

Post-Secondary Clubs

Information Package



Welcome



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About

The Shoebox Project is a registered Canadian charity whose mission is to **uplift and empower** women experiencing or at-risk of homelessness through in-kind donations, education, and community participation. **Our gift-filled Shoeboxes are carefully created by members of the community and include thoughtful messages of support, which allow their special recipients to experience hope, self-confidence, and a sense of belonging.**

Since The Shoebox Project was founded in 2011, we have:

- Provided Shoebox gifts to more than 285,000 women across Canada
- Donated additional \$1.9M worth of gift cards and daily essentials
- Annually supported more than 620 shelters and community agencies serving women, girls and gender diverse people



We provide gifts & daily essentials to:

- Shelters serving: families, individuals who identify as women, transgender or non-binary; seniors; youth; refugees; adults living with disabilities; pregnant and parenting youth; among other
- Immigrant, refugee & newcomer welcome programs
- Community health centres
- Indigenous friendship centres
- Food & clothing banks
- Supportive & transitional housing programs
- Homeless outreach services and drop-ins
- Employment support services
- Mental health and addiction services
- First Nations reserves

Why Women?

Did you know that?

- At least 235,000 Canadians are homeless in any given year
- About 35,000 Canadians experience homelessness on any given night
- Per the 2016 Canada Census, women represent 27.3% of people experiencing homelessness, and at least a similar percentage experience hidden homelessness
- 10% of women in Canada live on low incomes (under \$18,000 yr) and are at a higher risk of poverty*
- 23% of women with disabilities live on low incomes *
- 28% of women-led households are in core housing need*
- Canada has the eight worst gender pay gap, with a 16.1% difference*



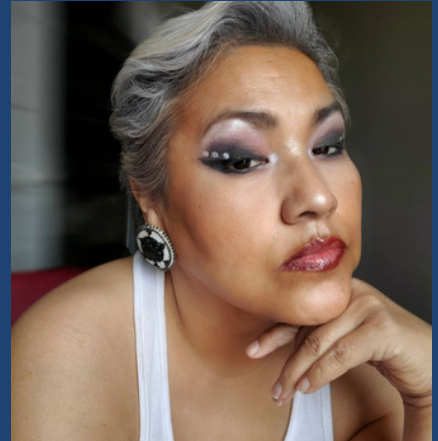
*Canadian Women's Foundation , 2018

Our Impact

“

I received Shoeboxes when I was homeless, penniless, and at my lowest. Not only was I living in a shelter, but so was my 14-year-old daughter. The struggle we faced together is something we will never forget... The card I received with my Shoebox was heartfelt and although it was written by a stranger, I could feel her genuine kindness... When I opened my box and I got 'girlie' things like nail polish, lipstick and accessories, I was so very grateful because I felt somewhat normal... My daughter still remembers the hand lotion and fluffy socks and mini gloves. She summed it up when she said 'not many people we know will ever know what it's like to have nothing - not even a toothbrush.'

- **Kerry, Shoebox Recipient**



"Being forgotten is something I am used to. People walk by me everyday, and never see me. I am always cold and I always feel alone. Going to EXIT Youth Hub, is one of the only places that I go where I feel welcome and safe... Today when I walked into EXIT, I was met with bright smiles, and handed a beautiful box. As I opened it, feeling the love with each corner that is beautifully wrapped, I gasped. **Today, I get to feel beautiful. Today I am seen. Thank you.**"

- **Shoebbox Recipient**

Over the past 10 years, The Shoebbox Project has reached over **285,000 recipients** of gift-filled Shoeboxes - with a value of **\$14,250,000 CAD** - through more than **620 shelters** and community agencies.



Consider showing one of our inspiring videos to promote your Shoebbox event, at a meeting and/or on your building's digital display board.

[Check out our YouTube Channel Here!](#)



Why start a Post-Secondary Club



A Shoebox Project Club is:

- A **fun, hands-on** introduction to philanthropy
- A **great way to engage students and alumni**, whether they are on or off campus
- A **meaningful** way to **give back** to your local **community**
- **Flexible**, your activities can be tailored to suit any school environment, timeline, or budget
- **Inclusive** - drives are non-denominational, suitable for all ages, backgrounds and beliefs.



Why Start a Club?

Your club's activities will work directly to help foster equitable communities where all women are seen, valued, and treated with dignity and compassion.

- **Great Leadership Experience:** Taking the lead to start a new initiative for your school and the student body will provide you with tremendous experience for your future career and life aspirations.
- **Creates Professional Networking Opportunities:** Your involvement will allow for opportunities to connect with individuals, peers and groups in your community who have similar interests and afford you the opportunity to improve your networking skills that will serve you moving forward in your career path.
- **Connect to others with similar life interests:** Connecting and creating connections with others that have similar beliefs and mindsets will enhance your post-secondary experience and offer the opportunity to make friendships that can last a lifetime. Collectively you will explore and learn with each other new ways to achieve common goals in creative ways while having fun!



Local Chapter Support

Is there a Local Chapter in your community? Check all of our locations [HERE](#)



Working with and supporting the Local Chapter in your community

Your club's activity will work directly to support the goals and efforts of the Local Shoebbox Project Chapter in your community! You will support them in any of the following ways to help them meet their goals.

- **Fundraise with your Club** – Your club can fundraise on its own or we can set up a fundraising link unique to your club to make an even bigger impact. You can use the money you raise to make Shoebbox gifts and deliver them to your Local Chapter, or you can donate the funds directly to your Local Shoebbox Project Chapter.
- **Organize a Shoebbox gift drive/Product drive** – Encourage your student body to make Shoebbox gifts and drop them off to designated locations on campus during the holidays. Or, have students drop off new product that can be used to make Shoebbox gifts. Then, connect with your Local Chapter Coordinator for instructions or delivery options.
- **Organize a Gift Card Drive** - Gift cards are one of the most coveted items by the agencies we support. Students who do not wish to give monetarily can support your Shoebbox Project initiative by donating a gift card of any denomination from a local business or a major chain, allowing local women in need to access the food, hygiene items and basic essentials they need.
- **Give your Time** - A lot goes into the logistics of running a community gift drive and many hands are needed in order for it all to come together in time. Assisting your Local Chapter with its community gift inspections and deliveries can have a huge impact on the outcome. As a group you can make all the difference simply by giving your time as a group in this way.



How to become a Club with us



Club Application & Approval

1. Complete our [Groups Application](#)
2. We will reach out to discuss your Club mandate and bi-laws
3. We will meet with the Club President to discuss goals and review initiatives
4. You will be asked to review and sign our Shoebbox Club Agreement for final approval
5. We will share important Shoebbox Project resources to help your Club initiatives!
6. We will connect you with your Local Chapter Coordinator in the community to discuss their needs and ways your club can begin supporting them
7. Then it's all about the fun and the process of getting your club up and running to begin helping local women!





Club Responsibilities



Club Responsibilities

- ✓ It is the Club's responsibility to follow the policies and procedures of The Shoebbox Project and act in accordance and within the guidelines of the Shoebbox Project Toolkit provided upon Club acceptance.
- ✓ It is the Club's responsibility to donate all funds they collect to The Shoebbox Project, or to use the funds for the purpose of creating Shoebboxes. Funds raised via fundraising activities must be for the stated purpose.
- ✓ It is the Club's responsibility to use/distribute all in-kind donations and Shoebbox gifts in the way they were intended, as to fulfill our mission to the women we serve and ensure that products received on behalf of The Shoebbox Project are not: used for resale, personal use, gifting, or auction, unless explicitly procured for that purpose.
- ✓ It is the Club's responsibility to maintain communication on a regular basis with their Local Chapter's Coordinator for guidance related to chapter goals and deadlines. The club must also provide a summary of outcomes within 14 days of the end of their activity/event, ie. amount raised, number of Shoebboxes collected, etc.

Club President

We ask that the Club President be responsible for overseeing their Club activities/Shoebbox Gift drive and will be The Shoebbox Project's and the Local Chapter's main contact for your Club and this person will be responsible for:

- Communicating with the Local Chapter's Coordinator to determine their needs and how your club can support them in the community and with them determine your club goals and possible activities.
- Ensuring that any Shoebboxes collected meet our expectations in terms of quality and value, and do not contain any restricted or inappropriate items
- Ensure the integrity of The Shoebbox Project brand, policies and signed agreement are followed and adhered to by all club members.
- Ensure that any donations made from club activities are used solely to support your local chapter and their activities to support local women
- ***Most importantly, have fun alongside your club members creating memorable moments of the experience!***



Approaches to supporting a gift drive - SHOEBOXES & PRODUCT

The "Shopping List" Approach

This is a great way to make sure you have all the items you need for your Shoeboxes!

- Decide how many gifts you want to make, i.e. 5 Shoeboxes
- Designate the items you want each person to bring
- Each set of items per person, should total about \$50

For example, say your Club is making five boxes:

- Peter brings five \$10 gift cards
- Angela brings 5 bottles of hand lotion & 5 sticks of deodorant & 5 nice chocolate bars
- Muhammad brings 5 journals & 5 nice pens & 5 pairs of socks
- Cora brings 5 nail polish & 5 lip gloss or mascara & 5 pairs of gloves
- Faith brings 5 body wash, 5 shampoo & 5 toothbrushes & 5 toothpaste
- Everyone brings a note to put in their Shoebox



The "Collection Bin" Approach

- Leave one or more large decorative bins or boxes around the campus and ask students to bring in donations from your list of Shoebox items.
- Next to each collection box, have a display featuring the "perfect Shoebox".
- This will work to inspire your group, get them excited about building their own Shoebox, and demonstrate the types of items you're most looking for.
- When you gather to assemble your Shoeboxes, remember that you probably won't have all of the items you require, so you will need a good assortment of extra product on hand to supplement the items that were donated.

The "Assembly Line" Approach

- If your Club has a budget for this team-building event and you don't need your student body to contribute, simply purchase all of the supplies you need in advance of your event.
- Book a meeting/common room and invite the student body to drop-in over class breaks to wrap, decorate, and assemble Shoeboxes.
- Include blank notecards and ask each student to write a personal message or warm greeting to their Shoebox recipient.
- For the creative bunch, provide plain card stock and craft materials and have students make special handmade greeting cards!



Approaches to supporting a gift drive - FUNDRAISING

On Your Own

- Are you interested in raising funds for your club in order to purchase your own Shoebox supplies locally?
- Already have Club funds or plan to do some additional fundraising throughout the year to help raise money to purchase product and make some amazing Shoebox Gifts with your Club? This is great for Clubs that have their own bank accounts and plan to accept cash donations.



With Some Help from The Shoebox Project

- Are you interested in raising funds for your club in order to purchase your own Shoebox supplies locally?
- The Shoebox Project HQ will set up a fundraising page to make it easy for everyone to give online and receive a tax receipt. You will be able to track donations coming in along the way and when the time is right, you can purchase your items and get making beautiful Shoebox gifts with your club!

With Some Help from our Friends!

- Are you interested in raising funds for your club in order and purchase all of your Shoebox supplies from one place?
- Our friends at this 3rd party fundraising company, **Kits for a Cause** can help set you up to raise donations and you can purchase all of your products directly from them so you can make Shoebox gifts with your club members/student body

Resources

We want all of our Clubs to succeed in their efforts and we work to make it an easy and fun experience!

As an official Shoebox Project Club, The Shoebox Project will provide your Club with resources & promotional materials, including photos, videos, flyers, logos, and social media assets to help you succeed in your Club's goals



Contacts

✉ students@shoeboxproject.com

🌐 www.shoeboxproject.com

📷 [@ShoeboxProject](https://www.instagram.com/ShoeboxProject)

📘 [/TheShoeboxProjectCanada](https://www.facebook.com/TheShoeboxProjectCanada)

Reach out to discuss your interest in starting a Post-Secondary Club with us!

**Karen Paget: karen@shoeboxproject.com
Manager, Volunteer Services**

Frequently Asked Questions

There is no Local Chapter in our community, can we still start a Club? Yes! The staff at head office will be able to arrange for your club to help at the local level even if your community does not have a Local Chapter set up.

Can we deliver our Shoebox gifts directly to the shelter or agency? Maybe. If your Local Chapter needs assistance with this, it may be a great way for members of your Club to participate as a group.

Can we set up our own fundraising page to accept donations from the public? Absolutely! We recommend using [CanadaHelps](#) as The Shoebox Project is already set up as a charity and you can easily designate your funds to the Local Chapter you are supporting, track your progress and acknowledge your supporters in one place.

We have a Club bank account, can individuals/groups donate directly to our Club? Yes, but donors should be made aware that their donation is going to your academic institution and not to the charity. As such, they won't receive a charitable tax receipt from The Shoebox Project for their donation. If you'd like your donors to receive tax receipts, it's better to set up a page through [CanadaHelps](#) or direct them to our [online donation page](#).

Do individuals receive a tax receipt for their donation? Yes, monetary donations to The Shoebox Project are eligible for a tax receipt. Donations of Shoeboxes and products are not eligible for a tax receipt.

Can we use Club funds to pay for expenses we may have? Yes, using Club funds for your expenses is a great way to ensure that any donations you receive are being used exclusively to support local women. Just be sure to track how much you are contributing from your club and for what purpose, and include this on your final report once you've completed your activity/events.

Can our Club help our Local Chapter with Shoebox Inspections & Deliveries to shelters? Absolutely and this is a great way to support the needs of your Local Chapter. Shoebox Inspections and deliveries are two of the biggest needs for our chapters during the busy holidays. Reach out to them to offer your Club's support in this way. It's also a great group activity for your club and other student body members.

Do all Club members have to fill out a Shoebox Project volunteer application form? The Club President will be the only member that is required to complete our volunteer application as well as a reference check as part of our screening practices.

What happens to our boxes once they are ready? Once your Shoeboxes are ready, please reach out to your Local Chapter contact and make arrangements to deliver them as they request.