



THANK YOU!

Dear Friends,

Wow. That's the word that comes to mind as we look back on all we've accomplished together over the past 30 years. **Thanks to you and all of our friends and partners across the country, children in need are taking confident steps forward in new shoes, for a bright future.** And that's something incredible worth celebrating!

Children living in poverty face many hurdles—hurdles that slow them down in every way: academically, socially, emotionally, and physically. That's why we believe every child deserves shoes that fit. New shoes empower kids to break free from the shame of poverty and step forward with joy, dignity, and confidence.

When you give through Shoes That Fit, you make all the difference for kids in need. You help them attend school ready to learn, play, and thrive. And that makes a life-changing difference!

As you review this year's report, I know you will also say, **"Wow!"** Because your caring support has helped so many kids—like this grade-school student from California, whose teacher shares:

"A 3rd grader was wearing shoes that were 2 sizes too big for him, and as a result, he couldn't run or play at recess because his shoes would come off. So he would sit on the side and just watch the others play. I gave him the correct size (shoes), and he was soooo excited that he would be

able to run around [without] having his shoes come off and [without] kids making fun of him. When it was his time for recess, I saw him racing around the playground with a huge smile on his face."

New shoes are a wonderful gift, making it possible for children to attend school, participate in sports, and enjoy everything childhood has to offer. Your gifts change the day-to-day lives of children across the country! And together, we can continue helping kids coast-to-coast take steps forward into a very bright future.

All the best,
Amy Fass



We're celebrating

30 YEARS

of new shoes for kids!

In 1992, **Elodie McGuirk** learned that hundreds of local children attend school each day in physical pain due to ill-fitting shoes. She was moved to action, organizing a fundraiser among her coworkers to purchase shoes for them—and Shoes That Fit was born!

Since then, kids across the country who need new shoes get them, thanks to the generosity of private individuals, foundations and corporate partners. Through Shoes That Fit, a childhood full of **joy, dignity, and confidence** is possible for kids in need.



Scan this QR code to hear more about our history from Elodie!



1992

Elodie & her coworkers raise the first funds to give kids in Pomona new shoes



2003

A feature in Family Circle provided the first national exposure & boosted impact



2007

Rack Room partnership begins



2010

Nordstrom partnership begins

NORDSTROM



2016-2017

For the first time, **100K+ kids** receive new shoes in a single school year!

2021-2022

For the first time, 150K+ kids receive new shoes in a single school year!



2019-2020

For the first time, kids in **all 50 states and D.C.** were served in a single school year!

2022

Celebrating 30 years & 1.6M+ shoes provided since 1992!

See your **2022 impact**

30 YEARS OF IMPACT

Kids are stepping into joy, dignity, and confidence with new shoes—thanks to you!

Thanks for sparking joy, dignity, and confidence in kids across the country through your generosity this year. You are making a lasting difference for kids in need!

More than
2.6
million
items raised and distributed since 1992.

150,811
kids are playing and thriving in
new shoes this year!

More than
1.6
million
children served since 1992.

3,034
communities served this year—in all 50 states!

The following percentages of educators report improvement in these areas after kids receive new shoes:

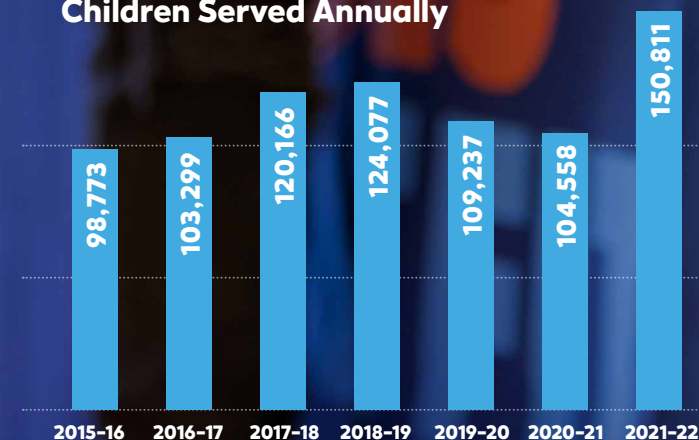
46% 
attendance

87% 
self-esteem

75% 
physical activity

62% 
behavior

Children Served Annually



SHOES AND SMILES

Shoes and smiles for siblings



When families struggle financially, new shoes aren't often in the budget. Siblings share shoes or inherit hand-me-downs from older siblings. Brothers and sisters know firsthand the embarrassment and hindrance of ill-fitting, worn-out shoes. But this connection also multiplies the joy between them when siblings receive new shoes on the same day! A teacher shares this sweet sibling interaction:

"As a second-grade student was being fitted for his shoes, a huge smile appeared on his face, but then the light went out of his eyes. When we asked him what was wrong he stated that he would prefer if the shoes would be given to his kindergarten

sister because she needed shoes more than he did. When he was informed that his sister would also be receiving shoes, the huge smile returned and he asked if he could be with us when she received them. He lit up like a Christmas tree when he saw his sister getting her own pair of shoes. The little girl kept looking at her brother's shoes and said, 'Thank you, he really needed new shoes.'"

These sweet kids were so excited to get new shoes! But they were even more thrilled for the other. And we've heard countless stories like this one, thanks to your gifts this past year. Thanks for making a difference for kids and their siblings!



"THESE SHOES ARE AWESOME—AND REALLY FOR ME?!"

Reaction from a middle-schooler after receiving his new shoes



"LOOK AT MY NEW SHOES!
I FEEL LIKE A SUPERHERO!"

Reaction from a grade-schooler
after receiving new shoes

Two generations of partnership

"My mother, Marilyn, dedicated her life to elementary education—starting as a first-grade teacher and then becoming an elementary school principal. When the husband of a colleague passed away, Shoes That Fit was designated to receive memorial donations. That's how my mother was introduced to the mission, and she became a regular supporter from then on. She loved hearing about the excited reactions of the kids when they received new shoes! Knowing how much my mother loved seeing kids learn and grow—especially kids in need—I've continued to partner with Shoes That Fit in honor and in memory of my mother's legacy." —Jean Sheviak

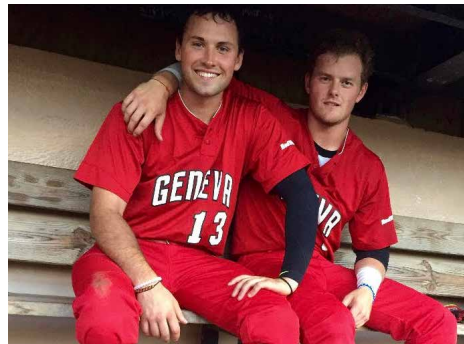


Together, Jean and Marilyn have had decades of impact for kids across the country! We're grateful for their partnership and celebrate how they have helped kids learn, play, and thrive at school each day with the gift of new shoes.

MEET JEAN & MARILYN

PAGES 4 PROGRESS

Friends create a book club to empower kids



Matt Eastman and Luke Johnson met while playing summer collegiate baseball in Geneva, New York. They formed a solid friendship beyond sports and stayed in touch through college and beyond. Eventually, Matt moved to California to work in the Bay Area, and Luke moved to Illinois for his job in Chicago.

Both young men are avid readers, regularly discussing their current reads when they had the opportunity to catch up together. Then Matt had the idea of forming a book club, where they'd read a book and discuss a book together that inspired them to level-up in career and life.

Because they were also interested in volunteering and making a difference, especially for children, they decided to combine the two: pair a book with a cause. They called it **Pages 4 Progress**.

The first book they chose was *Shoe Dog* by Phil Knight, founder of Nike. They wanted to work with a shoe charity and found Shoes That Fit on Google.

Matt and Luke created a newsletter to share about the cause and invite friends and family to join in. **They raised over twice their goal—enough to help 75 kids in Oakland, California.** Each kid received new shoes, which directly contributes to their sense of dignity and confidence.

Matt was so excited when the shoes arrived! Due to COVID-closures, however, he was not able to deliver them personally. But he and Luke were happy the kids would have good-fitting, quality shoes so they could learn, play, and thrive at school each day.

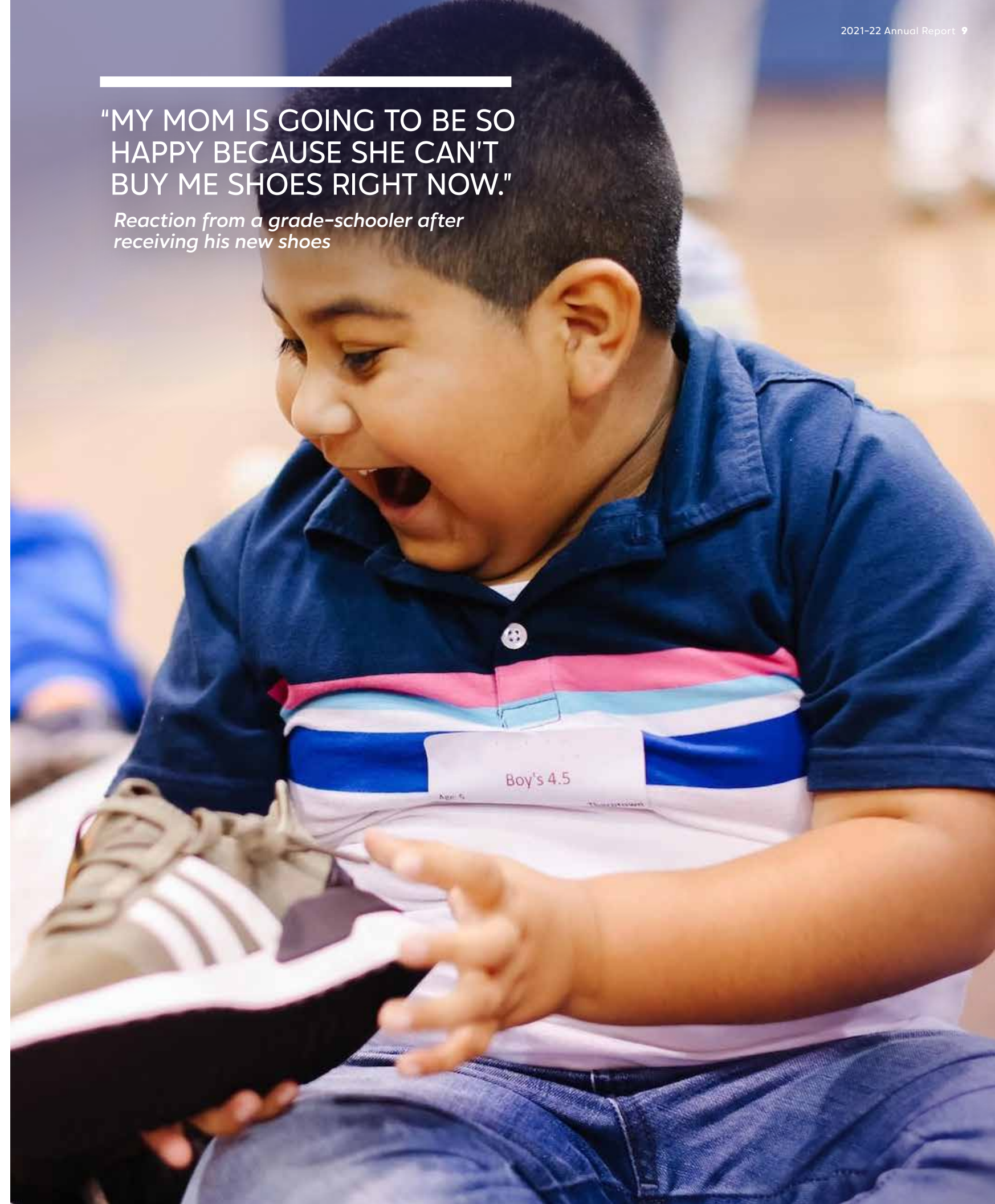
Thank you, Matt and Luke, for using your love for reading—and the power of your friendship—as a positive influence for children in need!



"Sports offered so many opportunities for us, and we remember having new shoes for the start of each season. We wanted kids in underserved areas like Oakland to be empowered with new shoes to pursue sports." —Matt Eastman

"MY MOM IS GOING TO BE SO HAPPY BECAUSE SHE CAN'T BUY ME SHOES RIGHT NOW."

Reaction from a grade-schooler after receiving his new shoes



Our Corporate Partners are stepping up for kids!

A huge part of our growth over the past 30 years is due to our amazing Corporate Partners!

These teams want to help their communities and give back to make a measurable difference. They span all industries, from all across the country—and we love how they come together to help kids in need! Here are just a few impact stories from this past year.

For 12 years now, we've partnered with **NORDSTROM** employees and customers to empower more than 283,000 children across the country to step forward into a bright future. So many of you, our donors, heard about us originally from Nordstrom!



RACK ROOM SHOES—a shoe retailer headquartered in North Carolina—has partnered with Shoes That Fit since 2007. Rack Room customers donate in-store to support local schools, and Rack Room then provides gift cards to school staff or liaisons who shop for students in need.

"Through our 15 year partnership, Rack Room Shoes has helped Shoes That Fit tackle poverty in America by providing students in need with new athletic shoes. To date, we have provided more than 450,000 pairs of shoes and raised more than \$11.6M in our stores, including a \$300,000 company match each year. We celebrate with Shoes That Fit as you commemorate your 30th Anniversary and look forward to continuing our long-standing partnership, one step at a time."

—Brenda Christmon, Sr. Director of Brand Communication, Rack Room Shoes

4,509 kids received new sneakers from AMAZON as part of Prime's release of its new *Cinderella* movie.



5,873 kids at 41 schools and organizations received new shoes thanks to GEICO—the insurance company known for their gecko with the British accent!



400 students at Leighton Elementary in Alabama received new shoes—and a confetti-filled dance celebration!—thanks to **LISTERHILL CREDIT UNION** employees.



100 kids in Compton received new shoes and a hockey clinic thanks to the **LA KINGS** and **ADIDAS**!



235 kids in Phoenix got new shoes—and a delicious breakfast—from brunch eatery **SNOOZE**!

Players from the **DODGERS** delivered shoes to 360 kids in Southern California. A \$3,000 grant from **A CHANCE FOR CHILDREN FOUNDATION** provided 100 pairs and donations from friends like you provided another 260!

549 kids got new shoes thanks to sneakerhead **KUSTOO** who raised \$16,000 on a YouTube fundraiser in partnership with **LA FAMILY HOUSING**.

NEWPORT GROUP employees teamed up to give shoes to 1,500 kids across the country with a bit of friendly competition—each branch was vying for top fundraiser status. In total they raised \$37,000!

All 303 Columbine Elementary students received new shoes from **CAPSTONE PARTNERS** in Denver. Capstone employees in Boston also ensured kids in their area received new shoes too.

254 kids at the Center for Talent Development in Denver received brand-new Adidas shoes, thanks to **COURTLAND SUTTON**, a wide receiver for the Denver Broncos. His gift will also help hundreds of other kids across the country who need shoes!

410 students at W.A. Blair Elementary in Dallas have new shoes thanks to Ashley Bosse Lubetkin of **BOSSE LENDING**!

CORPORATE PARTNERS

Kershaw's Challenge empowers more than 10,000 kids to step into a bright future!

Dodgers pitcher Clayton Kershaw and his wife, Ellen, are tackling childhood poverty at Obadiah Knight Elementary in their hometown of Dallas. When the Kershaws visited the school to meet the kids and give out shoes, the kids were so excited! They chanted, "Kershaw! Kershaw!" as Clayton and Ellen walked down the halls to the auditorium. This special day with the Kershaws was a boost for the kids, encouraging them to do their best in school and with their classmates.

Through their foundation, **KERSHAW'S CHALLENGE**, Clayton and Ellen provided shoes for more than 14,991 children in Los Angeles and Dallas this past year. Teachers from the Obadiah Knight say "these kids will remember this moment for their entire lives."



NORDSTROM



McMurray Family • Dan Dressel & Friends • Jacques Slade/Kustoo • Courtland Sutton

MANY KIDS GIVE TO CHARITIES THROUGH **BUSYKID**, AN APP FOR TRACKING THEIR ALLOWANCE AND CASH EARNED THROUGH CHORES AND ODD JOBS.



One of our favorite things to see is kids helping kids get new shoes and step into joy, dignity, and confidence. Kids have great capacity for giving back and helping those less fortunate. And we are both impressed and grateful for their partnership this past year!

Here are just a few of our favorite stories of the impact kids are making through Shoes That Fit.

The **fourth-graders at Our Lady of the Assumption School in Claremont, California**, raised funds to give new shoes to 56 local kids! And then they decorated the shoeboxes to make the delivery extra meaningful.

Many kids give to charities through BusyKid, an app for tracking their allowance and cash earned through chores and odd jobs. BusyKid connects them to nonprofit partners so they can give away some of what they make... and some of these **kids are choosing to help other kids by choosing Shoes That Fit as their BusyKid charity!**

Judy Lightfoot from Washington State made "giving books" for her grandkids Aife and Niall to teach them about generosity and giving to help others. She took notebooks, pasted in pictures and logos for 12 different charities—including Shoes That Fit!—and gave eight tokens each for the kids to allot their gifts, explaining, **"Once you are done, Nonno and Nonna will sit down at the computer with you to make the donations online."** When they asked about the 12 charities, Judy answered,

"Why these charities? Because they are among the thousands that get high grades from Charity Navigator for using their money well to help the causes they serve."

Jennifer E. from San Diego wanted to celebrate her daughter's birthday in a special way. So **she invited the birthday guests to give kids new shoes via Shoes That Fit!** Guests gave in her daughter's honor and made a lasting difference for kids.

Niko in New England used some of his birthday money to buy awesome new sneakers for himself... and then **he donated to help children in need get new shoes too!**

Aiden R. from California decided to give kids new shoes as his Bar Mitzvah project!

Niko from Brooklyn, New York, raised funds to help kids via Shoes That Fit—and then wrote an essay about it for a high-school application! His essay highlighted the self-esteem and joy that come from wearing a new pair of shoes.

KIDS HELPING KIDS

JUMP CLIMB PUSH PULL

Preston Blackburn is a fitness professional from Richmond, Virginia, who helped 90 children in her city get new shoes. She shares why play is so important for children and their development and how shoes help kids reach their full potential.

Q: Why are you passionate about kids' fitness?

A: When my children were preschoolers, I realized that I liked them better after we'd been to a playground. I thought, "I'm a fitness pro, I know how to get adults moving, how hard can it be to get kids moving and give them back to their teachers as happier students, ready to learn?" So I started my first company, Pop, Hop & Rock™ which delivers physical activity and play programs to schools through our team of trained coaches.

Q: Why is play so important for kids?

A: Kids who move their bodies learn how to manipulate their bodies, how to move them with control. If they understand this, it makes it easier to learn to manipulate a pencil, to write with control. When kids have strong bodies, built through play, they can sit upright at their desks. They have the strength in their hands and upper body to write or hold a book. **When they hang upside down, spin, and swing, they learn the world is still while they are moving so their eyes develop a focal point** that helps them focus on letters on a page. **When they jump, climb, push, and pull, they understand force** so they can hit a piñata hard, pet a kitten gently, or apply appropriate pressure to a crayon to leave a mark without breaking it.

Children learn these things in doing. They learn these things by moving their bodies. When they're sedentary,

their brains don't build these skills, so they wiggle to feed that developmental need. The more we ask kids to sit still all day, the more their brains will make them fidget to learn about their bodies. On the flip side, the more we get them moving the less time we waste in classroom management.

Q: What is big body play?

A: **Big body play is the physical play children innately crave.** Their bodies and brains are screaming for play and the more of their bodies they use in play, the more they feed these developmental needs and support appropriate growth and development. For children, this strength and skill-building movement can't come in the grown-up form of going to the gym—**it must come in the form of play.**

Q: Do shoes help with that?

A: **If children don't have the right shoes to run and play, they cannot build the strengths and skills they need. Sneakers or tennis shoes are vital to building confidence in what their bodies can do and how they move them.** If they're slipping around with slick-soled shoes, if they are clomping around in boots, or **if they're in shoes that are too big or too small, they can't move with confidence.** Good shoes are the linchpin for kids to play comfortably and learn physical literacy.

"OH, MS. V., I FEEL LIKE A WHOLE NEW GIRL WITH MY NEW SHOES."

Reaction from a grade-schooler after receiving her new shoes

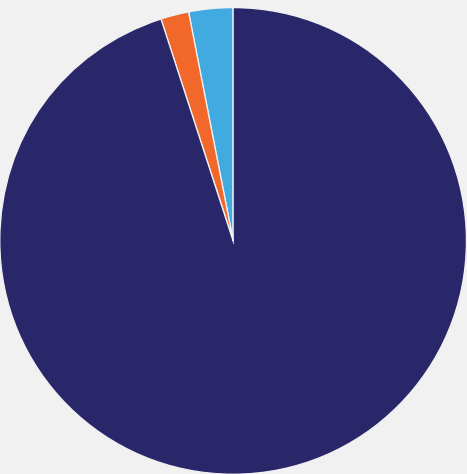


Your gifts fuel this mission from day to day.

The following charts show our organization’s financial health and vitality fueling our growing reach and impact for kids across the country.

YOUR HIGHEST IMPACT TO DATE!

Last year's growth provided more children than ever before with new shoes so they could step into a bright future. Here's how your investment made a life-changing impact through Shoes That Fit:

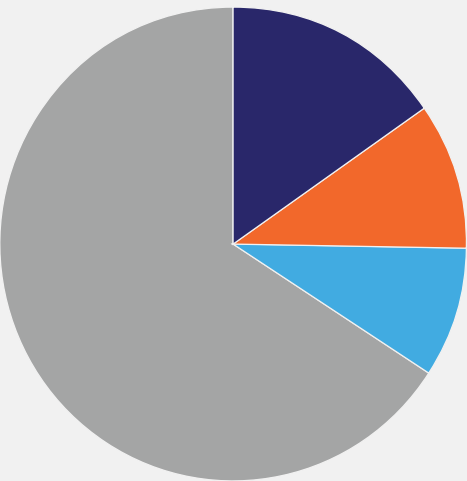


PROGRAM SERVICES	95%	\$9,540,435
MANAGEMENT AND GENERAL	2%	\$237,641
FUNDRAISING	3%	\$325,353
TOTAL		\$10,103,429

OTHER CHANGES/UNREALIZED LOSSES	(\$35,494)
END OF YEAR NET ASSETS	\$2,817,366

TOGETHER, WE'RE REACHING MORE KIDS

Generous friends and partners gave one-time gifts and multi-year commitments so kids in need have shoes that enable them to step into a childhood full of joy, dignity, and confidence through Shoes That Fit.



REVENUE AND SUPPORT		
Businesses	16%	\$1,705,540
Foundations	10%	\$1,112,518
Individuals	10%	\$1,007,235
SUBTOTAL		\$3,825,293
GIFTS-IN-KIND	64%	\$7,155,042
TOTAL 2021-2022 SUPPORT		\$10,980,335

Meet the Shoes That Fit team working for children's dignity, joy, and confidence.

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Strategic Partnerships Associate Manager

Stephanie Wood
Associate Director of Strategic Partnerships

SHOEper HERO

Meet SHOEper Hero Tim Vallejo. Tim is making a lasting difference for kids through a commitment to monthly giving as a SHOEper Hero. His steady giving supports kids across the country whenever there's a need for new shoes!

"Being a SHOEper hero is one of the great privileges of my life. Not only because it helps so many kids have the tools and confidence they need to develop into their best self—but also because it helps so many hard working parents feel good about seeing their children go off to school every day."



Meet Elodie's Legacy member Carole Pelton.

Carole is making a lasting difference for kids through planned giving. By joining our planning giving program, Elodie's Legacy—named for our founder—Carole ensures children across the country have the shoes they need to step into a bright future.

"It's so much more than a new pair of shoes. It's a child smiling, leaping in brand-new shoes, celebrating 'the best day of my life.' These children are our future."



Interested in giving monthly or planned giving? Paul Roach, our Director of Development, can walk you through the details and help you make a greater impact! Contact him at (909) 482-0050 or paul@shoesthatfit.org.

"YOU DIDN'T HAVE TO GET ME SHOES BUT I AM SO THANKFUL THAT YOU DID. I LOVE THEM!"

Reaction from a grade-schooler after receiving her new shoes

YOUR IMPACT THIS YEAR HAS BEEN RECORD-BREAKING!

5,803 donations, including yours, made it possible for more than **150,000 kids** this year to **learn, play, and thrive** at school each day.

SHOES THAT FIT

Every child deserves them

1420 N. Claremont Boulevard, Suite 204-A
Claremont, CA 91711

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Celebrating 30 Years of Kids, Shoes, and You!