

# SOLES4SOULS

Turning shoes and clothing into opportunity

## Talking Points and Statistics

### Mission Statement

Soles4Souls creates sustainable jobs and provides relief through the distribution of shoes and clothing around the world.

### Turning Shoes and Clothing into Opportunity

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 jobs and empowering people to break the cycle of poverty.

### Why Shoes and Clothing?

Something as simple as a pair of shoes can make a big difference.

- **Sustainability** - By putting unwanted shoes and clothing to good use, textiles are kept out of landfills.
- **Health** - Shoes and clothes prevent injuries and illnesses, and they provide dignity to people in need.
- **Opportunity** - Micro-entrepreneurs sell shoes and clothing to build businesses and support their families.

### Our Work

We focus on three main program areas to fulfill our mission:

- **Free Distribution** - We distribute new shoes and clothing, donated by our corporate partners, to people in need in the US and around the world.
- **Micro-enterprise** - We help hard-working entrepreneurs build their own small businesses selling donated shoes and clothing.
- **Global Experiences** - Traveling with Soles4Souls is an amazing opportunity to discover new cultures and meet amazing people, and travelers get to see first-hand how our micro-enterprise program works and play a hands-on role in distributing new shoes to people in need.

### Our Impact

Since 2006, our supporters and partners have kept over 53 million pairs of shoes from going to waste, and we've distributed them in 127 countries and all 50 US states.

## **Our Goal:**

To create \$1 Billion in economic impact by 2030.

### **Boilerplate**

Soles4Souls disrupts the cycle of poverty by creating sustainable jobs and providing relief through the distribution of shoes and clothing around the world. Headquartered in Nashville, Tennessee, the organization repurposes product to supply its micro-enterprise, disaster relief and direct assistance programs. Since 2006, we have distributed more than 53 million pairs of shoes in 127 countries and generated over \$250 million in economic impact. A non-profit social enterprise, Soles4Souls earns more than 70% of its income and commits 100% of donations to programs. Visit [soles4souls.org](http://soles4souls.org) for more information.

### **Did you know?**

- Since 2006, Soles4Souls has distributed more than 53 million pairs of new and gently-worn shoes in 127 countries around the world to help provide relief and create economic opportunities.
- Soles4Souls has kept more than 53 million pounds of shoes and clothing out of landfills.
- We work directly with over 1,200 domestic and international non-profits to distribute free shoes and clothing to people in need and in times of disaster.
- The World Bank estimates that 736 million live on less than \$1.90 per day. 385 million are children.<sup>1</sup> 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.<sup>2</sup> 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.<sup>3</sup>
- In many developing countries, walking is a primary mode of transportation. Each day

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<sup>1</sup> <http://www.worldbank.org/en/understanding-poverty>

<sup>2</sup> <http://weardonaterecycle.org/index.html>

<sup>3</sup> <https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/textiles-material-specific-data>

millions face the dangers of cuts, fungus, contaminated soil and insect bites that lead to infection, disease, amputation and death. Providing safe, sturdy shoes could help end this cycle.

- In the United States, 12.7% of the population lives below the poverty line according to the U.S. Census Bureau's 2016 estimates.<sup>4</sup> When we can help provide a pair of shoes, we're helping bridge the economic gap. For these families, a new pair of shoes provides dignity and hope.

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<sup>4</sup> <https://www.census.gov/library/publications/2017/demo/p60-259.html>