

# SHOES THAT FIT<sup>®</sup>

Every child deserves them<sup>®</sup>

2023-2024 ANNUAL REPORT



**STEP  
INTO  
SUCCESS!**





**"NOW PEOPLE  
WON'T MAKE FUN  
OF ME BECAUSE  
OF MY SHOES."**

- Amir, 7th grade, Virginia Beach, VA



# Step Into SUCCESS!



Dear Friends,

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**This school year, you've helped more kids than ever Step Into Success!**

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This year, **you broke our record** and helped **more than 180,000 children** get the shoes they need!

Your generosity has helped kids in areas across the board:

"I have seen our students' **confidence grow**, their **attendance grow**, their **physical activity increase** all because of a pair of shoes. What a gift!" - School Liaison, Hillcrest School, Ocala, FL

Kids feel like they can do anything when they feel comfortable and confident in new shoes. They aren't held back by pain and embarrassment. They're ready to learn, play, thrive, and succeed in school!

In this report, we're highlighting you, our incredible donors and partners, and how you've made change across the country, helping children in vulnerable communities get the shoes they need to step forward into a brighter future.

And we're excited to share **our growth plan: to provide new shoes to 500,000 kids per year by the 2028-2029 school year**. It's an ambitious goal, but the need is real and we know we have the right supporters to make it a reality.

We are so thankful for your support. The impact you made on children this year is tremendous.

Thank you!

Amy Fass  
CEO and Executive Director  
Shoes That Fit



# The Impact YOU'VE Made!

The percentage of educators who saw and reported **significant improvements** in:

**96%**  
CONFIDENCE

**91%**  
SELF-ESTEEM

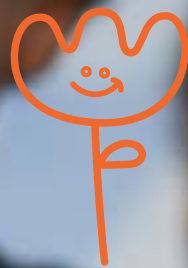
**86%**  
SOCIAL  
INTERACTION

**72%**  
PHYSICAL  
ACTIVITY

**You've done it again!** It's a record-breaking year; together you helped more than 180,000 children get new shoes. Thank you for investing in the kids!

**180,439**  
CHILDREN HELPED

**1,932**  
SCHOOLS AND  
AGENCIES SERVED



**"I NEEDED THESE  
BECAUSE MY  
OTHER SHOES  
HAVE BIG HOLES."**

– Luna, 1st grade, Alameda, CA



# Helping in Their Hometown

– Dena and Lou McMurray

Dena and Lou McMurray have made an incredible impact in their hometown community of Fresno, CA. They heard about Shoes That Fit from Lou's sister, Ann, who served on our board for many years and continues to be a close supporter of our organization. The McMurrays have been giving shoes since 2014 and have helped more than 2,000 kids in need!

"When Ann told us there was the potential to bring this program to Fresno, we were thrilled," says Lou. "Dena and I have been married for 25 years and have a blended family with four children and eight grandchildren. We are fortunate to be able to travel extensively with our family. The children we help don't have these same opportunities, and we feel fortunate to be able to help them."

Dena and Lou particularly like volunteering to hand out the shoes, and getting to see the kids' faces and reactions. After they helped out at their

first school, Dena shared, "We couldn't believe how happy the kids were. It was truly inspiring and humbling, and we can't wait to do it again."

And they did it again – every year! Both Lou and Dena grew up in Fresno, and it's important to them to give back locally. Especially since they know that more than 25% of Fresno County's children face the challenges of poverty (according to Data USA).

Thank you, Dena and Lou, for investing in kids in your hometown!



Tami Schnitman –

## 20 Years a SHOEper Hero

SHOEper Hero is our name for our monthly donors. Thank you, Tami, for your generous monthly commitment for over two decades!

**How did you hear about Shoes That Fit originally?**

My almost 31-year-old son is about to get married; when he was in 2nd grade, his school ran a shoe drive for Shoes That Fit. We participated every year while he was in elementary school.

Then I brought Shoes That Fit to our synagogue, Temple Aliyah. It was part of our Community Day every year.

When my son graduated high school, I started working more and passed the volunteering torch on to a fellow synagogue member, but I stayed involved through monthly giving as a SHOEper Hero.

**What is most meaningful to you about giving shoes?**

In our Jewish tradition, we have the principle of *tikkun olam* – healing the world. Giving shoes is a small part of healing the world.

It's a small miracle when kids get their new shoes. It's an immediate impact and immediate joy for the kids.

I'm so grateful for the parents who started the shoe drive at my son's school and introduced me to Shoes That Fit. It's an amazing organization and I'm happy to help any small way I can.

If you'd like to become a SHOEper Hero and support monthly, please visit [shoesthatfit.org/donate/shoeper-hero](https://shoesthatfit.org/donate/shoeper-hero).

"Kathy and I were made aware of Shoes that Fit from two of our very good friends. After looking into the mission, it seemed like a perfect "fit" to help impact young kids in such a positive way. A new pair of shoes is something that we and so many take for granted on a daily basis so to help is very gratifying."

– Kathy and Dan Grubb,  
Phoenix, AZ

"I found out about Shoes that Fit from our local TV station. It made me realize how often I spend money on small things for myself and how easily I could be doing this for kids! I hope more people see how any amount, even small, makes a huge difference to a child! I am grateful I happened to be watching TV on that day."

– Vicky Porcari,  
Alpharetta, GA

Want to share why you give? Visit [shoesthatfit.org/why-i-give](https://shoesthatfit.org/why-i-give) today!





**"MY TOES  
WON'T HURT  
ANYMORE."**

– Diego, 3rd grade, Perris, CA

# Thank you to our generous corporate sponsors!

## Nordstrom

Nordstrom employees and customers raised over \$1 million to bring new Nikes to 50,000 kids across the country. In Atlanta, Chicago, Denver, LA, NYC, Portland, and Seattle, Nordstrom employees volunteered at eight schools, helping kids try on their new kicks.

On top of these volunteering events, Nordstrom delivered shoes to children in 41 states!



## Rack Room Shoes

Shoe retailer Rack Room Shoes, along with sister store Off Broadway Shoes, gave new kicks to more than 42,000 kids in communities near their stores.

"These shoes help our students feel more confident in themselves and it comes out in their attendance, grades and behavior. Thank you Rack Room Shoes for helping students feel better about themselves!!" – Dean of Students, Hawkins Mill Elementary, Memphis, TN

## GEICO

10,000 kids in Arizona, California, Florida, Georgia, Indiana, Iowa, Louisiana, Maryland, Missouri, Nebraska, New York, Pennsylvania, Texas, Virginia, Washington, Wisconsin, and Washington, D.C., took home new shoes thanks to GEICO Insurance.



## Clark County

Clark County, Nevada – home of Las Vegas – uplifted 10,000 of their children by providing new Nike sneakers! County Commissioners took turns attending each event.





Thank you to our generous corporate sponsors!

#### Mercedes-Benz

Luxury car maker Mercedes-Benz brought a Winter Wonderland and new shoes to more than 1,000 kids in Atlanta and another 500 kids in Jacksonville, FL!



#### Los Angeles Dodgers Foundation

New shoes, plus Dodgers shirts and caps for 675+ kids at Payne STEAM Academy in Inglewood! Dodgers shortstop, Miguel Rojas, also visited! All thanks to the Los Angeles Dodgers Foundation.



#### PHLY Insurance / LA Galaxy / Chicago Sky

PHLY Insurance teamed up with LA Galaxy this spring – supplying 225 children at Leapwood Elementary in Carson, CA with brand new athletic shoes. And back in the fall, PHLY and LA Galaxy brought new shoes to 700 kids at a special event at Dignity Health Sports Park. They also partnered with the Chicago Sky to give shoes to 350 students at McNair Elementary this spring.



#### LA Sparks

850+ students at South Park Elementary got new shoes along with a visit from Azura Stevens, Lexie Brown, Zia Cooke, and Cam Brink of the LA Sparks.



#### AdventHealth Ottawa

350+ kids in Ottawa, Kansas got brand new shoes and socks. Celebrating the Chiefs' Super Bowl victory, the mascot, KC Wolf, visited! AdventHealth Ottawa also delivered almost 800 pairs of shoes and socks to students in other nearby schools!



#### The Kershaw Foundation

Through their family foundation, Dodgers pitcher Clayton Kershaw and his wife Ellen generously funded new shoes for over 500 children in their hometown of Dallas. Thank you, Clayton and Ellen, for your years of generous support!



#### LA Rams

New shoes and the chance to test them out! The LA Rams provided new sneakers and their Play 360 program to 530 students at 99th Street Elementary in Watts.



#### O.U.R. Mothers

Over NBA All Star Weekend, moms of NBA stars empowered over 200 kids with brand new shoes!



**You are helping kids Step Into Success – helping them get to school, focus in class, and reap all the benefits of sports and play.**

#### Inspira Marketing

Inspira Marketing raised funds to help over 300 students at a local school in Connecticut. Students ran under an enormous balloon arch on their way to pick up their shoes!



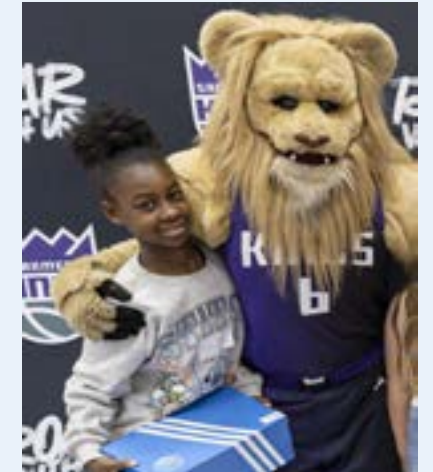
#### LA Galaxy

The LA Galaxy brought new sneakers to 220 kids at Annalee Elem. in Carson, CA along with a refresh for the school's garden.



#### Sacramento Kings

Thank you, Sacramento Kings, for bringing new shoes (and an awesome dance party) to 240 kids at Leataata Floyd Elementary!



#### Braden Aboud Memorial Foundation

The Braden Aboud Memorial Foundation continued to make a positive impact during the fall and spring semesters by providing brand new shoes and socks to over 1,000 kids in New Mexico through their B STRONG Tennis Shoe Giveaway.



# Our Grassroots Partners

Our grassroots partners are regular people who do amazing things to help kids! Here are just a few of their stories.

## Kicks for Kindness

Jimmy Guidos of Western Youth Services works with kids in Anaheim, coaching them in social/emotional skills.

**Q: What gave you the idea for Kicks for Kindness? And what is it?**

It grew out of #FireFridays, when I would clean kids' shoes and just chat with them about how their day was going, what they liked to do for fun. It was great for building trust.

I wanted to give new shoes to these children whose families are struggling financially. I found Shoes That Fit and you gave 100 new shoes. It was so much more than I'd been hoping for!

For a month, we encouraged the kids to do acts of kindness, like helping a fellow student clean their desk, etc. It helped build a culture of caring. At the end of the month, we gave out the new shoes!

The kids' smiles said it all. One student could hardly muster up the words to tell us what it meant to him. It was a dream for me to give shoes, because I've been that kid, waiting for my parents to be able to afford new shoes for me.

This is so much bigger than shoes. It's about the kids knowing they are cared for and valued.



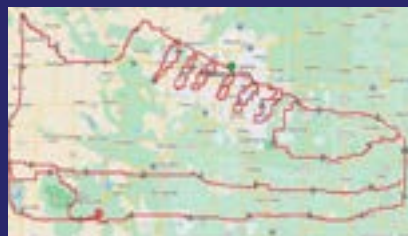
*Thank you, Jimmy! And thank YOU, our donors, for making this possible!*

[Read the full interview!](#)

## Sam Westby's Bike Tour

Sam Westby, a grad student at Northeastern, did something unique on his spring break. He headed to Oklahoma, hopped on his bike, and over the course of 10 days, drew out a route in the shape of a shoe. All to raise funds to provide new shoes for 315+ kids in the Boston area!

Wait and see! The Guinness Book of World Records may determine that Sam's shoe is the largest GPS drawing to date!



## Kicks for Kevin

Brenda Daly started Kicks for Kevin in memory of her son who passed away 5 years ago. Kevin loved shoes and often referred to them as 'kicks.' The initiative brought new shoes to more than 550 kids in Winslow, AZ – a town that Kevin loved growing up in.

**Want to get involved and help kids in your community?**  
Get in touch at [info@shoesthatfit.org](mailto:info@shoesthatfit.org).

# Our Nonprofit Collaborations

## Partnership with Native Americans

We paired up with Partnership with Native Americans to provide new shoes to over 900 children in tribal communities in Arizona and South Dakota.

"New shoes and socks help promote physical activity, foot health, and confidence. Yet they are not that accessible to some families, especially with limited shopping and jobs in remote Tribal communities. By teaming up with Shoes That Fit, we served more children, brightened their summers, and eased the budget for their families. Partnerships like this are a win-win for all involved." – Joshua Arce, President and CEO, Partnership With Native Americans

## 914Cares

Thanks to a generous grant from The Thomas and Agnes Carvel Foundation, we launched a "shoe bank" with 914Cares in New York state. It will supplement 914Cares' Clothing+ program, providing new shoes to 2,500 children in need!

Read the full story [here](#).



## Girls on the Run Chicago

We partnered with Girls on the Run Chicago, a chapter of the national program that teaches social-emotional skills through running. We stepped in to make sure the girls participating in the program had the running shoes they needed to train and complete their 5k!

Check out [this video](#) to see how your generosity helped these girls get running!



## Baby2Baby

Shoes That Fit is proud to support Baby2Baby, a national non-profit organization that provides children living in poverty with diapers, clothing and all the basic necessities that every child deserves. Through our donations to Baby2Baby, we were able to make an impact for over 2,200 children they serve across the country with brand new shoes that they deserve, but would otherwise go without.

## Children's Fund

We worked with Children's Fund to provide 400 foster and at-risk youth with new shoes at their annual Sports Fair at Wilmer Amina Carter High School in Rialto, CA. The shoes arrived just in time to keep the kids active over the summer!



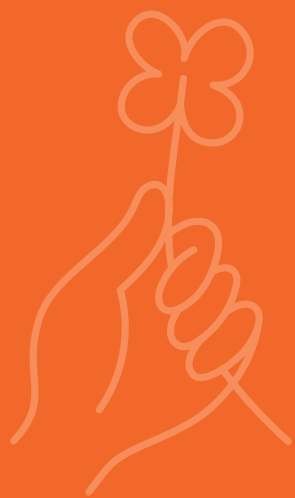
# Kids Helping Kids

## Bake4Shoes

High school students in Claremont, CA hosted bake sales, **raising \$400 to help kids** through Shoes That Fit.

## Tyler Moss

Tyler first reached out to Shoes That Fit in 2022 to start a project for his Bar Mitzvah. The Arlington, VA teen is passionate about sneakers. In 2023, **Tyler helped 100+ kids get new shoes and socks. This spring he helped 20+ kids.** Thanks, Tyler, for helping other kids get the shoes they need to thrive!



# NORDSTROM



togetherforbetter



APOLLO



# HIBBETT



Morgan Stanley



INSPIRA

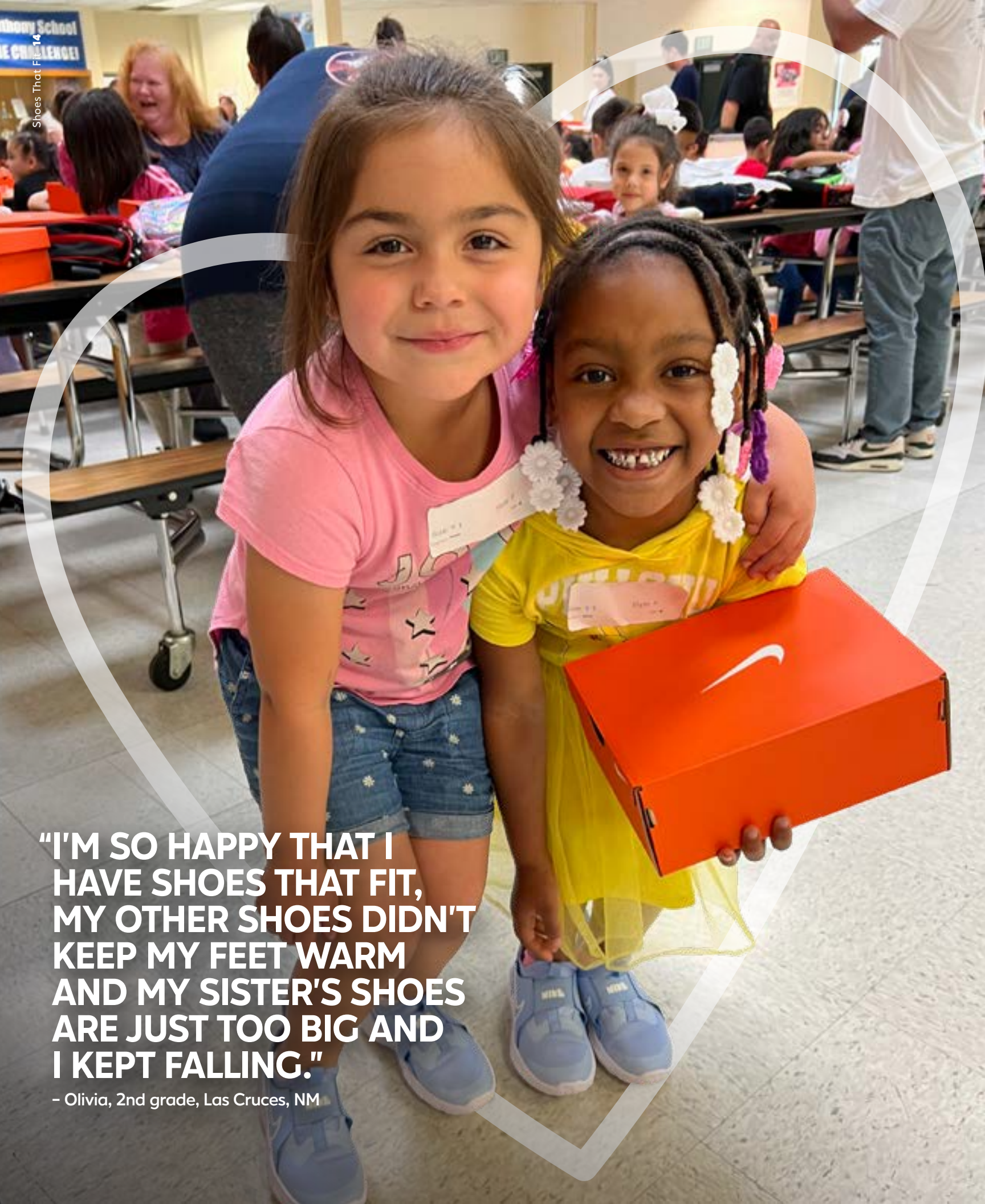
ENTHUSE  
MARKETING



HMC Architects

The McMurray Family • Dan Dressel & Friends • Malik Beasley • Marcus Mariotta • Carvel Foundation





"I'M SO HAPPY THAT I HAVE SHOES THAT FIT, MY OTHER SHOES DIDN'T KEEP MY FEET WARM AND MY SISTER'S SHOES ARE JUST TOO BIG AND I KEPT FALLING."

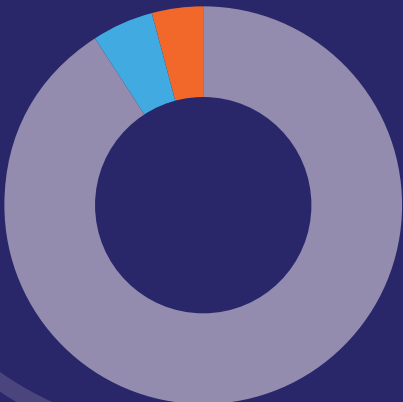
– Olivia, 2nd grade, Las Cruces, NM

# Your generosity brings new shoes to children across the country!!

The following charts show our fiscal health and how your gifts fuel the mission.



REVENUE AND SUPPORT			
■ Businesses	12%		\$2,302,081
■ Foundations	9%		\$1,613,870
■ Individuals	6%		\$1,093,270
■ Gifts-in-Kind	73%		\$13,655,321
TOTAL 2023-2024 SUPPORT			\$18,664,542



EXPENDITURES			
■ Program Services	91%		\$11,739,377
■ Management and General	5%		\$595,672
■ Fundraising	4%		\$561,018
TOTAL			\$12,896,067
Other Changes/Unrealized Losses			\$122,005
End-of-Year Net Assets			\$8,122,295



# Meet Our Team



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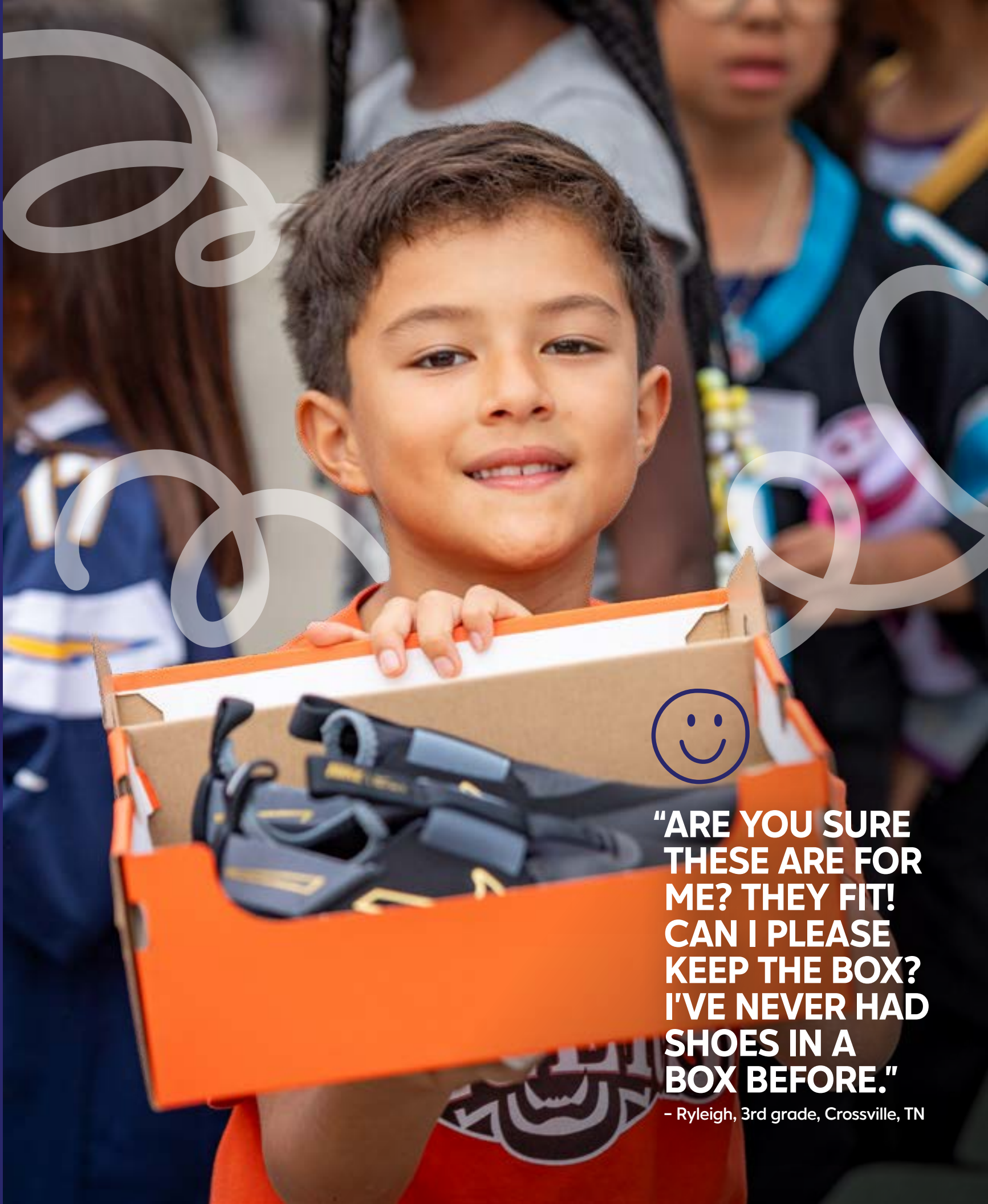
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**Katia Torres**  
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Assistant

**Michele Weatherholt**  
Manager of Strategic  
Partnerships

**Stephanie Wood**  
Director of Strategic  
Partnerships



**"ARE YOU SURE  
THESE ARE FOR  
ME? THEY FIT!  
CAN I PLEASE  
KEEP THE BOX?  
I'VE NEVER HAD  
SHOES IN A  
BOX BEFORE."**

- Ryleigh, 3rd grade, Crossville, TN



# SHOES THAT FIT®

Every child deserves them®

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Claremont, CA 91711




Visit [shoesthatfit.org](https://shoesthatfit.org)  
to find out how you  
can give back!

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