



SOCKS
4 SOULS
CANADA

**The first step
is socks**



**How to run a sock drive for
Socks 4 Souls Canada**

Thank you and About us



Thank you for choosing Socks 4 Souls for your fundraiser! Sock drives are easy and inspiring.

Watch your workplace, school, place of worship, or organization step up to the challenge!

Socks 4 Souls Canada is a non-profit, primarily volunteer-run organization committed to providing homeless people with warmth, comfort, dignity, mobility and health through new socks.

As a registered Canadian charity (NO. 75862 6527 RR0001), we procure both socks and monetary donations from school & workplace sock drives, corporate partners, businesses, community organizations and private citizens.

Our vision is that every homeless person in Ontario has everyday access to clean, new socks and the comfort and opportunities that come with them.

Our intent is to continue to expand in Ontario, with a longer-term view that the Socks 4 Souls Canada concept can be scaled up to other jurisdictions across Canada as we consistently receive requests for socks from all over the country.

For more information

Website: www.socks4soulscanada.com
Email: socks4soulscanada@gmail.com



What we need and why

Clean, dry socks can help change someone's life.

Good foot health has a tremendous impact on one's ability to seek food, shelter, medical care and other social services.

Socks are one of the most needed, but least donated, articles of clothing to shelters and organizations that work with homeless people.

A pair of fresh new socks helps prevent foot-related diseases and infections like cellulitis, osteomyelitis, and trench foot.

This ensures that someone experiencing homelessness in Toronto can walk to shelters, job interviews, and get the help they need.

Whilst Socks 4 Souls Canada is grateful for any and all socks donated to us via sock drives, the most needed is **adult men's tube socks**.

For more information

Website: www.socks4soulscanada.com
Email: socks4soulscanada@gmail.com

How to become a #SOCKSTAR

How to run the best sock drive possible for your school or organization

1. Register your group on our website by completing the Sock Drive Registration form. Please be sure to include the start & end date of your sock drive.
2. Check out our "Sock Drive examples" (page 4) for ideas on what you can do to encourage your friends and colleagues to collect more socks.
3. Feel free to print and use promotional posters provided in this guide (starting on page 6).
4. Use social media (Facebook, Twitter, Instagram, and LinkedIn) to promote your sock drive and how you did so your family, colleagues and friends can see the great achievement! Don't forget to tag Socks 4 Souls Canada!
5. When your sock drive is over, please pack the collected socks in the following way:
 - a. Bundle each 10 pairs socks with an elastic band.
 - b. Place each 10 bundles of socks (100 pairs) in a clear plastic bag and tie off.
 - c. Write the name of your organization on a Socks 4 Souls Canada label (page 5).
 - d. Place a label in each bag with label facing out.
6. Tax deductible monetary donations can be made on our website www.socks4soulscanada.com via Canada Helps who will instantly issue a tax receipt for the donation.
7. If you want to run a monetary fundraiser alongside your sock drive, we've got a handy step-by-step guide on our website. Visit: <https://www.socks4soulscanada.com/get-involved/create-your-own-s4sc-fundraiser/>
8. Once you've completed your event, please email us at socks4soulscanada@gmail.com to inform us of the number of socks collected and arrange a time to meet to drop off the socks at our storage location.

Sock drive examples



Here are some methods other people have used to create a successful sock drive in their school or workplace.

Feel free to use any of these suggestions, or design your own unique way of rallying your peers to participate in this event.

Remember to take lots of pictures and tag us on social media!

School sock drives

- Hold a rally at a school assembly to launch the sock drive. Make a big splash!
- Put up wall posters and banners. Get students to design their own posters.
- Insert sock drive flyer or memo in report cards or other communications going home to parents
- Hold a Funky Socks Day to raise awareness.
- For schools with uniforms – Ask for donations for a dress down day. Use the funds to purchase socks or donate funds directly
- Link your sock drive to another school event or national holiday e.g. Remembrance Day, Valentine's Day
- Students can ask for donations of socks instead of birthday or holiday gifts
- School donates a pizza lunch, cupcake event, charge \$1 and all proceeds to the fundraiser

Workplace sock drives

- Appoint a senior executive sponsor for your sock drive. Enlist him/her to kick it off in an all-staff communication or at a company event.
- Set a goal. Create posters with gauges to show progress.
- Place sock bins for donations in well-traveled areas such as kitchens or lobby of each floor.
- Provide place to collect monetary donations too. It may be easier for some to give \$20 versus buying socks.
- Make it a competition between departments or floors. Offer a company-donated prize e.g. pizza lunch for winning team. Create posters to show how each team is doing.



**SOCKS
4 SOULS
CANADA**

100 pairs of socks

Organization name:

Bag label



New socks
can help
change
someone's
life



Homeless people
need to stay
mobile to access
services such as
overnight
shelters.

www.socks4soulscanada.com



The first step is **socks**



SOCKS
4 SOULS
CANADA

Socks are the most needed item of clothing for homeless people, but the least donated.

www.socks4soulscanada.com



**Help a
homeless
person get
back on
their feet**



Clean, dry socks
help fight foot
diseases in those
experiencing
homelessness.

www.socks4soulscanada.com