

TOE TO 2022

FIND YOUR

SHOES

A NEW PAIR OF

FEET



SAL'S
SHOES

THANK YOU

FOR YOUR INTEREST IN JOINING OUR

TOE TO TOE

SCHOOL SHOES INITIATIVE 2022

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 2.75 million pairs of children's shoes in 54 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.

Last year we opened three Sal's Shoes stores in the UK. Children visiting the stores via referral are 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.



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 650 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



salsshoes.com

[f/salsshoes1](https://www.facebook.com/salsshoes1)

[@salsshoes](https://www.instagram.com/salsshoes)

[@sals_shoes](https://www.twitter.com/sals_shoes)

info@salsshoes.com

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	 Lebanon
 Bali	 Liberia
 Benin	 Malawi
 Belgium	 Mexico
 Bosnia & Herzegovina	 Myanmar
 Brazil	 Namibia
 Burkina Faso	 Nicaragua
 Cambodia	 Nigeria
 Cameroon	 Nepal
 Côte d'Ivoire	 Pakistan
 Cuba	 Palestine
 Cyprus	 Romania
 Democratic Republic of Congo	 Sierra Leone
 Djibouti	 Somalia
 Ethiopia	 South Africa
 France	 South Sudan
 Ghana	 Sri Lanka
 Greece	 St Vincent & the Grenadines
 Haiti	 Syria
 Honduras	 Tanzania
 India	 The Gambia
 Iraq	 U.K.
 Italy	 Uganda
 Jamaica	 Ukraine
 Jordan	 Zambia
 Kenya	 Zanzibar
 Laos	 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.



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)
- ☐ Rubber bands

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 or 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
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HOW YOU CAN HELP...

DONATE SHOES: We collect ALL types of children's shoes in all sizes so long as the adult sizes are still child appropriate and practical footwear (no heels please!)



Have your children, or you, grown out of any shoes that still have plenty of wear left in them? Could you donate these so that they can find their next pair of feet?



The £1/pair monetary donation we ask for pays for the journey the shoes go on to find their new feet.



DONATE TO OUR SCHOOL SHOES FUND: This allows us to buy school children in need, here in the UK, a new pair of school shoes.



Could you make a monetary donation to help give a child in need an extra spring in their step?



IN KIND DONATIONS: we work with lots of retailers and manufacturers to save end of line stock, and shoes with cosmetic flaws, from landfill.



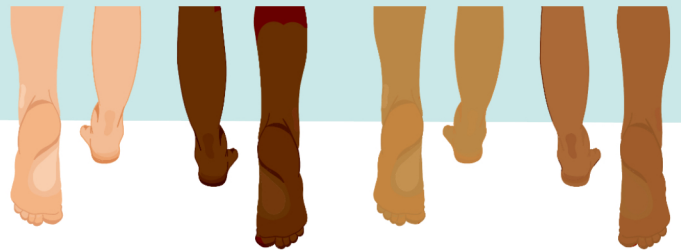
Could your company donate end of line stock, or shoes manufactured with a cosmetic flaw to protect children's feet from injury and infection?



TAKE PART IN TOE TO TOE-OUR END OF THE ACADEMIC YEAR SCHOOL SHOES DRIVE: if school shoes are likely to be outworn over our long school holidays, we can find them new feet and get them back into education.



Could your school join the hundreds of others that take part in this campaign each year?



VOLUNTEER: All of the shoes we receive are sorted, itemised and packed by volunteers before being sent off to find their new feet.



Could you give us your time, or organise a team away day? We have a core team of volunteers, and also host visiting groups of volunteers and companies utilising charity days.

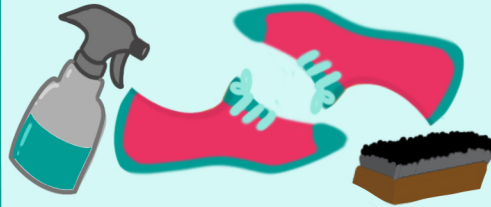


HOW YOUR SHOES FIND NEW FEET

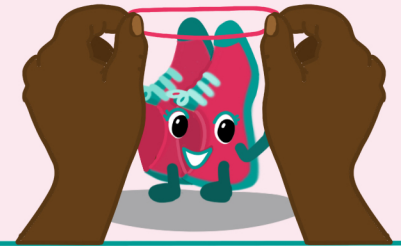
YOU OUTGROW YOUR SHOES BUT THERE'S STILL LOTS OF WEAR LEFT IN THEM.



SO YOU GIVE THEM A QUICK CLEAN AND MAKE SURE THEY'VE GOT LACES IF THEY NEED THEM.



THEN YOU PAIR THEM TOGETHER WITH A RUBBER BAND.



POP THEM IN THE POST (OR ORGANISE A COURIER IF YOU'VE GOT LOTS OF PAIRS).



DONATE £1 FOR EVERY PAIR YOU SEND TO US.



WE ACCEPT DONATIONS THROUGH OUR WEBSITE, PAYPAL OR BANK TRANSFER.

EACH POUND FUNDS THE NEXT JOURNEY YOUR SHOES WILL GO ON TO FIND THEIR NEW PAIR OF FEET.



SHOES ARRIVE WITH US AND OUR VOLUNTEERS SORT THEM ALL OUT AT OUR WAREHOUSE.



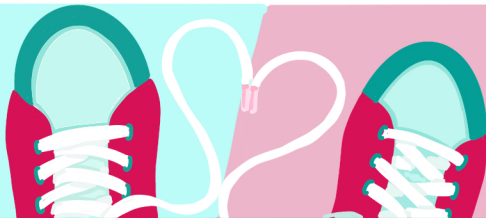
THEN YOUR SHOES SET OFF ON A JOURNEY TO FIND THEIR NEXT OWNER.



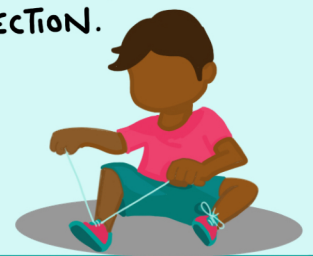
WE KNOW WHERE EVERY SINGLE PAIR STARTS WALKING AGAIN, THEY GO TO ALL SORTS OF PLACES IN THE UK AND AROUND THE WORLD.



IN THE UK, YOUR SAL'S SHOES FIND THEIR NEW FEET AT ALL SORTS OF PLACES INCLUDING SCHOOLS, SOUP KITCHENS, HOMELESS SHELTERS, DOMESTIC VIOLENCE REFUGES, ASYLUM SEEKER AND REFUGEE CENTRES AND THROUGH SOCIAL WORKERS.



WE DO WHAT WE DO BECAUSE FEET IN SHOES ARE FEET PROTECTED FROM INJURY AND INFECTION.



YOUR DIFFERENT TYPES OF SHOES MEAN WE CAN HELP PEOPLE IN DIFFERENT WAYS: GOING TO SCHOOL, PLAYING FOOTBALL, PROTECTING FEET FROM THE SUN, THE RAIN AND THE COLD, DANCING FEET AND RUNNING FEET JUST TO NAME A FEW.

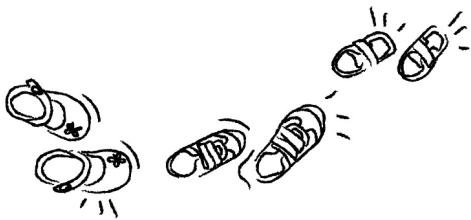


CAN YOU HELP US PROTECT MORE FEET?



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

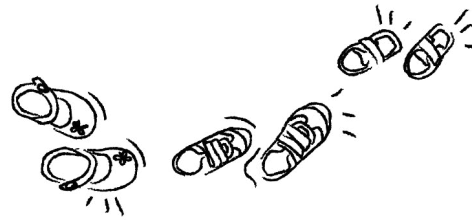
A message to the new
owner of my shoes



SAL'S
SHOES

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

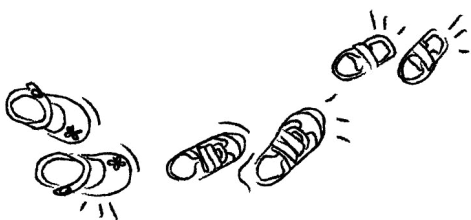
A message to the new
owner of my shoes



SAL'S
SHOES

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

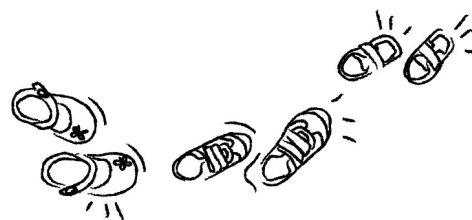
A message to the new
owner of my shoes



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 **8 years** over **2,750,000** pairs of Sal's Shoes have started walking again in **54** 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 _____

your school will be holding a

**SAL'S OWN
SHOES DAY**

PLEASE follow us on social media to keep up-to-date on what we are up to...



@SALSSHOES1



@SALSSHOES



@SALS_SHOES

www.SALSSHOES.COM



Design a poster for Sal's Shoes

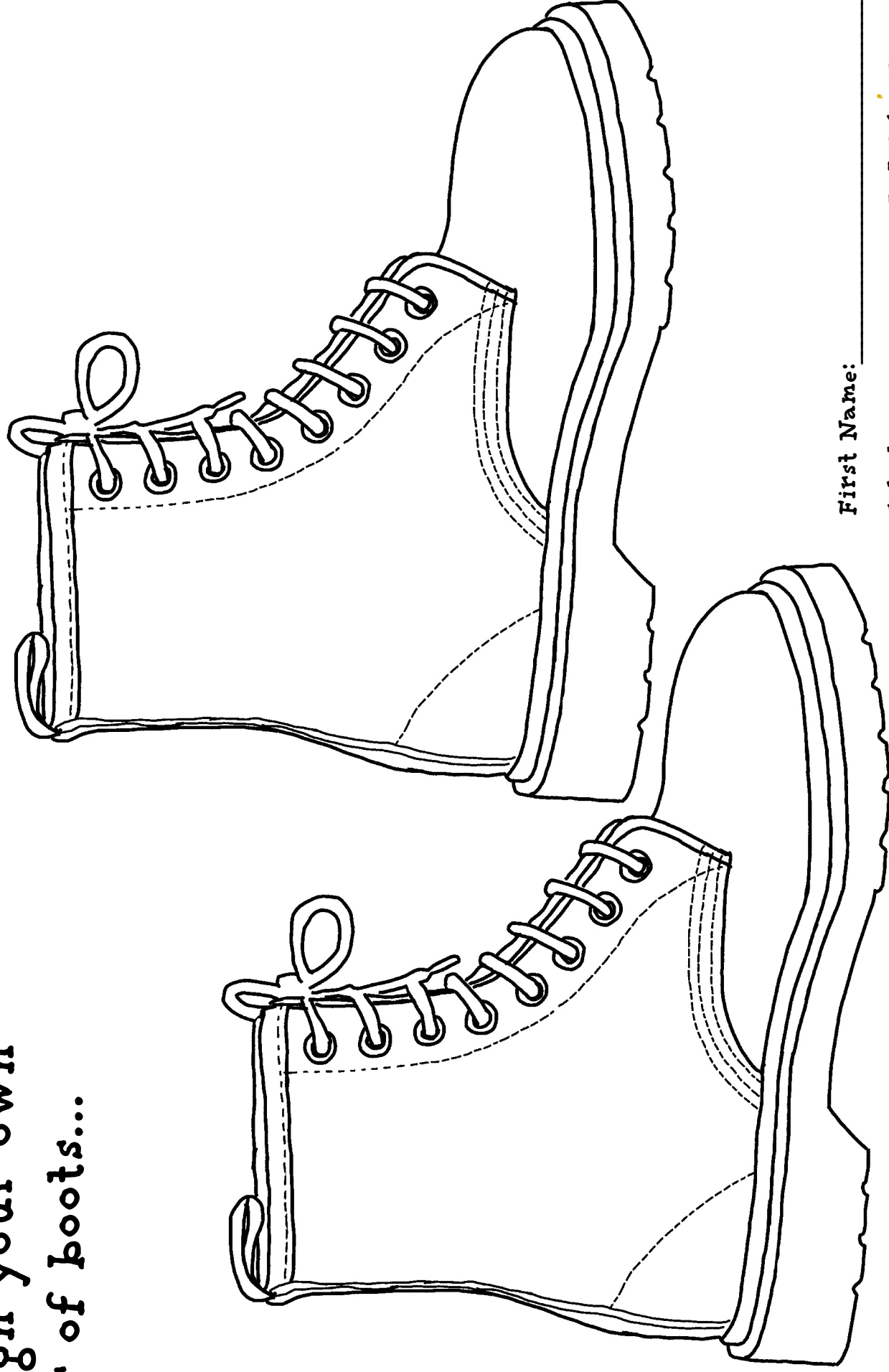
First Name: _____

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

SAL'S OWN SHOES DAY

www.salsshoes.com

**Design your own
pair of boots...**



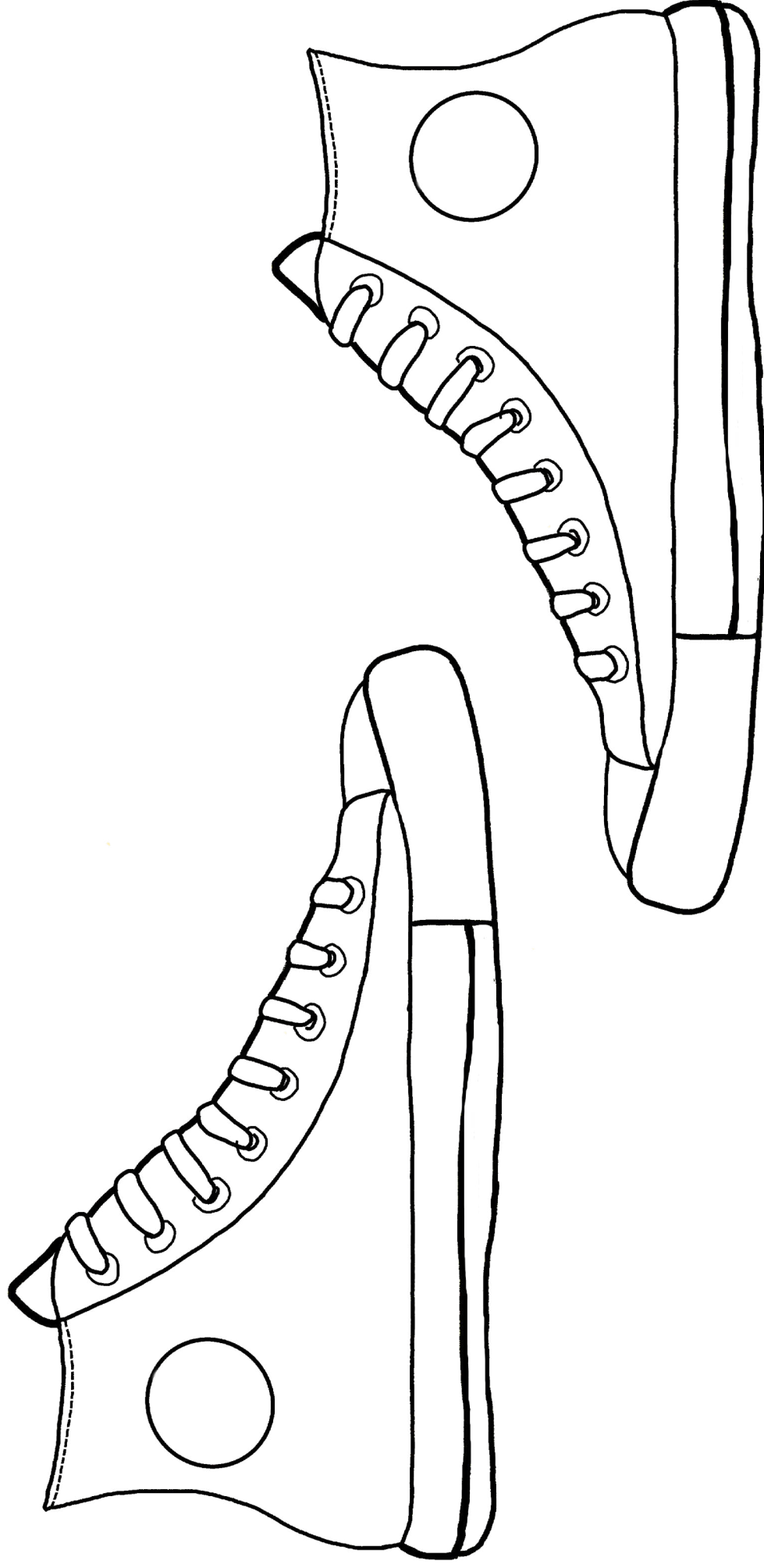
First Name: _____

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

SAL'S OWN SHOES DAY

www.salsshoes.com

Design your own pair of shoes...



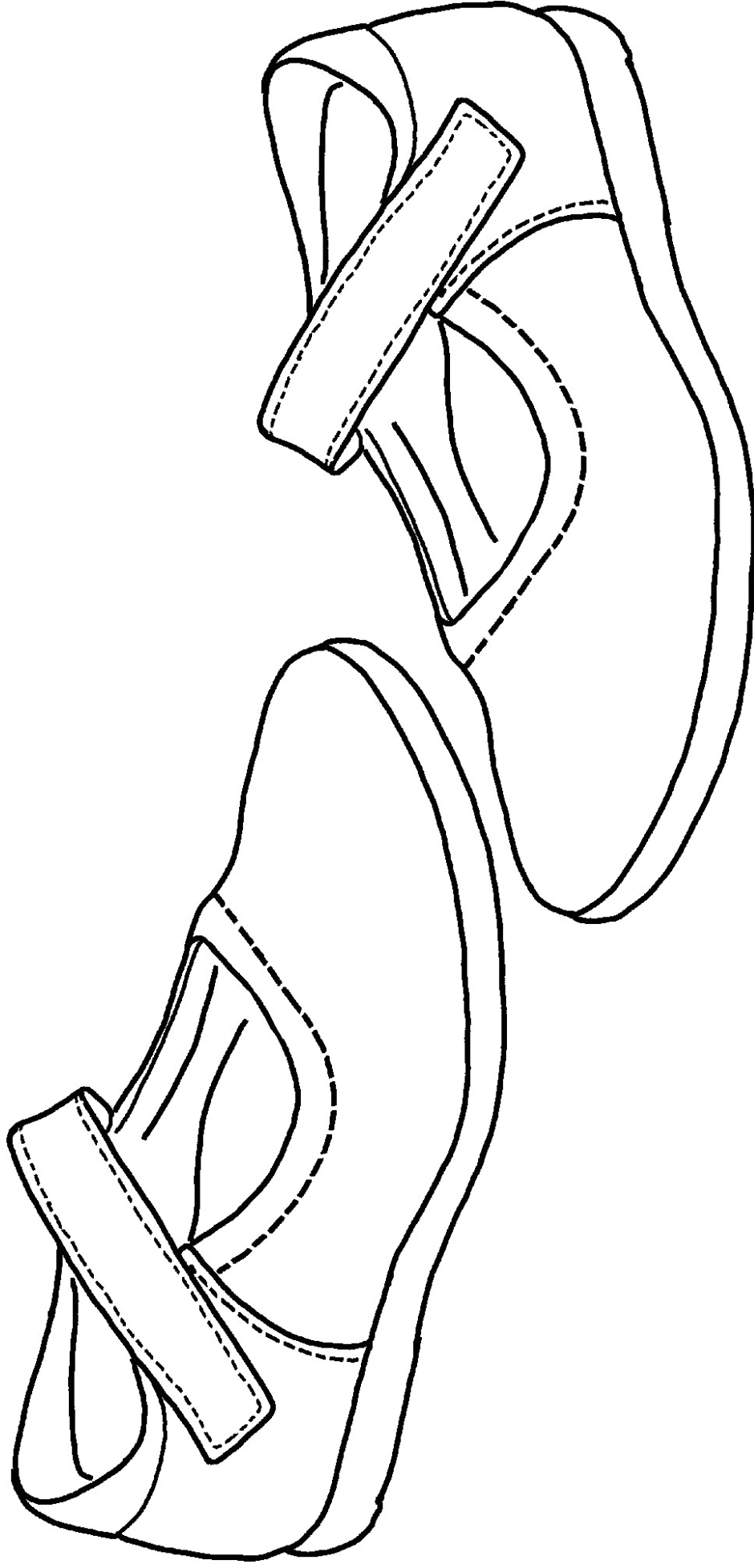
First Name: _____

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...



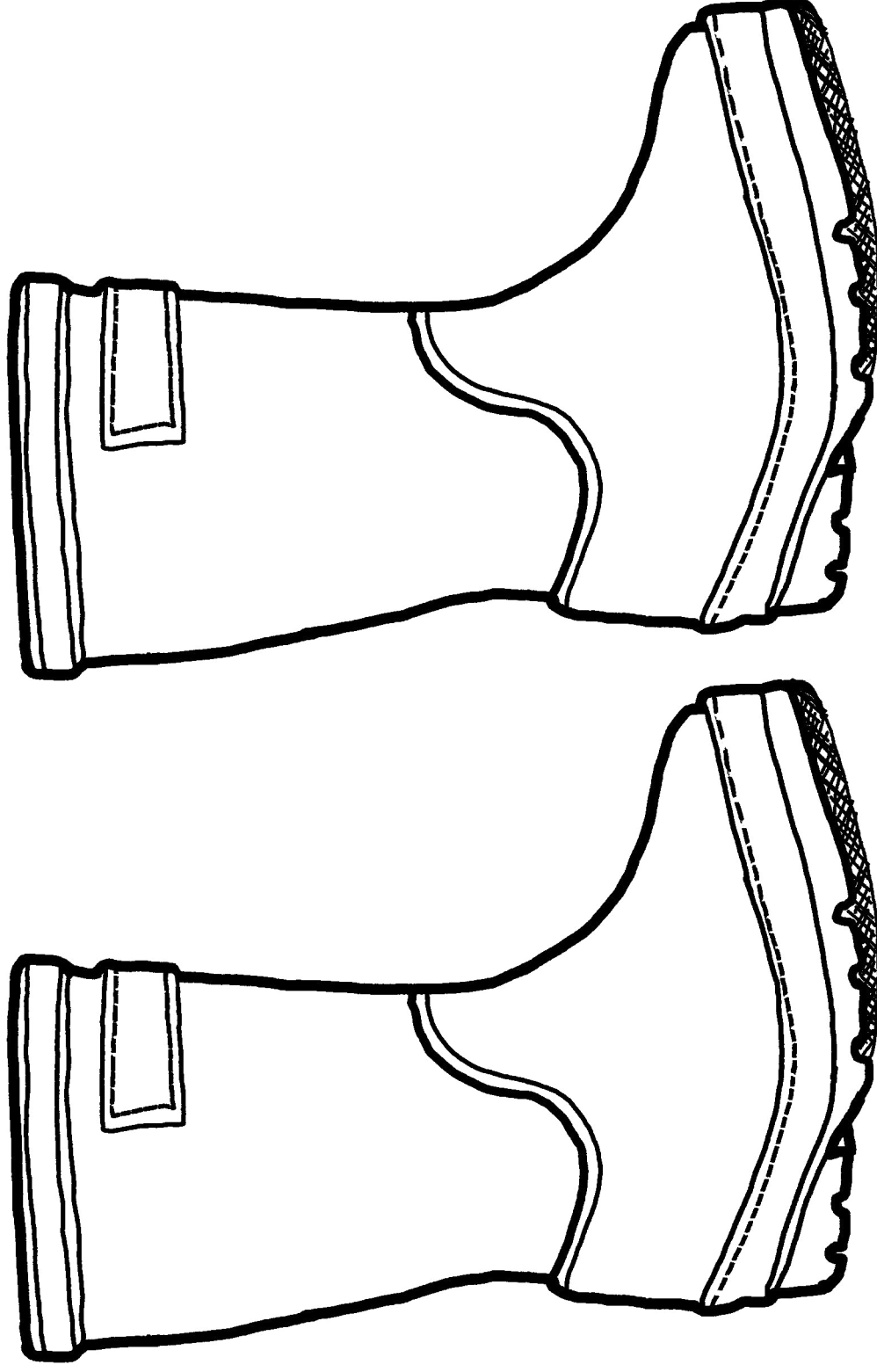
First Name: _____

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

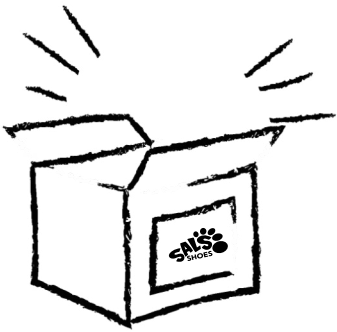
Each box must have one of these securely attached on the outside.


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.