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Like so many other organizations, our understanding of impact continues to evolve. Ten years ago, we mostly equated it with output: we could count shoes coming in and going out, so we did. Over the last few years, our conversations around the difference a new pair of shoes could make for school attendance or for relief after a natural disaster was mostly anecdotal. We had informal feedback on the benefits of a market-based approach to working with entrepreneurs and creating jobs. We knew we were on the right track, but it was hard to quantify.

In this latest Impact Report, however, I hope you’ll find that our focus on opportunity has led us to a richer, better supported model of impact. You’ll see much better primary data sources, more use of external data, and a third-party, newly validated economic impact model. With that underpinning our work, we can now share that, if anything, we were too cautious about the impact!

Here are a few highlights:

- We directly advance 10 of 17 of the UN’s Sustainable Development Goals
- 92% of U.S. students who receive shoes through 4EveryKid increase regular school attendance & engagement...after 1 year, 2 in 3 have improved grades
- One in 4 global entrepreneurs purchased a home from selling shoes, another 67% are currently saving towards this goal
- Sent 32 containers of new shoes and clothing to serve 242,000 Ukrainian refugees
- Extended the life of 5.2M pairs of shoes by 15+ months and 4.6M pieces of clothing & accessories

While I’m very proud that we have made such progress in verifying the impact S4S has with its partners, that pride pales in comparison to the joy of knowing how many people’s lives are demonstrably better because of the shoes, clothes, and financial support from thousands and thousands of good people just like you.

I often think about something Ginette, one of the incredible entrepreneurs we work with in Haiti, said when asked what she’d like people to know about donating shoes...“no kindness is too small.” And that’s bottom line in many ways. Millions of kindnesses, large and small, that we all weave together to create a sense of hope, of opportunity, for people in places where there’s often little of either.

Thanks for all you do to make our world a little better every day.

A LETTER FROM OUR CEO

BUDDY TEASTER
President & CEO
At Soles4Souls, we turn unwanted shoes and clothing into opportunity, by keeping them from going to waste and putting them to good use—providing relief, creating sustainable jobs, and empowering people to disrupt the cycle of poverty.
Our programs are good for the planet, and they make a positive difference in people’s economic, educational, physical, and psychosocial well-being while creating equity in our communities. Since 2006, together with our supporters, we’ve kept over 83 million pairs of shoes and pieces of clothing out of landfills, which is more than 81 million pounds of textiles put to good use instead of going to waste! Thank you!
By repurposing unwanted items and putting them to good use, we find them a new home and extend their lifespan.

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.

We've seen firsthand how societal wellbeing is inextricably connected with protecting our planet by leaving less of an impact on the environment. Which is why we believe it is imperative to address social, economic, and environmental factors in every area of our work and integrate them into our processes, programs, and partnerships.

**NO LANDFILL PROMISE**

We are able to upcycle nearly 99% of shoes we receive. In instances where the product is beyond use or repair, S4S works with third-party partners to turn this waste into energy and explore other sustainable options to close the loop.

**UNIQUE TAKE ON “CIRCULARITY”**

Every day, millions of people are socially and economically excluded from rights and opportunities, not to mention bear the brunt of the effects of climate change. At S4S, we are creating a wider circle so that everyone has access to a better life and cleaner planet.

**LOCATION, LOCATION, LOCATION**

Our warehouses are strategically situated across North America and Europe in efforts to shorten the distance between donors and those we serve, reducing our carbon footprint.

**TOGETHER, WE GO FURTHER**

In addition to having a vast network of global nonprofit organizations that create meaningful impact with a variety of products, S4S works with brand partners to create innovative takeback initiatives that create win-win opportunities to maximize product use.
ONE YEAR NUMBERS – LIFE CHANGING IMPACT

8,805,410
pounds of shoes and clothing upcycled for good

*Fun fact: That’s enough to fill 175 garbage trucks!*

$56,673,082
economic opportunity generated for these individuals and their families

289
domestic & international organization partners

14,250
pairs of shoes distributed around the world on a typical day

*Fun fact: If you laid 14,250 pairs out end-to-end, they’d span 2 miles!*

93
Our Net Promoter Score across all program areas!
Our primary objective is to disrupt the cycle of poverty. To help achieve this vision, our strategy focuses on philanthropic investments that create inclusive and sustainable solutions to turn shoes and clothing into opportunities. Learn how we’re doing it differently through our 3-pillar approach:

**SUSTAINABLE**
We believe it is imperative to address social, economic, and environmental factors in every area of our work. Integrating all three elements into our partnerships, programs, and processes ensures sustainable outcomes.

**HUMAN-CENTERED**
Effective solutions to complex problems require a deep understanding of the people and communities we serve. Together, we work hand-in-hand to design, implement, and refine our programs in a dignifying, disciplined, and evidence-based manner.

**MEASURABLE**
Measurable results give us actionable insight to help us adapt, improve, and scale our programming. We believe this is our fundamental responsibility with not only beneficiaries’ welfare, but also donors’ investments in our mission.
**SUSTAINABLE DEVELOPMENT GOALS**

The United Nations Sustainable Development Goals (SDGs) are the blueprint to tackling the world’s most pressing challenges by 2030, and aligning with these goals helps Soles4Souls drive even greater momentum and collaboration. S4S is directly advancing 10 of the 17 goals while inviting partners with aligned interests to disrupt the cycle of poverty together. Collectively, our network of more than 1,800 partner organizations are advancing all 17 SDG goals.

**OUR FOCUS AT SOLES4SOULS**

As an organization, we have aligned our programs to focus on key outcomes of 10 of the UN’s Sustainable Development Goals.

1. **No Poverty**: Eliminate extreme poverty; support livable wages for the working poor; increase social benefits; protect the poor in disaster and conflict zones.

2. **Zero Hunger**: To end hunger, achieve food security and improved nutrition and promote sustainable agriculture.

3. **Good Health and Well-Being**: To ensure healthy lives and promote well-being for all at all ages.

4. **Quality Education**: Make primary and secondary education equitable; increase literacy and skills development; increase pipeline and qualified teachers.

5. **Gender Equality**: End gender discrimination; end forced child marriage; increase inclusive leadership; secure reproductive rights; ensure pay equality.

6. **Decent Work and Economic Growth**: Accelerate job creation and entrepreneurship; promote labor rights; reduce unemployment; create opportunity for youth; increase access to banking; upgrade productivity and technology.

7. **Reduced Inequalities**: Increase income growth in all countries; ensure economic prosperity and policy-making is inclusive; make global transfer of money fair and affordable.

8. **Sustainable Cities and Communities**: Tackle homelessness, affordable housing, urban and rural planning; support disaster-affected populations; create green spaces for all.

9. **Responsible Consumption and Production**: Use natural resources smartly; reduce food waste, harmful chemicals and consumption; apply sustainable practices in industry, at home and during travel.

10. **Partnerships for the Goals**: Mobilize resources for developing countries; share technology and innovation; increase fair trade and international cooperation through partnership in all sectors.
OUR GOAL: TO CREATE $1 BILLION IN ECONOMIC IMPACT BY 2030

OUR TOTAL ECONOMIC IMPACT SINCE 2006:

$531,891,581

Economic impact is the monetary value created for the communities we serve every time shoes, clothing, or accessories are sold or distributed. In 2022, we validated our economic impact model with an external firm, Coresight Research, to ensure that our valuations are reflective of how we’re impacting those we serve in different regions across the world.
In FY22, we created jobs through:

- 4,228,660 pairs of shoes
- 2,392,432 pieces of clothing
- $42,149,432 created in economic opportunity

**4OPPORTUNITY IMPACT**

In developing countries, it’s difficult to escape poverty because long-term work is scarce. In partnership with organizations in those countries, we help people start and grow businesses that sell donated shoes and clothing.

We rely on our vetted partners in developing countries to connect us with individuals and thrift stores. Working with these organizations also ensures we supply the right shoes and clothing to small business owners—those that are in demand and, therefore, easy to sell.

Here’s more detail on the entrepreneur experience:

- **When we sell shoes and clothing directly to entrepreneurs,** they get a steady inventory of the best quality product at the lowest possible cost, increasing their competitive advantage in the marketplace. In fact, entrepreneurs in our 4Opportunity program sell their shoes 35% lower than their competitors.

- **As entrepreneurs mature in our program,** they’re able to reinvest & grow their businesses. In fact, on average entrepreneurs grow their business 1.5x every two years.

- **And yet, they don’t have to be in business long to reap the benefits.** Whether entrepreneurs have been selling shoes and clothing for ten weeks or ten years, they increase their household income around 233% on average with minimal deviation.

- **We’re no longer talking about “micro” entrepreneurs.** While we do still have a number of entrepreneurs with small businesses, especially in Haiti, one-third of entrepreneurs in our program have scaled their businesses tremendously. And as they grow, they hire more people to work for their business, multiplying the impact. This model isn’t possible for every entrepreneur, but when it is and aligns with their goals, we are committed to working with our partners to create these growth opportunities.

- **We primarily target women to join our 4Opportunity program for a multitude of gender equity-related reasons.** There is also a lot of research that shows women in developing countries reinvest their money into meeting their children’s basic needs like education, health & safety, increasing their chances of long-term disruption of poverty. 97% of the jobs created in our program are 4Women.

- **The median entrepreneur age is 37 years old.** In fact, three-quarters of entrepreneurs are in their 40s or below. Inviting young people to take charge of their livelihoods and create economic opportunities are indicative of long-term poverty reduction for themselves and their communities.

“I can reinvest my earnings, be my own boss, and make the best decisions for me.”
Thanks to supporters like you, who believe along with us, that given the opportunity, a person can change the trajectory of their lives and break the cycle of poverty. The proof is in our numbers - shoes can do just that.

98% of entrepreneurs share they have increased confidence in themselves, their ability to run a business, and inspire and care for their family and friends. 100% are more optimistic for the future.

Increased household income by 233%

Meaning the entrepreneur’s household income increased 3.5x above the national poverty line and 5x above the international poverty line!

2 months strengthened resilience by creating 2 months emergency savings

An increase in income gives entrepreneurs the opportunity to invest in themselves and their families:

87% Improved quality education and regular attendance for their children

97% Improved business skills (74% improved literacy skills)

4 in 5 assumed at least one community leadership role

92% improved family health and nutrition.

“I feel like a role model for my family.”

15+ months

By donating your gently used shoes into our 4Opportunity program, you’re increasing the lifespan of your shoes by 15+ months!

21B pounds of waste

21 billion pounds of textiles go into landfills each year - our 4Opportunity programs helps reduce that number.*

*Council for Textile Recycling

“[Selling shoes] allows me to respond to the needs of my family.”
CASE STUDY: 4OPPORTUNITY: HAITI

Expansion Accomplishments for 4Opportunity in FY22:

- Serving 500 Haitian entrepreneurs, all women
- Increased our enrollment 158% YoY
- Expanded to work in 5 regions – Cap Haitien, Montrouis, Croix-des-Bouquets (main hub), Port-au-Prince & Les Cayes
- 1 in 6 entrepreneurs trained in Street Business School business education*
- Supported new and existing entrepreneurs by shipping more product – supplied 1.5x more shoes YoY and 3.3x since 2020. Also started supplying clothing
- Haiti is now receiving more shoes than any other 4Opportunity partner or country

“I am happy because I am alive and I get my own business.”

*Soles4Souls partners with international non-profit Street Business School to provide business education curriculum to our partners and local entrepreneurs.
4Opportunity Partnerships

We are hyper focused on driving impact alongside these three core, long-time partnerships in Central America, Caribbean & Eastern Europe.

Partner Countries

Angola  Bahamas  Belize  Benin  Bolivia  Chile  Colombia  Costa Rica  Croatia  Democratic Republic of Congo  Dominican Republic  Egypt  El Salvador  France  Gabon  Ghana  Guatemala  Guinea  Haiti*  Honduras*  Hungary  Iraq  Jamaica  Jordan  Kazakhstan  Kenya  Kurdistan  Lebanon  Malawi  Moldova*  Mozambique  Nicaragua  Niger  Pakistan  Panama  Paraguay  Peru  Philippines  Poland  Romania  Russia  Spain  Tanzania  Togo  Transnistria*  Trinidad & Tobago  Turkey  Turks and Caicos  Ukraine  United Arab Emirates  United Kingdom  United States  Zambia

Since 2006, Soles4Souls has worked with 13 partners to create jobs and entrepreneurial opportunities across 53 countries and 5 continents through our 4Opportunity program. We have long-time, key partnerships with nonprofit organizations where we are focused on growing deeper within those countries (denoted to the left by *). We are also laying the foundation of new partnerships in Central America and Asia, while we continue to explore expansion opportunities in Africa. Thousands of sustainable jobs have been created through these vast supply chains, and none of that impact would’ve been possible without these partner organizations and the generosity of our donors.
**4EveryKid Impact**

More than 1.5 million children in the U.S. don’t have stable housing, and their families lack sufficient resources to meet all their basic needs. We partner with schools across the country to get new athletic shoes to children experiencing homelessness. This gives kids the opportunity to participate more fully in school, and it frees up resources their parents can then use for other necessities.

**Demographics of the students we serve:**

**RACE/ETHNICITY**
- 37% African-American or Black
- 3% American Indian or Alaskan Native
- 2% Asian or Asian American
- 25% Caucasian or White
- 31% Hispanic or Latino
- 1% Native Hawaiian or Pacific Islander
- 1% Two or More Races

**GEOGRAPHY**
- 60% Urban
- 20% Suburban
- 20% Rural

**GENDER**
- 49% Female
- 49% Male
- 1% Transgender
- <1% Non-Binary
- <1% Non-Conforming

**GRADE**
- 3% Pre-K
- 34% K-3rd grade
- 34% 4th-8th grade
- 22% 9th-12th grade
- 2% Ages 19-22

Since the launch of 4EveryKid in 2020, we’ve provided shoes to kids all over the U.S.

- 61,867 pairs of shoes
- 100 cities in the U.S.
- 103 partnerships connecting us with kids in need
EVERYKID: HEADLINE IMPACT

We believe in giving a hand up, not a hand out. Research shows that shoes not only have a physical impact on a kid’s well-being, but an emotional and psychological impact as well.

By giving a child a new pair of shoes, you’re meeting the need for comfort, but also giving them confidence, dignity, and happiness.

2 in 3 improved grades

3 in 4 school and community partners believe 4EveryKid is primarily benefiting marginalized, diverse communities

92% increased student attendance and engagement at school

3 in 4 increased participation in sports/extracurriculars

98% of students said they felt more confident in their new shoes

86% reported more body movement and play

Increased confidence for kids means:

“[These shoes] make me feel real good and make my life better.” - Student, St. Louis, MO

12% of students needed and utilized their shoes for employment

95% of school and community leaders believe that 4EveryKid is creating more access to opportunities that students wouldn’t otherwise have

Increased equity in 95% of schools and communities.

4 in 5 said they felt more equal to their peers

87% Increased agency for students and families.
CASE STUDY: 4EVERYKID

Communities in Schools of Memphis, TN

Achievement School District

There is a lot of research that shows that play is crucial to child development. Play fosters social skills, motor skills, creativity. Play is crucial to physical health and getting enough exercise. Many low income students have disproportionately less access to playtime and safe places to play. So many of our students have not been able to fully engage in play (at recess and PE, especially) due to inadequate footwear. The shoes we've received from S4S allow students to participate more fully, which is truly a matter of equity.

Achievement School District

One of our students, L, would always sit out at recess because her shoes were not comfortable and had holes in them. After receiving her new shoes, she's been actively participating in recess every day! She's getting a lot more exercise and also feeling a lot more connected to some of her classmates after spending time with them playing at recess. She especially loves climbing on the playground equipment and playing tag!
"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, Sweet Home, OR

"These shoes make me feel good and make me more comfortable when playing basketball."
- 13 year old boy, Madison, WI

"I am superman!"
- 10 year old boy, Orville, WA

"These shoes make me feel happy and they mean a lot as they show that the school and my community are looking out for me in more ways than one."
- 17 year old male, Norwalk, CA

"[These shoes] make me feel less judged, like people will [not] judge me about anything at all."
- 12 year old non-binary student, Springfield, IL

"I still matter."
- 7 year old boy, Baltimore, MD

"They make me feel powerful."
- 18 year old female, Las Vegas, NV

"It’s been a good 3 years since I’ve gotten new shoes. These are clean!"
- 14 year old male, Livingston, TN

"Very appreciated and one day I will give back to the community when I’m able to do so."
- Female student, Commerce City, CO
In FY22, we provided shoes and clothing to people in need around the world.

859,507 pairs of shoes
484,678 pieces of clothing
1,108,850 accessories like socks, bras, underwear & facemasks

**RELIEF IMPACT**

When people experience economic hardship—either chronically or because of a crisis—meeting basic needs is a challenge. Together with 1,800+ partners around the world, we get new shoes and clothing to people in crisis, freeing up financial resources they can use toward other needs.

**NEW SHOES IMPACT / SHORT TERM > MEDIUM TERM > LONG TERM OUTCOMES**

Helped 1 in 2 recipients **return to work**
Helped 1 in 5 recipients **secure new work**

4 in 5 saw improved health
(partners report a positive correlation between new shoes and reduced injuries/illnesses, increased physical activity, and improved mental health)

1 in 3 increased income
33% saw a reduction in homelessness & poverty

**NEW CLOTHING IMPACT**

4 in 5 said new coats were one of their biggest needs

2 in 3 said they didn’t have adequate clothing before receiving new clothing from Soles4Souls

91% had improved confidence after receiving a new coat
72% of new clothing recipients increased job readiness
57% of new clothing recipients increased regular school attendance

93% of our partners say that our new shoes and clothing are important to both their programming efforts and organizational budget – half wouldn’t have had the budget to purchase these goods, therefore students wouldn’t have received them without our partnership.
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.
Since 2006, we have partnered with more than 1,800 partners like nonprofits, community organizations, shelters, faith-based organizations, and relief organizations. These partnerships are essential to our mission. Join us in recognizing our 2021/2022 partners below.

New, quality shoes that are meant to uplift people are so hard to come by (and expensive). Soles4Souls enables us to support people experiencing homelessness with dignity and we couldn’t be more grateful for the partnership.

- Melody Jaramillo-Alvarado
LA Family Housing, Los Angeles, California
Uncle Zhang’s family makes a living by farming. He used to wear slippers to work and his feet were often injured. After getting the shoes, he improved the speed of his farm work, was able to plant better, increased the output, and increased his income.
SCOPE & METHODOLOGY

The FY22 Soles4Souls Impact Report celebrates the strides that our Soles4Souls community is making to create social, economic, and environmental impact around the world. Through impact measurement, we are able to:

1. **Identify** outcomes across our program areas: 4Opportunity, 4Relief, and 4EveryKid.
2. **Elevate** the voices of the people and communities we serve by informing our brand/messaging.
3. **Evaluate** the effectiveness and efficiency of our programs, which help us grow into even more impactful community partners.
4. **Embody** our organization’s core values: Transparency, Entrepreneurialism, Accountability and Meaningfulness (T.E.A.M).

The data in this report draws from a variety of primary sources including our annual 4Relief & 4EveryKid annual partner surveys, 4Opportunity annual entrepreneur surveys and 4EveryKid bi-annual student surveys. Additionally, we conduct qualitative interviews with partners and beneficiaries throughout the year. All of our data collection tools have been built with and vetted by our partner organizations.

It is also important to note:
- All education and community-based data are reported by our partner organizations*
- Any social emotional data is reported directly by those we serve
- The data reported suggest strong, positive correlations
- We use triangulation in our data analysis processes to increase validity and reliability in reporting

*Because we have a diverse network of partner organizations across the world where complex systems and solutions are measured differently, we do not standardize certain outcome indicators, like education targets including attendance, academic performance, etc. Instead, we ask partner organizations to report based on their local measurement. Soles4Souls ensures that our sample populations are representative of the total population served and then controls for as many variables as possible when calculating our weighted averages.

The outcomes of this impact report advances the belief that shoes and clothing, when put to good use, does disrupt the cycle of poverty.

We welcome your thoughts, ideas and feedback. Contact us at info@soles4souls.org.
Thank you for being part of our Soles4Souls Community! It is through our work together that we are able to disrupt the cycle of poverty around the world and in our own backyards.

SOLES4SOULS

Turning shoes and clothing into opportunity

319 Martingale Drive, Old Hickory, TN 37138
Phone: (615) 391-5723 | Toll Free: (866) 521-SHOE
Email: info@soles4souls.org

Soles4Souls holds a Platinum Star rating with GuideStar, a 4-Star rating with Charity Navigator, the Seal of Excellence by the Independent Charities of America and is recognized as a “Top-Rated Charity” by GreatNonProfits.

Highly effective charities worldwide expend no less than 75% of their funding directly to programs that fulfill their mission. Soles4Souls pushes that bar higher, achieving 97.8%.

We have a 98.9% fundraising efficiency. Soles4Souls spends less than $.02 on fundraising for every dollar we raise.

SOLES4SOULS IS PROUD TO BE A TOP-RATED CHARITY!