

# SOLES4SOULS CANADA

## Talking Points and Statistics

### Mission Statement

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

### Turning Shoes and Clothing into Opportunity

At Soles4Souls Canada, 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

- **Providing Relief** – Whether it's disaster relief or providing shoes to homeless children, we distribute new shoes and clothing to people in need around the world.
- **Fighting Poverty** - We help people in developing countries launch and sustain their own small businesses selling donated shoes and clothing.
- **Protecting the Planet** – By repurposing unwanted items and putting them to good use, we keep them out of landfills and extend their lifespan.

### Our Goal:

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

## **Boilerplate**

Soles4Souls Canada, a division of Soles4Souls, Inc., 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 51 million pairs of shoes in 129 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.

## **Stats**

- Since 2006, Soles4Souls has distributed more than 51 million pairs of new and gently-worn shoes in 129 countries around the world to help provide relief and create economic opportunities.
- Soles4Souls has kept more than 51 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 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>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>

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