

SOLES4SOULS
CANADA

ANNUAL REPORT

2023



soles4soulscanada.org



It is an honor to share our 2023 results with you for Soles4Souls Canada! On every metric that matters...our financial performance, our reach, our team and board, and most importantly, our impact...we've been able to serve more people in more ways than ever before, with your help.

Our mission is rooted in repurposing shoes and clothes to create economic, health, educational, service, and environmental opportunities for all the amazing people we work with. To put that in perspective, in **2023** we:

- distributed **258,938** pairs of shoes
- distributed **382,858** pieces of apparel and accessories
- diverted **233,646 kilograms** of textiles from landfills
- worked with **dozens** of companies
- engaged with **hundreds** of volunteers

And in that time, generated **more than \$3 million CAD** in economic impact. We're proud of what we've accomplished together and are profoundly grateful.

One of the most exciting developments this past year was the start of our 4EveryKid program in Canada, which provides new, branded athletic shoes to kids in underserved communities. Through feedback from our partners, we know these shoes make a meaningful difference in how kids feel, show up, and

attend school. We have a long way to go, but we are more committed more than ever to growing this program across Canada.

Our 4Opportunity program, which creates economic opportunities for entrepreneurs and jobs in low income countries like Haiti, Dominican Republic, Honduras, Guatemala, Moldova, Ukraine, and the Philippines, continues to expand. In the coming year, we expect to have at least one new country in South America. In the next 2-3 years, we hope to find the right partner somewhere in Africa. We do this work with amazing partners on the ground who are committed to serving those in their communities, allowing the whole ecosystem to flourish. The results are **life-changing** and we couldn't be prouder of the way commerce and compassion come together to make the world a better place.

Thanks for all the support and encouragement you have been to Soles4Souls Canada and our work together. It's only because so many of **you** have invested time and energy in taking action that any of this is possible.

A handwritten signature in blue ink that reads "Bryan Forbes". The signature is written in a cursive, flowing style.

OUR MISSION

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

Our programs

4Opportunity: Soles4Souls Canada sells and distributes shoes and clothing through our international partners to help people build small businesses.

4Relief: Soles4Souls Canada helps get new shoes and clothing to people in crisis situations, freeing up financial resources they can use toward other needs.

4EveryKid: Soles4Souls Canada provides new shoes to children in underserved communities across Canada.

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



2023 IMPACT

By The Numbers

Soles4Souls Canada partners with generous individuals, brands, and corporations to donate new and used shoes, clothing and accessories for people in need all over the world.

2023 Impact by the Numbers:

258,938

Pairs of shoes

382,858

Pieces of clothing

233,646 kgs

diverted from landfills

\$3,000,000 CAD

Economic Impact

Which is the money that stays in the pockets of the people and communities we serve when they receive shoes, clothing and other goods.



4RELIEF



Soles4Souls Canada helps get new shoes and clothing to people in crisis, freeing up financial resources they can use toward other needs.

Donated product is provided to those who need it most, helping people live healthier, happier lives.

One of the recipients has been going through some difficult years. He was so happy that he ran around the parking lot. He said that the last time he had new shoes was 7 years ago and his feet always hurt.

4Relief Partner Petersborough Lions Club

4OPPORTUNITY



Soles4Souls Canada sells and distributes shoes and clothing through our international partners to help people build small businesses.

Creating opportunity through **2.1 MILLION** pairs of new and gently used shoes and articles of clothing to date.

Prior to selling shoes through Soles4Souls, I was unable to care for my family. One pair can help me send my kids to school, help feed my family, and bring joy to my kids and husband. I, and other women like myself, have been able to regain control of our lives.

Ginette, Haitian Entrepreneur.

4EVERYKID



Soles4Souls Canada provides brand new shoes to kids in underserved communities, eliminating a barrier to educational and extracurricular opportunities

To date, we have served nearly **2,000 kids** by providing new shoes

My feet will stay dry and warm and my family doesn't have to worry about finding the money to buy some!

10 year old girl, Toronto

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.

Donating your shoes and clothing reduces their CO2 impact per wear by extending their life at least **15 months**. To date, we've diverted **1 MILLION KILOGRAMS** of textile out of Canada landfills.

Donating shoes and clothing is a sustainable way to give them new life, divert them from landfills, and create economic opportunities to people across the world. Something as simple as reaching into your own closet can make a difference.

Cam Munro, Chief of Staff Sporting Life Group

OUR NORTH STAR: **\$18.1 MILLION** IN ECONOMIC IMPACT

ESG

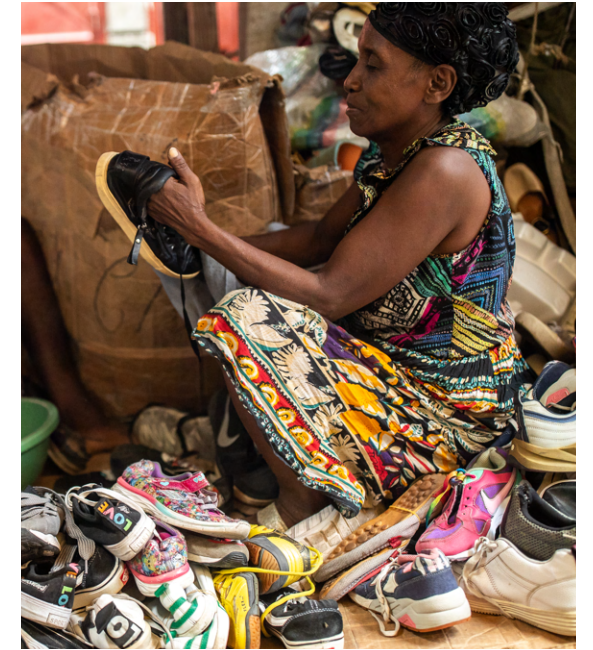
Environment, Social & Corporate Governance

As we turn shoes and clothing into opportunities for those we serve, we also create opportunities for people to unleash good in the world! People like YOU. Our steadfast commitment to our entire ecosystem of partners is to create measurable social and environmental impact while being good stewards of the donations invested in our mission.

Our Sustainability Principles:

- 1. Sustainability is multi-dimensional.** We consider the social, economic, and environmental consequences in every area of our work to ensure sustainable outcomes via our partnerships, programs, and processes.
- 2. Circularity should benefit everyone.** Circularity is clearly good for the planet. It's good for people, too—but typically only those who have the economic and social standing to participate in it. At Soles4Souls Canada, we're creating a wider circle so everyone can have access to a better life and a cleaner planet.
- 3. Together, we do better.** Through our global network of trusted partners, we support for-profit brands' business and ESG goals by creating takeback initiatives that maximize product use, putting their excess or unwanted inventory to good use and providing donation traceability.

What are the results? Together with our supporters, we directly advance 10 of the 17 UN Sustainable Development Goals.



CORPORATE PARTNERS

Corporate Partnerships

From shoe and retail brands, to banks, grocery stores, fitness centers, tech, and more, Soles4Souls Canada works with partners across all kinds of industries. Here are a few highlights from some of our corporate partners this year.



ARDENE

bioped

DSW

THE SHOE
COMPANY



SPORT CHEK

TechStyle

DECKERS
— BRANDS —

TOTAL REVENUE *(excluding in-kind donations)*

2021: \$493,548

2022: \$527,128

2023: \$446,892

Soles4Souls Canada is a nonprofit, global social enterprise earning revenue through the sale of used and new shoes and clothes to micro-entrepreneurs and international partners in developing nations.

TOTAL EXPENSES *(excluding in-kind donations)*

2021: \$320,502

2022: \$368,020

2023: \$477,608

Generous financial donations are made annually by thousands of individuals, foundations, and corporate cause marketing campaigns – all to help Soles4Souls Canada provide shoes and clothing to those in need in the U.S. and around the world. **Every member of the Soles4Souls Canada Board of Directors contributes financially.**



Canada Board Members

Cam Munro

VP Business Development, Sporting Life Group

Donna Kolisnyk

Director of Operations, Keen

Lisa O'Keefe

Sr. Director, Central Operations & Asset Protection, Designer Brands Canada

Maha Hussain

Manager, People and Culture BioPed Footcare Clinics

Pete Scully

President & CEO BioPed Footcare Clinics

Sandra Del Gaudio

Office Manager / Executive Assistant to COO, Ardene

Kerry Rasmussen

Director of Community Connections
Variety - the Children's Charity of Alberta



WE HAVE 100% BOARD GIVING

THANK YOU

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Email: info@soles4soulscanada.org

Visit Soles4SoulsCanada.org to see how you can get involved!



[@Soles4SoulsCanada](https://www.instagram.com/Soles4SoulsCanada) | [#GiveShoesGiveLove](https://www.tiktok.com/hashtag/GiveShoesGiveLove)

CANADA 

