



SAMARITAN'S FEET SHOE LOCKER

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WWW.SAMARITANSFEET.ORG





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ABOUT SAMARITAN'S FEET

MISSION: Samaritan's Feet serves and inspires hope in children by providing shoes as the foundation to a spiritual and healthy life resulting in the advancement of education and economic opportunities.

VALUES: Creating a world with zero shoeless children.

WHY SHOES? Over 30 years ago, a young Nigerian boy, Manny Ohonme, received his first pair of shoes at the age of nine. It changed his life and now he wants give others that same opportunity for change and impact. Samaritan's Feet wants to inspire hope through the gift of shoes, the act of washing feet, and encouragement to those who need it most.

Samaritan's Feet believes that a new a pair of shoes and the act of foot-washing can:

- Provide a tangible foundation of hope and the opportunity for a better life.
- Prompt children to focus in school and families not to worry.
- Protect feet and decrease the possibility of getting a foot-borne disease.

Since its founding in 2003, Samaritan's Feet and its partners have distributed over 8 million pairs of shoes in 108 countries and over 435 U.S. cities.



Over 1.5 billion people are infected with diseases that are transmitted through contaminated soil (World Health Organization, 2020).



There are 734 million people living in poverty who can't afford education and basic articles of clothing like shoes (World Bank, 2015).



Shoes and socks are reported to be in the "Top 5 Items Needed" by students in school (Champions for Kids, 2015).



GIVING HOPE



SAMARITAN'S FEET

SHOE LOCKER

GIVE EVERY CHILD THE CHANCE TO PLAY

A Shoe Locker is a way to supply new athletic shoes in a variety of sizes to children in need. These shoes are kept on-site at a school and are available when a student has improperly fitted or worn shoes. According to a 2020 study, The Children's Defense Fund reports that 1 in 6 children in America live in poverty which can create a lack of access to basic necessities like shoes and socks. At Samaritan's Feet, we created the Shoe Locker to address that need. Children can receive a new pair of athletic shoes immediately, allowing them to get right back into the classroom and right back onto the playground.

Through our Shoe Locker program, individuals and organizations have the opportunity to sponsor a school and make sure that every student has a pair of properly fitting shoes—that every student has the chance to learn and play.



Shoe Locker Host is responsible for:

- Keeping an inventory of the shoes
- Collecting potential quotes or testimonials from shoe recipients
- Identifying how and when the shoe locker is open

Samaritan's Feet and the sponsor will work together to identify a school available for sponsorship. Samaritan's Feet and the sponsor will introduce the Shoe Locker program and coordinate logistics with the selected school to deliver and set-up the Shoe Locker.

SINCE MAY 2020, THE NUMBER
OF AMERICANS IN POVERTY HAS
INCREASED BY 8 MILLION.



STATISTIC FROM COLUMBIA UNIVERSITY

PROGRAM EXPECTATIONS

We recognize that student's needs can fluctuate based off of their circumstances, but the shoe locker is a constant. This program is built to ensure that children can run, jump, learn, and grow with comfort and confidence—no matter what!

The cost of a Shoe Locker starts at \$4,500 and can increase based off of variables like school size and student need. This program cost can either be funraised or sponsored. Participants are invited to serve with Samaritan's Feet by packing Hope Totes or writing Hope Notes for their chosen school. Please note, COVID-19 restrictions may limit ability to serve.

Corporate and philanthropic sponsors will receive:

- The opportunity to provide personal notes of encouragement
- A photo opportunity at the recipient school
- Logo placement on Shoe Locker website
- Static cling window display for sponsorship



HOW TO PROMOTE

Social Media is a powerful platform to utilize as you share about Samaritan's Feet and your campaign. Easily share photos, videos, and powerful stories with just the click of a button! Below are some tips and tricks for how to raise awareness through social media:

- Tell others why you are excited about your Shoe Locker. Give personal reasons or stories about the impact Samaritan's Feet has had on you.
- Share about your school. Include photos, videos, and even statistics about the community and its needs.
- Make giving easy by sharing a link to your online fundraiser or by including information for mailing checks.
- Tag Samaritan's Feet in your Posts (@Samaritans_Feet)
- Post consistently about your progress
- Thank your supporters for their help

OTHER IDEAS



Send out personalized emails to potential supporters and share the impact you are having. Make the subject line count by keeping it short and simple.

Handwritten letters can go a long way in communicating your gratitude and can also be a great way to ask for support.



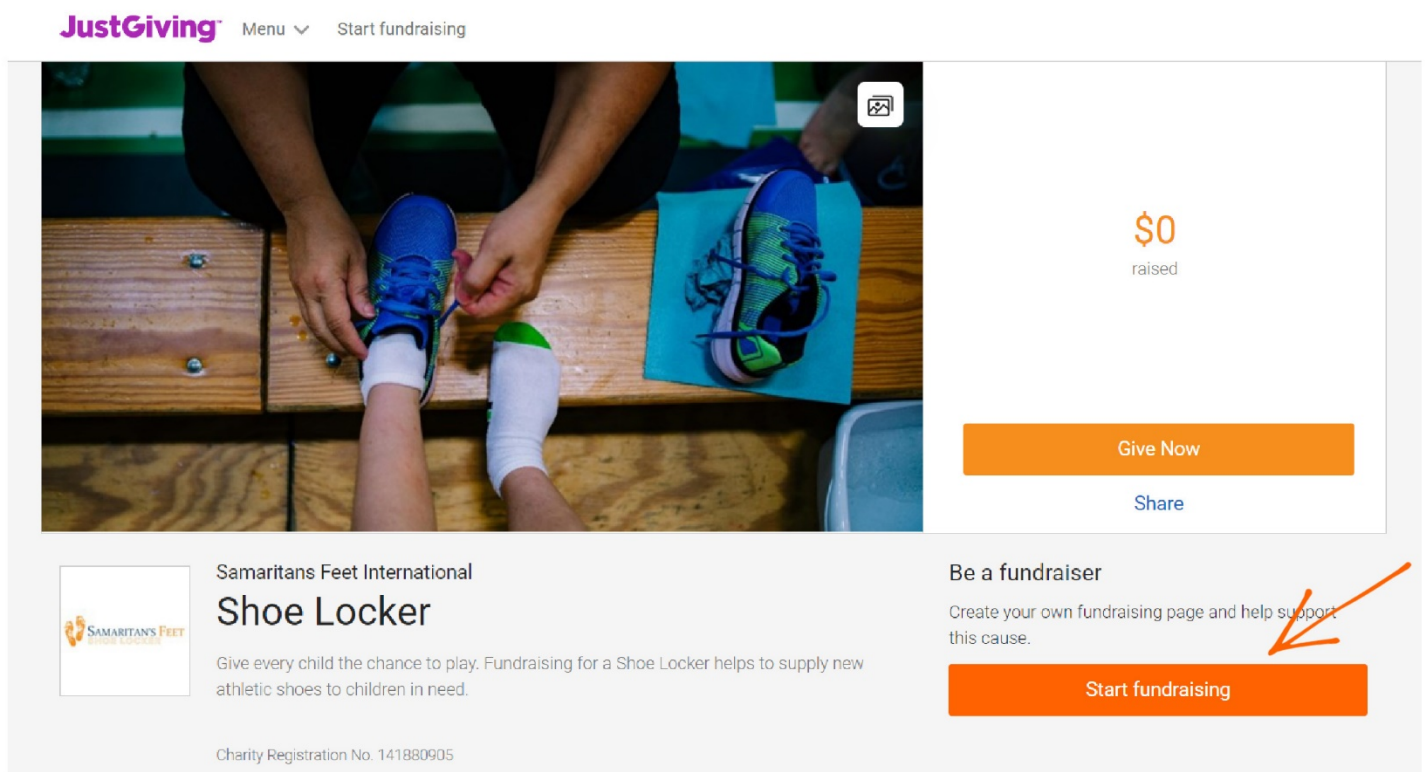
Social Media is a powerful tool. Visit our website for example social media posts, photos, videos, and approved logos. www.samaritansfeet.org/shoelocker/links

HOW TO FUNDRAISE

Samaritan's Feet uses an online fundraising tool called JustGiving. This is a great way for you to track the success of your fundraiser. Below are the instructions for setting up your fundraising page.

STEP ONE: Visit www.justgiving.com/campaign/shoelocker

STEP TWO: Select the "start fundraising" button in the right hand corner.



The screenshot shows the JustGiving website interface for the 'Samaritan's Feet International Shoe Locker' campaign. At the top, the JustGiving logo is on the left, and 'Menu' and 'Start fundraising' links are on the right. The main content area is split into two columns. The left column features a large image of hands tying a blue sneaker on a child's foot, with another shoe on a blue cloth next to it. Below the image is the Samaritan's Feet logo and the text 'Samaritan's Feet International Shoe Locker'. The right column shows a fundraising progress bar with '\$0 raised' and two orange buttons: 'Give Now' and 'Share'. Below this, there is a section titled 'Be a fundraiser' with the text 'Create your own fundraising page and help support this cause.' and a large orange 'Start fundraising' button. An orange arrow points to this button. At the bottom left, the charity registration number '141880905' is displayed.

JustGiving Menu Start fundraising

\$0 raised

Give Now

Share

Samaritan's Feet International
Shoe Locker

Give every child the chance to play. Fundraising for a Shoe Locker helps to supply new athletic shoes to children in need.

Charity Registration No. 141880905

Be a fundraiser

Create your own fundraising page and help support this cause.

Start fundraising





STEP THREE: Complete the account creation page.

STEP FOUR: Complete the profile form with your address.







STEP FIVE: Click the start button underneath "Doing your Own Thing."

What are you doing?

			
Emergency aid Raise money during an emergency (e.g. Covid-19 outbreak).	Fitness at home Set yourself a physical challenge and track your progress with Strava.	Virtual gathering Use live streaming or video calls to host an online quiz or social events.	Gaming Take part in a sponsored gaming marathon or competition.
Start	Start	Start	Start

Looking for something else?

			
Taking part in an event From a marathon, triathlon or charity bike ride to a sponsored walk or trek. Raise money for any official event.	Celebrating an occasion Ask friends for donations rather than birthday or wedding gifts.	Remembering someone Pay tribute to a loved one by collecting donations for a cause they cared about.	Doing your own thing Shave your head, give up chocolate, do something unique...
Start	Start	Start	Start

STEP SIX: Complete the details on the "final steps" page, including creating your webpage

STEP SEVEN: Your fundraising page will now display and give you the option to personalize. We highly recommend that you complete this step and add photos and stories that are meaningful to you.

STEP EIGHT: Your fundraising page is now complete! Now it's time to share the link to your page with potential supporters!

A young girl with light brown hair, wearing a pink t-shirt, is looking up with a wide, happy smile. An adult's hand is holding up a pair of black sneakers with red laces and white soles. The background is softly blurred, showing a blue chair and a red object.

51 MILLION HOUSEHOLDS IN
THE UNITED STATES STRUGGLE
TO PAY FOR BASIC NECESSITIES.

STATISTIC FROM THE CENTER FOR AMERICAN PROGRESS

FACTS AND QUESTIONS

What is the Employer ID Number for Samaritan's Feet?

Samaritan's Feet EIN is 14-1880905.

How much money goes directly to providing shoes?

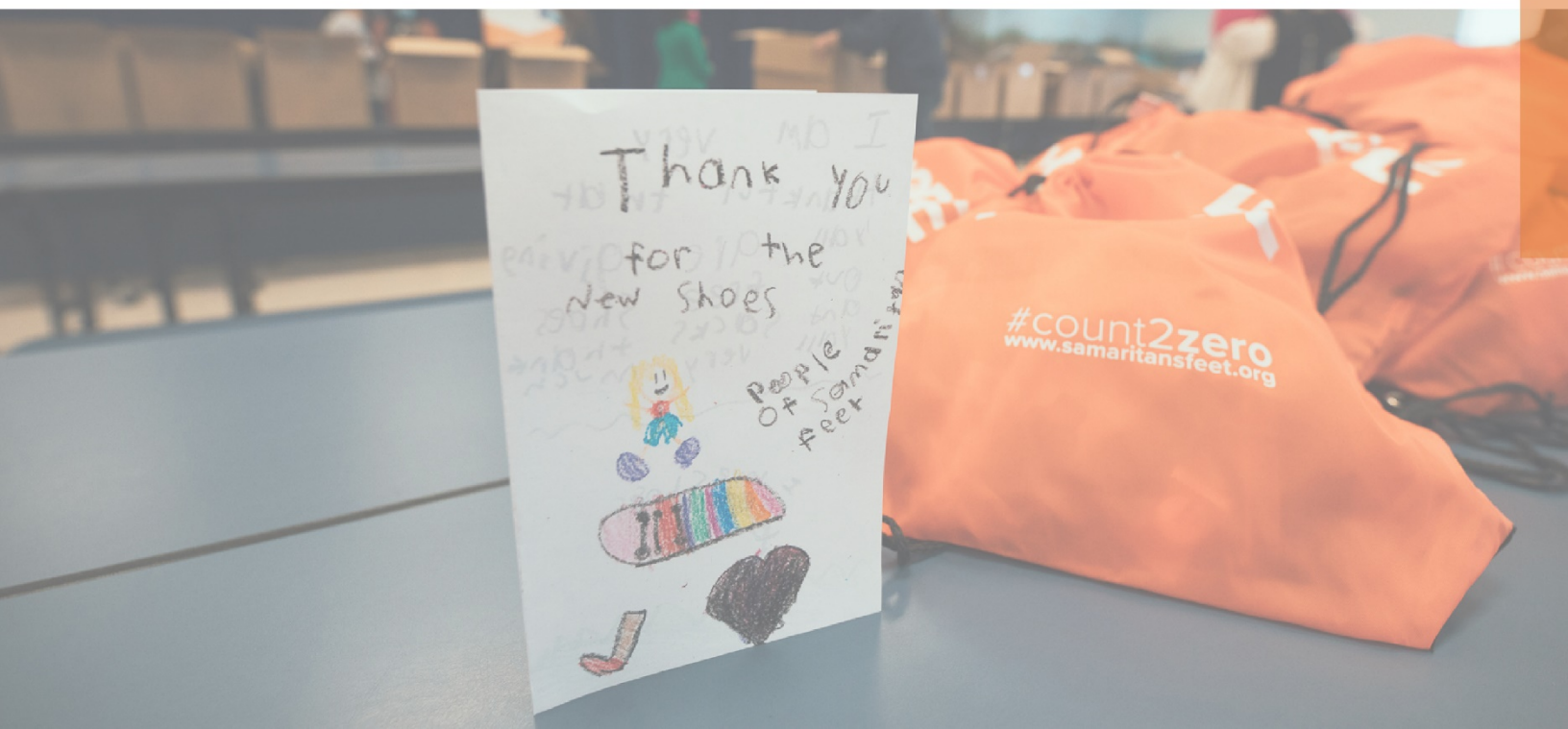
87.4% of Samaritan's Feet total expenses are spent on the programs and services it delivers. Additionally, Samaritan's Feet is proud to have the highest rating (4 stars) from Charity Navigator, a charity assessment organization that evaluates charitable organizations in the United States. We believe in transparency, so if you need more financial history, visit samaritansfeet.org/shoelocker/links for more documentation.

Where can I find Samaritan's Feet promotional materials?

We've taken the time to curate some example social media posts for your fundraising experience. These examples along with links to our YouTube channel and our Footprints Magazine can be found at samaritansfeet.org/shoelocker/links

Do I need approval on fundraising events?

We encourage you to run your ideas by the Samaritan's Feet team. We would love to help you create a successful fundraiser. Please contact Trish Kriger at tkrigger@samaritansfeet.org or 704-512-1320.



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