



**SOCKS**  
**4 SOULS**  
**CANADA**

# RUN A SOCK DRIVE

A simple ask to help unhoused people get back on their feet.

## **Socks are one of the most needed, but least donated, articles of clothing.**

A regular supply of new socks helps prevent foot-related diseases and ensures that someone experiencing homelessness can walk to shelters, to job interviews, and get the help they need.

Socks 4 Souls Canada is grateful for all monetary and/or socks donated to us via sock drives.

**A huge thank you for choosing to help us help the 9,000+ unhoused people in Toronto.**

## **GETTING STARTED**

**Generate Awareness** with your employees, customers, group, or team members.

1. Create excitement and set a drive goal of 100, 1,000, 10,000+ pairs of socks
2. Print and use our promotional posters and/or logo – [view here](#)
3. Tax deductible monetary donations can be made on our site via Canada Helps who will instantly issue a tax receipt for the donation [Online donation form here](#).
4. If you prefer to run a monetary fundraiser read [step-by-step guide on our website](#).
5. Focus the ask on donations of new adult men's and women's tube socks (black or white).
6. Use social media to promote your sock drive and encourage donations and share your results!! Don't forget to tag Socks 4 Souls Canada!  
<https://www.facebook.com/socks4soulsca>  
<https://www.instagram.com/socks4soulsca/>
7. Create compelling content by sharing details about us and [our impact](#)
8. To learn more about our unhoused population– [read the City of Toronto report](#)

## **Collect & Pack Your Socks**

1. Create and invite employees and/or volunteers to a sorting and packing event.
2. Bundle 10 pairs socks with an elastic band.
3. Place 10 bundles/100 pairs in a clear plastic bag.
4. Write the name of your organization on a label and place in each bag and tie off.
5. Don't forget to communicate your sock drive success and socks collected on social media and tag us!
6. Make sure to email us at [info@socks4soulsCanada.com](mailto:info@socks4soulsCanada.com) to inform us of the number of socks collected and to arrange drop-off of the socks.

**Please note that we are unable to pick up socks. Please do not bring socks to our 2100 Bloor Street West address. To arrange a drop-off, please contact us at [info@socks4soulsCanada.com](mailto:info@socks4soulsCanada.com). THANK YOU!!**