

SHOES THAT FIT[®]

Every child deserves them[®]



2024-2025

Annual Report

Better
TOGETHER. 

**“I don't
like them,
I LOVE
THEM!”**

– Arianna, 1st grade –
Escondido, CA

THANK YOU!



We Are Better TOGETHER.



Dear Friends,

We are truly Better TOGETHER.

Thanks to your generosity, together we broke another record this year—**more than 218,000 children received brand new shoes**. Each pair was a powerful reminder that they are seen, valued, and supported. And that their community is invested in them. One child told us:

"Thank you for donating the shoes. I haven't gotten new shoes since I was eight—3 years ago—so thank you!"

This is the kind of impact you make. You help kids walk into school with confidence, free from the pain or embarrassment of worn-out shoes. You help them focus, play, participate, and feel like they belong. You unlock their potential.

You also helped us grow. This year, we opened our new **Shoe Bank and Distribution Center**, a 16,000-square-foot facility that expands our ability to serve more children—more quickly, more efficiently, and in times of urgent need (see story on p. about the LA fires). It's a milestone made possible by the strength of this community.

In this report, we're celebrating you—our donors, school partners, volunteers, and champions across the country—who came TOGETHER to meet a very real and growing need.

Thank you for being part of this work. We are better because of you.

We are Better TOGETHER.

With gratitude,

A handwritten signature in black ink that reads "Amy Fass".

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 24-25:



94%
CONFIDENCE

92%
SELF-ESTEEM

74%
PHYSICAL
ACTIVITY

85%
SOCIAL
INTERACTION



218,000+
CHILDREN HELPED



2.2 million+
KIDS HELPED SINCE 1992



“Thank you for the shoes, I now have protection for my toes. This will help me a lot with sports.”

**- Hunter, 2nd grade -
New Orleans, LA**

THANK YOU!





Raise like Ross

Those who knew Ross Garfinkel best remember his passion for giving back—always on the lookout for meaningful causes to support. Each year, Ross's family honors his generous spirit through a dedicated fundraiser, and in 2024, Shoes That Fit became the perfect fit.

It all began with an eye-catching sign in Nordstrom that introduced the Garfinkel family to our mission. What started as a simple moment of discovery quickly grew into a heartfelt tradition—uniting family, friends, and community.

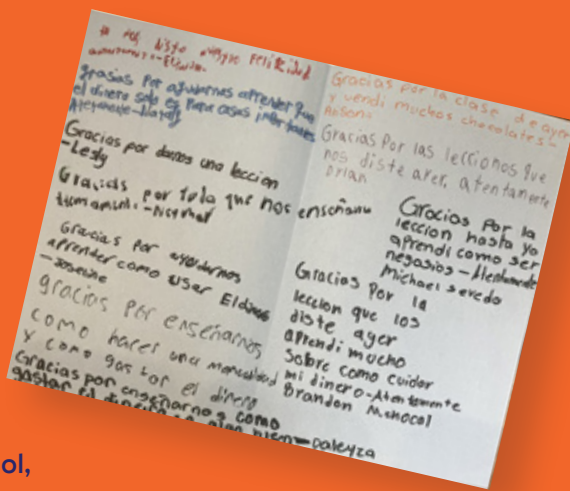
The Garfinkels partnered with Shoes That Fit to launch the Raise Like Ross campaign, aimed at providing new athletic shoes to children in need. Kicking off in October, the campaign began with a goal of donating 30 pairs of shoes, with the family pledging to match donations for the first 100 pairs. Within just one week, that goal was surpassed—and the impact only continued to grow throughout the month.

We're proud to share that the Raise Like Ross campaign culminated in the donation of 434 pairs of brand-new athletic shoes to students in need across the Chicago area.

- Washing Elementary School, Waukegan, IL: **386 pairs**
- Hinsdale Central High School, Hinsdale, IL: **13 pairs**
- Hinsdale South High School, Darien, IL: **35 pairs**

“For the students of Washington Elementary, a free pair of gym shoes from the Garfinkel Family meant more than just comfort for play. It was a tangible act of kindness that lightened burdens for families in our Waukegan community, affirming that every child deserves to feel supported and ready to run towards their potential.”

— Jason Siegellak, Principal of Washington Elementary School, Waukegan, IL





A SHOEper Hero is what we call a Shoes That Fit supporter who has signed up to make a monthly recurring gift. This financial support allows us to continue helping more children in need across the U.S. By making a monthly gift, dedicated donors are able to show children they are valued and supported by their community.

Tammy Porter



As a child growing up in a low-income household, I remember the quiet shame of walking

into school in cheap, ill-fitting shoes while other kids wore stylish, brand names. It wasn't just about fashion—it was about belonging. Once, I even found a discarded pair of designer sneakers, cut off the logo tags,

and glued them onto my own—hoping no one would notice my attempt to blend in. The impact of feeling ostracized over something as simple as shoes has never left me.

That's why supporting Shoes That Fit means so much to me. This organization doesn't just provide shoes—it provides dignity, confidence, and a sense of inclusion. I especially appreciate that they prioritize

both fit and quality, ensuring every child receives something they can wear with pride.

Every child deserves to feel seen, valued, and worthy—and sometimes, that starts with what's on their feet. Donating monthly is my way of helping make that possible, one child at a time.

— Tammy Porter, SHOEper Hero since 2024

Stephanie Wood



I first learned about Shoes That Fit in 2007 when a friend joined the staff. I loved

the mission and quickly got involved—volunteering, shopping for shoes, and becoming a donor in 2008 and a SHOEper Hero in 2011.

When my husband joined the staff as a grant writer, I connected even more with the team and saw the impact

firsthand at a Nordstrom event, where I helped give shoes directly to kids.

Soon after, I joined the Corporate Partners team and, over time, found a career with purpose. Today, I'm proud to lead our Strategic Partners team. As a mom of two elementary-aged kiddos, I know how quickly kids grow and how challenging it can be to keep up, especially when money is tight. As a member of the Shoes That Fit team, I have seen firsthand the joy on children's

faces and the happiness from teachers and school staff who often reach into their own pockets to help meet their students' basic needs.

What keeps me inspired is simple: a new pair of shoes tells a child you are seen, you are valued, your future matters, and your community cares. That's why I continue to support Shoes That Fit every month—both as an employee and a donor.

— Stephanie Wood, SHOEper Hero since 2011

If you would like to become a SHOEper Hero to kids by making a monthly gift, please visit www.shoesthatfit.org/shoeperhero

**“These shoes
are soo cool!
Thank you!”**

- Genesis, 7th grade -
Los Angeles, CA

THANK YOU!





Better TOGETHER in a Time of Crisis

On January 7th 2025, Southern California was set ablaze with a series of destructive wildfires. According to www.fire.ca.gov The Palisades, Eaton, and Hughes fires destroyed over 40,000 acres of property across Southern California. In the wake of the disaster, nonprofit organizations and twelve professional sports teams in Los Angeles pooled resources to provide aid to fire victims across LA County.

To date, Shoes That Fit has provided more than 21,000 pairs of shoes and 5,000 pairs of socks to evacuation centers, emergency shelters, and fire relief efforts across Los Angeles County. These efforts have included the delivery of shoes to the Pasadena Convention Center and large-scale distributions through our partnerships with Baby2Baby and the Assistance League of Los Angeles. We also teamed up with the Los Angeles Rams for the L.A. Strong Relief Event at SoFi Stadium and joined the Los Angeles Dodgers Foundation for Pasadena's Robinson Park Relief Event. Together with our partners, we've helped thousands of children and families affected by the fires step forward with dignity, comfort, and care. Experts say it will take years for families displaced by the fires to recover. Together, we'll keep doing our part to help support the communities in need.

"We want to thank everyone who has contributed so far. Your generosity is making an immediate impact during this critical time. Thanks to your financial support and the incredible donations from The Rose Hills Foundation, New Balance, Hibbett, Reef, and others, Shoes That Fit has been able to respond rapidly to this devastating crisis."

— Shoes That Fit CEO, Amy Fass

HOW YOU CAN HELP

Visit www.shoesthatfit.org/firerelief to contribute to the relief efforts.

- **DONATE** – Every \$30 provides a brand-new pair of sneakers for someone in need.
- **SPREAD THE WORD** – Share this message with friends, family, and colleagues who want to make a tangible impact.

Shoes That Fit is deeply grateful for the support and kindness that has poured in from those stepping up to help. We truly are better together. Thank you for standing with us and for making a difference in the lives of those who need it most.



Thank you **to our generous corporate partners!**

Nordstrom



The Nordstrom community raised over \$1.5 million to provide 50,000 pairs of brand-new shoes to children across the country. This incredible impact culminated in 8 in-person

events. Two events were held in their home base city of Seattle, as well as in Atlanta, Chicago, Denver, Los Angeles, New York, and Portland. Employees were on hand to personally measure and fit each child for their new shoes. The 8 in-person events also featured live DJs and fun shoe customization stations, where kids could decorate their shoes with colorful laces and shoe charms.

In addition to their back-to-school campaign, Nordstrom volunteers spent 4 days in April packing and preparing orders at our brand-new shoe bank, putting the "Volunteer" in National Volunteer Month. Nordstrom extended their reach by shipping shoes directly to 491 schools in 39 states and Washington, D.C.



Rack Room Shoes



As one of Shoes That Fit's longest-standing partners, Rack Room Shoes, along with their sister brand

Off Broadway Shoe Warehouse, raised more than \$1 million this year to provide over 42,000 pairs of brand-new shoes to children in need. These shoes were distributed to students at 730 partner schools in communities across the country—specifically near their store locations.

In addition to this wide-reaching impact, Shoes That Fit hosted two special employee volunteer events for Rack Room Shoes—one in the fall and one in the spring. These events, held at schools in North Carolina, provided shoes to over 800 children, with Rack Room Shoes employees on-site to fit and support the students.



GEICO



GEICO hosted 16 shoe distribution events across the country, providing 7,500 pairs of brand-new athletic shoes to students

in need. GEICO partnered with other esteemed nonprofit organizations, including the Wendell Scott Foundation, Unidos US, the National Urban League, the Congressional Hispanic Caucus, and more, to reach as many kids as possible. GEICO employees were on-site at every event, volunteering their time to hand out shoes and connect with students and school staff. At several



schools, students were also treated to a special appearance by the beloved GEICO Gecko, bringing added fun and excitement to the day.

Clark County Commissioners Office



Clark County, NV—the home county of Las Vegas—held 16 school-based events that provided 10,000 pairs of brand-new athletic

shoes. These impactful events were conducted in partnership with Clark County Commissioners, helping ensure students in local communities received the essentials they needed. Volunteers were on hand to personally fit and distribute



shoes, creating a supportive and joyful experience for the kids and families who attended.

Los Angeles Dodgers Foundation



Two special Dodgers Day events hosted by the Los Angeles Dodgers Foundation brought new shoes and joy to 1,300 local youth this year.

Participants from LADF's Dodgers Dream Team programs – along with their family members – were invited to attend community events held at Dodgers Dreamfields in Huntington Park and Long Beach.

In addition, a shoe distribution event took place on May 21 at Webster Elementary School in Pasadena, CA. 392 students and 100 school staff members received brand-new athletic shoes and Dodger game tickets. This effort provided



much-needed relief to those directly impacted by the Eaton Fire, bringing a moment of comfort and care during a challenging time.

Kershaw's Challenge & The Kershaw Foundation

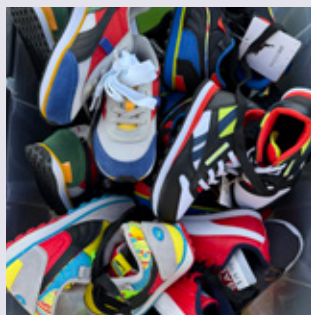
Since 2019, Los Angeles Dodger pitcher Clayton Kershaw and his wife Ellen have teamed up with Shoes That Fit through their foundation, Kershaw's Challenge. This year, Kershaw's Challenge donated over 3,300 pairs of brand-new shoes to help children supported by For

Thank you to our generous corporate partners!



the Nations, a Dallas organization that assists refugees and their families. In addition, The Kershaw Foundation provided brand-new shoes to 500 students across three schools in Dallas, TX. Through their generosity and support, the Kershaws are making sure plenty of kids step into the classroom with joy and confidence, one pair of shoes at a time.

Capital Group



This year, Capital Group assisted Shoes That Fit through five of their incredible programs: Wildfire Relief, Associate Involvement Grants, Capital Cares, Equity & Justice Donation Program, as well as

employee gift matches. They found every possible way to show up for kids in need.

The MGM Resorts Foundation



To kick off our exciting new partnership with The MGM Resorts Foundation, more than 2,500 Pre-K through 5th grade

students across seven Las Vegas elementary schools received brand-new athletic shoes, giving them a fresh start and a reason to smile as they headed into the new school year. One of the most unforgettable moments happened at Bilbray James Elementary School, where students got a surprise visit from the Vegas Bighorns and

their beloved mascot, Biggie. With big energy, tons of school spirit and high-fives all around, the visit turned a great day into an absolutely unforgettable one for both students and staff.

LIDS Foundation



During the 2024–2025 school year, the LIDS Foundation supported students by delivering brand-new sneakers to 1,500 children across

Indiana, Massachusetts, and Florida, helping them start the year ready and equipped for success. The journey began in Indianapolis, where the halls of Charles Warren Fairbanks Elementary buzzed with excitement as Colts star Kenny Moore II surprised students and personally handed out fresh kicks. Next, the team headed to Brockton, Massachusetts, where more than 500 students at Mark E. Baker Elementary School were all smiles when Patriots quarterback Jacoby Brissett arrived with sneakers in tow. The final stop brought the tour to sunny Miami, where 554 students at Norland Elementary School received new shoes and LIDS hats, capping off a heartwarming initiative that combined joy, community, and support for youth across the country.

Vulcan Materials



A proud supporter since 2005, this long-standing partnership helped bring brand-new athletic shoes to over 180 children at a special event in

New Mexico this year. In addition to the in-person event, shoes were also shipped directly to seven other schools, ensuring more than 1,650 students received the support they needed to start the school year with confidence.

Golden State Valkyries



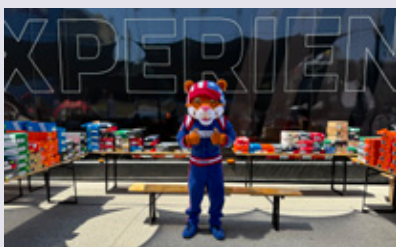
The Bay Area was buzzing with energy as the newly formed WNBA team, the Golden State Valkyries, partnered

with Kaiser Permanente to provide brand-new shoes to more than 2,200 students through five unforgettable distribution events across San Francisco, Oakland, and San Jose.

One standout moment took place at Bessie Carmichael Elementary School in San Francisco, where students were surprised by Valkyries point guard Veronica Burton and forward Monique Billings. The players jumped in to help hand out shoes and share words of encouragement with the students.

"It's so important for kids to have shoes while playing sports. Your feet are your foundation, so if you have a good pair of shoes, that's good for everything else around you," said Billings.

These joyful events brought a sense of pride and celebration to each school community, giving students something truly special to carry with them throughout the year. It was a meaningful collaboration rooted in sports, health, and community, delivering inspiration, support, and opportunity to youth across the Bay Area.



NASCAR

A series of 8 events held at speedways across the U.S. provided new athletic shoes to

1,200 kids, combining practical support with an unforgettable experience. At each event, children not only received brand-new shoes—they also



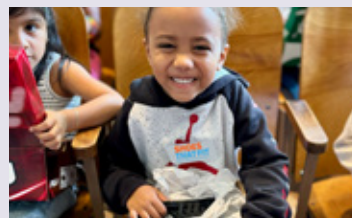
got to take part in the NASCAR fan experience, enjoying the sights and excitement of the speedway. These unique events blended the thrill of racing with the joy of giving, making a lasting impact on kids in communities nationwide.

Bosse Lending



This marked an incredible 8th year of partnership with Bosse Lending. 350 kids were helped at a shoe distribution event held at George Peabody Elementary in Dallas, TX.

Capstone Partners



A valued partner since 2020, Capstone Partners supported two impactful shoe distribution events this year, helping 1,103 kids. The first event was held at Maxwell Elementary in Denver, CO, where 663 students received brand-

new athletic shoes. The second event took place at Dever Elementary in Boston, MA, helping 440 students. Incredible team members from Capstone's Boston and Denver offices enthusiastically handed out shoes and interacted with students at both events.

Thank you **to our generous corporate partners!**

Journey For Good Foundation— Avolta



Journey For Good Foundation, the charitable arm in North America of leading global travel retailer Avolta, provided

over 1,300 children with new shoes through two shoe distribution events in Lennox, CA, and Las Vegas, NV. Team members from Journey For Good Foundation and Avolta attended the events to pass out shoes to students. These events were made possible through the generous grants from Journey For Good Foundation and a special "Sneaker Ball" fundraiser hosted by Avolta in December 2024.

Listerhill

Across four elementary schools in Alabama, 1,652 children received new shoes and socks thanks to Listerhill. The schools served were Cherokee Elementary in Cherokee (306 students); Aliceville Elementary in Aliceville (486 students); Tanner Elementary in Tanner (423 students); and Double Springs Elementary in Double Springs (437 students).



Stater Bros. Charities and Kellanova



A total of 670 kids were helped through support from Stater Bros. Charities & Kellanova. 670 children from Franklin Elementary in Redlands, CA,



received new shoes at a distribution event. The event was a meaningful full-circle moment, with Redlands Mayor Mario Saucedo and Nancy Negrette, Chairman

and President of Stater Bros. Charities, both in attendance as alumni of the school. Casandra Santos, the school counselor and a former Stater Bros. employee, also played a key role—showcasing the power of community members coming together to give back.

Dan Dressel x Gamesight



Dan has been a dedicated partner since 2018; this year marked his largest and most successful shoe drive yet! This year's campaign was organized

in collaboration with his long-time friend Will Akerlof of Liquid Advertising. The collab brought together supporters from the video game and advertising industries. Donors contributed funds and donated video games and codes to help bring smiles to kids in need.



A total of 586 kids were helped through one distribution event and two shoe delivery events.

400 children received brand-new shoes at Felton Elementary in Lennox, CA, at an in-person distribution event. 86 kids received new shoes at Taft Elementary School in Boise, ID, and 100 kids received new shoes at Lowell Elementary in Seattle, WA, through shoe delivery events.



“Thank you for the new shoes. I will wear them every single day.”

**- Bryanna, 1st grade -
Houston, TX**



THANK YOU!



Thank you to our generous corporate partners!



DeFalco Family Foundation • The McMurray Family • Dan Dressel & Friends • Team Torrey Ward

Kids Helping Kids

Tyler Moss & Friends

This spring, 36 students at Barcroft Elementary in Arlington, VA, received new shoes and socks thanks to the efforts of Tyler, a dedicated young supporter. Tyler began working with us in 2023 and has continued to support Barcroft Elementary each year.

He launched his campaign two years ago as part of his Bar Mitzvah project. The impact was so meaningful—and the experience so rewarding—that he decided to make it an annual tradition. As Tyler shared, "It made me incredibly happy to see the kids' faces light up when they received their new shoes."

Jordan Soloman



For two years in a row, Jordan and his family have celebrated his birthday by donating brand-new shoes to schools in the Philadelphia area.

Their generosity has made a meaningful impact in their community—turning a personal celebration into a gift for kids in need.

Colin Maher

For the third year in a row, high school cross-country star Colin Maher has partnered with Shoes That Fit to provide sneakers for kids in Fulton County, GA. As an accomplished track runner, Maher wanted his fundraising efforts to encourage running and exercise for kids. The annual Cocoa Classic is a 5k fun run that is open to all ages and abilities. The run is a family affair, organized by Colin and his brother Brennan. This year's festivities took place February 22nd at The Mount Vernon School in Sandy Springs, GA. The proceeds from the run provided 523 pairs of brand-new shoes for the students of Lake Forest Elementary.



A Member of the Tokio Marine Group



Our Grassroots Partners

Our grassroots partners are the foundation of our organization. They're everyday people with big hearts who recognize a need in their community, come together, and take action to make a difference for kids in need. These are just a few of our many celebrated and appreciated partners.

Kaleb Gatlin

For his senior project Gatlin rallied his community to "Step Up" for the students at Sumner Elementary. Through his efforts, over \$18,000 was raised to support the school. As a result, Kaleb and community supporters were able to hand out a brand-new pair of shoes to every student at Sumner on April 9th, 2025.

Sandy Jenkins & Friends

Thanks to a local effort led by longtime supporters Sandy Jenkins & Friends, 77 children in Bridgeport, CT received brand-new shoes, stepping into school with comfort and confidence. Shoes were distributed to three elementary schools: 25 pairs each to Cesar Batalla and Geraldine Johnson, and 27 to Barnum Elementary.

Central Oklahoma Community Action Agency (COCAA)

During Fall 2024, 384 students at 10 schools stepped into the new season with brand-new shoes provided through a five-year partnership. This ongoing initiative gave kids the comfort and confidence they need to focus on school and enjoy being active.

Penhook Christ Community Church

In Fall 2024, 350 children in Penhook, VA received new pairs of shoes through a partnership now in its third year. The effort supported 13 schools, helping students start the school year with confidence and comfort.

STF Delaware – Friends of Fusion Foundation

Last fall, every housing-insecure child in Delaware had access to new shoes and socks—marking the first time in our history that Shoes That Fit has served an entire state. Thanks to the dedication of our Shoes That Fit Delaware Chapter and support from the Friends of Fusion Foundation, nearly 2,000 students received properly fitting athletic shoes and socks.

Working in partnership with the McKinney-Vento program, which supports students experiencing homelessness, Shoes That Fit collaborated with every school district in the state to identify students in need. Each child was pre-measured to ensure a perfect fit, helping to provide comfort, dignity, and joy.

Special thanks to Joanne Glauser, volunteer leader of our Delaware Chapter, whose leadership and community fundraising made this achievement possible.

This initiative is a powerful reminder of what's possible when communities come together to meet a basic need—giving children the confidence to learn, play, and thrive.

Our Nonprofit Collaborations

At Shoes That Fit, we believe that when nonprofits join forces, magic happens. The 2024–25 year reminded us that we are truly better together. By partnering with like-minded organizations that share our passion and purpose, we extended our reach, multiplied our impact, and put brand-new shoes on the feet of thousands more children.

These collaborations were rooted in more than logistics—they were built on a shared commitment to equity, dignity, and the belief that every child deserved to start each day with confidence and comfort. Whether joining forces with national nonprofits or small grassroots groups, each partner brought unique strengths that helped turn compassion into action.

Together, we helped thousands of children walk into school with confidence, comfort and pride. We offer sincere thanks and deep gratitude to our amazing nonprofit partners. Your hard work, dedication and love for community has helped so many kids in need. You answered the call to action, and together we made a difference in the lives of thousands of children in need.



**“Thanks for
the shoes.
I grow
very fast.”**

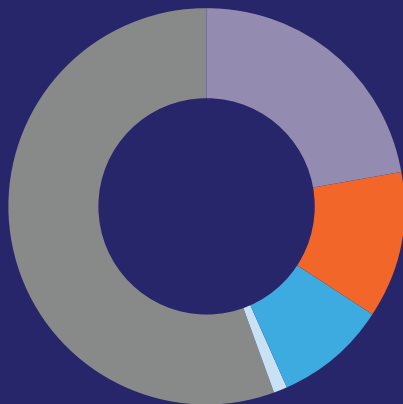
- Danny, 4th grade -
Tacoma, WA





Your generosity brings new shoes to children across the country!

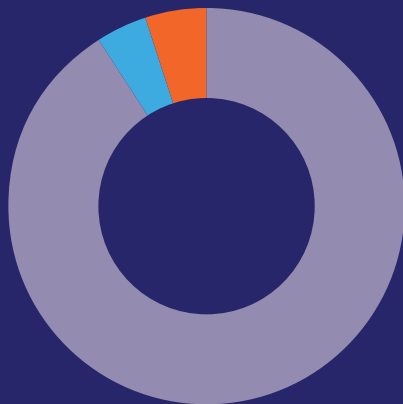
The following charts show our fiscal health and how your gifts fuel the mission.



REVENUE AND SUPPORT

■ Businesses	22%	\$2,895,365
■ Foundations	12%	\$1,650,061
■ Individuals	9%	\$1,247,650
■ Other Income	1%	\$155,835
■ Gifts-in-Kind	55%	\$7,252,017

TOTAL 2023-2024 SUPPORT	\$13,200,928
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EXPENDITURES

■ Program Services	91%	\$15,742,891
■ Management and General	4%	\$723,601
■ Fundraising	5%	\$768,405

TOTAL	\$17,234,897
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Other Changes/Unrealized Losses	\$136,371
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End-of-Year Net Assets	\$4,224,697
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Shoes That Fit received a large donation of shoes at the end of fiscal year 2023-24, creating a \$894,967 surplus that year. Those shoes were distributed in 2024-25 and are reflected in our increased program expenses. The 2024-25 operating budget ended with a surplus of \$894,967.

Meet Our Team

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Audra Whipple

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Donor Engagement

Stacy White

Marketing Coordinator

Rodney Winkler

Warehouse Operations Assistant

Stephanie Wood

Associate Vice President of
Strategic Partnerships





THANK YOU!



Putt-Stroke

**SHOES
THAT FIT**
Every child deserves them.

MOVE TO ZERO IS NIKE'S
JOURNEY TOWARD ZERO
CARBON AND ZERO
WASTE TO HELP PROTECT
THE FUTURE OF SPORT.

“Thank you
so much
I needed
new shoes
but we
couldn't
afford
them.”

- Harmony, 4th grade

AdventHealth
**SHOES
THAT FIT**
Every child deserves them.
AdventHealth
Foundation | Ottawa

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Permit No. 43

MISSION & VISION

Shoes That Fit tackles one of the most visible signs of poverty in America by giving children in need new athletic shoes to attend school with dignity and joy, prepared to learn, play, and thrive.

One day, every child in America will be empowered to step forward into a bright future.

That's our vision at Shoes That Fit. Every day we see how the gift of shoes is about much more than shoes. It's the confidence children need to step forward into a brighter future.

A new pair of shoes can be a life-changing event for a child. School attendance, self-esteem, and behavior improve. Physical activity increases. Smiles return. All from an often-overlooked item—a good pair of shoes. Our vision is that, one day, every child in America who needs new shoes gets new shoes, allowing all children the opportunity to reach their highest potential.

Follow us on social media!

- @ShoesThatFitNonProfit
- @ShoesThatFitCharity
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