



Civic Groups
Raise Thousands
with Shoe Drive
Fundraisers



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Introduction

Civic Groups Raise
Money Collecting Gently Worn,
Used and New Shoes



Civic groups have served as the thread in the social fabric of our nation, since the founding of the United States. Concerned and active citizens have taken the initiative to make their local communities a better place to live. Together, groups of people have come together through the generations to collectively improve the circumstances, resources, and knowledge of its community. Civic organizations include political groups, associations, Lions, Kiwanis, Rotary and even animal rescue groups. The primary purpose of these groups is to improve the quality of life of those within their communities.

[Funds2Orgs](#) has been fortunate to partner with many civic groups in the U.S. Each day we work with civic organizations, nonprofits, schools, churches, and others to help them raise money with creative shoe drive fundraisers. So many of these organizations have often inspired and moved our team, and we've shared their stories with our followers on Facebook, Instagram, YouTube, and Twitter.



Brody on beach patrol.

For example, one of our partners is a national organization that helps thousands of animal rescues and shelters each year with innovative fundraising technology. Many of us love animals. I have a dog named Brody. He's the first dog I've ever owned. But, I've learned a lot about animals and dogs in particular: great company and loyal no matter what.

There are countless civic groups and organizations we could mention and feature. One thing most of them have in common is that they need to raise funds. Fundraising is not something that most people like or feel comfortable doing. However, the reason we're the top shoe drive fundraising company in North America is that we provide thousands of civic groups, nonprofits, schools, churches and other partners with proven and creative fundraising ideas.

What we do is simple. We partner with all sorts of organizations, large and small. They're looking to raise thousands of dollars in 60 to 90 days with a fun, engaging and unique fundraiser. We give our partners everything they need for a successful [shoe drive fundraiser](#). And, what's even better, there are no out-of-pocket costs. Our partners receive:

- The shoe collection materials, including 100 bags and rubber bands.
- A team of fundraising coaches to plan, work with you and help you coordinate the wrap-up of the shoe drive fundraiser.
- Digital promotional and marketing materials that you can customize for your brand and fundraiser.
- Pick-up of the shoes by a member of our logistics team at your location.
- A check issued within 2 days of the receipt of the shoes at our warehouse for processing.

Take a few minutes to learn about shoe drive fundraising and why we may be what you're looking for with new and [creative fundraising ideas](#).



Chapter One

Profiles of Three Shoe
Drive Fundraising Partners



Profile 1 – Girls

At Funds2Orgs, we do love our animals, but we also care about children. We're fortunate to work with one of the leading organizations for character development for girls in the country. Three of the chapters have partnered with us. In total, they've collected over 360 bags of gently worn, used and new shoes and raised over \$3,550. And, recently, one of the chapters decided to sign up with us again.

A shoe drive fundraiser makes a lot of sense for them because it's an opportunity for this Christian organization to engage girls and their families to live their faith actively. Most organizations need money to help them fund their programs. And, instead of asking for money, or selling candy or cookie dough, the girls and their families collect gently worn, used and new shoes.

Profile 2 – Disease

There are hundreds of thousands of organizations across the country working to support those who are afflicted with diseases. Among many disease groups, Funds2Orgs has worked with a group seeking to provide those with dementia with new medicines and therapies. Their overarching goal is to cure the disease also associated with other cognitive disorders, such as Alzheimer's.



They make it a point to tell the public that their barrier to success is funding. The organization is always looking for new and different opportunities to raise money for a disease many people don't understand, and maybe even fear. Last spring, they did a very successful fundraiser collecting 443 bags of shoes and raising over \$4,300 for their work.

Profile 3 – Domestic Violence

We're also proud to partner with a small network of domestic violence shelters in New Jersey. The challenges of fundraising for this type of organization are unique, as you might imagine. The mission of this network is one that is noble, but one that is chronically underfunded because of the painful realities in the stories of the survivors.



Were it not for this network and countless others across the United States, women and children would have nowhere to turn to escape a violent or abusive situation.

This network collected 103 bags of footwear, each with 25 pairs of gently worn, used and new shoes. They raised just over \$1,000 for the outstanding work they do in the communities they serve in New Jersey.



Chapter Two

Who, What, When,
Where, and Why?



WHO?

Funds2Orgs is a fundraising company. We're fortunate to have worked with thousands of organizations and groups in the United States and Canada to help them raise thousands of dollars in 60 to 90 days. We're the leading social enterprise in North America doing shoe drive fundraisers, and our work with our partners has helped us earn accreditation from the [Better Business Bureau](#).

WHAT!

A shoe drive fundraiser with Funds2Orgs is easy, fun and engaging. Instead of asking supporters, donors, and followers for money or selling anything no one wants or needs, our partners collect gently worn, used and new shoes. Once the shoe drive is completed, Funds2Orgs picks up the shoes collected at the central storage location of all of our partners. Once the shoes arrive at our warehouse, we issue a check within 2 business days.

WHEN?

We have partners doing shoe drive fundraisers 24/7/365. Any time is the right time to start a shoe drive with us. We have hundreds of organizations calling, emailing and messaging us through our website's live chat every business day. There's a reason why so many organizations and groups know our name: we work to earn your business. And, because we work hard for and with our partners, we have the benefit of word of mouth marketing.

WHERE?

We're ready to work with civic groups, nonprofits and other groups and organizations throughout the U.S. One of the reasons why we've had so much success is because our logistics team picks up the shoes in our trucks. We know that the shoes are a currency, and you want to make sure the footwear gets to our warehouse. We make sure it does.

WHY?

I started out as a kid in the shoe business. When I was 15 years old, I participated in a work-study program, and my first job was working in a retail shoe store. It didn't take me long to realize that I had found my calling. It's been decades since that first job, and along the way, I learned how to make a difference, and help organizations earn the funds they need for their missions.

I know shoes. I know everything about shoes. After the 2004 Indian Ocean tsunami when I led an effort to ship over 250,000 shoes to families who had lost everything in the countries affected, I knew I could take my passion for shoes, make a difference in the world and make a profit. Our thousands of partners since I founded Funds2Orgs seem to agree with me.



1. We've worked with over thousands of partners who've signed up with us and raised \$3,000, \$5,000, or more. We've even worked with large partners who've raised over \$45,000. There's no cap on how much money you can earn with Funds2Orgs. All you have to do is collect gently worn, used and new shoes. One of the best things about a [shoe drive](#) fundraiser is that practically anyone can participate. Most families have 10 to 15 pairs of shoes they no longer want or use in their homes. People like to know they can support their favorite cause by just cleaning out their closets and gathering pairs of shoes.
2. Through its logistic partner, Funds2Orgs ships the shoes collected in North America to developing countries around the world. The shipments overseas are an added social impact value for any shoe drive fundraiser. In many developing nations, whole populations live in deep poverty. When families live with systemic poverty, that means the most basic things we take for granted in the U.S. or Canada are considered a luxury.

Let's take automobiles, for example. **In the U.S. there are over 253 million cars for 319 million Americans.** In many developing nations, fewer than 15 percent of the population own a car. That means most people get around using their feet, and the need for comfortable walking shoes is great.

Country	Population	Vehicles per 1000 people	Percentage of people own vehicles	Number of people own passenger cars	Percentage of people own cars	Number of people own commercial vehicles	Percentage of people own commercial vehicles
Haiti	10,879,821	12	13.05%	97,800	11.24%	43,200	5.85%
Nicaragua	6,100,000	57	34.07%	64,650	9.43%	99,350	12.13%
Guatemala	16,726,167	68	11.37%	127,800	13.08%	145,900	13.42%
Tanzania	55,356,183	7	3.87%	20,100	2.75%	50,200	6.20%
Togo	7,523,576	2	15.04%	97,800	8.09%	43,200	16.18%

Funds2Orgs ships the shoes to [micro-entrepreneurs](#) (small business owners) in developing nations so they can sell the footwear collected in shoe drive fundraisers from North America. Shoes give them an opportunity for a livelihood they might not otherwise have in their country.

3. Annually, over 600 million shoes go to landfills across the United States. Did you know that a single shoe can take more than 80 years to decompose? Depending on the parts of the shoes it can even be over 100 years! That could easily be a whole lifetime.

As shoes begin to breakdown, the chemical compounds that make up the footwear release toxins into the air. These gasses are harmful to the planet, the atmosphere and contribute to climate change. Additionally, the toxins cause health and respiratory illnesses and diseases. That means that [shoe drive](#) fundraisers allow you to offer to your community a socially responsible way for people to dispose of pairs of shoes they have and no longer want or need.



Chapter Three

How Does It Work?



When organizations do fundraisers, they want it to be as easy as possible. Civic groups and nonprofits have too much going on trying to accomplish their missions. They can't afford to do fundraising events that may not raise the money they need. Funds2Orgs recognizes this, and that's why when you partner with us, we'll set a goal that's clear—and attainable—using all of our resources.

A shoe drive fundraiser with our [creative fundraising ideas](#) is as easy as 1-2-3-4.

1



Engage your supporters to collect their gently worn, used and new shoes.

2



Collect the shoes from your supporters. We supply the bags and rubber bands!

3



When the shoe drive is completed, simply call us and we'll pick up all of the bags.

4



Funds2Orgs will send you a check based on the total weight of shoes collected!



Chapter Four

Marketing and Promotions Materials
Provided for Your Shoe Drive



Word of mouth from our many shoe drive fundraising partners plays a large part in our success, but so does effective marketing and promotion. We understand you have to promote any fundraising campaign actively. That's why we provide everything necessary to promote a shoe drive fundraiser. The digital materials are customizable to your shoe drive, and you can add your brand and logo. We give you the following with no out-of-pocket costs:

Welcome Kit

Steps to a Successful Shoe Drive

Shoe Drive Planner

Weekly Steps

Press Release Template

Media Alert Calendar

Shoe Collection Guidelines

Volunteer Sign Up Sheet

Shoe Drive Guidelines

Goal Chart

What Is Micro-Enterprise? (To help inform your supporters)

Flyer Templates (To post)

Door Hangers (To leave for donors and raise awareness about the shoe drive)





Chapter Five

Funds2Orgs Fact Sheet



Funds2Orgs is the leading shoe drive fundraising social enterprise in North America and has served thousands of partners. Funds2Orgs works primarily with organizations seeking to raise \$3,000, \$5,000 or more in as little as 30 days.

- Funds2Orgs is a for-profit fundraising company and social enterprise founded on April 1, 2013.
- Funds2Orgs is an independent brand of [Elsey Enterprises](#).
- The founder of Elsey Enterprises and all brands associated with it is international business entrepreneur and philanthropist, Wayne Elsey.
- Currently, the business has over 20 team members.
- The social enterprise is accredited with the [Better Business Bureau](#) and has hundreds of independent reviews.
- Elsey Enterprises has other brands in its portfolio, which include: Sneakers4Funds, Shoes With Heart, Not Your Father's Charity, CELG Freight, SocialGoodU and str@tegic.
- Subsidiary brands of Funds2Orgs include Sneakers4Funds and Shoes With Heart.
- Funds2Orgs has helped thousands of shoe fundraising partners raise money across North America.
- The average length of a shoe drive is 60 days to 90 days.
- On average, shoe drive partners collect 300 bags of gently worn, used and new shoes in a "Flash Drive."
- Footwear collected by partners in North America are consolidated and shipped to approximately two dozen developing nations around the world.
- There are three main advantages to a shoe drive fundraiser with Funds2Orgs:
 - Shoe drive partners can raise money in a creative, fun and easy fundraiser.
 - Gently worn, used and new shoes collected are shipped to micro-entrepreneurs (small business owners) in developing nations around the world.
 - Footwear collected in shoe drives do not go to landfills in North America. Developed nations are leading the charge to make conditions on our planet more sustainable for the global population.
- All partners receive everything necessary for a shoe drive with no upfront costs, including:
 - A team of fundraising coaches to help partners from start to finish.
 - Shoe collection materials, including rubber bands and clear plastic bags.
 - All the promotion and marketing materials.
 - Pick-up of the shoes by a member of the Fund2Orgs logistics team.
 - A check issued by Funds2Orgs within 2 business days of the shoes being received and processed at its warehouse.
- You can download free marketing and fundraising resources and partner case studies on the [Funds2Orgs "Free Resources"](#) page.



About the Author



[Wayne Elsey](#) has changed lives around the world. He is the founder and former CEO of Soles4Souls, a nonprofit that helped put over 20 million pairs of shoes on the feet of those in need in response to some of the world's largest natural disasters. He also grew this organization from zero to over \$74 million in fewer than 5 years. Today, his company, Elsey Enterprises, offers consulting, fundraising and business services for nonprofits, social enterprises and for-profit organizations looking to make a large social impact. He accomplishes this through the independent brands of Elsey Enterprises: str@tegic, Not Your Father's Charity, Funds2Orgs, Sneakers4Funds, Shoes With Heart, CELG Freight and SocialGoodU, an online education platform for learning all things related to the social sector.

A nationally recognized authority on nonprofit and social enterprise leadership and topics related to motivation, business and personal success, Wayne's life work is dedicated to business projects that have a humanitarian impact. He also seeks to educate and inform social sector organizations, philanthropists and entrepreneurs on the latest trends in the industry through public speaking, consulting and as an author. His network appearances include NBC Nightly News, Good Morning America, Today Show, & Fox News.

As a thought leader, all of Wayne's books (available for cost on [Amazon](#)) dissect various business principles and teach readers that much of what is learned across multiple disciplines can be applied strategically and thoughtfully to the social sector. In his first best seller, *Almost Isn't Good Enough*, Wayne shows readers how to be successful in the social sector and not suffer financial hardship. His philanthropic ethos is to go from surviving to thriving.

With his subsequent *Not Your Father's Charity* book series, Wayne touches on the most important topics and issues based on his years of experience and success in the social sector. Books published to date include topics related to marketing, fundraising, leadership and the state of overall philanthropy. Wayne also published a motivational book, *Get Off the Couch: Grip & Rip and Break the Barriers Holding You Back in Life*, which is a resource of practical and no-nonsense advice and counsel for those who want to overcome obstacles that seem to be in the way of reaching their full potential.

About Funds2Orgs

Funds2Orgs is the leading shoe drive fundraising social enterprise in North America. Funds2Orgs works with churches, schools, nonprofits, civic groups and others helping them fundraise in an easy, new and innovate way. Further, Funds2Orgs works globally in partnership with micro-entrepreneurs in developing nations around the globe. It also offers organizations and their local communities a socially responsible way to dispose of unwanted shoes in support of a good cause.

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