

NOE TO TO 2021

FIND YOUR

SHOES

A NEW PAIR OF

FEET



SALS
SHOES

THANK YOU

FOR YOUR INTEREST IN JOINING OUR

TOE TO TOE

SCHOOL SHOES INITIATIVE 2021



Sal's Shoes was set up to collect and distribute pre-loved shoes to children. The initial vision provided the dream and subsequently we have now distributed over 2,000,000 pairs of children's shoes in 49 countries around the world, including within the UK.

Our consignments have provided many children with a pair of shoes for the very first time. As a small charity, often the only obstacle to what we can achieve is financial and we welcome any fundraising effort. With your support, we will be able to reach more children.

This year we will be opening two Sal's Shoes stores in the UK. Children visiting the stores via referral, will be able to retain their sense of dignity and enjoy the experience of shoe 'shopping' and trying on different footwear without their families having to pay for their Sal's Shoes.

They'll also be encouraged to return their Sal's Shoes to the store once they have outgrown them, if they remain not outworn, so that they can continue finding new feet.

WHY SHOES?

Many young people tend to outgrow their shoes before they outwear them. Shoes are relatively difficult to recycle because of all the different components they are made up of . . . so we find them new feet.

In lots of countries around the world, the education system is free to access, but school uniform is mandatory. This means if you can't afford a pair of shoes, you cannot go to school.

In the UK, many children start the new school year with a new pair of school shoes and this made us realise something important. What if those soon to be outgrown shoes were donated at the end of the summer term so that we could find them new pairs of feet?

In July 2016, we piloted Toe to Toe with The Hayes Primary School. Pupils chose to place their shoes on their desks at the end of the last day of the term, and left school barefoot. 300 pairs of Sal's Shoes were donated.

The following year, over 600 schools across the UK and several schools in other countries, participated in Toe to Toe. Over 175,000 pairs of Sal's Shoes were donated.

Supported by



HOW CAN YOU HELP

Lots of schools choose to host Sal's Shoes collections in the same way as the very first Toe to Toe at The Hayes Primary School in 2016. If you do this, we'd love to receive photographs of your pupils leaving school barefoot and their shoes left in their classrooms. These can also be shared on social media using #toe2toe.

Please send your images to us via our email toe2toe@salsshoes.com or via direct message on our Facebook or Instagram page. If you'd prefer us not to share these images on our own social media channels please just let us know.

We appreciate that leaving shoes on desks isn't suitable for every school, so you might instead prefer a centrally located Sal's Shoes tub or box for donations to be left in.

**IF WE ALL WORK TOGETHER,
WE CAN MAKE A MUCH BIGGER
DIFFERENCE, MUCH QUICKER.**

FUNDRAISING

As a relatively small charity in monetary terms, we spend our limited funds on sending your shoes to their new owners . . . sometimes as far as 10,000 miles away. For this reason, we ask for a minimum donation of £1/pair.

We also need schools to fund the cost of delivery of their haul of Sal's Shoes to our HQ in Kent. Some schools ask their pupils, parents and carers to contribute the £1/pair donation, and then host a cake sale to cover the cost of sending us your shoes via post or courier. Shoes can also be dropped off at our warehouse.

Your school may choose to host a Sal's Own Shoes day (SOS) for a monetary donation to fund the carriage when pupils can come into school in their favourite pair of shoes for the day. We've attached an SOS poster.



SHOE SORTING

As we need your shoes to be rubber banded in pairs and sorted according to our packing templates, some schools may assign shoe sorters (PTA members or older pupils) to check shoes are clean and rubber banded in pairs.

We ask that your Sal's Shoes be outgrown but not outworn, have laces if they need them, have no holes in soles and be presentable enough to set off straight to their new owners (often a wet cloth wipe over will suffice).



 Albania	 Malawi
 Bali	 Mexico
 Benin	 Myanmar
 Bosnia & Herzegovina	 Namibia
 Brazil	 Nicaragua
 Burkina Faso	 Nigeria
 Cambodia	 Nepal
 Côte d'Ivoire	 Pakistan
 Cuba	 Palestine
 Cyprus	 Romania
 Democratic Republic of Congo	 Saint Vincent & the Grenadines
 Ethiopia	 Sierra Leone
 France	 Somalia
 Ghana	 South Africa
 Greece	 Sri Lanka
 India	 Syria
 Iraq	 Tanzania
 Italy	 The Gambia
 Jordan	 UK
 Kenya	 Uganda
 Laos	 Ukraine
 Lebanon	 Zambia
 Liberia	 Zimbabwe



IN THE CLASSROOM

Our information pack includes a host of resources you may choose to use in your classrooms in the run up to the end of the summer term.



WHAT TO DO NOW

Once you have digested the contents of this pack, understood the various commitments we require you to undertake please can you confirm your school's participation in Toe2Toe by emailing us a contact name, email address, your school's name, postal address and the number of pupils to toe2toe@salsshoes.com. We are delighted to be supported by Banner who send all registered schools rubber bands to pair their shoes.



OUR THANK YOU

All schools will receive a certificate of thanks for their donations which you can proudly display for all to see.

We'll also let you know where all your shoe donations have been sent to find their new feet. Where possible, we'll share photos of the shoes being distributed and of school shoes going back to school.

PLAN YOUR FUNDRAISER TO COVER THE COST OF DELIVERING YOUR SAL'S SHOES TO US

We can accept delivery of your Sal's Shoes toe2toe collections throughout the year.



PLAN WHO WILL BE RESPONSIBLE

Decide who will be responsible for collecting, cleaning, rubber banding, packing and labelling, counting and delivering your Sal's Shoes.

PACKING YOUR SAL'S SHOES

You will need:

- ☐ Black permanent marker pens
- ☐ Packing tape
- ☐ Scissors
- ☐ Multiple copies of the Sal's Shoes Box Contents sheet
- ☐ A Sal's Shoes Itemised Boxes template sheet and a pen
- ☐ One-person manageable cardboard boxes (many supermarkets give these away for free)

Banner will send you rubber bands in the run up to your collection.

Please ensure for stacking and storage purposes that we receive your shoes in boxes and not bags and that your boxes are packed to capacity as much as possible.

We have included an example of a completed box contents sheet in this pack. The following need to be packed in separate boxes for boys and girls.

Black leather school shoes

Summer footwear – e.g. crocs, flip flops, open shoes, canvas shoes

Trainers

Winter footwear – e.g. snow boots, wellington boots, weatherproof boots and shoes



YOUR TOE2TOE COLLECTIONS

CAN BE POSTED TO / DROPPED OFF AT / COURIERED TO:

SAL'S SHOES, EASISTORE, ENTERPRISE WAY, KENT. TN8 6HF

For those dropping off, opening times are:

Monday	7am - 6pm
Tuesday	7am - 6pm
Wednesday	7am - 6pm
Thursday	7am - 6pm
Friday	7am - 6pm
Saturday	8am - 5pm
Sunday	10am - 3pm

Please be aware that whilst we are not on site at all times, the staff on reception at Easistore will accept your delivery on our behalf. If you are bringing along a cheque in an envelope, please ensure it is in a separate, sealed, addressed envelope and left with the staff on reception. Please do not leave cash donations at reception.

Please ensure all your boxes have the name of your school completed on the box contents sheet attached, and that your itemised boxes sheet has been emailed to toe2toe@salsshoes.com with your school name as the subject by the day we receive your shoes.

The £1/pair monetary donation and any surplus from the fundraising to cover your carriage costs can be transferred online via our website, paid via PayPal. Please use the name of your school as a reference and ensure we receive your monetary donation by the same day as your delivery of shoes. If you are donating via cheque, please make out the cheque to Sal's Shoes and send it in a separate envelope to the above address (please do not send any cash or cheque donations inside your boxes).

For schools participating in Northern Ireland, your collections can be delivered to:

SAL'S SHOES, DENIS WILSON OF GLENNAVY LTD, 160 MOIRA ROAD, GLENNAVY, CRUMLIN, CO ANTRIM. BT29 4LR

Monday	8:30am - 5:30pm
Tuesday	8:30am - 5:30pm
Wednesday	8:30am - 5:30pm
Thursday	8:30am - 8:30pm
Friday	8:30am - 5:30pm
Saturday	8:30am - 5:30pm
Sunday	9:00am - 1:00pm

For schools participating in Cyprus and Dubai or wishing to participate in other countries, please email toe2toe@salsshoes.com with your country as the subject to find out your address for delivery.



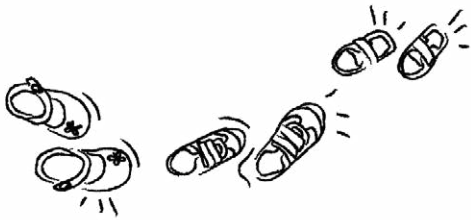
YOU HAVE BRAINS IN YOUR HEAD. YOU HAVE FEET IN YOUR SHOES. YOU CAN STEER YOURSELF ANY DIRECTION YOU CHOOSE.

- DR. SEUSS

Sal's Shoes is a registered charity in England and Wales. Registered Charity Number: 1171670
All images provided by Sal's Shoes. Logo by rsl.creative.com and information pack by Bulletproof.
Templates by Source It Out – Copyright remains with respective owners.

Please fold & tuck securely into your pair of shoes or the rubber band holding them together

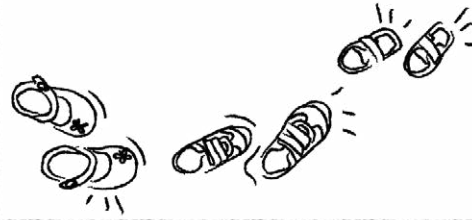
A message to the new
owner of my shoes



SAL'S
SHOES

Please fold & tuck securely into your pair of shoes or the rubber band holding them together

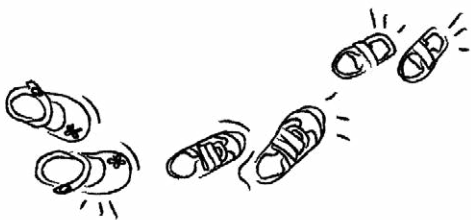
A message to the new
owner of my shoes



SAL'S
SHOES

Please fold & tuck securely into your pair of shoes or the rubber band holding them together

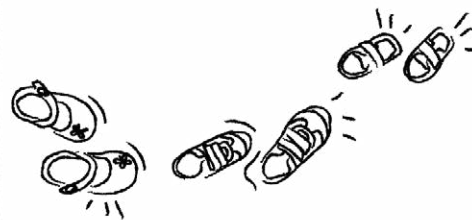
A message to the new
owner of my shoes



SAL'S
SHOES

Please fold & tuck securely into your pair of shoes or the rubber band holding them together

A message to the new
owner of my shoes



SAL'S
SHOES



SOS

SAL'S OWN SHOES DAY

FEET IN SHOES ARE PROTECTED FEET. FEET PROTECTED FROM INJURY AND INFECTION

Kids tend to outgrow their shoes before they outwear them, so **Sal's Shoes** finds them new feet. In 6 years over **2,000,000** pairs of Sal's Shoes have started walking again in **49** countries around the world. **SAL'S OWN SHOES** day is a day to raise awareness about what Sal's Shoes does and to raise money to help get more outgrown shoes to their new feet.

£1 will enable us to give **1 child** the gift of shoes

You can wear your own shoes to school, just remember:

- Shoes must be appropriate for school
- Please bring a **£1** donation on the day

ON _____

will be holding a

SAL'S OWN SHOES DAY



@SALSSH0ES1



@SALSSH0ES



@SALS_SHOES

www.SALSSH0ES.COM

Design a poster for Sal's Shoes

First Name: _____

Select your age group: 3-5 ☐ 6-8 ☐ 9-11 ☐

SAL'S OWN SHOES DAY

www.salsshoes.com

Design your own
pair of boots...



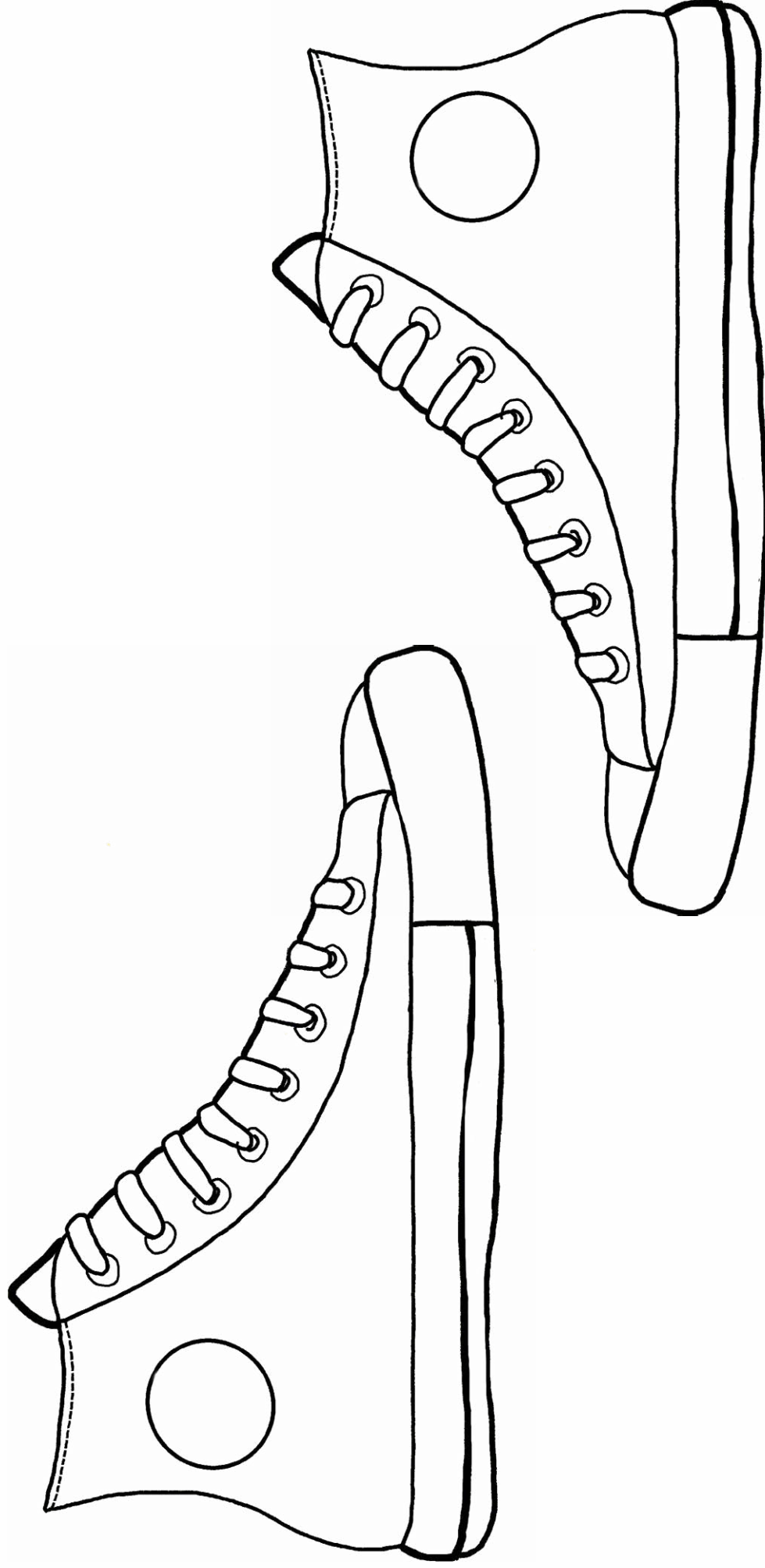
First Name: _____

Select your age group: 3-5 ☐ 6-8 ☐ 9-11 ☐

SAL'S OWN SHOES DAY

www.salsshoes.com

Design your own pair of shoes...



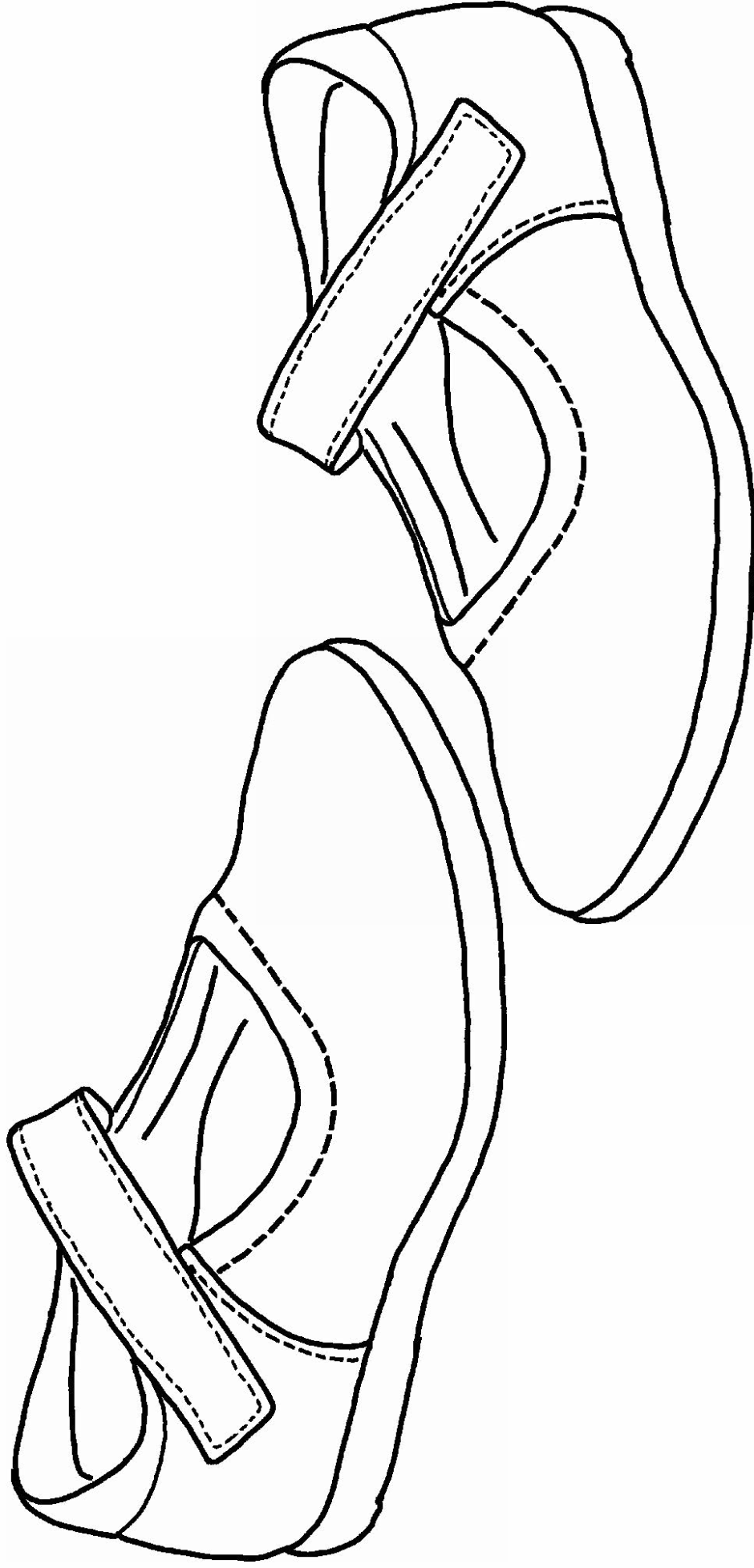
First Name: _____

Select your age group: 3-5 ☐ 6-8 ☐ 9-11 ☐

SAL'S OWN SHOES DAY

www.salsshoes.com

Design your own pair of shoes...



First Name: _____

Select your age group: 3-5 ☐ 6-8 ☐ 9-11 ☐

SAL'S OWN SHOES DAY

www.salsshoes.com

Design your own pair of trainers...



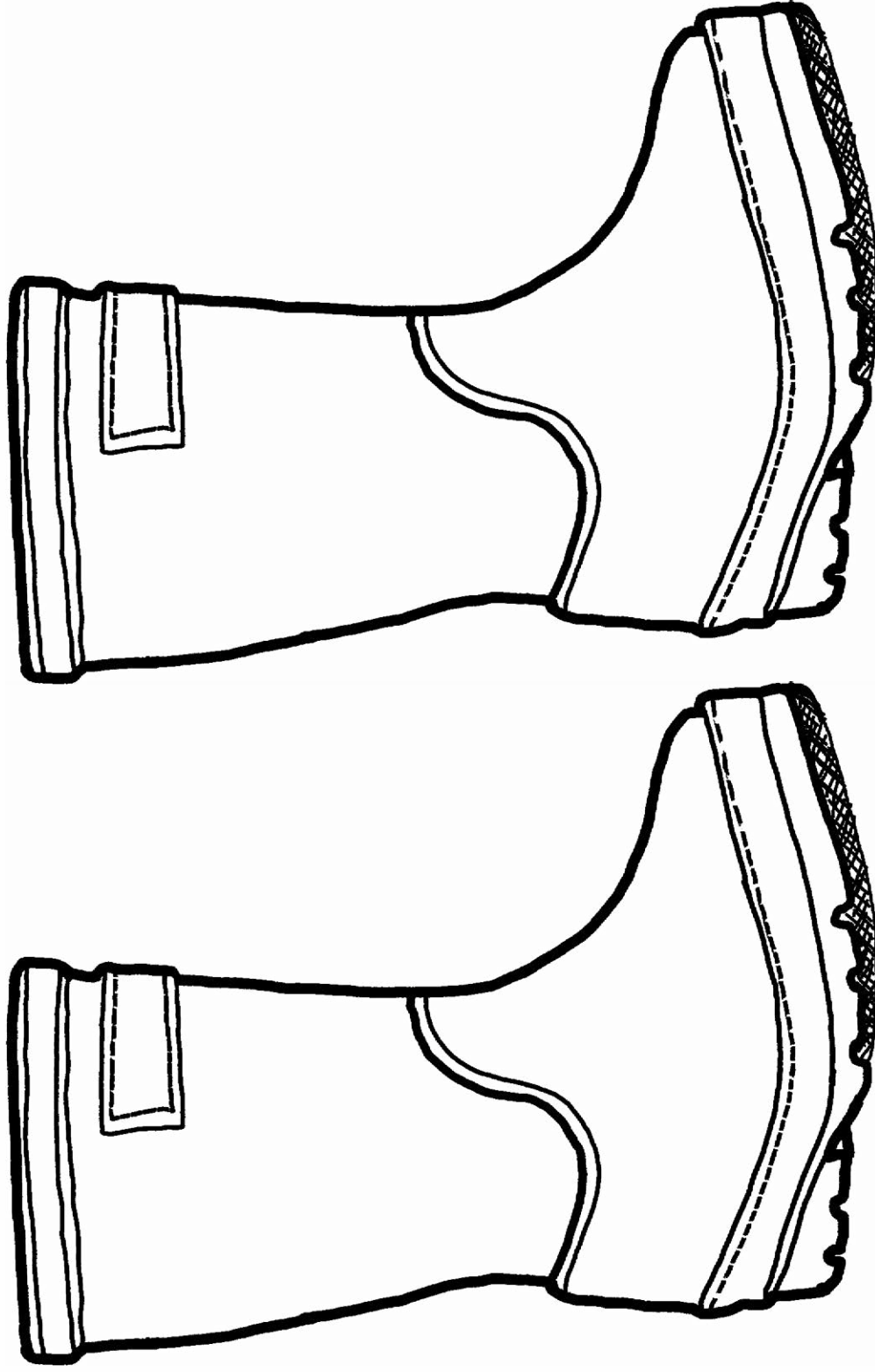
First Name: _____

Select your age group: 3-5 ☐ 6-8 ☐ 9-11 ☐

SAL'S OWN SHOES DAY

www.salsshoes.com

Design your own pair of wellies...



First Name: _____

Select your age group: 3-5 ☐ 6-8 ☐ 9-11 ☐

SAL'S OWN SHOES DAY

www.salsshoes.com

Why are shoes so important?

First Name: _____

Select your age group: 3-5 ☐ 6-8 ☐ 9-11 ☐

SAL'S OWN SHOES DAY

www.salsshoes.com



Summer footwear 0-5 yrs packed as boys/girls together

winter footwear 0-5 yrs packed as boys/girls together

Slippers packed as boys/girls together

Football boots packed as boys/girls together

School shoes black leather

Canvas shoes e.g. Converse

Sandals e.g. Crocs, flip flops, open shoes

Trainers

winter footwear e.g. snow boots, wellington boots, leather waterproof boots

Party shoes e.g. glittery shoes, very strappy shoes, impractical shoes, non-black leather

Example of box contents

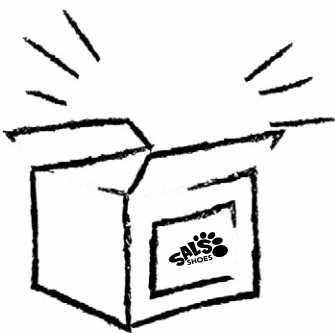
Each box must have one of these securely attached on the outside.


If your box contents include a variety of different types of shoes [to ensure a packed to capacity box], please detail as much as possible on this sheet.

Don't forget to write the name of your school on top of each box contents sheet

Box number 1		Number of pairs 24
Boys		
winter footwear		

Name of school:



Box number		Number of pairs



Name of school: _____

Date of delivery to Sal's Shoes: _____

Funds Raised: _____ [cheque/online transfer/paypal]

Box Number	Girls/ Boys	Number of pairs in box	Type of Shoes	Further details
EXAMPLE	B	24	Trainers	
	B/G	45	Summer	0-5 yrs
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Total number of pairs: _____

Please ensure that this completed list of your itemised boxes is **emailed** to us at toe2toe@salsshoes.com with the name of your school as the subject by the day we receive your delivery of Sal's Shoes.