

Every child  
deserves to step  
into a bright  
future.

SHOES  
THAT FIT





**All kids in America should have a childhood that allows them to learn, play, and thrive. But that isn't always possible, especially for children growing up in poverty.**

They face hardships and hurdles that put them behind their peers and hinder them from reaching their full potential in life.

**For 30 years now, Shoes That Fit has worked with individuals, corporate partners, community leaders, and foundations to provide children with new shoes, fitted individually to their feet.**

Your partnership ensures that every child who needs new shoes will receive them. Through our proven model, we can positively impact children in communities across our country.

**Let's step forward into  
a strong future, together.**





# 12 million American children are growing up in poverty.

Whatever we experience in childhood has a powerful impact upon us for the rest of our days. This is encouraging if your childhood is full of stability and opportunity. But what if it's not?

Research has shown that the stress, shame, and survival mode caused by poverty disrupt full participation and learning at school each day.

**"Childhood poverty has been linked to academic failure and school dropout, and to reduced rates of college attendance and graduation."**

*Source: American Psychological Association*

Being successful at school is a real challenge for kids from poor families because poverty at home doesn't stay there.

Children come to school stressed out and ashamed, making it difficult to concentrate and learn. They lag academically and fall further behind their peers each year. It strains relationships with peers, leading children into isolation.

Poverty steals a child's future before it even begins to take root.

"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... **Good shoes are the linchpin for kids to play comfortably and learn physical literacy.**"

—Preston Blackburn, founder of Pop, Hop & Rock™

21%

of children below the poverty threshold lack athletic opportunities

Source: *The Atlantic*

**What can be done to help children step into a brighter future?**

Childhood poverty shapes a child's:



personal development & aspirational capabilities



academic standing & access to college



emotional well-being & ability to relate to others

# Let's solve one piece of the childhood poverty puzzle.

Experts agree that poverty in the United States is a complex crisis. Breaking poverty's grip will take massive change... and that won't happen quickly.

**That's why we must deliver tangible, targeted help to children to offset poverty's negative consequences, starting today.**

That's exactly what happens through Shoes That Fit!

New athletic shoes, fitted specifically for each child, helps kids overcome poverty's hurdles. They become empowered to participate fully in school, without hindrance.

Our solution coordinates the generous giving power of partners from across the country to provide new shoes to children in need.

Together with our friends and partners, we are able to fill thousands upon thousands of shoe requests each year, dispatching them effectively and efficiently across the country.



Educators confirm that your investment through Shoes That Fit has an immediate and measurable impact on the children in their classes:

**62%**

report improved behavior

**75%**

report increased physical activity

**87%**

report increased self-esteem

**46%**

report improved attendance

**Your  
incredible,  
long-lasting  
impact for  
kids.**



# Give every child the opportunity to learn, play, and thrive.

It takes time and care to measure each student's feet and select the shoes that will fit. But our model is rooted in this hands-on care for kids that places the child at the center.

**"Children who have self-confidence have a feeling of internal worth that enables them to welcome challenges and work cooperatively with others. When children don't develop self-confidence, they tend to focus on failure instead of success, problems instead of challenges, and difficulties instead of possibilities."**

*Source: PBS*



## We're helping kids.

Your partnership with Shoes That Fit delivers a direct boost of confidence to children. When they receive the new shoes your gift provides, they feel valued and cared for, which sets them up for classroom success.

**"One little girl was very shy and quiet. After she received her shoes, the teacher said she seemed transformed into a more confident person!"**

## We're caring for families.

Then there's the impact on the child's entire family! The provision of new shoes eases the financial stress at home. Families can breathe easier knowing that their children have the shoes they need.

**"My mommy can't buy me new sneakers. She is going to be more happy than me."**

# We're changing the future.



## **When kids have shoes that fit, they can walk, run, hop, skip, jump... and step forward into a bright future.**

It's an incredible change for the kids you help! Your partnership gives them brand-new, properly fitting athletic shoes, empowering them to:

- **Concentrate fully in the classroom, no longer distracted by pain from shoes that are too small**
- **Participate fully in school activities, without shame from shoes that are worn out and falling apart**
- **Stay on-track developmentally with their peers, ready to step forward with confidence, dignity, and joy**

This is what you make possible for children in need when you partner with Shoes That Fit.

Together, we can help kids step forward with confidence, ready to participate fully at school each day. And that makes a measurable, lifelong difference.

# **We cannot wait to see the future they step into, thanks to you.**

# “They’re so soft, and I can run!”

A 5th-grade girl had been wearing her only shoes to school: a pair of old boots with heels. It was hard for her to run and participate in PE and other activities. All that changed when she got new shoes. Thank you for helping her keep up with her peers!

A close-up photograph of a child's hand adjusting a bright pink and black FILA sneaker on their foot. The shoe features a mesh upper, pink laces, and a white midsole with green accents. The child is wearing a blue shirt and white socks. The background is a blurred indoor setting with a yellow container.

Your gift makes  
it possible for  
every child to  
learn, play, and  
thrive.

**SHOES  
THAT FIT**  
Every child deserves them