

SHOE CHARITY PROPOSAL



SHOE CHARITY PROPOSAL FOR PROSPECTIVE PARTICIPANTS

I. Situation Analysis

The need for supplemental funding in schools and other organizations through charitable activities has long been overlooked by the excess pursuance of sales and marketing alternatives. During this year, several budget cuts for educational funding have gone into effect and have adversely caused schools to search for additional alternatives to pay for the rising costs of education at all levels. While many have resulted to fundraising through sales campaigns and marketing for donations, others simply do not have the ability to realize such activities. Funding education has become a serious concern for schools throughout the nation.

Another growing concern is waste management and evidence of our carbon footprint. In America alone, there are over 2 billion pairs of shoes gathering dust in our closets and over 600 million pairs are thrown away every year. These are products that do not decompose quickly and continue to take up more of our resources and occupy more space in landfills.

Outside of the United States, many countries suffer because of extreme poverty, and millions of people are focused simply on obtaining the basic necessities of life. Walking is heavily relied on, and adequate footwear is important to control deadly diseases and viruses from being spread. Limited resources do not allow them to purchase new clothing and shoes.

Meanwhile, an intense effort to reach out to local communities and offer a helping hand to local members in need has begun. This provides a moral boost and in many ways lessens the load of responsibility by those being served. The proliferation of opportunities to serve during these difficult times of recent economic downturn will only broaden the reach which can be rendered.

With a focused effort of promoting charity and environmental responsibility, we can make a strong and lasting impact as we help improve these three principle concerns: Educational Funding, Our Carbon Footprint, and Third World Necessities.

II. About Project Sole

Being formed with the understanding that good deeds multiply, smiles are contagious, and charity never fails, Project Sole is a not-for-profit organization with 501(c)3 status. We have begun to establish and deploy service efforts for successful schools and organizations with varying financial and self-fulfilling needs. Our project focuses on improving the three situational concerns by:

- Providing a simple fundraiser for schools and organizations to raise money without having to focus on door to door sales.
- Providing a green alternative to disposing wastes such as footwear.
- Providing adequate footwear for those who cannot afford new shoes.

III. Project Objectives

- To build county, regional, and national awareness of Project Sole's Shoe Drives among target audiences.
- To establish Project Sole's credibility with its target audiences as the clear choice for fundraising, recycling and offering charitable donations entirely through used athletic shoes.
- Increase interest by maximizing coverage of money donated to target audience, carbon footprint reduction through recycling, and improved quality of life for developing countries.
- To maintain and increase the number of shoe-drives hosted by Project Sole.

Planned Project Development and Growth Stages



IV. Target Audiences

- Schools
 - High Schools
 - Middle Schools
 - Universities
- Community Organizations
 - Churches
 - Recreation Centers
 - Club Sporting
 - Boy Scouts of America
 - Business Affiliations and Organizations
- Hospitals

V. Shoe Requirements

Since our target audience is broad it is understood there will be a wide variety in the types of shoes donated. It is imperative to maintain three distinct criteria for shoes collected:

- **Tennis Shoes:** *Running, basketball, soccer, cross-training, volleyball, skate shoes, and hiking boots* are the most needed because they provide preeminent support and durability. They are also the most common and widely used worldwide. Shoes to avoid are: *sandals, baseball/football cleats and high-heels.*
- **Life:** Shoes donated can be dirty, stinky and worn; that's the most probable reason why they are chosen to be donated. But if you can rate the life left in a shoe, our aim is to collect those with 50% or more tread remaining. In other words, no holes in the soles.
- **Brands:** Limit the brands collected to major athletic brands similar but not inclusive to: Nike, Adidas, New Balance, Reebok, Converse, Sketchers, DC, and Puma. Name brand shoes have earned the reputation of being better built and more durable, thus allowing more wear for their second owner.



VI. Process

While Project Sole allows participants the liberty to determine and organize the most effective shoe-drive in their local regions, the following outlined process could be included in an overall shoe-drive plan that would complete the project objectives and maintain the shoe standards listed above.

- **Introduce the project**

Provide a brief and concise explanation of the project while covering the 3 main objectives:

- Raise supplemental education funds for the school.
- Recycle old tennis shoes that are seldom worn.
- Distribute the shoes to others who cannot afford new products.

A practical method is to research online the appropriate contacts in local middle and high schools and to send an e-mail. The email can be followed up a few days later with a phone call and personal visit to answer additional questions.

- **Choose Dates and Begin**

Because the project requires very little preparation, we recommend the following time frame as an efficient breakdown:

- 1-2 weeks advance notice before performing the shoe-drive to allow time to promote the shoe drive among the faculty, students and parents. The preparation time is to make posters, announcements and generate awareness.
- 2 week long shoe-drive. 1 week generally does not allow time for participants grasp and execute the project. Longer than 2 weeks leads to loss of interest and lack of participation.
- Collect the shoes from storage locations on Wednesdays and Fridays based on need.



- **Reference Materials**

Materials recommended for a full reference library include:

- Organizational history
- Fact Sheet
- FAQ
- Explanatory PowerPoint presentation
- Brochures
- Stock Images and logos for promotion

Project Sole will provide reference materials.

- **Collecting**

The participating schools and organizations will be responsible for collecting and counting the shoes. Each pair is to be rubber-banded together and packed ready for shipment and consolidation. Rubber bands and boxes for this process will be provided.

- **Shipping**

- After the shoes have been collected, counted and packed, a Project Sole representative will coordinate pick-up and delivery to one of our central consolidation locations.
- Distributors will be contacted to arrange shipments of shoes to destination countries.



VII. Fundraising Payout

Project Sole will donate proceeds for the athletic tennis shoes collected either directly to the school or organization, or to another charitable group as decided by the participants. The following chart shows the project's payout structure for the shoes collected.

- **Pay-out Rate per Pair Collected:**

Low End		Hi End	Rate
	<	1500	\$1.00
1501	-	3000	\$1.30
3001	-	4500	\$1.65
4501	<		\$2.00

Proceeds are donated in tiers according to the amount of tennis shoes received.

- **Total Pay-out to Organization:**

Hi	Low	Hi	Low	Hi	Low
\$1,500	\$1,951.30	\$3,900	\$4,951.65	\$7,425	\$9,002

VIII. Closing

We recommend that potential participants review this proposal to determine what areas meet their goals and objectives. Project Sole is committed to serve as a philanthropic fundraiser organization, and wishes to combine efforts with other charitable service partners. We are confident that through proper organization, we will have success together for the following reasons:

Service tailored to the market

- Market is dealing with financial difficulties. With funding being cut, more organizations need additional funding; especially in education.
- Intrinsic value is placed high on serving others. People are constantly looking for opportunities to help those in need.
- “Going Green” is a trend that leads toward recycling and reusing which improves our environment and quality of life.

Participants and Project Sole have aligned intentions

- Our target audience has a strong grasp on the needs of individuals living in their communities. They are dedicated to serving others and strive to make a positive impact on those with whom they deal.
- Project Sole is a global not-for-profit organization. Project Sole has close ties to Latin America, and has family members working in education. Our aim is to help improve the World both locally and abroad.

We will succeed with this project for several reasons

- We offer a better service solution: economically, ethically and logically.
- We have a unique approach which allows everyone to benefit.
- We are young and robust. Our energy is also adaptable to change.
- Our morals and philanthropic actions are appreciated.