



## Talking Points

### Who We Are

When people lack the resources to get through today, it's difficult for them to focus on tomorrow. Soles4Souls Canada turns shoes and clothing into opportunities for education and employment so they can have a more hopeful future.

### Soles4Souls Canada turns shoes and clothing into opportunity. Our programs are:

1. **4Opportunity:** Soles4Souls Canada sells and distributes shoes and clothing through our international partners to help people build small businesses.
2. **4Relief:** Soles4Souls Canada helps get new shoes and clothing to people in crisis situations, freeing up financial resources they can use toward other needs.
3. **4ThePlanet:** Soles4Souls Canada cares for our planet and for people by extending the life of shoes and clothing that might've otherwise been prematurely discarded.

### Boilerplate

Soles4Souls Canada turns shoes and clothing into educational and economic opportunities. Our programs, 4Opportunity and 4Relief aim to make a positive difference on the planet and in people's economic, educational, physical, and psychosocial well-being. Together with our supporters, more than 2.1 million pairs of shoes and pieces of clothing have helped create opportunities for people across the world. Soles4Souls Canada is headquartered in Toronto, Ontario. Visit [soles4soulscanada.org](https://soles4soulscanada.org) for more information.

### Our Impact

#### 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 1 in 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.

#### **4ThePlanet**

- The life of a used pair of shoes is extended by at least 15 months, on average.
- We've diverted nearly 2.3 million pounds of shoes and clothing from landfills, to date.