



HOST A SHOE DRIVE!

How do I get a shoe drive started at my school, church, business or special event?

1. Contact our Shoe Team at 502.751.7104
2. Set a Date for Your Shoe Drive
3. Get the Word Out

Contact our Shoe Team : Contact our Shoe Team at 502.751.7104 to inform them of your shoe drive.

Set a Date for Your Shoe Drive!: Decide when and for how long you want to host your shoe drive. You can host a shoe drive any time of the year but timing your shoe drive with other events like school activities, sports activities, birthdays and/or holidays can help make your shoe drive a Big Success!

Get the Word Out: Promote your shoe drive. Communicate the date of your shoe drive and a location to drop off the shoes. You are encouraged to challenge your family, friends and colleagues to give a certain amount of shoes. (About 50 shoes fill one of our Waterstep's Collection Boxes.) You are also encouraged to communicate what inspired you to host a shoe drive.

Where Do I Promote the Shoe Drive?

Social Media: Social media ideas include posting clear and concise information on social media sites like Facebook, Twitter, Instagram and Snapchat.

Website and/or Blog: Use your personal website, your personal blog, your company's website, your school's website, your church website, etc.

Newspaper, neighborhood papers or circulars, Local Radio Station, Email to Friends and Family.

Partner with Other Organizations: Contact local organizations like Girls Scouts/Boy Scouts or enlist the help of your church youth group, your sport's team and/or your neighborhood association. Invite them to participate in a Community Service Project. Celebrate your combine accomplishments.

WATERSTEP | 625 Myrtle Street | Louisville, KY 40208 | 502.568.6342

www.waterstep.org

WATERSTEP SHOE DRIVE | SHOE DRIVE FAQ



How do I get a shoe drive started at my school, church, or business?

1. Contact our Shoe Team at 502.751.7104
2. Set a Date for Your Shoe Drive
3. Get the Word Out

How long should I run my shoe drive for?

We recommend that your organization run your shoe drive for at least two weeks unless it is a one-time event.

What kind of shoes can be donated?

We will take any and all types of shoes, regardless of their condition, as long as they are free from mold/mildew.

What do I do with the shoes once they are collected?

Please drop off collected shoes at WaterStep's Headquarters at 625 Myrtle Street, Louisville, KY 40208 or call 502.751.7104 for a pick up. If you are outside the Louisville area, please contact 502.751.7104 to discuss logistics of your shoe pick-up.

What does WaterStep do with the shoes?

WaterStep has an exporter that buys our shoes. Our exporter takes these shoes into some of the same developing countries that we do water purification projects and sells them to local vendors instead of giving them away. Because of this, we are contributing to micro-enterprise ventures that benefit the economy. This business model helps to provide funds for WaterStep, the exporter, and those small business owners in developing countries.

Why shoes?

Shoes serve another purpose besides providing WaterStep with funds for water purification. One pair of donated shoes serves multiple purposes: Building the economy of a local community, Providing affordable footwear, Keeping shoes out of landfills, Initiating sustainable water projects.

How do shoes provide funding? How does WaterStep use the funds raised?

60% of all funding of the WaterStep mission is by way of individual donations. Shoes creates approximately 15% of our revenue and the remaining 25% comes from grants and product sales. All funds received go toward funding our mission, of empowering ordinary people to provide safe, clean water.

We look forward to partnering with you!

WATERSTEP | 625 Myrtle Street | Louisville, KY 40208 | 502.568.6342

www.waterstep.org