



Press Kit

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Funds2Orgs.com

About

Funds2Orgs is a social enterprise that helps non-profits increase revenues by providing turnkey solutions to create powerful events that engage volunteers and make a difference in the lives of individuals and communities through collecting, distributing and repurposing gently worn or new shoes.

The Funds2Orgs business model offers three compelling advantages:

1. Provides U.S. nonprofits the ability to raise funds through creative programs that engage and deliver

To thrive, nonprofits, like their for-profit counterparts, must maintain a revenue stream. Unfortunately, the overwhelming majority of the more than 1.5 million nonprofit organizations registered in the U.S. are unable to sustain the revenues needed to achieve their goals. Funds2Orgs partners with nonprofit organizations to conduct collection drives of unwanted articles and provides a guaranteed revenue stream to participating organizations by paying for goods collected. Marketing, public relations and shipping costs are covered by Funds2Orgs without charge to assure best practices, results and the highest possible return for our partner organizations.



2. Creates and sustains micro-enterprise opportunities for low-income entrepreneurs in developing nations

Around the world, millions of low-income entrepreneurs are building better lives for themselves and their families by starting and expanding tiny businesses. This vast informal sector of the economy is comprised of microenterprises— very small businesses that typically employ from 1 to 5 people. Poor families launch microenterprises to generate income, build savings, and acquire assets as a cushion against natural disasters, illness or death and other crises. As these enterprising households pull themselves out of poverty, they can increase their access to safe drinking water and more nutritious food, improve their housing and educate their children. In developing countries, families that receive items from Funds2Orgs collection efforts are families who

have little to no income or livelihood. These items, and the ability for them to be resold, represent micro-enterprise opportunities for families and their communities- offering a real opportunity and possibly the only chance at true self-sustainability.

3. Dramatically reduces the impact of post-consumer waste in our nation's landfills.

In the U.S. alone, approximately 630 million pairs of shoes are thrown away every year. The materials used to manufacture a pair of shoes are created from chemical compounds, the kind that will create health hazards if left to disintegrate openly or in landfills. The collection efforts of Funds2Orgs and our organizational partners reduces the flow of shoes to landfills, thus saving landfill space, while providing microenterprise opportunities to those in need.

Wayne Elsey, Founder & CEO

Wayne Elsey is the Founder and CEO of Elsey Enterprises (EE), 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@tegit** - 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
- **Social Good U** - 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.



In addition, Wayne is also a highly sought after and dynamic public speaker and authority on topics related to leadership, branding, social activism, motivation, and community engagement. His network appearances include: NBC Nightly News, Good Morning America, Today Show, & Fox News. He is also the author of "Almost Isn't Good Enough."

Prior to establishing Wayne Elsey Enterprises, Wayne was the CEO of Soles4Souls, which is a social enterprise he founded and turned into a \$74 million organization in less than five years to help ensure that individuals in developing nations have access to shoes, which are necessary for hygiene and medical reasons, going to school and being able to work.

Wayne got started in business in the footwear industry at the age of 15. He went on to develop in the field in various positions in manufacturing, management, sales and marketing. He served as President of Kodiak-Terra USA and as President and CEO of Footwear Specialties International (FSI) and grew the revenue 400 percent during his five-year tenure.

He has traveled extensively and continues to seek ways to make a difference on society and innovate new ways of doing business.

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