

A Step forward, Shoe Aid, Tackling a UK and Worldwide Footwear Poverty Crisis

There is a place where 4 million children are wearing the wrong sized shoes. And at least 200,000 homeless people have no shoes or shoes that are falling to pieces, and that place is the UK.

Shoe Aid a national charity based here in the UK source and supply free footwear through a collection and distribution network, so no child or adult need go without shoes

Shoe Aid has donated over 10,000 shoes to homeless charities across the UK.

The Problem is Serious - Over 2 million shoes are thrown into landfill every week. On average, one pair of shoes takes upwards of 100 years to biodegrade. Lee Todd CEO explains "We are helping to avoid an environmental disaster for shoe manufacturers and distributors; in the same way super-markets are currently getting blamed for food waste".

Shoe aid is tackling the problem, they have educated over 25,000 pupils in more than 100 schools on the importance of recycling and repurposing footwear. At the same time distributing over half a million shoes to over 15 countries around the world. Lee Todd adds "Shoe Aid are reducing the number of shoes being thrown away into landfill by increasing shoe donations

through supporters of the charity with collection points”.

The charity is now creating more awareness through In-person presentations to schools and organisations to help build and grow its nationwide support. They have also received celebrity endorsements from Jamie Oliver, Cheryl Baker and Right Said Fred through online social media helping to spread their message.

Additionally, major retail and commercial footwear brands have provided their support and backing by means of sponsorship at key fashion and retail events.

There is global footwear poverty with significant implications 1.5 billion people worldwide without shoes of which 300 million are children. 70 million of those children are unable to access suitable education footwear because shoes are required as part of the school uniform.

We have a manifesto explains, lee Todd

We believe that it is wrong that millions of unwanted shoes end up in landfill, almost 2 million every week. Which is as much an environmental disaster as it is a tragic waste. Wrong that 4 million children wear ill-fitting shoes, damaging to foot health, academic potential and self-esteem, not just now, but later in life. Wrong that 200,000 homeless people do not have access to warm sturdy shoes. As a result, trench foot

still exists on the streets of the UK in 2018/19. We cannot continue to ignore the problem. Its solvable and that is why Shoe Aid was created.

We are asking for people to donate something which we all have at home and no longer use or need. There are collection boxes at many supermarkets, premier league and football league clubs and schools making it easier for people to donate.



WE'RE DOING EVERYTHING WE
CAN TO STOP FOOD WASTE.

AND WE KNOW WE HAVE TO STOP
THE TRAGEDY OF PLASTIC WASTE.

BUT WHEN ARE WE GOING TO
WAKE UP TO FOOTWEAR WASTE?

In the UK we have a food bank in nearly every city to deal with the colossal food waste from supermarkets and to help those struggling with food poverty. The supermarkets have helped with millions of pounds of funding to help with this problem.

Last January , after Sir David Attenborough's documentary on the blue planet about plastic waste killing our oceans life. This has changed the way we use plastic putting an end to plastic straws being used in many pubs and restaurants. After this was reported I was contacted by ITV news at ten and in the last six month's by the One Show to talk about the 2 million shoes that are dumped in our bins every week and end up in landfill taking 100 years to biodegrade. Also many large corporate companies have been called to the Government Environmental audit committee in November 2018 to answer the questions on why we dispose of fashion footwear when it's no longer in fashion.

Shoe Aid can help all footwear companies improve their CSR and take responsibility of the product they sell by reducing this waste going to landfill. I am asking all CEO, Directors and business owners who are reading this now to take action by donating to, and sponsoring Shoe Aid.

Our purpose as a charity is to reduce global footwear waste and use this to help 4 million children in footwear poverty in the UK. To give free footwear to 55,000 homeless people, to help 1.5 billion people worldwide which includes 300 million children without footwear and save 30,000 foot infection deaths.

Message me now and lets talk on how your business can sponsor, support & donate to Shoe Aid.

Yours Faithfully,

Lee Todd

Lee Todd

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