

2014 ANNUAL REPORT



PROVIDING NEW SHOES FOR CHILDREN IN NEED



## Why shoes?



When someone hears that I work for "Shoes That Fit," I am often met with a few beats of silence. You can see the questions behind their eyes: Why shoes? Whose shoes DON'T fit? It takes a minute for people to realize that many children are lacking something as very basic as properly fitting athletic shoes.

It's hard to believe that a staggering 16 million children live in poverty in the United States—that's 1 in 5 children, and recent studies suggest that number is actually growing. Shoes are expensive and kids outgrow them so quickly! The humiliation caused by wearing grandma's old shoes—or missing school because you are sharing shoes with your brother—creates lasting scars. The teachers and administrators we work with continually tell us how hard it is for kids to concentrate when their feet hurt, when they are embarrassed and trying to hide from shame, or when they skip school entirely.

Some of these children have NEVER received a new pair of shoes. The fact that someone—a stranger they don't even know—purchased something uniquely for them can change a child's whole outlook on life. One pair of shoes is really an investment in a child's future.

This report demonstrates the depth and breadth of the impact that your support and good work have had on our communities in 2014. Our program works equally well on a large scale as it does on a small scale—we have companies demonstrating their corporate social responsibility by helping thousands of children throughout the United States side by side with individuals helping one school in their community. Our feature in *Parade* magazine last fall brought us many new supporters and we welcome all our friends who joined us in 2014 to the family.

With thanks for a wonderful 2014 and great hopes for 2015!

Amy Fass V Executive Director

anny Law



## Spotlight on Nordstrom

Nordstrom is a company that cares; when it comes to supporting their communities they say they strive to Leave it Better Than They Found It. Here at Shoes That Fit we've seen their commitment in action. During the holiday season, Nordstrom provided an opportunity for customers in all 117 full-line stores and 151 Nordstrom Rack stores to purchase a holiday giving card to donate shoes to children through Shoes That Fit.

"It's been amazing to see our collaboration with Shoes That Fit continue to grow, thanks to our customers and employees who support it each year. 2014 was a record year for our holiday giving program at Nordstrom. We were able to help distribute more shoes than ever—26,000 pairs! It's a tremendous accomplishment and we're looking forward to the future." —Terri Baldwin, Director, Charitable Giving, Nordstrom, Inc.

Similar to John W. Nordstrom's founding of the company, Shoes That Fit started with few resources—nothing more than a commitment to filling a visible need by providing quality shoes to kids in need. With our shared focus on shoes, quality and service, the sky is the limit in terms of how many children we can positively impact.

"We've been fortunate to partner with Shoes That Fit since 2010 to offer our customers a great way to directly support kids in their communities. We appreciate the way they've chosen to run their operation—by keeping expenses down they are able to focus as many resources as possible directly on the children they serve. We're proud to be associated with them and their efforts."

—Blake Nordstrom, President, Nordstrom, Inc.



#### **IMPACT STATEMENT**



135,905 Shoes

+ 300

Volunteer Groups

+ 2,019 Schools

+ 45

States

(and Washington DC)

= **90,380**Smiling kids in 2014!

#### **REVENUES AND SUPPORT**

(for the year ended December 31, 2014)

**DONATED SHOES** 

AND CLOTHING ..... \$ 3,023,588

**◆**CONTRIBUTIONS . . . . . . . . \$ 727,810

OTHER INCOME, UNREALIZED GAINS. INTERES

GAINS, INTEREST,
DIVIDENDS . . . . . . . . . . . \$ 17,013

TOTAL ..... \$ 3,768,411



#### **EXPENSES**

(for the year ended December 31, 2014)

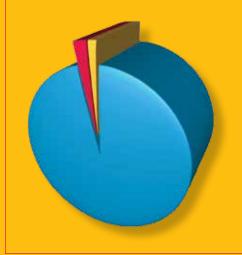
◆PROGRAM.......\$3,566,946

**♦**FUNDRAISING.....\$ 105,142

◆ADMINISTRATION.....\$ 55,881

TOTAL ....\$3,727,969

Net Assets-End of year....\$1,112,606





## Team Shoes That Fit!

In December, Shoes That Fit supporters formed our inaugural running team, #TeamShoesThatFit, to participate in the Holiday Half Marathon and 5K Run/Walk at Pomona Fairplex. Featuring a Penguin Waddle for children, the weekend was filled with fun and helped raise awareness about Shoes That Fit and the importance of new shoes to help children feel comfortable and confident. Thank you to Pomona Valley Hospital Medical Center, our lead sponsor, Foothill Transit and our runners for their fundraising efforts on behalf of Shoes That Fit.



#### Half Marathon and 5k runners Clare Chadwick

Harriet Cumming John Ems Steven Ems **Bob Fass** Danielle Flowers Arthur Fry Julieana Fry Kaylea Fry Joan Fryxell Johanna Hardin John Heitkemper Juli Hester Irene Lopez Jeanette Lopez Jessica Martinez Richard Martinez Luz Nunez Geoff Owers John Renken Michele Weatherholt

#### **Penguin Waddlers**

Riley Fass Ryan Fass

#### WALKING ON A CLOUD

"Last Friday, I delivered a pair of sneakers to a student who has special needs. He is nonverbal and not usually happy. As I took off his old shoes I could not help but notice the marked difference in size. The shoes that were taken off were 2.5 sizes smaller. I wanted to cry. The family could not afford to buy him new ones and he couldn't tell anyone they hurt (or didn't know anything different). He refused to take the new shoes off and his teacher said that she had never seen him happier. The rest of the day he was walking on a cloud. The shoes made all the difference for him. If anyone ever questioned the value of this program, please don't. He was happier because his feet didn't hurt anymore....

The smiles that I saw this fall will stay with me for a long time and they were smiles for shoes that are comfortable...shoes that fit...something that most people take for granted."

-Mary MacDonald, School Counselor, Seattle, WA





"Things were always lean for my divorced mother of four kids. Shoes were a luxury & often old, very tight & terribly scuffed before they could be replaced. The brothers had it worse because they had to share & hand down old shoes to the next. More often than not the soles were holey & cardboard was placed inside. As adults the one thing we all agree on is our love for shoes—lots & lots of them!"

—Christine Limon,

Claremont, CA



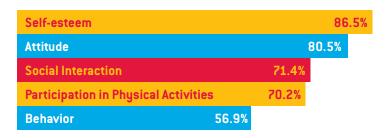


### Cold Feet in Maine

Like so many of our school liaisons across the country, Tina Veilleux sees children coming to school daily in shoes they've outgrown and are falling apart. As a Registered Nurse at Howard C. Reiche Community School in Portland, Maine, Tina reports that over the years she's "often resorted to duct tape to hold shoes together." The severe weather in Maine makes her intervention critical. "Every day I give out socks for wet feet," Tina says. "It's difficult and dangerous to play on the playground—climb on equipment, run, and play soccer—in ill-fitting shoes."

Tina and her colleagues spend a great deal of time looking for resources for students. "Many students don't have the academic support they need at home because of the stress and challenges poverty brings. Parents can't provide the kind of material support most of us take for granted—extra money to pay for field trips, snacks or lunches, materials for class projects. The school, and often individual teachers, provides most of that."

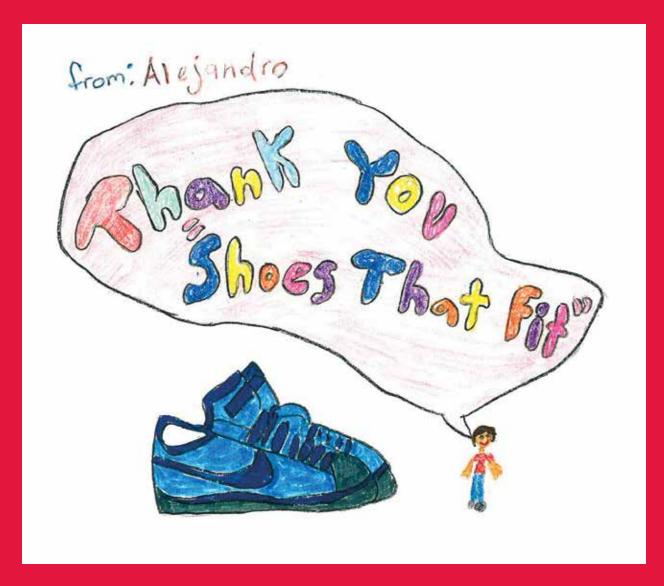
Shoes That Fit is a reliable resource for devoted teachers and grateful partners like Tina who go the extra mile to support their students. In 2014, liaisons who responded to our annual survey reported the following improvement in their students who received new shoes:







Judi Burson celebrated a special birthday which fell on 11.11.11, by asking her guests to bring a pair of shoes instead of gifts. "Shoes That Fit is a wonderful organization and I am glad to be able to support it."





## A Lasting Legacy

Sharon Fordyce first became involved with Shoes That Fit in 1995. "I had never heard of Shoes That Fit and did not know how they knew to call—I agreed to go shopping somewhat reluctantly," she remembers. "Once I got involved, I began to realize how many children are lacking proper shoes—I was hooked."

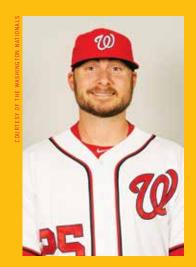
Twenty years later, Sharon is still supporting Shoes That Fit as a volunteer, donor and currently as the organization's Board President. Sharon and her husband Robin recently included Shoes That Fit in their estate plan, a decision they made after being involved with the organization for many years and because of Sharon's personal experience with shoes as a child. "I had to wear special shoes to correct my feet, which left me open to teasing and ridicule. I am very aware of how shoes can provide a safety net from bullying."

Sharon and Robin are determined to leave a legacy that reflects their life work, passions and convictions. "We have worked hard in our lives to get where we are and we like the idea of leaving a lasting legacy behind us. Knowing that we can help those who are less fortunate through a planned gift gives us great joy."



"We've been involved with Shoes That Fit from the very beginning. As a family, we believe strongly in community; so much so that we have involved our friends and co-workers with this great organization. We know that our donations of shoes, time and money make a big impact in children's lives."

> —Liisa and Andy Primack, Claremont, CA



"As a professional athlete, I know firsthand the importance of having good athletic shoes in order to participate in physical activity. I can't imagine kids not having shoes to attend school, so I wanted to do my part by donating a portion of my New Balance shoe allowance to Shoes That Fit. I'm happy to make a difference for kids in need."

> —Clint Robinson, Washington Nationals, MLB



#### VOLUNTEERS

Thank you to our fabulous Volunteer Sponsor Groups across the nation whose dedication makes Shoes That Fit run!

#### Alabama

DaVita, Inc.—Southland Division DaVita, Inc.—Team Renaissance Division Grace Lutheran Church Nordstrom/New Balance Holiday Campaign Rack Room Shoes Verisight, Inc.

#### Alaska

Nordstrom/New Balance Holiday Campaign

#### **Arizona**

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#### **Arkansas**

Rack Room Shoes

California 3M Unitek 582 East Salon Abraham Joshua Heschel Day School Adat Ari El Synagogue AFSCME Local 146—Council 57 AFT College Staff Guild Local 1521A ASi Networks Auntie Suzie's Shoes n Socks for Kids Broadview Mortgage California Sporting Goods Association Capital Group Companies Carlos' Critters Chaffey Joint Union High School District Church for the Nations Claremont Escrow Claremont University Consortium Congregation Or Ami David Starr Jordan High School DaVita, Inc.—Dream Team Acutes Division DaVita, Inc.—Gold Coast Division DaVita, Inc.—ORCA Division DaVita, Inc.—Pacific Gold Division DaVita, Inc.—Playa DaVita DaVita, Inc.—Sierra Terrific DaVita, Inc.—Surf n' Sun Division DaVita, Inc.—The Grove DaVita, Inc.—Wild West Division De Falco Family Foundation Delta Sigma Theta-Cerritos Area Alumnae Chapter First United Methodist Church Foothill Carwash

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Southern California

Edison—Irwindale—6090

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DaVita, Inc.—Nor'Easters Division Morgan Ferguson and Friends Nordstrom/New Balance Holiday Campaign Rack Room Shoes

#### Delaware

Rack Room Shoes Shoes That Fit of Delaware

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Gethsemane Baptist-Naphtali Tribe Nordstrom/New Balance Holiday Campaign

#### Florida

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Unitarian Universalist Society

#### Georgia

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Nordstrom/New Balance Holiday Campaign

#### ldaho

Nordstrom/New Balance Holiday Campaign

#### Illinois

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#### Indiana

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"We are a group of men who started meeting to discuss the needs of our community. Shoes That Fit is simple, clear-cut and easy and helped us focus on local kids who don't have much of anything. We have partnered with local businesses and together we have helped more than 2,100 children over the last 5 years. Shoes That Fit is a wonderful program!" —Dwayne Parker, Breakfast of Champions Men's Club, Saginaw, MI



#### Kansas

DaVita, Inc.—Dream Catchers Division DaVita, Inc.—SunDance Division Nordstrom/New Balance Holiday Campaign Rack Room Shoes

#### Kentucky

DaVita, Inc.—Thoroughbred Division Nordstrom/New Balance Holiday Campaign Rack Room Shoes

#### Louisiana

DaVita, Inc.—Southern Heat Division Rack Room Shoes

#### Maine

DaVita, Inc.—Northern Lights Nordstrom/New Balance Holiday Campaign

#### Maryland

Elkton United Methodist Church Katwalk Fashion Boutique Nordstrom/New Balance Holiday Campaign Rack Room Shoes

#### **Massachusetts**

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#### Michigan

Cyekeia Lee and Friends
DaVita, Inc.—Great Lakes Division
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Campaign
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#### Minnesota

Club

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#### Mississippi

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#### Nebraska

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#### **New Jerse**

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#### **New Mexico**

Rack Room Shoes

#### **New York**

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#### **North Carolina**

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#### Ohio

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DaVita, Inc.—Stellar Force Division
DaVita, Inc.—Thoroughbred Division
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Eastman & Smith, Ltd.
Nordstrom/New Balance Holiday
Campaign
Rack Room Shoes

South Metro Optimist Club

#### Oklahoma

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Division
DaVita, Inc.—SunDance Division
Nordstrom/New Balance Holiday
Campaign
Rack Room Shoes
RSVP of Pottawatomie and Seminole
Counties

#### Oregon

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Engineered Packaging Solutions
Nordstrom/New Balance Holiday
Campaign
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Rebekah Lodge #20
Shoes That Fit—Coos Bay

#### Pennsylvania

Carnegie Rotary Club
DaVita, Inc.—Team Liberty
DaVita, Inc.—Woodlands West
East Stroudsburg University
Giant Eagle, Inc.
Nordstrom/New Balance Holiday
Campaign
Rack Room Shoes

#### **Rhode Island**

Nordstrom/New Balance Holiday Campaign Rack Room Shoes

#### **South Carolina**

DaVita, Inc.—MiraMonte East Division Rack Room Shoes

#### South Dakota

DaVita, Inc.—Heartland

#### Tennessee

Nordstrom/New Balance Holiday Campaign Rack Room Shoes

#### Texas

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DaVita, Inc.—Eagle Division
DaVita, Inc.—Lone Star Division
DaVita, Inc.—Odyssey Division
DaVita, Inc.—Southern Heat Division
Golden State Foods—Quality Custom
Distribution
Nordstrom/New Balance Holiday
Campaign
Rack Room Shoes
Southwest Houston Chapter
Verisight, Inc.

#### Utah

Nordstrom/New Balance Holiday Campaign

#### Virginia

Golden State Foods—Suffolk, VA Nordstrom/New Balance Holiday Campaign Rack Room Shoes

#### Washington

CR Architecture and Design
DaVita, Inc.—Team Evergreen
De Falco Family Foundation
Golden State Foods
Nordstrom/New Balance Holiday
Campaign
Quality Custom Distribution

#### West Virginia

DaVita, Inc.—Stellar Force Division

#### Wisconsin

DaVita, Inc.—Star Catchers DaVita, Inc.—Supernova Division Lake Country Shoes That Fit Milwaukee Shoes That Fit Nordstrom/New Balance Holiday Campaign

"We started our Shoes That Fit chapter when we lived in Chicago; the winters are horrible and we would see kids walking to school in beat up shoes, slippers, even flip flops in the snow. When we moved to Scottsdale, we started the program here where there is so much poverty—people don't even realize. The best part of Shoes That Fit is getting to witness how generous people are."

—Sharon and Stewart Levine, Scottsdale, AZ

#### DONOR HONOR ROLL

Thank you to our donors whose investments help thousands of children each year!

◆ Solemates — our monthly donors

#### Gifts of \$80,000 or more

The Ahmanson Foundation Nordstrom, Inc.

#### Gifts of \$50,000 or more

The Ralph M. Parsons Foundation The Rose Hills Foundation [1]

#### Gifts of \$25,000 or more

The Green Foundation

#### Gifts of \$10,000 or more

De Falco Family Foundation Dewey Ford Inland Empire United Way [2] MAZDA Foundation USA, Inc. Rack Room Shoes Spanish Wells Cares Foundation Inc. Swanton Foundation J.B. and Emily Van Nuys Charities

#### Gifts of \$5,000 or more

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#### Gifts of 2,500 or more

Variety—The Children's Charity

3M Foundation, Inc. Ina and Timothy Brown California Sporting Goods Association **Executive Council Charities** Jeffrey Grinspoon

[1-2] Payable over 2013 & 2014

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Joel Tharp US Bank Foundation Employee Matching Gift Program Cherry and Barry Vantiger Vincent Rags, Inc. Walmart #2533 Walmart #5623 Gibson Wilkes Women's Club of Claremont

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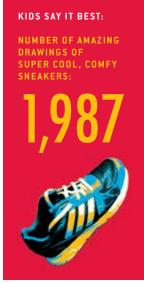
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