

Corporate Sponsorship OPPORTUNITIES



WWW.SHOEBOXPROJECT.ORG.UK

ABOUT THE SHOEBOX PROJECT

Our Mission

Our mission is to share empathy, kindness, and compassion with women impacted by homelessness. Through the collection of gift-filled Shoeboxes and messages of support, we ensure that women feel valued and connected to their communities.

Our Vision

We envision a world where all women feel valued and know that they are worthy of dignity and respect.

Diversity and Inclusion

The Shoebox Project is deeply committed to impact through action, promoting supportive and inclusive communities. We are guided by our values and will hold ourselves accountable to our volunteers, donors, and the wonderful communities that we serve.

Putting Women First

In its founding year, **2011**, The Shoebox Project delivered **400 Shoeboxes** to residents of **four women's shelters** in Toronto, Canada

Through **word of mouth** and the support of **loyal sponsors**, this initiative grew very quickly. Since then, The Shoebox Project has distributed approximately **243,000 Shoeboxes**, valued at over ten million pounds, and has approximately **65 volunteer-run** local chapters in operation across North America and the UK.

A Shoebox gift is a powerful reminder for a woman impacted by homelessness that she has not been forgotten, and that she has the support of her community.

A Small Gesture Makes a Big Difference

The Shoebox Project collects and distributes gift-filled shoeboxes to local women impacted by homelessness in communities across the UK.

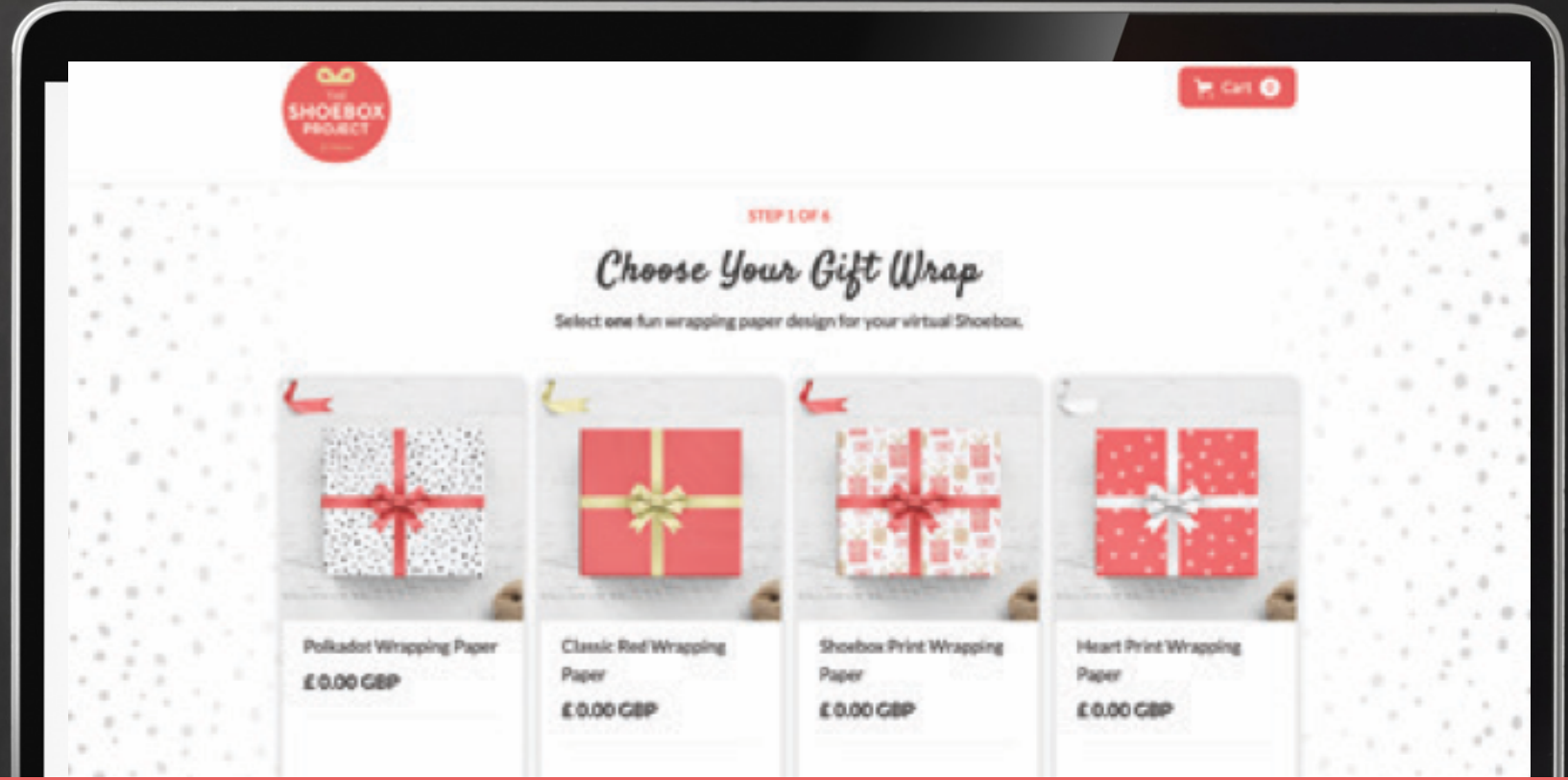
Each shoebox is valued at £35 and is filled with items that enhance self-esteem and reduce feelings of isolation for vulnerable women.

WHAT GOES IN A SHOEBOX?

- something cozy**: socks, scarf, hat, mittens/gloves
- something special**: gift card, accessories
- something practical**: transit tickets, sunscreen
- something soothing**: sleep mask, body lotion
- something sweet**: candy, nut-free chocolate
- something personal**: shampoo, conditioner, body wash
- something pretty**: makeup, nail polish, cosmetic bag
- something fun**: playing cards, blank journal

www.shooboxproject.com

THE SHOEBOX PROJECT
for Women
dream



Virtual Shoebox Drive

Our virtual Shoebox drive began during the COVID-19 pandemic, and continues to allow us to support women in our communities while keeping these women and our individual donors safe.

When building their virtual Shoeboxes, our individual donors select representations of products that they would like to include in their shoebox, providing our corporate partners with the opportunity to have their products such as deodorant, lip balm, and face masks on display.

While the virtual shoebox results in a monetary donation as opposed to the products themselves, we intend for these products will inspire the items included in future physical Shoeboxes.

Creating a Virtual Shoebox

BUILD YOUR SHOEBOX

Design your gift and select the items that you would like to include.

Shoeboxes are typically valued at £35, but you may choose as many or as few of the available items as you would like.

CHECKOUT

After you have created your shoebox, complete your purchase. At checkout, include a brief message for our volunteers to transcribe into a gift note. For something more personal, see "Write Your Note".

WRITE YOUR NOTE

If you would like to include an e-card, something you've made, a photo of yourself, or a video greeting, send it to us. It will be distributed directly to a local woman in your community.

SHARE ON SOCIAL

Share your personalised greeting on social media using the hashtag #VirtualShoebox and nominate a friend to make their own.



Making a Difference

Our Goal is to make women feel:

WORTHY

Shoebox gifts include "little luxuries" that many of us take for granted, but that women impacted by homelessness do not always have access to. It is a rare special gift that is *just for her*, and a powerful message that, despite her circumstances, she deserves to be happy and to feel good.

BEAUTIFUL

When a woman cannot maintain adequate self-care, it can negatively impact her self-worth. Shoeboxes not only contain personal hygiene products, but also cosmetics, bath & beauty products and accessories, giving shoebox recipients the opportunity to experiment, have fun, and discover what makes them feel most confident.

SEEN & HEARD

Shoebox recipients tell us that they feel surprised that someone in their community has taken the time to put together such a special gift, and are moved by the kind messages of support and solidarity that are often included in our shoeboxes. It is a significant reminder to them that they are not forgotten.

It works...



— ” —

I have felt invisible and isolated for so long. The shoebox of goodies and accompanying letter made me feel noticed and special. Thank you.

— ” —

SHOEBOX RECIPIENT, UK

2019

Benefits to your Business

Our sponsorship packages begin at £1,000, and additional ways to partner with us are listed on the following slide, "Corporate Giving: How to get involved". Each opportunity can be tailored to meet your company's Marketing and Sponsorship objectives.

DEMONSTRATE YOUR COMMITMENT TO YOUR COMMUNITY STAKEHOLDERS

Associate with a national charity with a local focus;

Build deeper connections to customers and potential customers by providing direct support to the communities in which your company operates.

STRENGTHEN YOUR BRAND

Build a rapport with your target consumers

Strengthen your reputation as a socially responsible company

Generate positive public relations opportunities at local and national levels

Extend your reach to a potential new market



CORPORATE GIVING

HOW TO GET INVOLVED

PROVIDE MONETARY DONATIONS

Directly support The Shoebox Project UK's operations & logistics to allow us to store and deliver Shoeboxes to women in your community.

Leader - £5,000+

Patron - £2,500 to £4,999

Friend - £1,000 to £2,499

SHOWCASE YOUR PRODUCTS

If you are a CPG company, send us photos of your products to be used on our portal for our virtual Shoebox drive

HOST A KINDERGIFTS EVENT

When you send a Kindergifts party invite, let guests know that they will be supporting The Shoebox Project UK. 100% of the money raised will go to our charity.

CREATE SHOEBOX GIFTS

Encourage employees to participate in our drives throughout the year and fill Shoebox gifts.



CORPORATE GIVING

HOW TO GET INVOLVED

DONATE PROCEEDS TO SHOEBOX

Consider donating a portion of your sales proceeds (specific items, all sales, seasonal).

SET UP PAYROLL DEDUCTIONS

Allow your employees to set up regular payroll deductions that are sent directly to Shoebox. Our organisation is on Benevity, making it easy for your employees to donate through your corporate giving platform.

SPONSOR EVENTS

Sponsor events that reward our individual donors, educate & raise awareness, or bring individuals together to create Shoeboxes during our drives.

Past International Corporate Partners

When you support The Shoebox Project, you're in good company:

Deloitte.



lookfantastic®

MONSTER



Google



MF

thought

MAXFACTOR

Coca-Cola

ethique



pixi!®

SK▼NNY DIP

LONDON

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THE
SHOEBOX
PROJECT

for Women

THE SHOEBOX PROJECT FOR WOMEN IS A REGISTERED CHARITY
IN THE UNITED KINGDOM #1182663

WWW.SHOEBOXPROJECT.ORG.UK