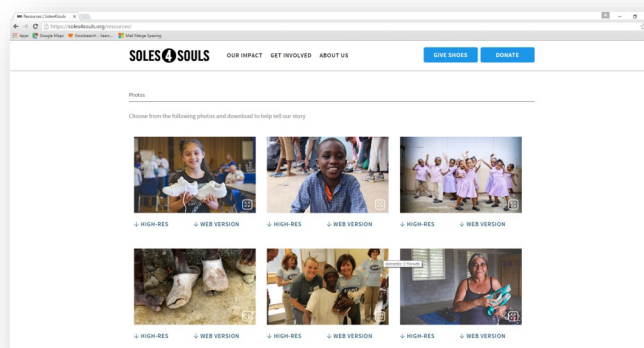
## Social Media:



One of the most popular ways to promote what you or your business is doing is through social media. Whether it's Facebook, Twitter or a company website it is good to get information about your shoe drive online. When you visit **soles4souls.org/resources** you will find photos you can use in a post or as your profile or cover photo. You can also visit **villagenorthwest.org/VNU-Soles4Souls** to find instructions on how to create a Facebook event for your shoe drive.

## Resources directly from Soles4Souls:

S4S offers a variety of resources on their website. By visiting **soles4souls.org/resources** you can find downloadable photos, logos, videos, informational sheets and Facebook banners that are ready for you to use in creating your own flyer and to promote your shoe drive.



# ship the shoes

*How do you get the shoes to us when you have completed your shoe drive? You can choose to deliver them or ship them. We ask that donors assume responsibility and cost of transporting the shoes to Village Northwest Unlimited.*

## Delivering Shoes



Shoes can be delivered to Futures Unlimited between 8:00am and 4:00pm. Futures is located at **105 N 18th Avenue Sheldon, IA 51201**. Futures is connected to Fantasia and is easily located along Highway 18, On the North side of the building is a walk in door displaying the Soles4Souls label. Please bring the shoes in this door. There will be a staff member there to direct you where to leave them.

If you are delivering a large amount of shoes (1,500 or more) or need assistance with unloading your shoes please call Futures at (712) 324-2521 to schedule a drop off time.

## Shipping Shoes



Pack your shoes into cardboard shipping boxes and send them to

**Futures Unlimited  
105 N 18th Avenue  
Sheldon, IA 51201**

*No matter what method you use to get the shoes to our processing center, make sure you include your Donor Information Form in the container with the shoes. This form is found at [villagenorthwest.org/VNU-Soles4Souls](http://villagenorthwest.org/VNU-Soles4Souls).*

**SOLES4SOULS**  
Main Distribution Center  
1100 County Road 800 - Hickory, AL 35742  
(800) 581-2521 or (205) 891-4742

**DONOR INFORMATION**  
Please check all appropriate boxes. Fill out completely and place a copy in each box/bag to ensure proper acknowledgment.

Type of Event:  
☐ Individual Donation  
☐ Trade-In Event  
☐ Shoe Drive  
☐ Corporate Donation  
☐ Auction  
☐ Returns  
☐ Other

Total Number of Pairs: \_\_\_\_\_ Number of Cartons Shipped: \_\_\_\_\_

Organization Name: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

Thank you for helping us on our mission: *Wearing Our Poverty™*

Soles4Souls, Inc. | 1100 Hickory Road | Hickory, AL 35742 | (800) 581-2521 | [www.soles4souls.org](http://www.soles4souls.org)



# What happens then?

When your shoes reach VNU the processing stage begins. Our individuals work to match the shoes in pairs and wrap each pair in a rubber band. The shoes are sorted into different categories and prepared for shipment to Soles4Souls' main outreach distribution center.

Soles4Souls then distributes the shoes in one of two ways: free shoe distribution or micro enterprise.

**Free shoe distribution:** In the short term, Soles4Souls is able to provide new shoes and clothing to those in need. They receive shoe and clothing donations from corporate partners, and then work with non-profit partners including homeless shelters, after school programs, international relief and disaster relief organizations to get shoes and clothes to those who need them most, here in the United States and around the world.

## *How it works:*

Soles4Souls organizes distribution trips which allow people to sign up individually or as a private party and travel with S4S to developing countries to give out shoes. Destinations include Costa Rica, Haiti, India, Tanzania and others. To learn more or to signup for a trip visit [soles4souls.org](http://soles4souls.org) and click the travel icon.

**Micro-enterprise:** In places like Haiti, Honduras and parts of Africa, work is extremely hard to find. Many live in deep poverty, meaning families live on less than \$1.25 per day. Soles4Souls offers the opportunity for thousands in developing nations to create small businesses selling shoes and clothing, (a micro-enterprise.) This is a powerful and sustainable way for people who are without a traditional job or training to lift themselves and their families out of poverty.

## *How it works:*

1. S4S receives new and used shoes and clothing through various donations such as individuals, church groups and manufacturers and sells them to qualified microenterprise non-profit partners. (The program helps fund the operations at Soles4Souls, allowing them to continue their mission of providing free shoes to those in need and supporting thousands of micro-entrepreneurs.)
2. The partners sell the shoes and clothing to micro-entrepreneurs with a small mark up.
3. Entrepreneurs prepare the product and sell it for a profit margin.



# *Thank you for participating!*

We are so excited about our partnership with Soles4Souls and love seeing the creative ways in which people contribute. We have had some great success when partnering with area organizations, schools and individuals to organize shoe drives. Thank you for supporting our mission of providing purpose, privacy and dignity for all people through the Soles4Souls program.

If you would like any more information about Village Northwest Unlimited or hosting a shoe drive please do not hesitate to contact us.

Thanks again for you support.



Lisa M. Johnson  
VNU Director of Development



## **Village Northwest Unlimited**

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