

# Talking Points

**Our Mission**

Soles4Souls creates opportunity for people through shoes and clothing.

**Soles4Souls turns shoes and clothing into opportunity through our 4 programs:**

* **4Opportunity**: Soles4Souls sells and distributes shoes and clothing through our international partners to help people build small businesses.
* **4Relief**: Soles4Souls helps get new shoes and clothing to people in crisis situations, freeing up financial resources they can use toward other needs.
* **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.
* **Solutions4Good:** Through sorting, grading, recommerce, repurposing, repairing, and responsible end of life solutions, we extend the life of shoes and clothing to maximize their impact while reducing environmental waste.

**Boilerplate**

Soles4Souls creates opportunities for people through shoes and clothing. Through four key programs—4Opportunity, 4Relief, 4EveryKid, and Solutions4Good—the organization drives measurable impact across economic development, education, health, and sustainability. Since 2006, Soles4Souls has distributed more than 112 million pairs of shoes and pieces of clothing in 139 countries. Headquartered in Nashville, Tennessee, the nonprofit operates Regional Donation Centers and warehouses worldwide. For more information, visit soles4souls.org.

**Our Impact**

Together with our supporters and partners, we’ve diverted 107 million pounds out of landfills and created more than $735 million in economic impact, which is the monetary value create for the communities we serve every time shoes, clothing, or accessories are sold or distributed.

**4Opportunity**

* Entrepreneurs have been able to increase their household income by more than 200%, which equates to, on average, more than 3 times above the national poverty line and 5 times above the international poverty line.
* Nearly 90% of entrepreneurs report that their children are more regularly attending school and receiving a higher quality education.
* 1 in 4 entrepreneurs have been able to purchase a home through selling shoes, with nearly 70% saving for a home.

**4Relief**

* New shoes and clothing help individuals gain employment opportunities, with 1 in 2 returning to work and 1in 5 securing new employment.
* 4 in 5 have improved overall health and wellbeing, including less injuries, more physical movement, and improved mental health.
* More than 90% of our nonprofit partners say that our donations are crucial to their programming efforts and operations budget.

**4EveryKid**

## 80% of students report shoes were one of their biggest needs

## 93% of school partners report increase in school attendance

## 96% of students report feeling more confident

**For more impact statistics, stories, and methods, please see our latest** [**Annual Report**](https://soles4souls.org/wp-content/uploads/2023-Annual-Report_R2.pdf)**.**

# Other Useful Statistics

* The World Bank estimates that 736 million live on less than $1.90 per day. 385 million are children.[[1]](#footnote-2) Many don’t have access to a sustainable job or resources to provide for themselves. Meanwhile many simply can’t afford adequate shoes and clothing and are left vulnerable to disease. Children often don’t meet uniform requirements in order to attend school and are at risk of falling behind and unable to receive an education.
* On average, Americans throw away 70 pounds of textiles (shoes and clothing) per person, per year.[[2]](#footnote-3) That adds up to 21 billion pounds of unnecessary waste added to our landfills. The EPA estimates that only 15% of clothing and footwear in the U.S., is recycled, leaving the remaining 85% in our landfills.[[3]](#footnote-4)

1. <http://www.worldbank.org/en/understanding-poverty> [↑](#footnote-ref-2)
2. <http://weardonaterecycle.org/index.html> [↑](#footnote-ref-3)
3. <https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/textiles-material-specific-data> [↑](#footnote-ref-4)