



How You Can Fundraise, Help The Environment & Support Micro-Enterprise

Wayne Elsey

Week after week, month after month and year after year, nonprofits, schools, churches and civic groups are seeking ways to be able to raise money. There are over 1.5 million charitable organizations in the United States, and the majority of these organizations are small nonprofits that do great work but struggle to pay the bills. Perhaps you founded or work in one of these places.

I've been there, but I've always believed you don't have to stay there. A number of years ago, I founded my own nonprofit, but through innovation and creativity, I was able to grow the organization from zero to over \$70 million in less than five years. To put it in context, the majority of nonprofits do not break the \$1 million mark.

Since those days, I founded a social enterprise named Funds2Orgs. My team and I have applied an innovative strategy, and then some, to make sure that our partner organizations seeking to raise money today are able to implement a unique, easy and fun fundraiser that will actually engage their donors and supporters!

Before I tell you a little bit about how we work and what we do to help you succeed, let me ask you this: Did you ever know a shoe drive fundraiser could raise money for your organization, change a life **and** help the environment?

A shoe drive is a fundraiser that is typically done by a sponsoring nonprofit, school, church or civic group. During the course of the campaign event, the community of the sponsoring organization collects new and gently used shoes and sneakers. There is no end to the number of shoes you can collect and from whom. We even have a partner that is seeking to collect 1 million shoes!

And, speaking about shoes, I have another question for you: Did you know that each year in the United States 600 million shoes are disposed of in landfills?

In case you didn't know, that's a fact. It's a hazardous situation for life and our planet.

The chemical compounds that are used in the materials to manufacture shoes are hazardous to health when they are left to disintegrate in open landfills. Unfortunately, today's shoes are made of multiple parts and these dozens of components can take literally decades to decompose in a landfill, sometimes as long as 40 years, or even more!

Funds2Orgs has developed a solution to do so much with a shoe drive fundraiser. With a Funds2Orgs fundraising drive, you can accomplish three incredible goals:

1. You can raise money for your organization with a proven, fun and easy fundraiser that will engage your donors and supporters.
2. The shoes you and your supporters collect for your organization are handled at our world-class headquarters and once they have been processed, you receive a check from Funds2Orgs. This happens within 48 hours of receipt. The shoes are then sent to support small businesses, otherwise known as micro-enterprises, in developing nations providing an economic lifeline to families with few work opportunities.
3. Finally, you and your supporters will have the opportunity to do your part to help save the environment. Instead of



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having unwanted shoes ending up in landfills, shoes that are collected during the course of a shoe drive are recycled, or repurposed, and given a new life.

Funds2Orgs Provides Everything You Need For Success

When you partner with us, we provide you with everything you need to be successful. We know that you want to raise money and we also know that you want to engage your supporters. With a Funds2Orgs shoe drive fundraiser we will work with you to ensure that your event is branded to your organization.

Once you have partnered with us to have a shoe drive, you'll notice how your donors will become engaged in a whole different way, without having to open their wallets or write a check. This permits you to communicate about this unique fundraising drive, which makes an incredible difference to your organization, others in developing nations and the environment.

This is a whole new messaging initiative for so many of our partners!

Additionally, you will receive the following from Funds2Orgs:

- Marketing and public relations material to promote your shoe fundraising drive.
- Ongoing event support and consultation from start to finish from your Funds2Orgs fundraising coach.
- Excellent customer service support from a dedicated team to ensure your success.
- Logistics support to coordinate a pick-up of the shoes once your campaign is completed so they can be processed and we can send you a check!

When You Do A Shoe Drive Fundraiser, The Shoes Are Repurposed

Funds2Orgs is a leading social enterprise that provides a connection from sponsoring shoe drive partners, such as your organization, and micro-enterprises, in developing nations. We have partners in 26 developing countries such as Haiti, Philippines, Colombia and Tanzania.

Individuals and families in developing nations have many challenges, and one of them is work. Due to systemic poverty, inadequate education and lack of job opportunities, there are so many families that simply cannot make a sustainable wage. In a nation such as Haiti, the following are some facts, which are also true in many of the other countries where we work:

- 72 percent of the population lives on less than \$2 a day.
- 80 percent of the population lives under the poverty line and 54 percent live in abject poverty.
- The average per capita income in Haiti is \$480 per year.

The shoes collected by sponsoring shoe drive fundraising partners across the United States are shipped by Funds2Orgs to developing nations, such as Haiti. The sneakers and shoes are then cleaned and recycled, or "repurposed", where they become inventory for small businesses and micro-entrepreneurs to sell in their local communities.

In other words, the shoes collected become inventory, and an economic lifeline, for micro-entrepreneurs who establish their own small business to find their path out of poverty. With dedicated work, commitment and effort, Funds2Orgs has worked with families that have gone from earning \$2 a day to over \$60 a day.



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Funds2Orgs Helps You Lower Your Carbon Footprint

We all know that we have an obligation to be good stewards for our planet. We need to leave it better than we found it for our children and future generations.

Studies have found that the average woman, for example, has 20 pairs of shoes in her closet, but only uses 5 pairs. If you asked your supporters to go into their closets, we know they would find many pairs they no longer use or need. They will realize they have dozens of gently used shoes and sneakers that with the right opportunity, they would be happy to clean out and donate.

Working with a social enterprise, such as Funds2Orgs, these shoes and sneakers are collected from our sponsoring partners at the conclusion of their shoe drives. Individuals would otherwise have these shoes taking up space in their closets, or worse, throw them away and, ultimately, into landfills where it could take decades to decompose depending on the components of the shoes.

Here are some environmental facts:

- Over 600 million pairs of shoes are disposed of annually in the United States.
- The chemical compounds used in the materials to manufacture shoes are hazardous to health and life when they disintegrate in an open landfill.
- Shoes with rubber soles, such as work boots or sneakers, can take 50-80 years to decompose.
- Shoes with leather soles and uppers can take 25-40 years.

Funds2Orgs provides you and your supporters with a socially responsible way to do something good for the environment and to help lower our collective carbon footprint. When individuals and families of our partnering sponsoring organizations have learned about their branded shoe drive campaign, supporters and donors have been happy about engaging in an effort that is fun, innovative and accomplishes so much good!

Funds2Orgs Wants Your Shoes

The aforementioned reality helps inform our partners as to why the team at Funds2Orgs wants the gently used and new shoes and sneakers collected during shoe drive fundraisers. We want to take the shoes your community no longer need and help you make money with our proven shoe drive campaign! Additionally, by partnering with us, your supporters will not only be able to help your organization, but also support micro-entrepreneurs and help the environment.

We're always happy to say this: We need you to do a shoe fundraiser!

For donors to your shoe drive, shoes are the currency—not money. Sponsoring organizations such as schools, nonprofits, churches, civic groups and others find that they are able to implement a fun and easy fundraiser because they don't need to ask for money. Donors have the opportunity to clean out their closets, or even donate new items, and help your organization, families in developing nations and, of course, the environment.

If this sounds like something you would like to try out, check out our site at **Funds2Orgs.com**, or better still, have a call with one of our fundraising coaches who can answer all of your questions. You can speak to a Funds2Orgs fundraising coach at 407-930-2979.



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About the author:

Wayne Elsey is the Founder and CEO of Wayne Elsey Enterprises (WEE), a company that works with social enterprise organizations, nonprofits and companies on strategy, branding, development and education via the following four subsidiary portfolio brands:

- str@tegic – focusing on leadership and business strategy
- Funds2Orgs – a social enterprise that enables individuals, companies and organizations to raise funds while helping to support micro-enterprise opportunities in developing nations
- 501C3U – an online university for non-profit education
- Not Your Father's Charity (NYFC) – which is a forum that enables social entrepreneurs, philanthropists, non-profits, the media and general public to learn how to succeed in 21st Century social enterprise.
- Author of "The Rise and Fail of Charities In the 21st Century: How The Nonprofit World Is Changing And What You Can Do To Be Ready" and "Almost Isn't Good Enough"