

FUNDRAISING

FOR SAL'S SHOES

2024-2025



ABOUT US:

Sal's Shoes are a charity based in Kent. We collect and then donate outgrown children's shoes to countries around the world where children lack the luxury of an adequate pair of shoes. In many cases this lack of proper footwear leads to injury and infection, especially in areas with poor sanitation. We collect all sizes and most types of shoes, excluding high heels. Founded 10 years ago, Sal's Shoes has, to date, distributed over 6 million pairs of shoes in over 65 countries around the world. Our work is also expanding within the UK. Last year over 300,000 pairs of donated shoes were distributed nationwide via a network of partner organisations including schools, baby banks, food banks, domestic violence refuges, social services, and refugee and asylum seeker centres. Our School Shoes Fund, supporting parents and carers by providing a new pair of school shoes for their children, distributed over 55,000 pairs. Demand for new school shoes has risen annually since we launched the Fund in 2022.

To a family in need, especially when their peers may not be, extreme poverty can be undignified. Methods for upholding dignity are usually small, seemingly inconsequential things, but they can mean the world. 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 their footwear. They are also encouraged to return their Sal's Shoes to our shops once outgrown, if they still have wear left in them.

We currently stock 13 Sal's Shoes Shops around the country. We ask that shoes please be rubber banded in pairs, have laces if they need them, and have had a quick clean.



SOME OF OUR AMAZING FUNDRAISERS:



Meet 9 year old **Fred** who decided he wanted to fundraise for Sal's Shoes. He made lots of posters and placed them around his neighbourhood letting everyone know that he was collecting Sal's Shoes. He then rode 40 laps around his local park on his bike (20km) to fundraise for the £1 a pair to help the shoes on their journey to find their new feet. As Fred is at school Monday to Friday and plays football on a Saturday morning he asked us if he could drop off his Sal's Shoes collection on a Saturday afternoon. Fred brought along his family to our warehouse and they spent the afternoon sorting all the shoes he had collected - well done Fred, you are a superstar!

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. Then later in the year the whole team got together to come into Sal's Shoes HQ for a corporate volunteering day (with their branded Sal's Shoes t-shirts on of course). They got to find out more about us and what we do and most importantly sort and pack some shoes ready to find new feet - a great team effort!



Ben from **Steppladder** decided to walk to work, which was a staggering 33.6 miles (around 75,000 steps) from home. It took Ben 12 hours and he shared the whole journey via social media. He raised almost £4,000 for our School Shoes Fund which enabled us to provide school shoes for so many children here in the UK - a steptastic effort from Ben!

READY TO FUNDRAISE?



Scan the QR code to setup your **fundraiser** where you will be able to create your own unique fundraising page, which you can then invite supporters to sponsor you on. You can keep your supporters updated with your fundraising efforts on your page. Don't forget, we love to see your fundraising efforts, so please tag us on your social media posts and stories so we can see what you have been up to and share your story with the Sal's Shoes community.