

**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 Tobiasch

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

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.

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

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



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!



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



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.

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



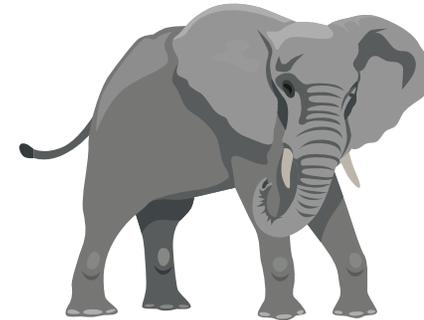
We distributed 5,455,289 pairs of shoes to people in need. **That many shoes would stretch the California coastline!**

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 

edgemine

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!

GIVE SHOES. GIVE LOVE.



TO UKRAINE.

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.



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^v** **stockX**

sage Foundation **XPO Logistics** **CAT[®]**
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[®]

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 40ppportunity 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 Davenhall
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
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Andrew and Cynthia Hess
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LaQuenta Jacobs
William and Trisha Jordan
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Lisa Landstein
Janis Leafgren
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Marco Paniccia and
Lisa Lesavoy

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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!](#)



4 THE PLANET

The U.S. throws away 13 million tons of clothing and footwear each year^[1], which has a detrimental impact on the environment^[2] that disproportionately affects people who are economically vulnerable^[3]. **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.

^{1,2} the Environmental Protection Agency (EPA), ³ 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*

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*

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

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

TOTAL NET ASSETS

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

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

TOTAL EXPENSES

including in-kind donations

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

PROGRAM EXPENSES

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

FUNDRAISING EXPENSES

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

ADMINISTRATIVE EXPENSES

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*

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Head of Research & Intelligence
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at Klarna

DEBORAH WEINSWIG

President & Founder
Coresight Research

“

*I couldn't wait to wear my
new shoes today – they
made me excited to go to
school.*

*– 9 year old girl
Nashville, TN*

SOLES4SOULS IS PROUD TO BE A TOP-RATED CHARITY



319 Martingale Dive
Old Hickory, TN 37138

Phone: (615) 391-5723

Toll Free: (866) 521-SHOE

Email: info@soles4souls.org

Visit soles4souls.org
to see how you can get involved!



@Soles4Souls | #GiveShoesGiveLove



CONTINUE OUR MISSION
DONATE TO SOLES4SOULS