

# SAL'S NEWS

ISSUE 9 2022-2023



Shoes are relatively difficult to recycle because of all the different components they're made up of. As children tend to outgrow their shoes before they outwear them, we find new feet for their preloved shoes.

IN 10 YEARS WE HAVE DISTRIBUTED:

**5,203,237** pairs of shoes in 60 countries, including here in the U.K.

THIS YEAR:

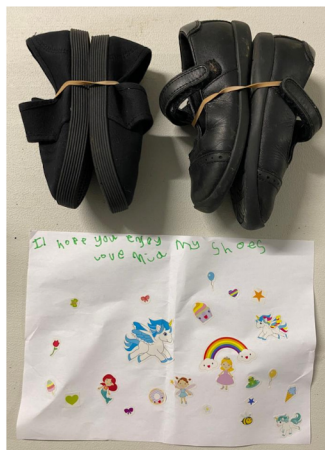
**1,132,000** pairs were distributed overseas.

**152,385** pairs were distributed in the U.K.

**30,206** pairs of new school shoes, PE trainers and wellies were distributed within the U.K. through our **School Shoes Fund**.



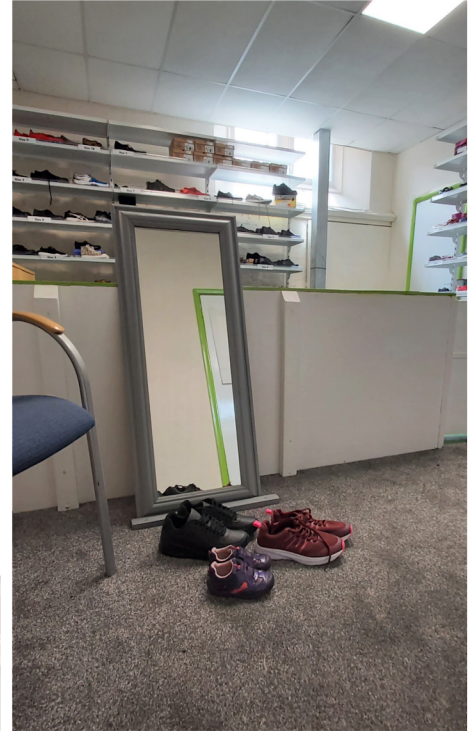
**TOTAL: 1,314,591** PAIRS THIS YEAR







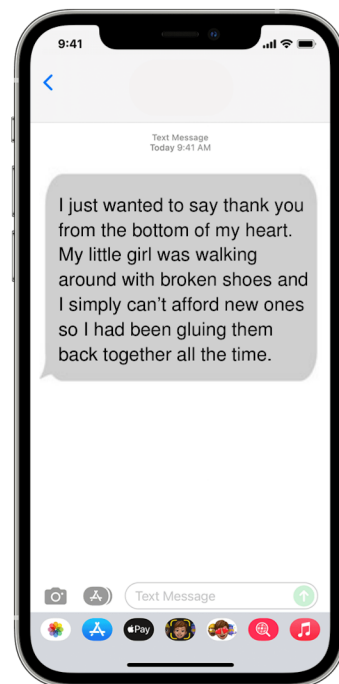
Dignity is one of the most important things to maintain the human spirit. One of the most brutal impacts of poverty can be the loss of dignity and the loss of personal choice. Children are experts on their own feelings and often have a strong sense of what style of clothing suits their personality. We currently operate eleven Sal's Shoes Shops across England. Six of these are operated in collaboration with The Guinness Partnership. Situated in community hubs, the families who are most in need are referred to our welcoming shops, where they can enjoy the experience of shopping and exercise choice without having to pay for the footwear that they need.







Thanks to your continued support of our School Shoes Fund, we have been able to fulfil the requests we've received for new school shoes, PE trainers and wellies. With your help we have sent out over 30,000 pairs in the last year, more than double the number sent out in 2022. Alongside monetary donations, supporters can also purchase shoes from our Amazon wishlist. We're incredibly grateful for the donations of school shoes we've received from retailers this year.



In 2016 we piloted our Toe to Toe initiative. 300 pairs of school shoes were donated by the pupils at The Hayes Primary School in Kenley, Surrey, at the end of the summer term. Those shoes made their way to the feet of pupils at 3 rural schools in Ghana, West Africa. By 2017, over 650 U.K. schools had signed up to participate and over 175,000 pairs of school shoes were donated at the end of the academic year. Toe to Toe has continued to grow and we're delighted so many school across the country now collect their students' outgrown shoes throughout the school year.





# COMPANY DONATIONS



Whilst we predominantly find new feet for preloved shoes, we are increasingly receiving donations from retailers and manufacturers: end of season stock, excess inventory, samples, shoes that may have a slight cosmetic flaw but remain practical. We're so grateful to be given the opportunity to gift new footwear.



# Clarks

PROJECT  
ESPWA

# TURKEY



## GEM

GLOBAL  
EMPOWERMENT  
MISSION



Thanks to the logistical support of Project ESPWA and the hard working Global Empowerment Mission team in Turkey, a donation of over 20,000 pairs of shoes from Clarks was distributed amongst children that were displaced by earthquakes this year.



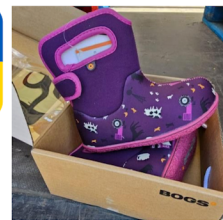
# UKRAINE

BOGS

PROJECT  
ESPWA



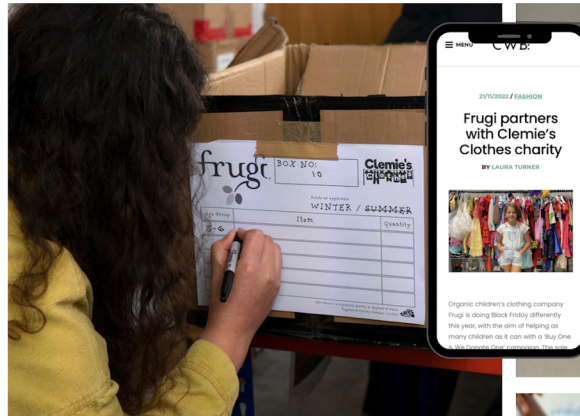
Thanks once again to the logistical support of Project ESPWA, a donation of thousands of pairs of Bogs Footwear was sent to Ukraine. We had planned to store the winter footwear until the colder months, but after the collapse of the Nova Kakhova dam, we were able to meet the urgent need, distributing boots amongst those living in the flooded villages.





# Clemie's clothes

In order to support people in the UK struggling with the cost of living crisis and soaring energy prices, ethical and organic clothing company Frugi used its Black Friday sale to donate an item of children's clothing for every item purchased. We were given over 11,000 items to distribute via some of the baby banks we work with.



When Caterham School had old style branded sports kit piling up in their Nearly New Uniform shops and no sustainable route to recycle it, we were delighted that they reached out to us to find a way to rehome it.



In June, Fabulous Magazine launched the Baby Bank On Us campaign, in partnership with Save The Children, Little Village and more than 200 baby banks nationwide. Its aim was to increase local support for baby banks; calling on the public to donate pre-loved children's items to their nearest baby bank, or sign up to volunteer. It is hoped that the appeal will also raise money to support the work of baby banks. The campaign has received the backing of The Princess of Wales, and a number of famous faces.

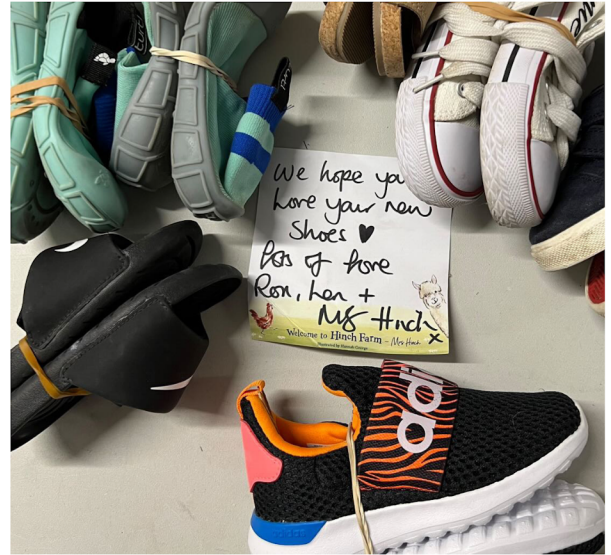
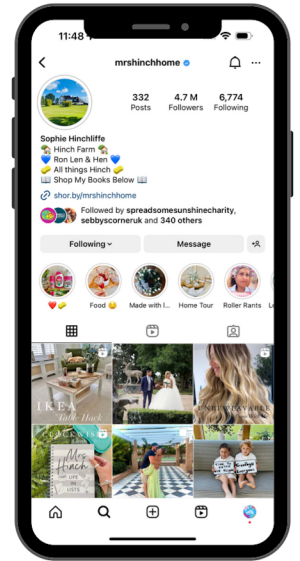
Our founder CJ met Leona Lewis at the Hackney Family Centre, our joint venture with Boiler House Spaces, Little Village and The Guinness Partnership.





# SOCIAL MEDIA

The power of social media, when harnessed for good can be astounding. We simply couldn't do what we do, or have the impact we have without all of your support. Every post you share and every story you tell about us, is helping to spread the word about our work – we wouldn't have the reach we do, and receive the donations we do, without you. Thank you! Earlier this year, influencer Mrs Hinch had a sort out of her son's shoes, sending them on to us and sharing her story with her 4.7 million followers. The 'Hinch Effect' took hold, our followers grew and our social media platforms were busier than ever. Shoes started flooding into HQ. A few months later we found new feet for their shoes in Ghana thanks to Ankoma Outreach and were able to share this with Mrs Hinch and her followers.



## MEDIA

Some of our media coverage throughout the year:



shelters could really do with your unwanted items (in good condition). Have two baskets or boxes: 'donate' and 'to do' (hand washing/sewing buttons/re-hemming).

Some charities that you may not have heard of can help you to help others this new year, while reducing your clutter. And this lull between Christmas and returning to work is a great time to have a sort out. Sal's Shoes takes children's and adults shoes in good condition and sends them to new homes here and abroad. Footwear poverty is a real thing, so don't assume those trainers that only ever give you blisters won't be enjoyed by someone else. [salsshoes.com](http://salsshoes.com)



**Life and style**  
**52 acts of kindness: how to spread joy in every week of 2023**

**46. Use your car for good**  
Assuage your climate guilt by [delivering meals on wheels](#), driving people to hospital appointments, picking up shoes for Sal's Shoes (which sends shoes to children who need them), or dropping off donations for the hygiene charity [Beauty Banks](#). Or just text your neighbours when you are going to the dump in case they need to get rid of anything you could drop off.





# FUNDRAISING



Stepladder®



We are always very grateful for the incredible people who fundraise to help support the work we do. Amongst our fundraisers this year we had the amazing Claudia, a member of the Sal's Shoes team, who ran the London Marathon and raised over £4,300. Then there was Ben, who decided to walk to work . . . a staggering 33.6 miles from home. It took Ben 12 hours and he raised almost £4,000 for our School Shoes Fund. We were grateful to an energetic reception class from The Lea School who ran over 450 laps of their school field, raising almost £250.

## FUNDING

As a fairly small charity, often our only real limitation is financial. As well as asking our donors to donate £1 per pair of shoes they donate, we are grateful to have received grants from the following generous organisations:





# OUR VOLUNTEERS

“I am always delighted to be able to volunteer at Sal's Shoes with such a lively and fun bunch of people. The atmosphere is so energetic and filled with enthusiasm for this lovely charity.”



“I initially started as a regular corporate volunteer, and now I volunteer as & when I can. Every time I attend a sorting & packing session I'm always blown away by people's donations, and the work that Sal's Shoes does to distribute them across the world. It just feels good to know you're helping others.”



“I look forward to my weekly time at Sal's Shoes, it's fun and energetic. Everyone is so welcoming and friendly. I'm pleased I came across the charity as they do such amazing things for so many people and I'm so proud to help do a little each week.”



Our volunteers selflessly donate their time and efforts to enable us to carry out the work and offer the service that we do. All of the shoes that we receive are sorted and packed by volunteers before setting off to find their new owners.

## CORPORATE CHARITY DAYS



Volunteering in teams can prove hugely motivating for you and your co-workers. You'll be working together for the day towards a common goal and often relaying on new skills outside of your usual day-to-day. The change in environment and type of work can allow undiscovered strengths and skills to shine through (and it's also lots of fun!) We promise, shoe sorting is good for the soul. Maybe your company offers paid volunteering as part of their Corporate Social Responsibility policy (which many do)? Or perhaps you're part of a team that wants to help a good cause? We'd love to hear from you!

We are based in Edenbridge, Kent. There is parking on site and direct rail links to London from our nearest station, a 5 minute walk away. We ask for a financial contribution of £500 per group, for up to 10 people, which helps support the work that we do. If you would like to find out more please get in touch: [info@salsshoes.com](mailto:info@salsshoes.com)





# DISTRIBUTIONS

Here are just some of the countries where your Sal's Shoes have found new feet in this year:

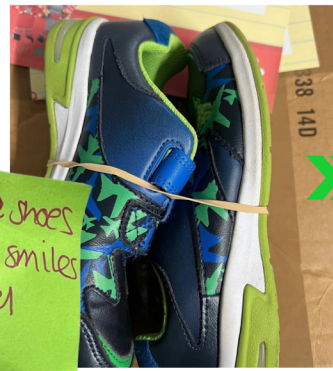




# FINDING NEW FEET



We hope these shoes  
bring some smiles  
as they travel  
miles. ♡  
Jen Chris Thomas  
+ Poppy ♡



Hope these  
will make some  
little feet happy! 😊

We hope you enjoy your  
new shoes!  
With love,  
Wilfred & Otilie

I hope you enjoy our  
shoes  
Love Nandy Age 7  
Love Maggie Age 5



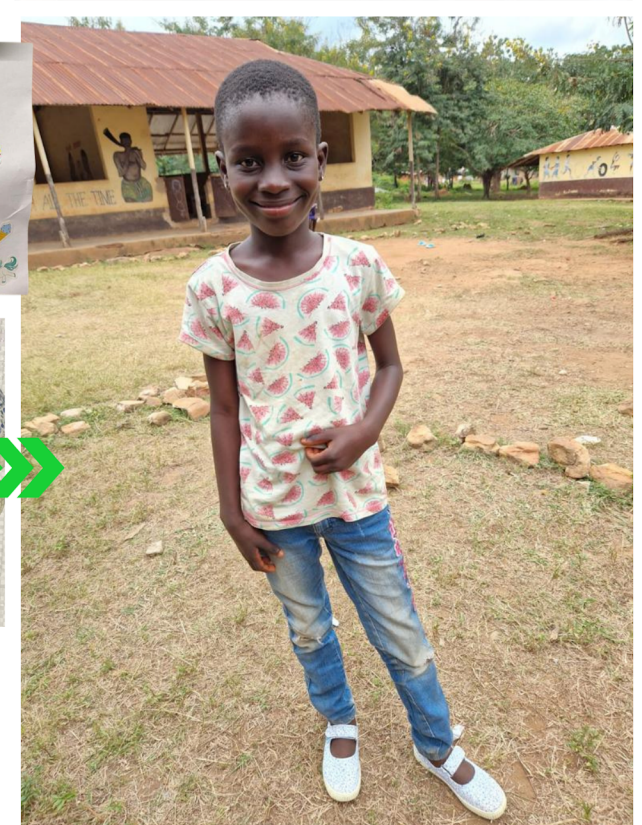
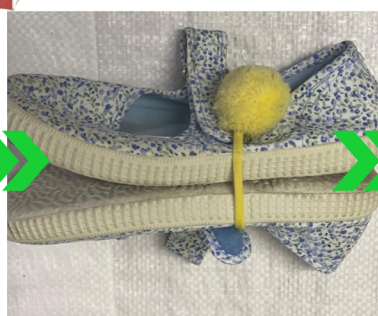
A MESSAGE FOR THE NEW OWNER OF MY SHOES  
I hope you enjoy my shoes as  
I am too big for them so I  
hope you have magical adventures in  
them.

the kindness elves  
www.thekindnesselves.com

SAL'S  
SHOES  
www.salsshoes.com

I hope you enjoy my shoes  
love Aisha

These smell nice  
too, love  
Stella Dyerson  
Size 32.

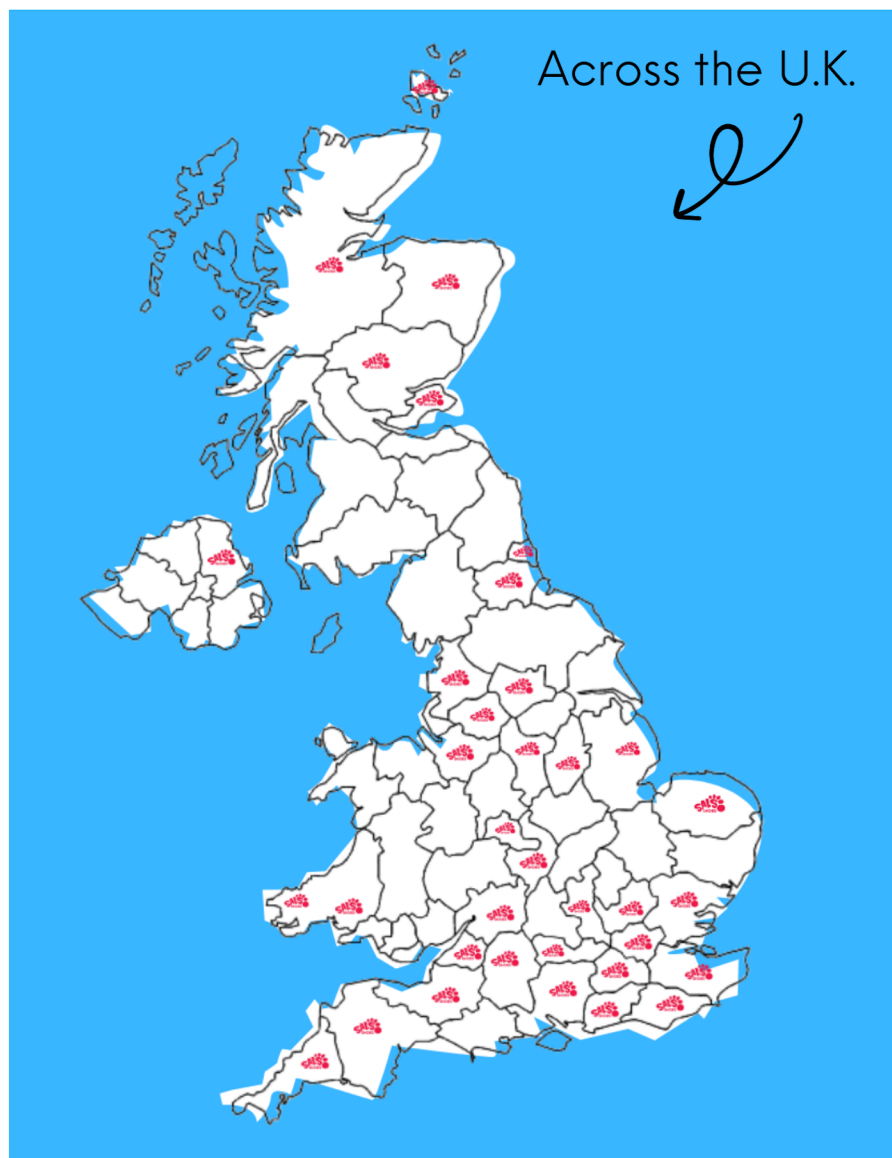


We have worked hard to maintain the premise upon which we were built, knowing where all your Sal's Shoes find their new owners. Here are just a few of your 'Shoe Stories' from the last year:



**THIS IS WHERE YOUR SAL'S SHOES HAVE BEEN FINDING THEIR NEW FEET THIS YEAR:**

Across the U.K.



Around the world



Burkina Faso	
Ghana	
Jamaica	
Kenya	
Laos	
Malawi	
Moldova	
Myanmar	
Nicaragua	
Nigeria	
Poland	
Portugal	
Sierra Leone	
Spain	
South Africa	
Syria	
The Gambia	
Tanzania	
Turkey	
Uganda	
Ukraine	
Zambia	

**YOU CAN MAKE A DONATION TO SUPPORT OUR WORK HERE:**

Donate via PayPal

Donate via website



**TEXT  
SALSSHOES  
TO 70450**

followed by your donation amount

Texts will cost the amount plus one standard network rate message. You can donate between £1 and £20.

Sal's Shoes is a registered charity in England & Wales.

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