

**XPO**Logistics

DECEMBER 1 – 31, 2020

# **Your complete guide for XPO's season of giving in partnership with Soles4Souls**

## Introduction

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On December 1<sup>st</sup>, XPO will join in Giving Tuesday, when the world celebrates the importance of generosity by launching a global shoe drive in support of Soles4Souls, one of our charity partners.

Soles4Souls is a great organization! They work to break the cycle of poverty by putting used shoes and clothing to good use. They also fund micro-enterprises, where vulnerable people can earn a living. Their entire model is built on sustainability through recycling, which is good for the planet.

From now through December 31st, XPO colleagues are invited to collect new or lightly worn shoes for children and adults. We'll donate these shoes to Soles4Souls – and for each pair you collect, XPO will add a \$4 donation, up to a total of \$10,000. Collections boxes have been placed at several of our facilities and for those not near a collection box, there are still plenty of ways you can participate. Learn more at [soles4souls.org/xpo](https://soles4souls.org/xpo).

This guide provides all of the information you need to help us make our Season of Giving a success. Should you have any questions, please contact [kristie.luff@xpo.com](mailto:kristie.luff@xpo.com).

## Key messages

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### How to talk about XPO's Season of Giving

- On Tuesday, December 1, also known as Giving Tuesday, XPO will kick-off a month-long shoe drive concluding on December 31, 2020.
- With the help of our charitable partner Soles4Souls, we're collecting new or lightly worn shoes for people in need throughout the entire month of December.
- Soles4Souls turns unwanted shoes and clothing into opportunity, by keeping them from going to waste and putting them to good use – providing relief, creating jobs and empowering people to break from the cycle of poverty.
- Giving Tuesday is a global day of generosity. However, with this year being especially tough on people, families and communities all over the world, we wanted to extend our drive through the entire month.
- For every new or lightly worn pair of shoes donated, XPO will match each donation with a \$4 donation up to \$10,000.
- If you post a picture of your donated shoes on social media using the hashtag #XPOS4SGives, we'll increase the donation from \$4 to \$5 per pair.
- We have special collection boxes in several of our facilities. Just drop the shoes inside, and we'll take care of getting them to Soles4Souls.
- If there's no collection box where you work, you can search for a box near you, or find other ways to participate, at [soles4souls.org/xpo](https://soles4souls.org/xpo).

## Setting up collection boxes on site

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For XPO locations with collection boxes, we have identified a Giving Leader to help bring our Season of Giving to life. Follow the below instructions to get set up:

1. Confirm you have received your collection box(es) for your site
2. Line your Soles4Souls collection box with a plastic bag.
3. Print poster (see below) and hang it next to the box and in common areas.
4. If your site has digital screens, add the provided information slides to the loop.
5. Once donation bin is full, remove the plastic bag and count the total number of pairs of shoes.
6. Use the Soles4Souls donation form (see below) to track totals.
7. Once donation form is completed, please insert form into the plastic bag.
8. Insert a new plastic bag into the collection and continue to track totals throughout the month, repeating the above process.
9. At the end of the month, please send your site totals to [kristie.luff@xpo.com](mailto:kristie.luff@xpo.com)

## Donation form

All Giving Leaders will be asked to complete the below form as collection boxes are filled. For employees participating in locations without collection boxes, please include this form in your individual donation.

**SOLES4SOULS**  
Turning shoes and clothing into opportunity

**DONATION FORM**

Date: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Company: *(if affiliated with donation)* \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Check this box to receive email updates from Soles4Souls

**Please fill out the section below completely. Place copy in each box to ensure proper acknowledgement.**

<b>Gently Used Shoes</b>  Total Pairs _____	<b>Retail Partners   New Shoes</b>  # of Men's Pairs   # of Women's Pairs _____  # of Children's Pairs   # of Singles _____  Total Pairs _____	<b>Retail Partners   New Clothing</b>  Total Pieces _____
<b>Gently Used Clothing</b>  Total Pieces _____		

\*not all of our warehouses accept used clothing; please contact to confirm

**S4S INTERNAL USE ONLY**

<b>Date Received</b>	<b>Warehouse/Location</b>	<b>S4S Employee</b>
_____	_____	_____

## Sample social messages

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For every pair of shoes donated, XPO will match each donation with a \$4 donation up to \$10,000. Post with #XPOS4SGives for an additional \$1 donation. Photos and messages can be posted to Workplace, Facebook, Instagram and LinkedIn and feel free to tag @XPOLogistics and @Soles4Souls.

“This holiday season @XPOLogistics is partnering with @Soles4Souls for a month-long shoe drive. Made my donation today! #XPOS4SGives”



“A small act of kindness can make a difference for many and I’m excited to donate my shoes to @Soles4Souls as part of @XPOLogistics Season of Giving. #XPOS4SGives”



“Proud to be part of @XPOLogistics and of our partnership with @Soles4Souls to help make a difference for those in need this holiday season. #XPOS4SGives”



**XPO**Logistics



**Donate a pair** of new or lightly worn shoes



**XPO will donate** \$4 for every pair of shoes collected.



**Post a selfie** to your Facebook, Twitter or Instagram account with your donation and **use the hashtag #XPOS4SGives** for an additional \$1 donation. Feel free to tag XPO and Soles4Souls in your post!