

A woman with her hair in a ponytail, wearing a dark t-shirt with a logo that says '1994' and blue shorts, is standing in a large room filled with a massive pile of shoes. She is looking down at a pair of shoes she is holding. The room has concrete walls and a floor covered in shoes of various styles and colors. The lighting is somewhat dim, with a bright spot on the wall behind her.

# SOLES 4 SOULS CANADA



Creating **opportunities**  
for people through  
**shoes and clothing.**



## Our Mission

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

### Our Vision

Break the Cycle of Poverty

## 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

# 4Opportunity

In low-income countries, it's difficult to escape poverty because long-term work is scarce.

Working with our international partners, our 4Opportunity program helps people step out of poverty and reach their true potential.



*"Selling shoes gives me the opportunity to help my children and encourage others"*

– Marie Therese Les Cayes, Haiti

# 4Opportunity

## How it works:

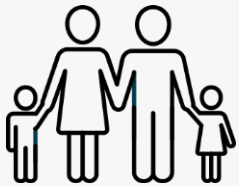
- New and gently used shoes and clothes are donated from individuals, volunteer drives, retailers, and manufacturers.
- The shoes and clothing are sorted and transported to vetted organizations in low-income countries, and they purchase the shoes for a nominal fee.
- Our international partners provide training and support to people who are starting small businesses selling shoes within their local communities.
- Selling shoes generates income needed to lift themselves and their families out of poverty.



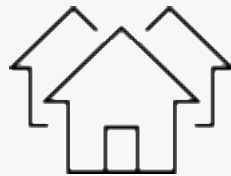
# 4Opportunity: Impact

Thanks to supporters like you, who believe along with us, that given the opportunity, a person can change the trajectory of their lives and break the cycle of poverty. The proof is in our numbers – shoes can do just that.

98% of entrepreneurs share they have increased confidence in themselves, their ability to run a business, and inspire and care for their family and friends. 100% are more optimistic for the future.



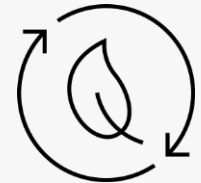
Increased household income by **233%**



**1 in 4** entrepreneurs purchased their home through selling S4S Canada shoes.



**87%** Improved quality education and regular attendance for their children.



By donating your gently used shoes, you're increasing the lifespan of your shoes by **15+ months!**

# 40opportunity: Countries



# 4Relief

When people experience economic hardship – either chronically or because of a crisis – meeting basic needs is a challenge.

Together with 250 partners in Canada, **we provide new shoes and clothing to people experiencing crisis.** This includes Ukrainian refugees, those impacted by disasters, and people experiencing homelessness.





# 4Relief

## How it works:

- Retailers and manufacturers donate new shoes and clothing to Soles4Souls Canada.
- We receive, process, and sort the shoes and clothing and prepare them for distribution.
- We partner with nonprofit and community organizations such as shelters, veteran services, and relief organizations to distribute shoes and clothing to people within their community experiencing a crisis.



# 4Relief: Impact

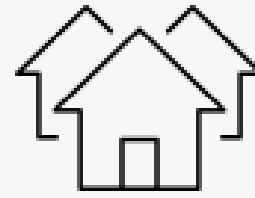
## New shoes impact:



**4 in 5** saw improved health



**2 in 3** said they didn't have adequate clothing before receiving new clothing from **Soles4Souls Canada**



**33%** saw a reduction in homelessness and poverty



Help **1 in 2** recipients **return to work**



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 Peterborough Lions Club



# 4EveryKid

## How it works:

S4S Canada partners with local organizations across Canada to get new athletic shoes to kids in underserved communities, eliminating a barrier to educational and extracurricular opportunities.

**More than 1 in 8 children are living in poverty in Canada.**

## Disproportionate Impact

Communities of color, indigenous, and LGBTQ are much more likely to experience homelessness.



*"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**

# 4EveryKid: Impact

We believe in giving a hand up, not a handout. Research shows that shoes not only have a physical impact on a kid's well-being, but an emotional and psychological impact as well.

By giving a child a new pair of shoes, you're meeting the need for comfort, but also giving them confidence, dignity, and happiness.



**2 in 3** improved grades.

**3 in 4** increased participation in sports/extracurriculars.



**98%** of students said they **felt more confident** in their new shoes.



**12%** of students needed and utilized their shoes for employment.



**4 in 5** said they feel more equal to their peers.

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

New shoes **provide confidence, hope, and dignity** for a child in need.

# 4ThePlanet

Soles4Souls Canada cares for our planet and for people by extending the life of shoes and clothing that might have otherwise been prematurely discarded.

Our 3 P's of Sustainability:

**People:** We believe in a hand up, not hand out approach to our work.

**Planet:** We want to reduce the carbon footprint from point A to point B.

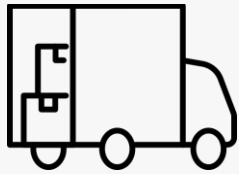
**Product:** We extend the life of a pair of shoes or piece of clothing, diverting from landfills and providing opportunity through these items.



# 4thePlanet: Impact

By repurposing unwanted items and putting them to good use, we find them a new home and extend their lifespan.

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.



## Divert from Landfills

We are able to repurpose nearly **99%** of shoes we receive.



## Unique take on "Circularity"

At S4S Canada, we are creating a wider circle so that everyone has access to a better life and cleaner planet.



## Location, Location, Location

Our warehouses are strategically situated across Canada, US, Europe and Asia in efforts to reduce our carbon footprint.



## Together, we go further

S4S Canada works with brand partners to create innovative takeback initiatives that create win-win opportunities to maximize product use.



Soles4Souls Canada is building a coalition of supporters who are passionate about creating opportunities for children, families, and communities in Canada and around the world.

**Will you join us?**





adidas



DSW  
DESIGNER SHOE WAREHOUSE®



KEEN



allbirds



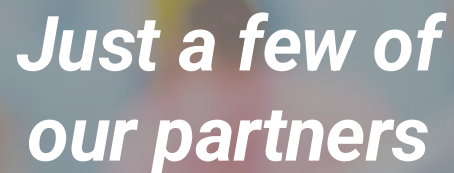
bioped



new balance



ARDENE



Just a few of  
our partners



SPORTING LIFE



SPORTCHEK



ebay



Foot Locker



Timberland



DECKERS  
— BRANDS —



INDUSTRA



the shoe co.



A young boy with a joyful expression is the central focus, wearing a blue hoodie with a white and orange horse logo. He is holding a green object in his hands. The background is a warehouse or storage area with blue metal shelving units filled with stacks of red shoe boxes, many of which have the New Balance logo. The lighting is bright and even.

**SOLES4  
SOULS  
CANADA**

**Thank you**