

# 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.
* **4ThePlanet**: Soles4Souls cares for our planet and for people by extending the life of shoes and clothing that might've otherwise been prematurely discarded.

**Boilerplate**

# Soles4Souls creates opportunity through shoes and clothing. Our programs, 4Opportunity, 4Relief, 4EveryKid and 4ThePlanet, aim to make a positive difference on the planet and in people's economic, educational, physical, and psychosocial well-being. Since 2006, more than 107 million pairs of shoes and pieces of clothing have helped create opportunities for people in all 50 US states and 139 countries. Soles4Souls is headquartered in Nashville, Tennessee, with Regional Donation Centers and warehouse locations around the world. Visit [soles4souls.org](https://www.soles4souls.org/) for more information.

**Our Impact**

Together with our supporters and partners, we’ve gotten 107 million pairs of shoes and pieces of clothing to people in 139 countries and all 50 US states since 2006. To date, we have been able to create more than $698 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**

* Our partners report that more than 90% of students increased school attendance and engagement, and over time, 2 in 3 improved their grades.
* 98% of students say they feel more confident after receiving their shoes, and 4 in 5 felt more equal to their peers.
* 3 in 4 students increased their participation in sports and other extracurricular activities.

**4ThePlanet**

* The life of a used pair of shoes is extended by at least 15 months, on average.
* We've diverted 103 million pounds (46.7 million kilos) of shoes and clothing from landfills.

**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)