

SOLES &  
SOULS

TURNING SHOES AND CLOTHING  
INTO OPPORTUNITY

ANNUAL REPORT 2022





# A LETTER FROM BUDDY OUR CEO

It's the beginning of a new year, and with that comes an opportunity to celebrate, serve, review, and plan.

And with our Annual Report, we want to use it as a way to celebrate the incredible community of brand and retail partners, community organizations, individual donors and volunteers at every level. It's important to remind ourselves that while we may give them those labels, "companies," "organizations," "donors" and "volunteers," they are all **people**. People who have successes and failures, challenges at home, too much to do and too little time to get it done. People who are uncertain about where to invest their time and money. In other words, **people like us**.

Whether that's a senior leader at top tier company, an entrepreneur in Honduras, a mom trying to help her kid get service hours, or a dad trying to figure out where his family will sleep tonight...we all wake up to face a world of imperfect information, impossible choices, and usually no good way of knowing if we did the right thing in our decisions. Sometimes it seems like it's not worth going out of the way to make a difference.

**But we do.** And that's what connects us all to the work, the people and the results. Because here we are, together, celebrating a year of collecting more than 10 million pairs of shoes and pieces of clothing and getting it in the hands of people who can create opportunity where there's usually not much. In 2022:

- More than 40,000 kids in the US received new, branded athletic shoes through our 4EveryKid program.
- \$20 million worth of new shoes and clothing provided much needed support to Ukrainian refugees in Moldova and Poland, as well as thousands affected by Hurricane Ian in Florida.
- More than 25% of our entrepreneurs can buy a home, creating predictability and safety in often chaotic places through our 4Opportunity program.
- We learned that the life of millions of pairs of used shoes is extended by at least 15 months, continuing our focus on making sure what we do is 4ThePlanet.

We have an incredible board and the most amazing team of people I have ever worked with. But without you, none of this comes to life. Because of our partnerships and our people, those we serve are better off this year than the year before... feeling more hopeful because they see an opportunity to a better life. That's the magic of this work. It only happens when all of those things come together and for that, we cannot ever thank you enough.



Buddy Tobias



# SOLES4SOULS

Turning shoes and clothing into opportunity

When people lack the resources to get through today, it's difficult for them to focus on tomorrow. Soles4Souls turns shoes and clothing into opportunities for education and employment so they can have a more hopeful future.

Learn more at [soles4souls.org](https://soles4souls.org)

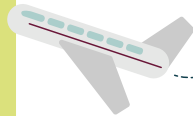
## 4RELIEF

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

*We assess the need and act after first responders.*

In the past three years **over 390K pairs** have gone towards disaster relief.

Our global experiences have led **231 trips** to deliver new shoes to people in need around the world.



In the year 2022 alone, 29,440 pairs of shoes, 100,807 articles of clothing, and 107,011 socks and undergarments went to Ukraine relief.



We have served over **4 MILLION people** with new coats, socks, undergarments and accessories through partners like Macy's, Bombas and ThirdLove.

*"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

## 4OPPORTUNITY

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

Creating opportunity through 52 million pairs of new and gently used shoes and 31 million articles of clothing.

Keeping over **81 MILLION POUNDS** of textiles out of landfills.



*That's dollars that stayed in people's pockets!*



Selling shoes creates small businesses and jobs in developing countries.



Those businesses and jobs help provide food, education and shelter for entrepreneurs, employees and their families.



Creating **\$536,612,126** in Economic Impact

## 4EVERYKID

Soles4Souls partners with schools across the U.S. to get new athletic shoes to children who are experiencing homelessness, eliminating a barrier to educational and extracurricular opportunities.



To date, we have served **over 60K students** by providing new shoes.



*Shoes contribute to the social, physical and emotional health of a child!*

Did you know that new shoes have an impact beyond just the feet?



Our partner schools reported a **95% increase in attendance** after children received proper footwear.

**4 in 5 students** reported feeling more equal to their peers after receiving new shoes.

OUR NORTH STAR: \$1 BILLION IN ECONOMIC IMPACT BY 2030.





## 2022 IMPACT BY THE NUMBERS

In calendar year 2022, we've partnered with generous individuals, brands, and corporations to donate new and used shoes and clothing to be distributed to people in need all over the world. It can be difficult to imagine how much good we're doing together in just **one year**. Below are some ways we're able to quantify just how big of an impact we're making on others and the world!

**5.5M**  
PAIRS

**5,455,289**  
pairs of shoes



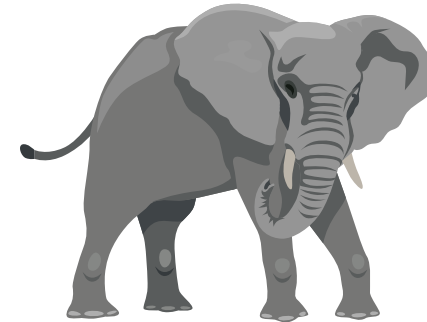
We distributed 5,455,289 pairs of shoes to people in need. **That many shoes would stretch the California coastline!**

**3,104,281**  
pieces of clothing



We also distributed 3,104,281 pieces of clothing. **That could fill the infamous Big Ben tower 3 times!**

**9,089,043 lbs.**  
textiles kept out of landfills



**3.1M**  
PIECES

In 2022, we diverted 9,089,043 from going into local landfills, reducing the environmental impact of these unwanted shoes and clothing by extending their lifespan. **These textiles would weigh as much as 1,100 African elephants.**

**\$58,458,202**

was generated in economic impact.

This is the money that stays in the pockets of the people and communities we serve when they receive shoes, clothing & other goods.

Want to learn more about our Impact this year? Check out our 2022 Impact Report [here](#).



# 2022

# HIGHLIGHTS



MARCH

Served more than 242,000 Ukrainian refugees displaced from their homes with the help of our brand partners and donors.



AUGUST

Launched 4Opportunity in Guatemala with Centro de Crecimiento Integral (CCI)



OCTOBER

Celebrated the 7 MILLIONTH pair of shoes donated with our partners at DSW.



JULY

Our Haitian partners and entrepreneurs achieved more than \$30 million in economic impact.

More than 40,000 students experiencing homelessness received shoes in the Spring and Fall semesters.



SEPTEMBER



DECEMBER

Commemorated the 10th Anniversary of our partnership with Macy's by providing new coats to organizations across the US.



## FOOTWEAR AND APPAREL PARTNERS

Footwear and apparel brands are the backbone of our programs. They donate their excess product, create cause marketing fundraising campaigns, get their employees involved, and so much more. Here are a few of our biggest supporters in 2022:



Koolaburra by Ugg donated \$40,000 during the holiday season! For every pair of their signature Short boots sold, they donated \$10 to support 4EveryKid, providing new athletic shoes to kids experiencing homelessness across the US.



CONVERSE

edgemin

sanuk

FILA

BIOWORLD

DECKERS  
— BRANDS —

JOHNNY WAS

HOKA



DBI



UGG

allbirds

SKECHERS

Teva

tapestry

VANS

BROOKS

CALERES  
★ 5 ★

CAT

Zappos  
.com

We crossed two million pairs and pieces donated since 2017!



## CASE STUDY : 4RELIEF : UKRAINE

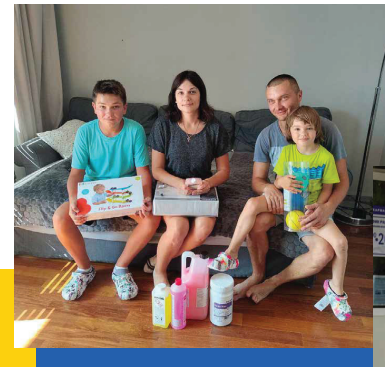
In March 2022, Ukrainians were forced to flee their homes and seek shelter in countries all over the world. It seemed like the entire world mobilized to help these new refugees settle into their unfortunate reality. Through our incredible brand partners and donors, **we were able to ship more than \$20 million worth of new shoes and clothing** to one of our long-time partners in Moldova. **In total, more than 242,000 Ukrainian refugees were served.**

Mark Fashevsky of Heart4Orphans utilized his existing thrift stores to set up a voucher program for refugees to shop for items that they needed. This allowed for Ukrainians to not only pick out new shoes and clothing they needed, but also toiletries, home goods or any other supplies that they had to leave behind.

GIVE SHOES. GIVE LOVE.



TO UKRAINE.



**BIG THANK YOU TO OUR DONORS WHO HELPED MAKE THIS EFFORT POSSIBLE, INCLUDING....**

Crocs  
Fruit of the Loom  
W.L. Gore & Associates  
Bombas

ThirdLove  
Thursday Boots  
American Apparel and  
Footwear Association

TwistedX  
Uggs  
Timberland  
Marc Fisher Footwear

Reebok  
Sunrise Brands  
Philhobar



## CORPORATE PARTNERSHIPS

From shoe and retail brands, to banks, grocery stores, fitness centers, tech, and more, Soles4Souls works with partners across all kinds of industries. Here are a few highlights from some of our corporate partners this year.

**Causely™** **ebay** **verizon<sup>✓</sup>** **stockX**

**sage Foundation** **XPOLogistics** **CAT<sup>®</sup>**  
Financial

**WHAT DO YOU  
MEME?** **ARDENTX** **> Burnham**  
A BALDWIN RISK PARTNER

### unitedfp

United FP is the largest fitness franchisee group for a leading fitness brand owning nearly 200 locations across 14 States. We have partnered with United FP for the last few years in collecting used shoes across all of their locations. United FP collected over 18,000 pairs of gently used shoes in one month to support Soles4Souls 4Opportunity program in 2022.

### pure barre<sup>®</sup>

For National Gratitude Month in November, Pure Barre hosted in-studio shoe and activewear collections and hosted a fundraiser in 120 locations nationwide. In one month, they collected 2,000 pairs of shoes and more than \$8,000!



## OUR COMMUNITY OF INTERNATIONAL PARTNERS



Since 2006, together with our supporters, we have diverted 81 million pounds of shoes and clothing from landfills in 34 countries and all 50 US States, District of Columbia, Puerto Rico & US Virgin Islands.

CANADA

EUROPE

ARDENE

SPORT CHEK

DECKERS  
— BRANDS —

SIDESTEP

DSW  
DESIGNER SHOE WAREHOUSE®

THE SHOE  
COMPANY





## OUR COMMUNITY OF PARTNERS

We wouldn't be where we are without our donors, reaching deep into their own communities and giving back to people across the world. Our donors do everything, from volunteering in our Regional Donation Centers (RDCs), collecting shoes, starting shoe drives, hosting donation drop-offs, and being a part of our Sole Tribe Ambassador community.



### ADA DORAN

Ada Doran started her 25k drive in Long Island in 2020, and then Covid hit. But she hit it hard and finished up at the end of 2022! She owns her own small shoe company on the side and is now giving back to S4S through her business.

### ORANGE VBS

Soles4Souls was the official mission partner for Orange VBS' Make Waves program this past summer. The churches that participated collected nearly 35,000 pairs of shoes and over \$30,000!



### PLATO'S CLOSET/ BUFFALO EXCHANGE

More than 350,000 pounds of clothing and 20,000 pairs of shoes have been collected from our partnerships with resale outlets Plato's Closet and Buffalo Exchange across Tennessee.



### CHARLIE MATTHEWS

Charlie Mathews went to 800 houses around his community in Kansas collecting shoes. He expected to collect around 300 pairs and ended up with closer to 1,000!

### BAKER FAMILY

The Baker family collected shoes for S4S for over 10 years, totaling more than 650,000 pairs of shoes donated to the 40opportunity program! They were the inspiration for launching our 25k Drive. We love you, Bakers!!



## WHY DO YOU DONATE TO SOLES4SOULS?



**Amy and Mark Bigej** first heard of Soles4Souls 11 years ago when their daughter, **Rachel**, wanted to start a shoe drive. Through school, church, and friends donating shoes instead of gifts for her birthday, Rachel quickly gathered over 500 pairs! And she didn't stop there. Soon, the whole family got involved and before they knew it, another 1,000 pairs had been collected. They then traveled with Soles4Souls to see the impact their shoes could make firsthand. They now use their own small business, a local chain of garden centers, as drop-off locations for shoes. They also give monthly to help provide new shoes to kids through our 4EveryKid program.

"We are inspired to continue our support of Soles4Souls and 4EveryKid with a monthly donation because we truly believe in their mission and that they are changing lives, one pair of shoes at a time. We would have believed at face value that shoes can change lives, but to see it first-hand has truly impacted us. We want to be a part of something good, something that spreads love, gives opportunity, and brings joy. We feel that Soles4Souls is doing just that!"



**Angela Harrell** first fell in love with Soles4Souls during a trip Costa Rica in 2017. Her company, Voya Financial, regularly donated and volunteered with Soles4Souls for years before that, but it was her first opportunity to really see our mission in action. Since then, Voya has provided nearly \$2.4 million in shoes and financial support to S4S. Angela is also now a member of our Board of Directors and chairs the Marketing and Fundraising Committee. Angela says that her first experience with Soles4Souls helped her realize that shoes were more than just about putting something on your feet.

"Shoes signify good health, dignity and joy. In some ways, they boost equity and inclusion, particularly for those who find themselves in a lower economic position than their peers. Belonging and feeling included are the fundamentals that we all crave and need. I work with a lot of nonprofits and have never been so impressed with the operational excellence that I have experienced first-hand at S4S. We—because I am a part of it all—have a commitment to making a measurable impact that is positively changing lives of one individual, family and community at a time. I believe in our mission. I believe in our leadership. I believe that the home I have found at S4S is part of my life's purpose manifest."



## SOLE SOCIETY

Sole Society is a special group of **big-hearted donors** who make an annual investment of **\$1,000 or more** to support Soles4Souls.

### \$25,000+

Rita Case  
Mohamad Hachem  
Angela Harrell  
Milledge and Patti Hart  
Becca and Buddy Teaster

### \$10,000+

Keith Alper  
Steven Barr  
Kenneth Beam  
Aaron and Jessica Belville  
Mark Denkler  
Tianne and Daniel Doyle  
Roger and Cheri Gardner  
Andrew Gray  
Mitch and Linda Hart  
Clay and Lynn Jenkins  
Tracy Khan  
Bernadette Lane  
Kenya Roberson  
William and Katita Strathmann  
Brad Thomason  
Ed Shapiro  
The Cleary Family  
Lisa and Charles Collier  
Greg and Mara Freedman  
Greg George  
Gregory Goldstein  
Cynthia Kounaris  
Mr and Mrs Jonathan Hasz  
Anne E & Bruce E Walker Charitable Foundation

### \$5,000+

Michelle Krall  
Michele and John Love  
Bernadette O'Leary  
Richard and Lisa Priest  
The Romanelli Family  
Kren and George Teren  
Thomas Turner  
Cathy and James Donnelly  
Florescue Family Foundation  
The de Vos Family Foundation  
Seth Landsberg Family Foundation

### \$2,500+

Raji Behal  
George and Laura Bellino  
Ronald and Jo Ann Belville  
Tauna Dean  
Bradley and Ashley Diener  
James and Gail Ellis  
Dan Friedman  
Craig Gibian  
Kelley Hartnett  
Kelly Hochsprung  
Sara and Jeff Kessler  
Christena Reinhard  
Elizabeth Ross  
Brandon and Julie Taylor  
Lee and Tiffany Turner

### \$1,000+

Robert and Jesse Adams-Ghee

Judy Alexander  
Elizabeth and David Allen  
Russell and Carol Atha  
Jim Baich  
Amy and Mark Bigej  
Joel Bines  
Michael and Pamela Boronski  
Arthur Bushkin  
Brenda Christmon  
Vicki Clark  
Chip and Pat Crowl  
Kaveh Daryaie  
Jeffrey and Magali Davenport  
Timothy and Paula Jo Deats  
Marcia Diane  
Anne Doolittle  
Abigail Dorow  
Brian Ehrig  
Sean Estok  
Jason Gindi  
Stewart Goldman  
Leon and Carolyn Halbur  
Viola Hallett  
Jerre Harris  
Carey Harris-Stickford  
Carol and James Henrichs  
Andrew and Cynthia Hess  
Leesa and Rick Hill  
Sara Irvani  
LaQuenta Jacobs  
William and Trisha Jordan  
Jill Keogh  
Lisa Landstein  
Janis Leafgren  
Alyson Lee  
Marco Panicia and Lisa Lesavoy

Edward Markushewski  
John and Kaye Marshall  
Jimmy and Tammy McClure  
Megan McGuire  
Logan and Simone Meeks  
Erica L. Miller  
Brian Morse  
Jake Muskat  
Mary O'Meara  
Marc and Rebecca Owen  
Scott Peng  
Cameron Pratt  
Laurel and Joseph Profita  
Steven and Allison Pryor  
Ivan Puckett  
Britta Puschendorf  
Jean-Claude and Elizabeth Saada  
Lester Sander  
Ms. Carlyn A. Sanders  
Steve Savin and Candrah Smith  
Linda Schwartz  
Twila Sheskey  
Michael Shirey  
Debra Shuwarger  
Jeffrey and Christy Singer  
Heather Smith  
Lillian Stenfeldt  
Rebecca and Mike Swan  
Col. Ambrose Szalwinski and Beverly Szalwinski  
Michael and Shelby Teaster  
Alyssa Tedesco  
Timothy Trapp  
Patricia Tulchin  
Benjamin and Kitty Wafle  
Penny Wagher

Henry Wasik  
Michael Wert  
Jessica White  
Ernst & Elfriede Frank Foundation  
Jackie Byrom and Marc Fortune

## OUR \$25,000+ FOUNDATION SUPPORTERS:

Finish Line Youth Foundation  
Sony Music Group  
Mark Wahlberg Youth Foundation  
Caleres Cares Charitable Trust  
Voya Foundation



# ENVIRONMENT, SOCIAL & CORPORATE GOVERNANCE (ESG)



As we turn shoes and clothing into opportunities for those we serve, we also create opportunities for people to unleash good in the world! People like YOU. **Our steadfast commitment to our entire ecosystem of partners is to create measurable social and environmental impact while being good stewards of the donations invested in our mission.**

## Our Sustainability Principles:

- 1. Sustainability is multi-dimensional.** We consider the social, economic, and environmental consequences in every area of our work to ensure sustainable outcomes via our partnerships, programs, and processes.
- 2. Circularity should benefit everyone.** Circularity is clearly good for the planet. It's good for people, too—but typically only those who have the economic and social standing to participate in it. At Soles4Souls, we're creating a wider circle so *everyone* can have access to a better life and a cleaner planet.
- 3. Together, we do better.** Through our global network of trusted partners, we support for-profit brands' business and ESG goals by creating takeback initiatives that maximize product use, putting their excess or unwanted inventory to good use and providing donation traceability.

**What are the results?** Together with our supporters, we directly advance 10 of the 17 UN Sustainable Development Goals. Learn more about our collective impact [here!](#)





# 4THEPLANET

The U.S. throws away 13 million tons of clothing and footwear each year<sup>[1]</sup>, which has a detrimental impact on the environment<sup>[2]</sup> that disproportionately affects people who are economically vulnerable<sup>[3]</sup>. **By extending the life of shoes and clothing that might've otherwise been prematurely discarded, Soles4Souls cares for both our planet and for people.**

Since 2006, together with our supporters and partners, we've diverted 81 million pounds of shoes and clothing from landfills in 34 countries and all 50 U.S. states and redistributed them to serve millions of people with shoes and clothing in 137 countries and all 50 U.S. states.

## This Means:

- When you donate to Soles4Souls, we reduce your shoes and clothing's CO2 impact per wear by keeping each one in use for as long as possible. For millions of pairs of used shoes that are donated every year, we're able to extend their life at least 15 months.
- We also reduce our broader community's environmental footprint by optimizing our supply chain to minimize the distance between donor, Soles4Souls and those we serve. In 2023, we expect to be able to quantify this reduction.
- We reuse 99% of the shoes and clothing donations we receive. For donations beyond use or repair, we partner with companies that turn waste into energy and other useful products.
- We recycle waste and excess packaging materials at our global facilities, along with 75% of our non-profit partners.
- We monitor our environmental footprint by measuring our carbon emissions to make data-driven decisions and pursue new, green initiatives related to infrastructure, sourcing and energy.



<sup>1,2</sup> the Environmental Protection Agency (EPA), <sup>3</sup> the United Nations Development Programme



# DIVERSITY, EQUITY AND BELONGING

**We are 4 equality, empowerment, and opportunity.**

Soles4Souls is about positively impacting the lives of the people we serve. We know that, collectively, we can change the story of someone's situation through the values of giving and serving.

We do all of this through the lens of our CORE values:

**Transparency**  
**Entrepreneurial**  
**Accountable**  
**Meaningful**

**TEAM.** And we don't just mean our staff. Our TEAM is our entire network of partner organizations, brand partners, entrepreneurs, volunteers, and vendors. And our TEAM believes that this opportunity is available to ALL people regardless of race, color, ancestry, gender, national origin, marital status, sexual orientation, religion, political affiliation, veteran status, or those differently enabled.

It is important for ALL of us to be able to bring our authentic selves to the Soles4Souls mission of turning shoes and clothing into opportunity. When everyone feels seen and heard, it brings diverse perspective that is necessary to creating lasting impact.



## SERVING OUR TEAM

- 11% increase in ethnic diversity & nationality of our team in two years
- 97% of employees feels respected and valued by their teammates and manager, and like they belong at Soles4Souls
- 60% women on leadership team

## SERVING OUR COMMUNITY

- 97% of traceable 4Opportunity jobs are created 4Women, increasing their economic power and helping 4 in 5 women assume a community leadership role
- Two-thirds of students served by 4EveryKid identified as Black/African American or Hispanic/Latino -- highlighting the bigger issue of disproportionate need in the black and brown community
- Through 4Relief efforts, we serve individuals and families living in all areas: 58% Urban, 14% Suburban and 28% Rural



## FINANCIALS

### EARNED REVENUE *(excluding in-kind donations)* *generates 70% of total revenue*

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**2020:** \$6,739,893  
**2021:** \$6,503,745  
**2022:** \$8,025,019

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 *(excluding in-kind donations)* *generates 30% of total revenue*

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**2020:** \$1,408,412  
**2021:** \$2,774,269 *\*(includes Paycheck Protection Program)*  
**2022:** \$2,924,205

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

### EARNED NET INCOME

*(excluding in-kind donations)*  
*earnings before depreciation, and amortization*

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**2020:** \$400,832  
**2021:** \$1,185,898  
*\*(2021 includes Paycheck Protection Program)*  
**2022:** \$946,948

### TOTAL NET ASSETS

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**2020:** \$31,417,873  
**2021:** \$28,935,400  
**2022:** \$29,180,322

*\*Note: Our Financials reflect our fiscal year ending June 30, 2022.*



## 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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**2020:** \$121,700,021  
**2021:** \$81,814,745  
**2022:** \$92,686,206

### TOTAL EXPENSES

*including in-kind donations*

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**2020:** \$110,231,032  
**2021:** \$84,297,218  
**2022:** \$92,441,284

### PROGRAM EXPENSES

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**2020:** \$107,775,135  
**2021:** \$81,661,367  
**2022:** \$87,937,579

### FUNDRAISING EXPENSES

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**2020:** \$1,231,169  
**2021:** \$1,290,594  
**2022:** \$2,243,400

### ADMINISTRATIVE EXPENSES

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**2020:** \$1,224,728  
**2021:** \$1,345,257  
**2022:** \$2,260,295



“

*These new shoes  
make me believe in  
myself.*

– 10 year old boy  
Bronx, NY



## BOARD OF DIRECTORS

### KEITH ALPER

Chairman and CEO, The Nitrous Effect

### RAJI BEHAL

Group Head of Partner Success US, Klarna

### AARON BELVILLE

Vice President of Corporate HR Strategy, Dollar General

### NICHOLAS C. BIRREN

Vice President, Alliance Bernstein

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Executive Vice President & Chief Product Officer, Under Armour

### ELLEN DAVIS

EVP, Business Strategy & Industry Engagement, U.S. Travel Association

### TIANNE DOYLE

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### DAN FRIEDMAN

Chief Sourcing Officer, Caleres, Inc.

### ANDY GRAY

Executive Vice President and Global Chief Commercial Officer, Footlocker, Inc.

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President, Voya Foundation

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### MICHELLE C. KRALL, ESQ.

Senior Vice President, General Counsel, Corporate Secretary & Chief Compliance Officer, Designer Brands Inc.

### ANDY LEW

CEO, St. John

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### MICHELE LOVE

Executive Consultant, Sunrise Brands

### PARKER McCRARY

Vice President at Supply Chain Solutions, Transflo

### WALTER PORTER

Principal, Deloitte Consulting

### TONY WALLER

Vice President, Constituent Relations and Racial Equity, Walmart

### STACY XIE

Director AlixPartners

### DAVID WRIGHT

Chief Commercial Officer, U.S. Soccer Federation (USSF)

## CANADA BOARD

### SANDRA DEL GAUDIO

Office Manager, Executive Assistant to COO @ ARDENE

### DONNA KOLISNYK

Director of Operations at Keen

## GOVERNANCE

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Manager, Major Accounts at Farrow

### PETE SCULLY

President & CEO at BioPed Footcare Clinics

### LISA O'KEEFE

Sr Director, Central Operations Designer Brands Canada

### CAM MUNRO

Associate VP, Operations Integration at FGL Sports LTD

## BOARD EMERITI

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COO at DBH Distributing  
Hunt Brothers Pizza

### BRIAN EHRIG

Partner, Kearney

### MILLEDGE HART

Chairman  
Drake Star Partners

### CLAY JENKINS

Principal, Clay Jenkins Collective (CJC)

### BERNADETTE LANE

Board Emerita

### MATT PRIEST

President  
Footwear Distributors and Retailers of America (FDRA)

### BILL STRATHMANN

Chief Executive Officer  
Network for Good



# ADVISORY COUNCIL

**BOB BAKER**

Retired EVP/Chief Merchandising Officer  
Variety Wholesalers Inc.

**SARAH BLOCH**

Sr. Vice President  
The NPD Group

**MATT BLONDER**

President, Global eCommerce  
Wolverine Worldwide

**SHEENA BUTLER-YOUNG**

Sr. Correspondent  
Business Of Fashion

**LAWRENCE DAYAN**

Founder  
150 Global

**JUNE DeFABIO**

Senior Director  
Consumer & Retail Group  
Alvarex & Marsal

**BRAD DIENER**

Managing Director  
Barclays Bank

**CONNIE DROGE**

SVP of Store Operations  
Dollar General

**BRIAN EHRIG**

Partner  
Kearney

**SEAN ESTOK**

Vice President Divisional District Manager  
Men's Career, Macy's

**STEWART GOLDMAN**

COO-CELS  
Chinese Laundry

**CYNTHIA KOUNARIS**

Chief Strategy Officer  
Fit For Commerce

**JAKE MUSKAT**

Vice President Sales & Digital Strategy  
Deer Stags

**KAITLIN NOE**

Sr. Analyst, Digital and Analytics  
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