

2017-2018 Annual Report



Every **Journey** Starts
With a Pair of Shoes



Shoes That Fit
Every Child Deserves Them

Letter from Chris Holden



As the Assemblymember representing the 41st District in California,

I've had the opportunity to live and work in a wonderful region of this great state. Part of what makes our community and state so great is organizations like Shoes That Fit that are also committed to giving back and making a difference.

That is why I nominated Shoes That Fit for CalNonprofits' "2017 Nonprofit of the Year," which was awarded on June 28, 2017 at the State Capital in Sacramento.

One in five children live in poverty in the United States, and shoes are one of the most obvious stigmas of poverty. Through the simple gift of a new pair of shoes, Shoes That Fit has changed the lives of thousands of students and helped empower them to reach their highest potential.

I really believe that shoes can make a difference. In fact, you can find me every December hosting a Holiday Open House and Shoe Drive. Over the last four years, we've raised over 700 pairs of shoes and socks to help children in this community!

Children are our future, and together we can create a better one by investing in our youth and letting them know that we believe in them.

Sincerely,

A handwritten signature in black ink that reads "Chris Holden".

CHRIS HOLDEN
Member of the California State Assembly
41st District

Letter from the Executive Director

As the celebration of our 25th anniversary year

came to a close at the end of 2017, we reflected on what a journey this quarter-century has been.

Together, we have delivered more than 2 million pairs of shoes and other necessities to kids in need across the country.

Together, we have shown kids that they deserve to attend school, in comfort and with dignity.

Together, we hope to send even more children to school prepared to learn, play and thrive.

With your help, we can continue our journey toward ensuring that all children who need new shoes get new shoes.

Thank you for your support,

AMY FASS
Executive Director



2017-18 in numbers:

Kids helped:

120,166

School partners:

2,321

States (Plus the District of Columbia and Puerto Rico):

45

Items raised and distributed since 1992:

2,019,348

Number of volunteer groups across the United States:

280

mission:

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**.

vision:

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.

One Family's Journey to Give



For the Singhs of Arcadia, CA, Shoes That Fit is a family affair. Mom, Nirupama, first led a Shoes That Fit program at her Southern California Edison office in 2009. "Of course I loved helping the children," said Mrs. Singh, "but what I loved even more was helping my children connect with children."

Nirupama's daughter Shreya was drawn to Shoes That Fit from the start. "I remember going and getting shoes for kids my own age when my mom first did the program," says Shreya. "It was a really nice feeling."

When she was in high school, Shreya organized friends and family members to help 48 children at Shirpsier Elementary School in El Monte, CA. "The excitement of all the kids was just priceless," said Mrs. Singh. **"I think it taught my kids that giving is a gift to you as well."**

This year, Shreya's younger brother Siddharth dropped off 55 pairs of shoes at the Shoes That Fit office to help more kids in the local community.

Thank you, Singh family!

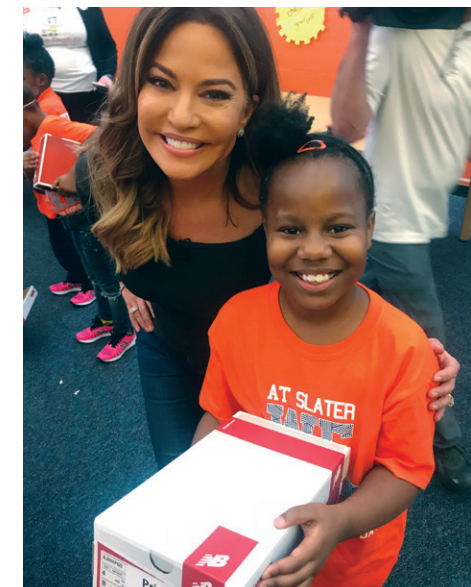
NORDSTROM

Robin Meade is a notable broadcaster on CNN/HLN's "Morning Express." She covered a **Nordstrom / New Balance** delivery at Slater Elementary School in Atlanta for her "Goodness of Giving" segment this past December.

Each year, Nordstrom offers customers the opportunity to purchase giving tags at any U.S. Nordstrom or Nordstrom Rack store; 100% of the proceeds go directly toward purchasing new shoes for children in the community. Last year, Nordstrom helped more than 25,000 children nationwide over the holidays. At Slater, local Nordstrom employees were present to distribute New Balance shoes and see first-hand how their work in selling tags translates to smiles in schools.

When asked how important the shoe delivery was to her students, Principal Lenise Bostic said, "Kids show up at school often times with no socks or shoes that aren't appropriate for school. **When they come to school and don't feel good about themselves, they can't learn.**"

Kudos to **CNN/HLN, Nordstrom** and **New Balance** for making a difference in the lives of kids! And thank you to all of our corporate partners who make a difference nationwide, all year round.



Journey to a Delivery Day

KTLA 5 and Shoes That Fit deliver shoes to a Los Angeles School



The Kids

"It's kind of a little miracle for us and it's honestly really great."

-Sophia, student

The Volunteers

"Five of us from Presence Marketing volunteered at the Shoes That Fit delivery. It was a great way to give back to our community and bond as a team."

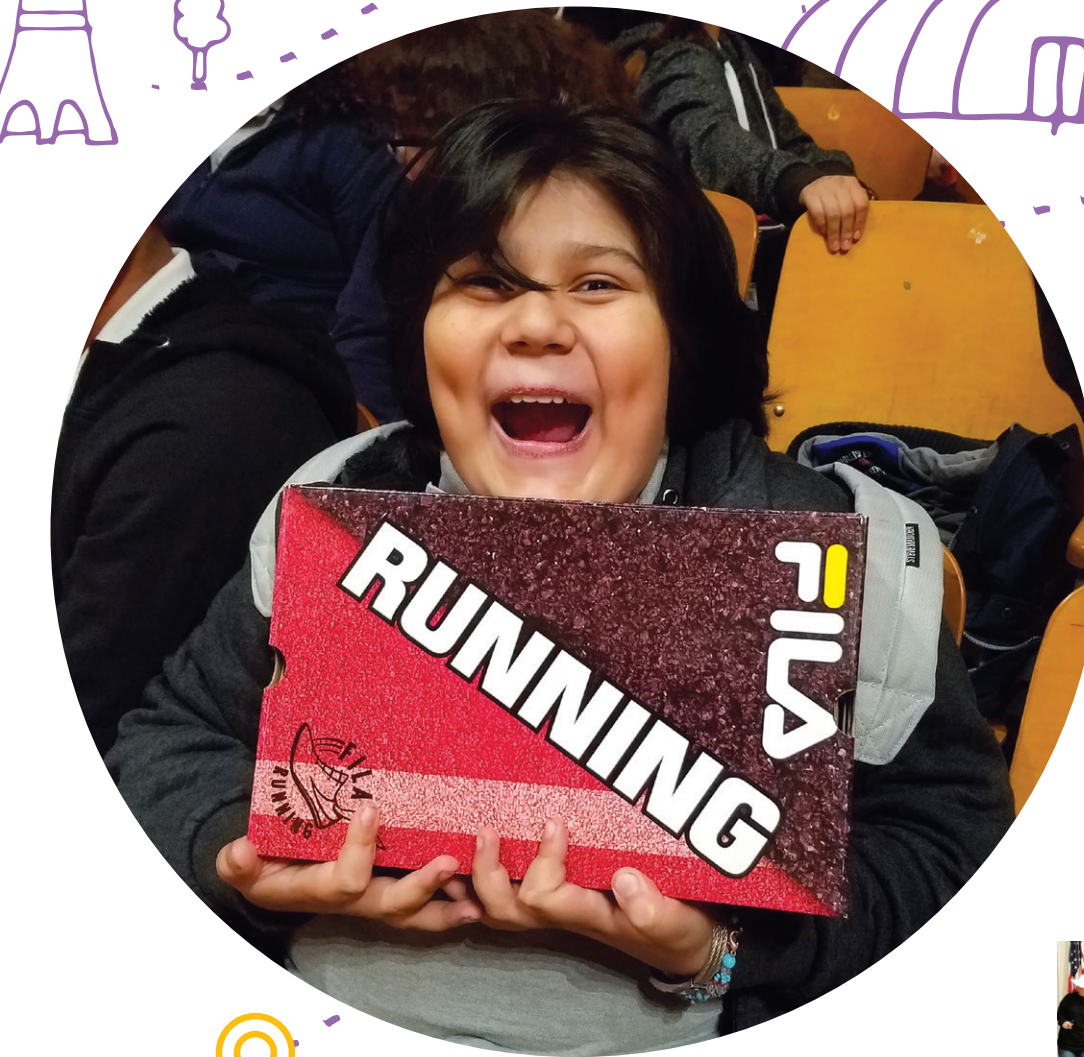
-Shannon Accardi, Sales Manager (California, Hawaii), Presence Marketing

"I have been supporting Shoes That Fit for twenty years and it's been wonderful to watch the program develop. The organization has grown so much since it started but it's still all about the kids. There's no question - especially on delivery day - that shoes really do make an impact."

-Ginny Wright, Newport Beach, California

"The story on KTLA made such a positive impression on me professionally... I decided to get involved personally. That next month, for my son's birthday party, we asked friends to kick in some money to buy some cool 'kicks' for kids who really needed them. We called it our 'FUN-raiser' and we raised \$4,000.00! All we can say... if your shoe fits, then you should donate."

-Wendy Burch, KTLA Reporter



The Donor

"I heard about you guys from KTLA. My mom spent her childhood without shoes or (with) shoes that hurt her feet. She will have problems the rest of her life. Thank you so much for what you do."

-Maryrox, Covina, California



At Shoes That Fit, there's nothing better than delivery day. The smiles on the faces of kids who receive new shoes are unforgettable. It gives us all the feels!

From individual donors to volunteers and corporate partners, there are so many people who work together to make deliveries possible and we want to thank each and every one of them for making a difference in their communities.

To see how the journey to a delivery happens, take a look at our partnership with KTLA 5 last winter.

KTLA 5 is a Tribune Media owned television station located in Los Angeles. The senior leadership, news anchors and front office personnel helped students at Le Conte Middle School in Los Angeles receive brand new athletic shoes for school. KTLA 5 produced two commercials for Shoes That Fit and engaged its viewers to donate funds toward the cause. Volunteers from local companies and individual volunteers were on hand to distribute shoes for this special day, as were executives from KTLA 5.

Thank you to everyone who made this special day possible and to those who help deliver shoes to kids in need each and every day, nationwide.



School

"I see the kids wearing their shoes, showing them off and enjoying them."

-Eduardo Duran, Principal of Le Conte Middle School

Corporate Partner

"KTLA 5 was proud to partner with Shoes That Fit to deliver shoes to more than 600 students at Le Conte Middle School. KTLA cares about its community and there's no better way for us to pay it forward than by taking care of our youth. The smiles were unforgettable!"

-Don Corsini, President and General Manager of KTLA



Impact

When you give a child in need a new pair of shoes, you're giving them so much more. You're giving them hope. You're giving them confidence to face their journey head-on with dignity and joy.

The following percentages of school liaisons surveyed say they saw improvements in these areas after kids received new shoes through Shoes That Fit:

Self-esteem:

85%

Social interaction:

70%

Participation in physical activity:

68%

Behavior:

54%

Attendance:

39%



In 2017, **Rack Room Shoes** celebrated their best year yet with Shoes That Fit, helping more than 38,000 children across the nation receive new shoes as they prepared to head back to school. A valued partner for more than 10 years, customers of the national footwear retailer are encouraged to donate to the program at one of Rack Room Shoes' 445 locations during the Back To School shopping season. Rack Room Shoes then matches those donations, up to \$300,000, to help even more children receive new shoes.

"Outstanding partnerships generate exceptional results and Shoes That Fit is the perfect match for our brand," says Brenda Christmon, Director of Corporate Communications for Rack Room Shoes. **"Our customers and associates love the program as much as we do and we enjoy emphasizing that each contribution made in one of our 445 store locations benefits an adopted school in the local area."**



Elodie's Legacy

Our founder Elodie (Silva) McGuirk jumped into action after she overheard a story about a little boy from Pomona, CA who was in terrible pain at school because his toes were curled under to fit in his shoes. The very next day, she started to raise shoes for this boy's school and twenty-six years later, together, we help more than 120,000 children each year.

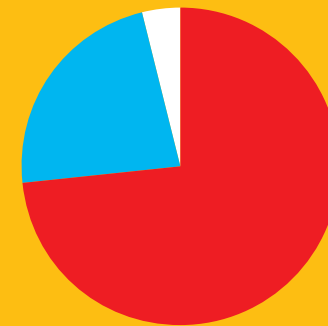
Her legacy is proof that one person really can make a difference.

By including Shoes That Fit in your estate plan, you can be a part of Elodie's Legacy by helping to ensure that children in need will get new shoes for school, today and tomorrow.

Join supporters like Sharon Fordyce (former Board Chair) and make a life-changing gift today. "Making the decision to include Shoes That Fit in my will was an easy one," says Fordyce. "If my contribution can make even the smallest impact on children who need it, I'll be proud to leave that as my legacy."

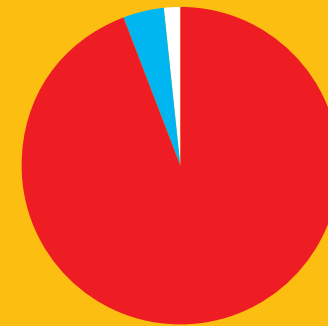


2017 Audited Financials



REVENUES AND SUPPORT
(for the year ended December 31, 2017)

Donated Shoes and Clothing.....	\$3,917,730
Contributions	\$1,217,497
Other Income, Special Events Net, Unrealized Gains, Interest, Dividends.....	\$194,194
TOTAL	\$5,329,421



EXPENSES
(for the year ended December 31, 2017)

Program	\$4,844,981
Fundraising.....	\$205,880
Administration	\$79,832
TOTAL	\$5,130,693

END OF YEAR NET ASSETS:
\$1,376,372



For a list of our **donors and volunteers**, please check out our eco-friendly honor roll online at www.shoesthatfit.org.



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Shoes That Fit

Every Child Deserves Them

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Permit No. 43

Footprints in Texas ☆

In San Antonio, **Coach Gregg Popovich** and the **San Antonio Spurs** delivered shoes for the second year in a row. This time, they helped 247 kids at Slater Elementary School! There were lots of shoes, smiles and snapshots with players like **Dejounte Murray**, who got to teach a little girl how to tie her shoes.



When Hurricane Harvey hit the Gulf Coast late last summer, destroying more than 300,000 buildings and homes, Shoes That Fit and friends were able to mobilize and make an immediate impact on children in need.

DeAndre Jordan of the Los Angeles Clippers grew up in Texas. When Hurricane Harvey made landfall in August of 2017, he wanted to help.



Together with Shoes That Fit, Jordan delivered shoes to all the students at Thompson Elementary in Houston, his alma mater.

For student Jamari Ferrias, the visit meant so much more than a new pair of shoes. "It felt like the world was coming to me letting me know that I could be famous, too. I felt famous. He actually went to my school!"



Also in response to the hurricane, **Chris Paul** of the Houston Rockets helped 946 kids receive new shoes in partnership with Shoes That Fit and the Boys and Girls Club of Houston.

Thanks to these athletes for making a difference in communities that truly needed hope and joy!