

SAL'S NEWS

ISSUE 11

2025



Shoes are relatively difficult to recycle because of all the different components they're made up of. As children tend to outgrow their shoes before they outwear them, we find new feet for their preloved shoes.

IN 12 YEARS WE HAVE DISTRIBUTED:

8,856,803 pairs of shoes in **66** countries, including here in the UK.

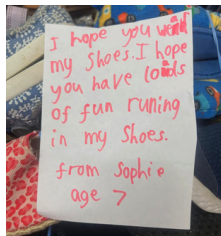
THIS YEAR:

1,410,750 pairs were distributed overseas.

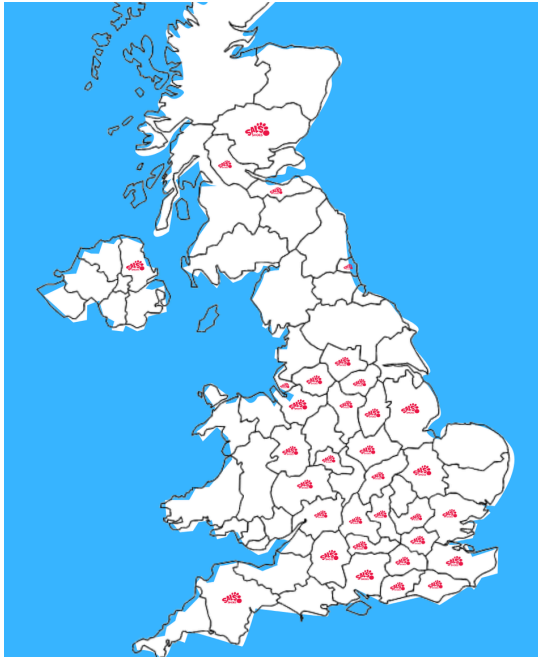
502,062 pairs were distributed in the UK.

92,400 pairs of new school shoes and school sports trainers were distributed within the UK through our **School Shoes Fund**.

TOTAL: 2,005,212 PAIRS THIS YEAR



OUR WORK AROUND THE UK



From smaller villages to major cities, we support families and communities throughout the UK. We do this through our **School Shoes Fund**, charity partners and network of **Sal's Shoes Shops**. We help to ensure that shoes reach the people who need them the most.



Poverty can often feel undignified, but our Sal's Shoes Shops enable children to retain their dignity, exercise choice, and enjoy a shopping experience without having to pay for their shoes. We also encourage recipients to return their Sal's Shoes to our shops once outgrown, if they still have wear left in them.





REAL IMPACT FOR FAMILIES ACROSS THE UK

Our School Shoes Fund exists to remove a critical barrier for families living in poverty: access to properly fitting school shoes. With school shoes being both necessary and costly, too many families are forced into debt, or must cut back on essentials just to be able to meet school uniform requirements.

Many children and their families are facing different types of crisis: from those fleeing domestic abuse, to refugees, asylum seekers and families struggling with the rising cost of living, there are numerous reasons why some additional help is needed.

Thanks to donations of new shoes and financial support, we are able to respond quickly to schools and organisation that support children in crisis.



“

The money I would have spent on shoes bought us a week's worth of food shopping...

Parent Feedback

”



“

Over 80% of our children come from economically deprived areas. We regularly use our small school budget, and sometimes our own money, to buy uniform and shoes. Having spare school shoes to offer is wonderful.

School Feedback

”

“

We helped 100+ families, from asylum seekers and refugees to those struggling with poverty, to start the school year with uniform. Being able to provide beautiful school shoes as part of that package was the highlight of the event.

Partner Organisation Feedback

”

FUNDING



As a small charity with a big impact, we are incredibly grateful for the generous support of charitable trusts, foundations and companies. Their grants provide sustainability, stability and the vital resources we need to continue to meet the growing demand for our services.

KIND COMPANIES

We are so grateful to the kind companies who support our work by donating new shoes. These are just some of the many who helped us continue to make a difference this year.



SPORTS DIRECT



START 1792 RITE

Clarks



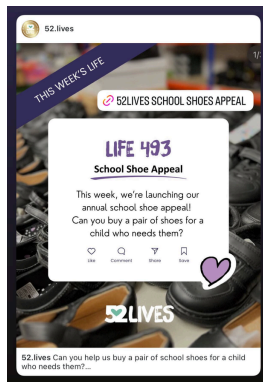
PUMA

BETTER TOGETHER

KINDNESS IN ACTION WITH 52 LIVES

As families started preparing for the new school year, our wonderful friends at **52 Lives** chose once again to support our **School Shoes Fund** with a School Shoe Appeal. Thanks to the kindness of their supporters, hundreds of pairs of brand new school shoes were purchased and donated, meaning children facing financial hardship were able to walk into school in September with shoes that fitted properly, kept their feet warm and dry and helped them feel confident.

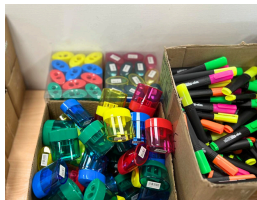
Over the last few years, the 52 Lives appeal has helped to provide over **1,500** pairs of school shoes, and this year alone their community helped to provide more than **400** pairs. We made sure that every pair reached a child who needed them in time for the new school term. This partnership is such a beautiful example of what happens when charities work together: kindness spreads further, support stretches wider, and even more children benefit. We're so grateful to 52 Lives and their incredible supporters for choosing to stand with us once again.



SUPPORTING CHILDREN HEAD BACK TO SCHOOL WITH STRIPEY STORK

We've been supporting **Stripey Stork** for many years, providing essential school shoes to families facing financial hardship. Their School Days initiative supports thousands of children with school essentials each year, and our partnership helps to ensure that, when children walk into school, they do so with dignity, comfort and confidence.

Whether it's timely restocks ahead of the back-to-school rush or ensuring the right sizes are available throughout the year, working together means that fewer children need to go without. We have provided almost 5,000 brand new pairs of school shoes and school sports trainers to Stripey Stork in the last 12 months.





DOUBLING DONATIONS, DOUBLING IMPACT

In 2025, we were proud to take part in two **Big Give** match-funding campaigns: the first was during Small Charity Week in June; and the second was part of the Christmas Challenge in December.

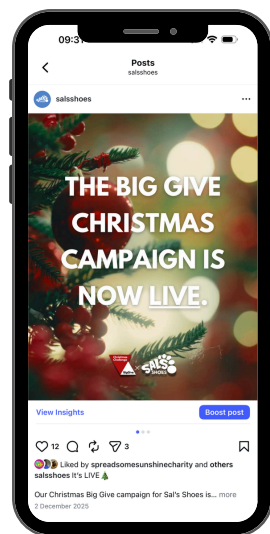
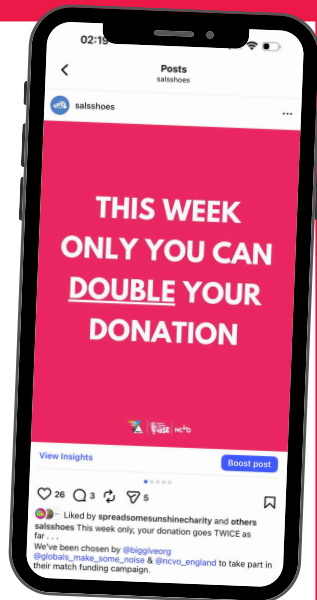
Thanks to the generosity of our supporters and the backing of Big Give partners, every donation made during these campaigns was doubled – helping us go further, faster.

Together, our community raised:

£13,580 during Small Charity Week – providing 1,358 pairs of brand new school shoes.

£8,500 during the Christmas Challenge – helping thousands of children step into winter with warmth, comfort and confidence.

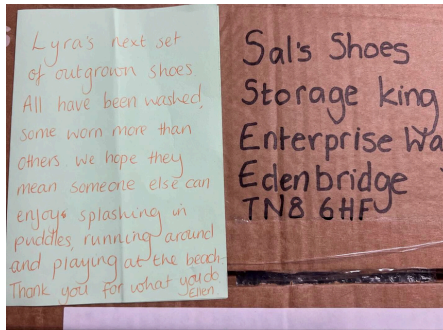
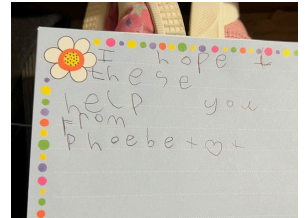
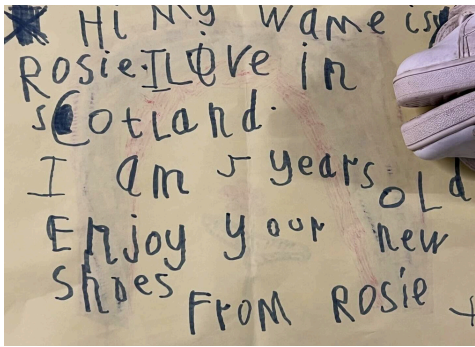
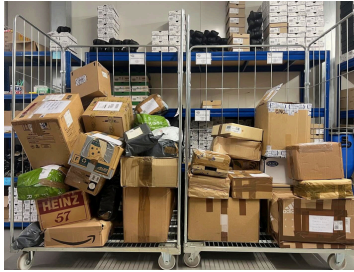
These campaigns don't just raise vital funds – they bring new supporters into the Sal's Shoes family, spread awareness of the impact of poverty, and show what's possible when people come together to help children thrive. From everyone at Sal's Shoes – thank you for making it all possible.



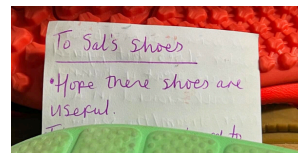
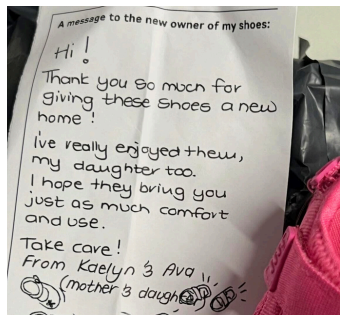
2025 BIG GIVE AT A GLANCE

2 x campaigns 1,358 children stepping into school in brand new shoes
£22,080 raised 8,500 children supported with donated footwear

INCOMING SHOES, INCOMING KINDNESS



Behind every pair of donated shoes is a person, a family, a story of kindness. Thank you to everyone who donates: your generosity and thoughtful messages truly make a difference.



SAL'S SHOES AROUND THE WORLD



Over the past year we have worked with trusted partners to distribute shoes in multiple countries, helping children attend school, play safely and feel confident in their everyday lives.

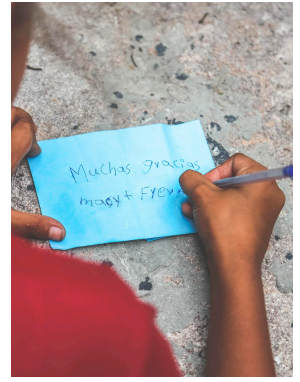
SPOTLIGHT ON SOME OF OUR DISTRIBUTIONS



KENYA - APRIL 2025



NICARAGUA JUNE 2025



GHANA - AUGUST 2025



SOUTH AFRICA DECEMBER 2025

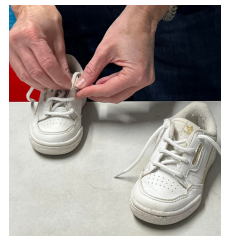


OUR VOLUNTEERS - THE OF SAL'S SHOES

Every pair of shoes we send, every donation sorted and every parcel packed begins with our incredible volunteers. From individuals who give their time each week, to corporate groups, Duke of Edinburgh Award students, schools and families - our volunteers come from all walks of life and share one thing in common:

KINDNESS

Together, they help keep our shelves organised and stocked, HQ running smoothly and our shoes moving on to the children who need them the most. Whether they're tying laces, packing boxes of shoes or checking sizes, every hour given makes a real difference. We are endlessly grateful for the time, care, energy and love our volunteer community brings. Sal's Shoes simply couldn't do what we do without them.



VOLUNTEER Q&A

Meet Clair...

1. How long have you been volunteering with Sal's Shoes?

It's been a loooong while. CJ knows better than I do. She crowned me longest serving volunteer last year. This January marks my 10-year volunteering anniversary.

2. What made you want to volunteer with Sal's Shoes?

I had some time on my hands when both kids were in full-time education and CJ mentioned she was looking for helpers. It was nice to be useful, make a difference and be needed!

3. What do you enjoy most about volunteering with us?

No matter how tired or grumpy I may feel on the way in, I always leave a Sal's Shoes session with a smile on my face, feeling a little lighter and pleased to have done something worthwhile.

4. What keeps you coming back?

The camaraderie across the volunteers. It's such a lovely, cheerful, interesting group, lively conversation, plenty of humour, tips on what to watch on tv, recipes to try, beauty tips, holidays...it's like a virtual glossy magazine! All this, while having the satisfaction of knowing you are helping others.

5. Describe Sal's Shoes in three words.

3Ps....Productive, Positive, Purposeful.



Here are some of the photos



6. Is there a standout volunteering moment that has stayed with you?

We were shown a photo of shoes being given to a child in a war zone. There was rubble on the ground, bare reinforcement steels protruding from the remains of the building and bullet holes in the walls. I remember showing the photo to my kids, pointing out these details and getting tearful and emotional explaining how these people were victims of war, they had lost everything, "This photo is why I volunteer". My kids saw how much it moved me...they soon started volunteering too.



BECOME A VOLUNTEER

We're always delighted to welcome new volunteers - whether you can help regularly, lend a hand every now and then, or you're looking to organise a corporate volunteering day. **Scan** the QR code to find out more and sign up - we'd love to have you with us.



HOW YOU CAN HELP US

SEND US YOUR PRELOVED OR NEW SHOES:
SAL'S SHOES, STORAGE KING,
ENTERPRISE WAY, EDENBRIDGE,
KENT, TN8 6HF

(WE ALSO HAVE OTHER DROP OFF LOCATIONS THAT CAN BE FOUND ON OUR WEBSITE)



PURCHASE SHOES
DIRECTLY FROM
OUR AMAZON
WISHLIST SO THEY
COME STRAIGHT TO
HQ READY FOR
DISTRIBUTION.

Every single pair of shoes we send has a story behind it and more often than not that story starts with someone just like you deciding to help. There are so many ways to support Sal's Shoes and to help us to get shoes to their new feet.

MAKE A FINANCIAL CONTRIBUTION:
DONATIONS HELP US TO PURCHASE
NEW SHOES AND MEET THE COSTS
OF GETTING THEM TO THEIR NEW
FEET. YOU CAN DONATE IN A
VARIETY OF WAYS:

TEXT SALSSHOOES
TO 70450

followed by your donation amount

Texts will cost the amount plus one standard network rate message. You can donate between £1 and £20.

THE POWER OF SHARING

So much of what we do is powered by kindness – and by connection. When people talk about Sal's Shoes and share what we do, it truly changes things. One social post can lead to hundreds of pairs of shoes being donated, new supporters discovering us, or funding that helps us keep going.

Last year, when Chloe Gill, aka **@mrschloegill**, kindly paid us a visit with Ace & Kiki, donating lots of shoes and sharing our work on her social channels, it helped to shine a light on the growing need, and encouraged even more families and supporters to get involved. Moments like that remind us just how powerful community can be. So, if you can't donate right now, simply talking about Sal's Shoes, sharing our posts, or telling friends and family about us really helps to ensure that more children receive the shoes they need.

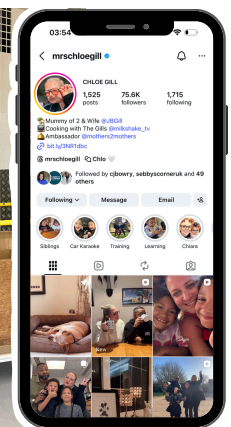
MAKE SURE TO FOLLOW US
ON OUR SOCIAL CHANNELS



Donate via PayPal



Donate via our website



Sal's Shoes is a registered charity in England & Wales.

Registered Charity Number: 1171670.

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