



SOLES4SOULS
CANADA

SUSTAINABILITY WITH A SOUL



THE GROWTH OF CSR

Corporate Social Responsibility: *The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families, as well as of the local community and workforce at large.*

- In 2015, all UN Member States adopted the 2030 Agenda for Sustainable Development, underpinned by **17 Sustainable Development Goals**; these objectives serve as a foundation for defining broader corporate impact
- In 2016, H&M, Kering, Nike, and PVH joined forces to found the **Global Fashion Agenda**, an organization with the vision of making sustainability fashion's first priority
- The **August 2019 Business Roundtable Statement** elevated stakeholder interests to the same level as shareholders' interests
- Network-based operating models have shifted the connections driving business success and **encouraged companies to engage a broader set of stakeholders: their community, politicians, suppliers, and the media**
- In response, companies have begun to implement more comprehensive approaches to driving environment and social outcomes, such as: impact investing, shared value, inclusive capitalism and the triple bottom line approach
- In 2018, **86% of companies in the S&P 500 published ESG reports**

“[A]s divisions continue to deepen, companies must demonstrate their commitment to the countries, regions, and communities where they operate.” – Larry Fink, BlackRock



THE IMPACT OF CSR

WELL MANAGED CSR TRANSLATES INTO IMPROVED OUTCOMES.



FOR CONSUMERS

More than 50% of consumers would choose more sustainable brands over non-sustainable alternatives.



FOR INVESTORS

More than 80% of mainstream investors now consider 'ESG' – environmental, social and governance – information when making investment decisions²



FOR COMPANIES

Firms on the World's Most Ethical Companies list have **outperformed the S&P 500 by an average of 7.3%** since 2007 in terms of shareholder return¹

More than 2,000 studies have examined the impact of ESG¹ on equity returns, and **63% found positive results**



FOR EMPLOYEES

50% of employees between ages 20-35 prefer to work for companies they identify as sustainable



GIVE SHOES. GIVE LOVE.

**People living in poverty want a better life,
but many lack opportunity.**

At Soles4Souls, 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.





WORKING WORLDWIDE TO PROVIDE OPPORTUNITY





OUR IMPACT: 53,711,645

Since 2006, Soles4Souls has distributed more than 53 million pairs of shoes to 129 countries and all 50 U.S. states.

53711645



Your donation of 53,711,645 pairs of shoes helps save approximately **1,611,349,350 pounds** of carbon dioxide emissions released when new shoes are manufactured, and keeps **67,139,556.25 pounds** of textiles out of landfills.



Your shoes are processed at one of our 11 facilities, and then packaged and shipped overseas.



One of our international partners buys your shoes and resells them to a local micro-entrepreneur, who can resell them to earn a living.



In countries like Haiti and Honduras, **53,711,645** pairs of shoes can provide a full year of food, shelter, and education for **76,731** families.



CONSUMERS WANT CHANGE

did you know?

Consumers are willing to spend up to 20% more on environmentally sound products and services.

did you know?

83% of millennials believe it's important to buy from a sustainable company.

did you know?

Over 50% of consumers admitted that a company's environmental practices influence their buying decision.

THE MICRO PROCESS

Soles4Souls provides people living in poverty in developing nations the opportunity to start and sustain small businesses selling shoes.

Repurposed shoes act as a resource to help entrepreneurs generate income to provide for themselves and their families.





MICRO-ENTERPRISE STEP BY STEP

How new and gently-used shoes and clothes turn into powerful resources to fight poverty.

New and gently used shoes and clothes are donated from individuals, volunteer drives, retailers and manufacturers.

Donated items are sent to Soles4Souls for processing and sold to non-profit partners in developing nations.

The shoes and clothes are sold to entrepreneurs and helps them start small businesses to generate a sustainable income.

The income generated from selling shoes and clothes provides food, shelter and education for hard-working entrepreneurs.



THE FREE-DISTRIBUTION PROCESS

Working with more than 1,200 nonprofit partners, we distribute new shoes and clothing to people in need across the US and around the world.

Our recipients include schools, disaster relief, homeless shelters, medical & hospital staff, and more.

We also distribute new shoes internationally through our Global Experiences program. We work with our partners on the ground to distribute to impoverished communities.





FREE DISTRIBUTION STEP BY STEP

How new shoes and clothes help provide health, relief, and dignity.

Soles4Souls procures new product donations from retailers and manufacturers.

Product is sent to Soles4Souls for processing then sorted and made ready for distribution.

We work with nonprofit partners, such as shelters, churches and relief organizations to distribute shoes and clothing.

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



Lean into the human side of sustainability to engage your customers, employees, and shareholders.

When you partner with Soles4Souls, we'll help you humanize sustainability and tell stories of transformation around one or more of our main program areas:

POVERTY



GENDER



PLANET



POVERTY

SDG #1: END POVERTY IN ALL ITS FORMS EVERYWHERE

Transforming poverty into progress

Our micro-enterprise program empowers people to escape poverty, and we also distribute new shoes that enable kids to thrive in school.

MEET GINETTE.

After the earthquake in 2010, Ginette, her husband and 4 boys were displaced and living in a small makeshift shed. “It was extremely difficult. My kids had a tough time going to school and my husband was unable to work for a very long time,” she said. After starting her own business selling shoes, she now owns a home and sends all of her boys to school. “Ever since getting into the shoe program, I have been able to really assist my family and provide for them. It brings me joy when I see what I’ve been able to accomplish,” she says.



A woman with dark skin and hair pulled back is sitting in front of a large, reddish-brown wooden door. The door has a repeating diamond-shaped pattern. She is wearing a white sleeveless top with a colorful floral pattern in orange, black, and green. She is holding a pair of blue sneakers and some papers. The ground in front of her is dirt with some scattered bricks.

Prior to the shoes coming, I was unable to take care of my family.

FOOTLOCKER

Footwear is one of the biggest needs for homeless children, and Foot Locker, Inc. stepped up to help us meet this challenge. Their donation of 19,000 pairs of shoes, equating to a \$1.5 million value, helped launch our 4EveryKid initiative, with the goal of providing new athletic shoes to every one of the 1.5 million kids in the U.S. experiencing homelessness. They also started a product initiative dubbed “Collaboraid,” aiming to aid communities through exclusive collaborations with industry-leading designers and brands. To celebrate its launch, they donated \$250,000 to Soles4Souls to facilitate the distribution of its footwear donation and put additional pairs of shoes on the feet of even more kids in need.



DSW

For a company that's used to primarily running through its brick and mortar, having to quickly adjust to stores closing due to Covid-19 was something DSW had never experienced before. However, with many companies struggling on how to shift operations, DSW was able to respond quickly by being one of the first retailers to offer curbside pickups for orders and returns. **But perhaps the most important work DSW has done during this time was partnering with Reebok and Camuto group to donate 100,000 new shoes and 50,000 new socks to Soles4Souls to distribute to those in need- specifically, frontline workers in hospitals.** DSW has found countless ways to not only keep used shoes out of landfills, by hosting Soles4Souls donation boxes in stores, but also by supporting free distributions of shoes to people who need them all around the country.



MACY'S

Clothes4Souls partners with Macy's through their annual Buy One, Give One "Share the Warmth" campaign.

To date, Macy's partnership with Clothes4Souls has resulted in a total of **290,000 brand new coats distributed nationwide** since 2013, with a retail value of more than \$11.6 million.



GENDER

SDG #5: ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

Transforming the lives of women

We support female entrepreneurs with financial empowerment and access to business education.



MEET MARIE-ANGE.

Before 2013, Marie-Ange was having to take in money from loan sharks to be able to support her family. Once she started selling shoes, her business grew to the point where she no longer had to borrow money. From the profit she has made, she was able to buy land and has built a house for her 8 family members. “When you support women in Haiti, you support an entire family, and even more people. I’m able to help my friends... if they have an emergency. Now I can help my daughter, my grandkids.” Because of the shoe business, Marie-Ange says not only her family, but extended family and community have benefited from her success.



THIRDLOVE

Third Love believes every woman deserves to feel comfortable and confident. ThirdLove is proud to work with Soles4Souls to help people make powerful life changes. “If our bras could not be the perfect fit for you, we are so happy to know that they can be a major support for someone else.”

Through brands like Third Love, we support employment of 350 people in the region of Transnistria, Moldova. The donations received from ThirdLove help fund initiatives at Heart4Orphans, for example, sponsoring orphaned children in foster homes, the support of teen graduations from orphanages, and employing women formerly trafficked.



PLANET

SDG #12: ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

Transforming waste into opportunity

By repurposing unwanted textiles and putting them to good use, we keep them out of landfills and extend their lifespan.

BRIDGESTONE + INDOSOLE

Bridgestone Indonesia and Soles4Souls Asia will work with partner Indosole to manufacture shoes that will be distributed to people in need around the world and/or sold through various outlets. The goal is to convert 40,000 tires into ~400,000 pairs of shoes by the end of 2022, diverting these end-of-life tires from landfills and putting them to good use. The partnership will give these Bridgestone tires a new lease of life as soles for shoes, helping drive toward a circular economy that eliminates waste through the continual use of resources. Additionally, Bridgestone Indonesia is donating \$60,000 to assist Soles4Souls Asia in their global relief efforts to expand the project.



VF CORPORATION

We can't stop people from outgrowing their clothes, wearing through them, or deciding that it's time for something new. However, we can help to ensure that worn clothes don't end up in landfills. Our Clothes the Loop program encourages people to drop off unwanted clothing and footwear at North Face retail stores. Recycling used apparel and footwear. The items dropped in collection bins are sent to Soles 4 Souls.

Clothes the Loop stems from VF's commitment to reduce the environmental impact of our products at all stages of their life cycle, including extending the life of apparel and footwear to keep it out of landfills. Since inception, people have brought in more than 95,000 pounds of clothing and footwear.





SOLES4SOULS PROGRAMS

Throughout the year, Soles4Souls markets customized programs that are geared toward gender equality, ending poverty, sustainability, providing relief, and more.



How can your company benefit from a partnership with Soles4Souls Canada?





PARTNER WITH US

DONATE INVENTORY

Alleviate excess inventory and promote sustainability.



EMPLOYEE ENGAGEMENT

Encourage employees to get involved through shoe drives or matching donations.



CAUSE MARKETING

Let the world know you're making a difference. Invite your customers to round up their payment to donate to S4S.



CUSTOM CAMPAIGNS

Work with S4S to create a campaign unique to your business.

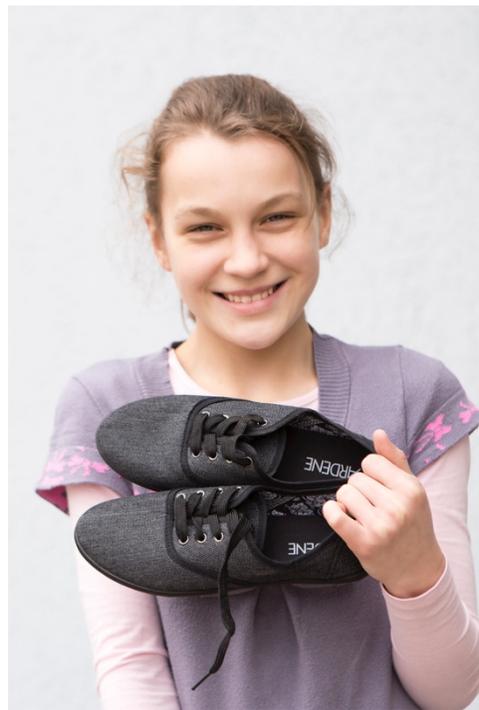




MARKETING CAPABILITIES

Soles4Souls Canada has partnered with companies like Bioped, Ardene, DSW, Footlocker, and more to create content and custom campaigns featuring video, photography, and storytelling.

Together, we can create content that is unique to your brand.



How to donate your shoes
and clothing—and ship
them for free!

Zappos^{for}
good

SOLES4
SOULS



*Just a few of
our partners*





MEASURING YOUR IMPACT

ENVIRONMENTAL IMPACT

71,887,551 pounds of textiles
kept out of landfills



ECONOMIC IMPACT

\$475,219,499



HUMAN IMPACT

102,697 families
helped for a full year





SOLES 4 SOULS
CANADA

THANK YOU!

Questions? Contact: mariap@soles4souls.org | Follow us on social: @Soles4SoulsCanada

