

ACTION AGAINST SHOE WASTE

STEP FORWARD WITH SHOE AID

Shoe Aid is a UK based Charity with 2 very simple aims - to reduce Shoe Waste and Shoe Poverty.

There is a PLACE in the World...

- Where 4 million children are wearing the wrong size shoes and/or shoes inadequate for their needs. This negatively affects their academic and sporting performance and is leading to serious problems with self-esteem, bullying and feelings of isolation.
- Where 200,000 homeless people do not have sufficient footwear causing significant cases of trench foot in cities across the country.
- Where adults living below the poverty line do not have the correct footwear to attend job interviews, seriously impacting on their chances of obtaining employment and affecting their self-esteem.
- Where, despite this Shoe Poverty, 2 MILLION unused/unwanted shoes are put into landfill every single week, each pair taking 100 years to biodegrade.

This PLACE in 2019 is...

THE UNITED KINGDOM



This is a picture of a child's pair of shoes at a school that Shoe Aid recently visited. We are now providing this school with 100 pairs of shoes/trainers/football boots to the identified children in need, including this one.

ACTION AGAINST SHOE WASTE

Shoe Aid has decided to take action against Shoe Waste & Shoe Poverty by working to intercept footwear that would otherwise be sent to landfill. We then distribute these to people in the UK that we identify as having a need.

Our Mission is simple...

Our mission is to ensure that no child or adult goes without suitable footwear in the year 2019 and beyond.

How will we do this?

To achieve this, we plan to work with Footwear Companies and ask them to take responsibility for the millions of shoes that they produce/buy that end as Shoe Waste. We are seeking to persuade them to improve their Corporate Social Responsibility by taking a step forward with Shoe Aid by donating, sponsoring and supporting Shoe Aid's Work in reducing Shoe Waste & Shoe Poverty.

Shoe Aid is urging footwear companies to contact Shoe Aid to discuss how they can recycle their wasted footwear through Shoe Aid, instead of sending them to landfill. We are currently running a nationwide campaign by contacting every footwear company in the UK and asking them to work with Shoe Aid.

What can this achieve?

- By working together and receiving the support we need, Shoe Aid can help give the 4 million children in the UK the shoes that they need to be educated, involved in sports or to simply boost their confidence.
- By working together and receiving the support we need, Shoe Aid can help provide the 200,000 homeless people in the UK with an adequate pair of shoes on their feet.

Shoe Aid has so far...

- Donated over 10,000 shoes to the homeless across the UK.
- Educated over 25,000 pupils in schools across the UK on the importance of recycling and repurposing footwear.
- Distributed over half a million shoes to over 15 countries around the world.
- Our work has recently been recognised by the UK Prime Minister and a number of celebrity ambassadors.

What can YOUR company do to assist Shoe Aid?

The current Shoe Waste issues are not only an environmental disaster, but it will down the line cause a PR disaster for shoe manufacturers and distributors, in the same way supermarkets are currently being blamed for food waste.

ACT NOW & please support Shoe Aid.

Please see below a number of initiatives we are currently working on and looking for support:


- The donation of companies 5p bag levy towards the work of Shoe Aid, yearly or quarterly, promoting your Corporate Social Responsibility.
- Sponsorship/donation towards the work & promotion of a national month of fundraising every September which we have called "STEPtember". STEPtember involves schools/companies fundraising on any Tuesday in STEPtember, a "SHOESday". People who want to be involved are asked to wear an odd pair of shoes to school/work for the day and donate £1 towards the work of Shoe Aid. We are looking for a main sponsor.
- Sponsorship/donations for Shoe Aid to represent the UK at the 8th Global Footwear Sustainability Summit in Shanghai in August 2019. A chance for Shoe Aid to display our work to over 500 International Footwear Companies.
- Companies to place Shoe Aid collection bins in their stores for families/customers to bring their old or unwanted shoes to donate to Shoe Aid.

There are so many ways that UK Footwear Companies can contribute to the work of Shoe Aid whilst establishing a more innovative cost-effective way of recycling their footwear waste.

Please contact us now.

www.shoeaid.co.uk

- The UK has already stepped up to Food Waste.
- The UK has already stepped up to Plastic Waste.
- It's time to 'STEP UP' to Shoe Waste.

Shoe
Aid 
A Step Forward