

SOLES4SOULS
CANADA

ANNUAL REPORT

2024

soles4soulscanada.org





It is a privilege to talk about the work that we do at Soles4Souls Canada. Our annual report is a time when we take a step back and distill a year of interactions, relationships, struggles, successes, and growth into a few pages.

Our first core value is **transparency**, so let's start with the numbers. We are proud of the discipline we bring to the "how" as we create opportunities for people through shoes and clothing. That shows up in kilos, pairs, pieces, and people and we have continued to increase all of those, as you will see in this report.

Another of our values is **accountability**. Being clear about the quantitative aspect of Soles4Souls Canada is one way we show our team, our board, our supporters, our donors, and those we serve that we are getting the results they have invested in.

Our third value is **entrepreneurial** and it is key to how we approach our work. How we serve more people, more effectively, and as efficiently as possible are questions we ask ourselves every day. Working around the world with people and partners who are entrepreneurs, not as a choice but out of necessity, inspires us every day. That DNA transfer shows up in our results and the relentless focus on our fourth value...meaningful.

Making sure the work we do is **meaningful** is the only reason the other three values matter. Whether it's helping a woman find her

footing as a small business owner who can take care of her family, or being there with winter coats, new shoes, and the basics of socks and underwear after a natural disaster, we have to be clear that what we're doing matters to those we serve. The stories of the people behind these few lines are profound, bringing tears of frustration, joy, and relief to their eyes and ours every day.

If you've made it this far in the letter, you're in. All I can ask is that you, like me, like our team, like our board, like our partners, donors, volunteers, and travelers, look for more ways to get engaged. The need grows every day and we're grateful for every dollar, kilo, piece, and pair that we can turn into opportunity for those we serve.

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.



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.

Impact by the numbers, to-date:

3.2 million

Pairs of shoes and pieces of clothing

1.49 million

Kilos diverted from landfills

128,000

Volunteer hours served

\$23 Million

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.

Through our Canadian 4Relief program alone, in 2024 we have provided **4,826 pairs** of new shoes and **458 pieces** of new clothing.

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.

Through our 4Opportunity program alone, in 2024 we have provided **443,470 pairs** of shoes and **118,612 pieces** of clothing.

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

We have served nearly **2,000 students** with new shoes through 4EveryKid Canada since the program began.

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

SOLUTIONS4GOOD



Soles4Souls Canada provides brands with solutions to recover value, manage surplus and unsellable inventory responsibly, achieve circularity goals, and strengthen their social and environmental leadership.

To date, we've diverted **1.49 Million kilos** of textile out of 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

ESG

Environment, Social & Corporate Governance

At Soles4Souls Canada, we turn shoes and clothing into opportunities, supporting those we serve and creating avenues for people like YOU to make a positive impact in the world. Our unwavering commitment to our ecosystem of partners is to deliver measurable social and environmental benefits while responsibly managing the donations entrusted to our mission.

Our Sustainability Principles:

- 1. Sustainability is multi-dimensional.** We integrate social, economic, and environmental considerations into every aspect of our work, ensuring sustainable outcomes through our partnerships, programs, and processes.
- 2. Circularity should benefit everyone.** While circularity is inherently good for the planet, it often excludes those without the means to participate. At Soles4Souls Canada, we're widening the circle — creating opportunities for everyone to access a better life and contribute to a cleaner planet.
- 3. Together, we do better.** Through our global network of trusted partners, we help for-profit brands achieve their business and ESG goals. By implementing take-back initiatives, we maximize the lifecycle of products, repurpose excess or unwanted inventory, and ensure traceability for donations.

The Results. Together with our supporters, we directly advance 10 of the 17 UN Sustainable Development Goals.



Footwear and Apparel Partners

Footwear and apparel brands are the backbone of our programs. They donate their excess product, create cause marketing fundraising campaigns, get their employees involved, and so much more. Here are a few of our biggest supporters in 2024:



DECKERS
— BRANDS —

adidas

CROCS inc.
crocs | HEY DUDE

NIKE

VF

DSW®

vessi

the shoe co.

WOLVERINE | WW
worldwide

bioped

SPORT CHEK

allbirds

new balance

KEEN

SPORTING life

tapestry

La CANADIENNE

Salt Water®

CALERES
EST + 1878

ARDENE

TechStyle

Foot Locker

CORPORATE PARTNERS

Community Partnerships & Non-Footwear Organizations

From shoe and retail brands, to banks, grocery stores, fitness centers, tech, and more, Soles4Souls Canada works with partners across all kinds of industries. They donate their excess product, create cause marketing fundraising campaigns, get their employees involved, and so much more. Here are a few of our biggest supporters in 2024:



TOTAL REVENUE *(excluding in-kind donations)*

2021: \$493,548

2022: \$527,128

2023: \$446,892

2024: \$1,212,986

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

2024: \$553,186

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 Canada and around the world. **Every member of the Soles4Souls Canada Board of Directors contributes financially.**



2024 Canada Board of Directors

Mike Chahenian

Director of Sales, Retail Vertical, Purolator

Maha Hussain

Manager, People and Culture, BioPed Footcare Clinics

Garo Keresteci

Founding Partner, FUSE Create

Donna Kolisnyk

Director of Operations, Keen

Cam Munro

Chief of Staff, Sporting Life Group

Sandra Del Gaudio

Office Manager / Executive Assistant to COO, Ardene

Pete Scully

President & CEO, BioPed Footcare Clinics

WE HAVE 100% BOARD GIVING

BOARD INSIGHTS

Cam Munro - "My time with Soles4Souls has reinforced in me that small actions can make a big difference. Your ability to change someone's life for the better can be as easy as reaching into your closet and passing on a pair of shoes. The more people that know about Soles4Souls in Canada the more people we can help."

Donna Kolisnyk - "Being part of Soles4Souls Canada over the past five years has been incredibly fulfilling—witnessing how something as simple as a pair of shoes can create opportunity, restore dignity, and spark hope around the world continues to inspire me every day."

Garo Keresteci - "I've had the privilege of serving on several high-profile not-for-profit boards in Canada. All represent very worthy causes that touch my heart. I will say however that the level of engagement, care and the professionalism of the Soles4Souls Canada organization is a step above. It's serious work, but when you do it with really good, fun and smart people who are laser focused on the cause, it's truly a joy."

THANK YOU

SOLES4SOULS CANADA

Email: info@soles4soulsCanada.org

Visit **[Soles4SoulsCanada.org](https://soles4soulsCanada.org)** to see how you can get involved!



@Soles4SoulsCanada | #GiveShoesGiveLove

MISSISSAUGA

