

# SAL'S NEWS

ISSUE 10

2023-2024



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 11 YEARS WE HAVE DISTRIBUTED:

## 6,851,591

pairs of shoes in **65** countries, including here in the UK.

THIS YEAR:

## 1,293,869

pairs were distributed overseas.

## 305,811

pairs were distributed in the UK.

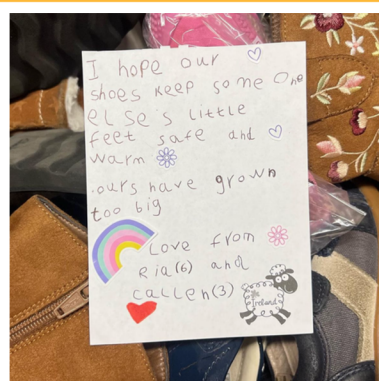
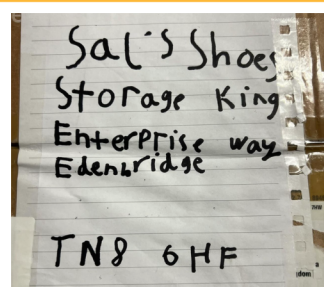
## 56,674

pairs of new school shoes and PE trainers were distributed within the UK through our **School Shoes Fund**.



# TOTAL: 1,656,354

PAIRS THIS YEAR

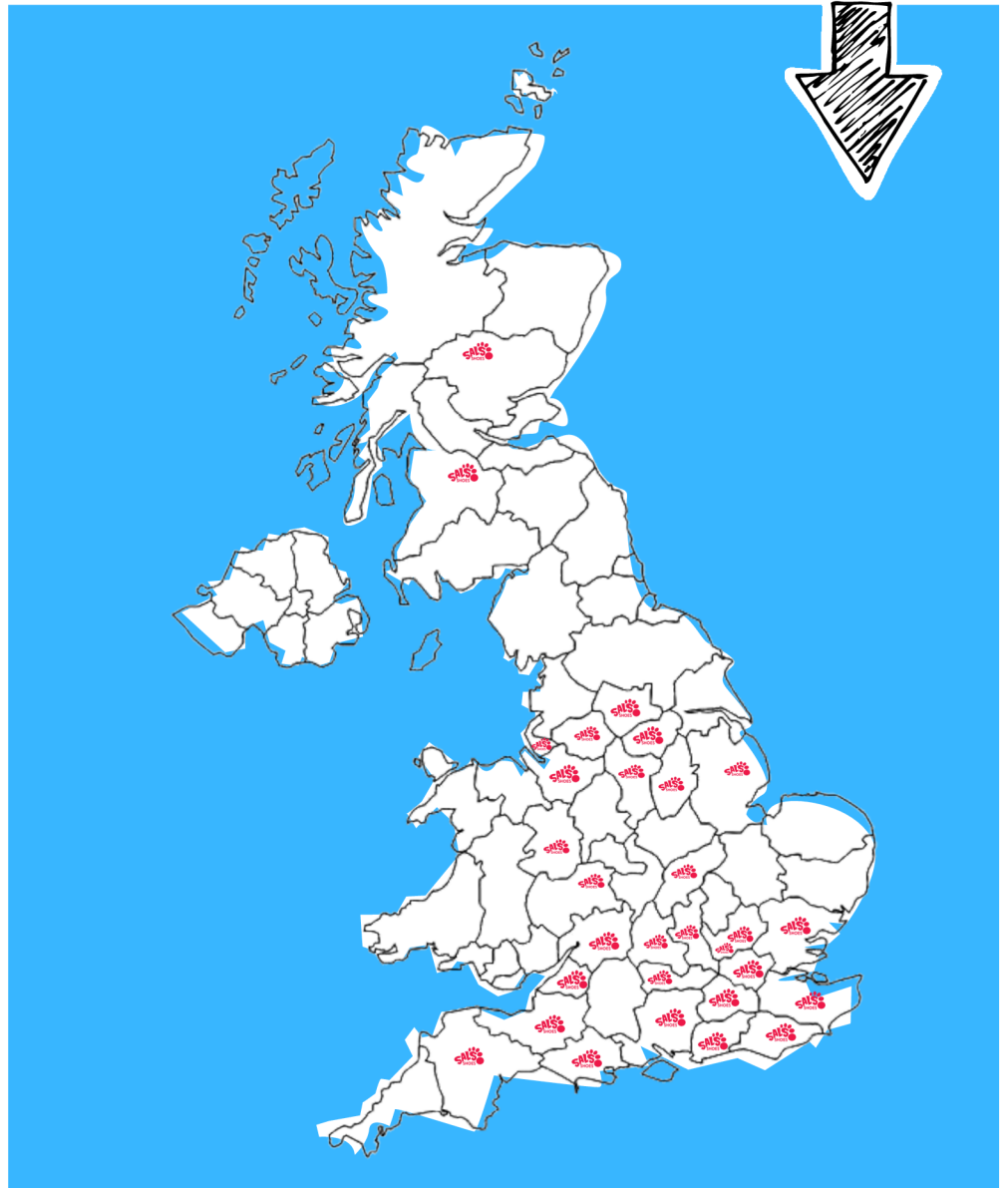


# OUR WORK AROUND THE UK

This is where your Sal's Shoes have been finding their new feet in the UK this year:



Last year we distributed over 30,000 pairs of new school shoes. This year it was almost double that. In the 3 months leading up to the start of the new school year in September, an incredibly busy period, we sent out over 16,000 pairs.

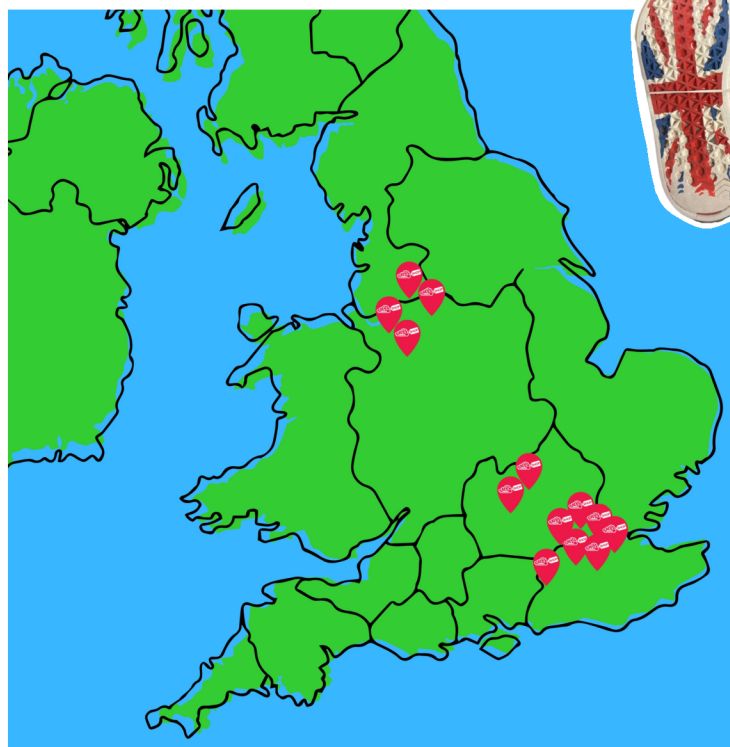
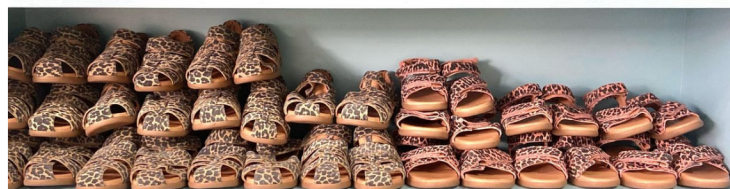
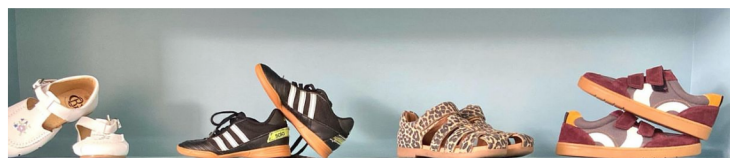


*"I think it's a great service that really helps people like myself in times of need. School shoes are becoming more expensive each year and to have this opportunity for free school shoes is an absolute godsend. Thank you."*

**FAMILY FEEDBACK**







For a family in need, extreme poverty can feel isolating. Sometimes, giving a little support at the right moment can be just what's needed to help families to maintain their morale and sense of pride. Our Sal's Shoes Shops, filled with donations of both preloved and new shoes, enable children in need to retain their sense of dignity, exercise choice, and enjoy a shopping experience without having to pay for the footwear they need. The children are also encouraged to return their Sal's Shoes once outgrown, if they still have wear left in them. We currently keep 13 Sal's Shoes Shops around the UK well stocked with good quality shoes, ready for their new owners.



*"Getting shoes from a Sal's Shoes Shop made us feel happy and more dignified."*

FAMILY FEEDBACK



# FAMILY FEEDBACK

Feedback from the families we help support with the provision of free footwear across the country, allows us to measure the impact of the service we provide and helps to inform any improvements we need to make. It also enables us to demonstrate to our donors, supporters, and funders, the collective difference we're making. We learned that 83% of the parents and carers of children receiving Sal's Shoes this summer said that the shoes had made their children feel proud, with others saying that it had made them more confident, and happier. We asked parents and carers **'How might you spend the money you're not spending on shoes?'**



81% ON FOOD



33% ON BILLS



21% ON CLOTHES

*These shoes have made my child feel happier and more confident...*

FAMILY FEEDBACK

# FUNDRAISING

On a sunny May morning, the **Southern Renewals Enterprise (SRE)** team ran the Battersea Half Marathon on behalf of Sal's Shoes and raised over £3,500. Later in the year, the whole team came into HQ for a corporate volunteering day. The team got to find out more about us and what we do and, most importantly, sort and pack shoes ready to send out to their new feet.



After spending a corporate volunteering day with us, the **XPROP** team embarked on a 2 day 'Premier 7' fundraising charity walk to raise funds. They undertook a marathon to all 7 of London's Premier League football stadiums. Day 1 from Brentford to Fulham and then onto Chelsea, before ending the day at Crystal Palace. Day 2 they reassembled at Crystal Palace then on to West Ham United, west towards Arsenal, before heading north once more to Tottenham Hotspur. In total, the team walked approximately 39 miles over two days, a whopping 82,000 steps and raised over £2,400. That's over 2,400 children in need who will receive a pair of Sal's Shoes.





# KIND COMPANIES

The majority of the shoes we receive are pre-loved, but we are happy to frequently receive donations of new shoes from retailers and manufacturers. Often the donations are end of season stock, excess inventory, samples, or great shoes with slight cosmetic flaws. We are always grateful for the opportunity to find new feet for new footwear.



UNIFORM STANDARD

Kickers®

PENTLAND BRANDS

ZIG + STAR



papouelli



Little BigHeads

SPKD



Clarks®



TROTTERS  
CHILDRENSWEAR & ACCESSORIES

shoezone

THE ORIGINAL  
Salt-Water  
SANDAL

Aruna Seth

RUN 4 IT

BEGG SHOES  
EST. 1866



Squelch  
Imagination for your wellies

SPORTS  
DIRECT



# SAL'S SHOES AROUND THE WORLD

This is where your Sal's Shoes have been finding new feet around the world this year:



Australia

(in-country donation and distribution)



Bulgaria



Brazil



Ghana



Kenya



Madagascar



Nicaragua



Portugal



South Africa



South Sudan



Sri Lanka



Tanzania

(including a consignment of shoes donated from schools in Dubai)



The Republic of the Gambia



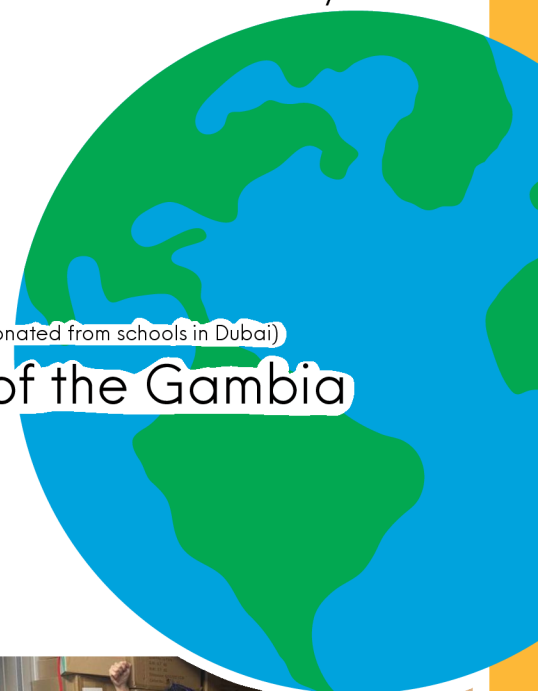
Turkey



Uganda



Zambia



## SHOES DOWN UNDER



When harnessed for good, the positive impact of social media can be astounding. Every time you share one of our stories, more people find out about us. This generates more donations of footwear, and it also means that more organisations in need of footwear find out about us. And we find out about them too.

As well as collecting footwear from across the UK and distributing both nationwide and internationally, we also arrange and oversee lots of in-country donations and distributions. The offer of over 3,700 pairs of new shoes from children's retailer, Charlieboo, in Australia, was a generous one...and a tricky one! Australia is of course a huge country, and is a long way away from the UK - the home of Sal's Shoes - but Sal's Shoes is never daunted by a challenge!

A group of enthusiastic Duke of Edinburgh's Award - also known as The International Award - volunteers worked hard on the practicalities in the UK, while we rallied a small but shoetastic team of volunteers to sort the donation and separate it into different consignments in a warehouse in Australia. And then, thanks to our friends at DHL and their (amazingly accommodating) 'Good Deed for a Good Cause' scheme, Sal's Shoes started setting off to find their new owners.



Here are just some of the distributions around the world this year:





# YOUNG VOLUNTEERS

We want to shine a light on our incredible young volunteers who give up their time during weekends and school holidays to sort and pack shoes. Their energy and enthusiasm is contagious and whilst working hard they learn valuable skills and meet new friends.



# FUNDRAISING FRED

9 year old Fred made posters and placed them around his neighbourhood letting everyone know he was collecting Sal's Shoes. He then rode 40 laps around his park on his bike (20km) to fundraise for us. As Fred is at school Monday to Friday and plays football on a Saturday morning he asked us if he could drop off his collection on a Saturday afternoon. Fred brought his family along to Sal's Shoes HQ and they then spent the afternoon sorting the shoes he'd collected - well done Fred, you're a superstar!





# CATERHAM SCHOOL @ HQ

Some lessons in life cannot be taught in a classroom. School trips contribute to a wider world perspective, which is why we were delighted to host the pupils from Caterham School on a trip to Sal's Shoes HQ.

Their project was answering the question: **What is it like to walk in someone else's shoes?** Having discussed what they can learn about someone from their shoes, and why shoes hold such value, pupils got to see this first hand by visiting our warehouse. Having collected outgrown shoes at school, the pupils learned about the work we do in providing shoes to children both in the UK and globally. We discussed a variety of topics before they got to work with their teachers, unpacking and sorting shoes and packing sports kits donated by their school. Their efforts during their visit had a positive impact on the lives of almost 2000 young people in the UK and around the world.





# BETTER TOGETHER



52 Lives - an organisation dedicated to changing lives and inspiring kindness - has chosen to support our School Shoes Fund in the lead up to 'back to school' and asked their supporters to purchase school shoes from an Amazon Wishlist or make a monetary donation towards a new pair of school shoes. Thanks to their kindness and support, 514 pairs of new school shoes were donated to our Fund. That's 514 children who were walking into school in September with a new pair of shoes on their feet and a spring in their step. We are so grateful for all of the support from this wonderful organisation.

## CORPORATE VOLUNTEERING

If your company offers paid volunteering or you're part of a team who want to help a good cause, we'd love to hear from you. Based in Edenbridge, Kent, there is parking on site and direct rail links to London. The time and money that our corporate volunteers donate helps to support the work that we do. If you would like to find out more please contact us: [info@salsshoes.com](mailto:info@salsshoes.com)





# FUNDING

We are a small charity doing things on a big scale and are grateful to receive charitable grants from companies, charitable trusts and foundations. These grants give us the security of knowing that we can continue to do what we do and keep up with the ever increasing demand for our services.



## Trustee Announcement

We are proud and delighted to share the news that CJ Bowry, the founder and CEO of Sal's Shoes, was appointed an OBE in the King's New Year's Honours list 2024 for services to Young People, to Education and to the Environment. We, the trustees of Sal's Shoes, could not be prouder of CJ and the great good that she has done, and that she continues to do. We are honoured to be able to support Sal's Shoes as the charity continues to make its mark on the world, one pair of shoes at a time.

**Mark, Russell, Sarah & John**

Image © Jim Bennett





# AWARDS

We are so pleased to have received two awards this year. Drapers 'Best Sustainable Initiative of the Year' and the Charity Times Award for 'Charity of the Year with an income of less than £1m.'



Best Sustainable Initiative of the Year

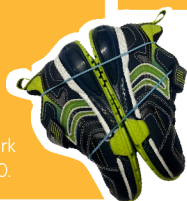


## HOW YOU CAN SUPPORT US

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.



New school shoes and PE trainers can be purchased from our Amazon Wishlist that are sent straight to us at HQ ready to find new feet.



## SHOES CAN BE SENT TO:

**SAL'S SHOES, STORAGE KING, ENTERPRISE WAY,  
EDENBRIDGE, KENT, TN8 6HF**

(WE ALSO HAVE OTHER DROP OFF LOCATIONS THAT CAN BE FOUND ON OUR WEBSITE)



Donate via PayPal



Donate via website

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Registered Charity Number: 1171670.

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