



THE SHOEBOX PROJECT FOR SCHOOLS TOOLKIT

OUR MISSION & IMPACT:

Our mission is to uplift and empower women who are experiencing or at-risk-of homelessness through in-kind support, education and community participation.

Our Approach

1. Through volunteer-led gift drives that benefit women who are impacted by homelessness, we build compassionate and connected communities.
2. By distributing essentials of daily living to shelters and community agencies, we support women and gender-diverse people facing income inequality.
3. By building awareness and educating youth, we challenge stigmas, fight discrimination, and promote equity.

SINCE 2011

- Gifted more than 285,000 women with Shoebox gifts
- Donated additional \$1.9M worth of gift cards and essential products
- Supported more than 620 women's shelters and community agencies across Canada



WHAT WE DO:



WE PROVIDE WOMEN WITH BASIC ESSENTIALS

Shoeboxes include much-needed personal items like soap, shampoo, deodorant and toothpaste, allowing women to take care of their personal hygiene and to feel more confident in a time of great personal turmoil.



WE GIFT WOMEN WITH SPECIAL TREATS

The little luxuries we provide such as warm fuzzy socks, a beautiful journal, and high quality beauty products, delivers a rare and invaluable message to a woman who finds herself in a shelter that she remains worthy of nice things and deserves to feel special.



WE FACILITATE MESSAGES OF SOLIDARITY AND SUPPORT

Most Shoeboxes we deliver come with a card or note from its donor, providing the women we serve with a meaningful and compassionate message from someone in her very own community. A Shoebox can be a rare and powerful reminder for a woman that she is not alone and that there are people who truly care.

PLANNING A SHOEBOX DRIVE: STEP X STEP



**REGISTER WITH
THE SHOEBOX
PROJECT**

**PROMOTE
YOUR DRIVE,
FUNDRAISE &
COLLECT
SHOEBOXES**

**INSPECT & FIX
UP THE
SHOEBOXES
YOU RECEIVE**
Details to follow!

**CONNECT WITH
YOUR SHOEBOX
PROJECT REP
FOR DELIVERY
INSTRUCTIONS**

ORGANIZING & PROMOTING YOUR DRIVE

THERE ARE MANY WAYS YOU CAN COLLECT DONATIONS:

- You can fundraise and then purchase your Shoebox items (contact us if you need help!)
- You can ask your classmates to contribute individual items, then either donate these items to your Local Shoebox Project Chapter or assemble Shoeboxes with the donated items (just make sure you follow the guidelines)
- You can collect completed Shoeboxes from your classmates, then inspect them before delivery
- You can do a combination of all of the above!

HOW TO PROMOTE YOUR SHOEBOX GIFT DRIVE:

- Create posters and flyers to distribute in your school. We can help with this!
- Send an email to a list of friends, explaining what The Shoebox Project means to you and how they can get involved. Ask them to share with their contacts so it gets a wider audience!
- Promote it on your personal social media channels - please feel free to tag @shoeboxproject! You may ask your student council or parent council to advertise it on their social as well.
 - Even if you start an official Shoebox Project club, please do not create a new social media account using The Shoebox Project trademark.



HOW TO MAKE A SHOEBOX

Shoeboxes must be valued at approximately \$50 each



Shoeboxes must only include new, good-quality items

STEP 1: SELECT YOUR BOX

- All items must fit within a standard-sized wrapped Shoebox or a decorative memory box of the same size (approximately 14"x8"x5")
- The gift **MUST** be unsealed so that it can be opened for inspection.
- Your gift should look as beautiful as possible - line your gift with tissue paper and make sure the wrapping has no rips & tears.
- Do not include bows, as Shoeboxes will be stacked.
- If you need to purchase bulk Shoeboxes, please contact us and we may be able to assist



STEP 2: FILL YOUR BOX WITH THESE MUST-HAVES

1

SHOEBOXES SHOULD INCLUDE EACH OF THE FOLLOWING ITEMS:

- Gift Card (we recommend \$10 to a grocery or drug store)
- Shampoo & Conditioner (consider all hair types and textures)
- Body Wash
- Deodorant
- Toothbrush & Toothpaste
- Socks
- Chocolate/Candy (nut-free)

2

ADD LITTLE LUXURIES TO HELP MAKE A WOMAN FEEL SPECIAL:

- Cosmetics (lipstick, eyeliner, mascara, nail polish, etc)
- A cozy accessory (hand warmers, hat, mitts, scarf)
- Skin care (sunscreen, face cream, body/hand lotion, cleanser)
- Self-care (journal, facial mask, eye mask, lip balm)

PLEASE DO NOT INCLUDE:

A Shoebox is a special gift meant to uplift its recipient and make her feel seen.

Please do not include:

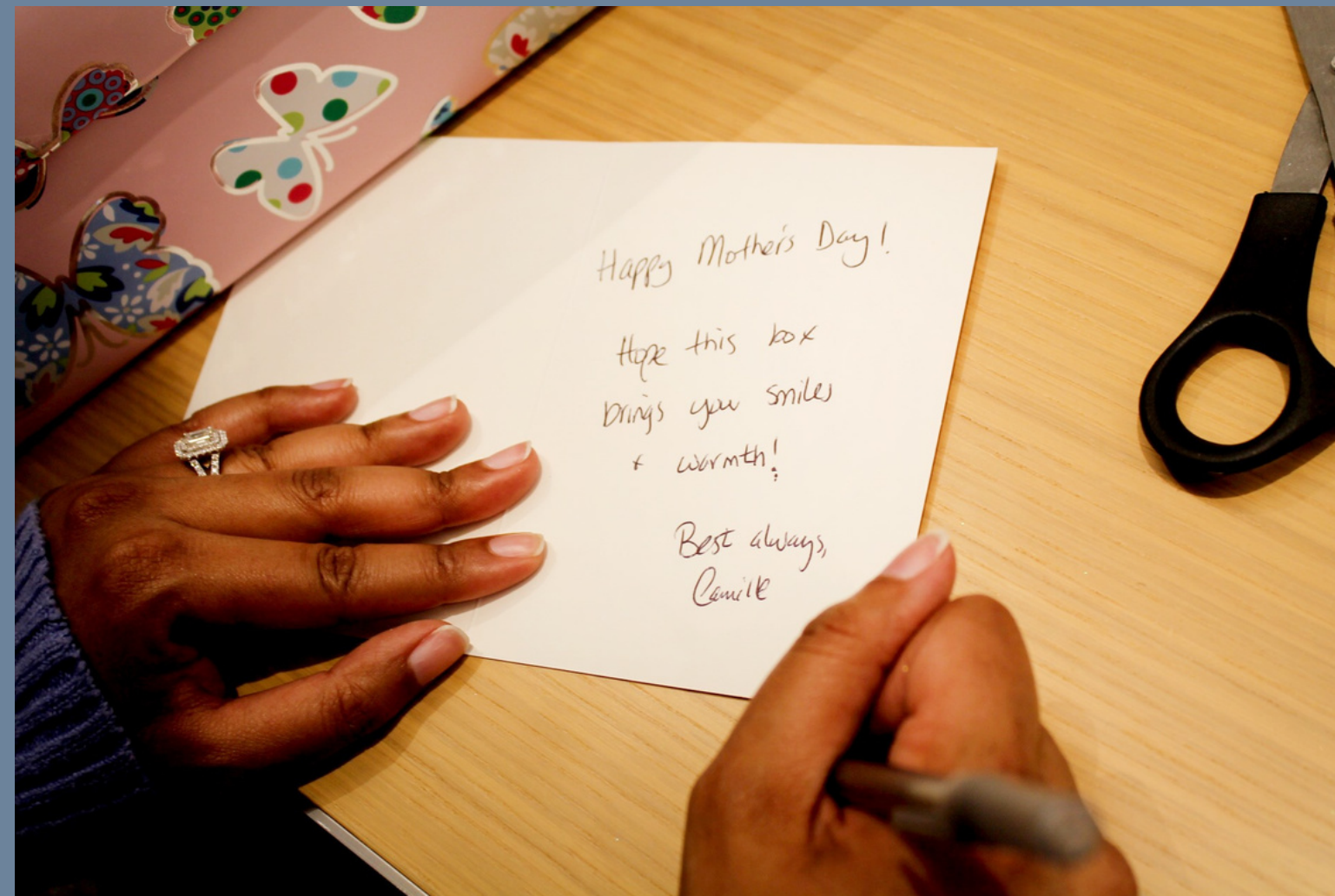
- Used goods
- Unpackaged items
- Sized clothing
- Products containing alcohol
- Products for a specific skin-tone
- Candles
- Free samples
- Sanitary napkins
- Razors or anything that can cause harm
- Jumbo sized containers
- Perfume or heavily fragranced items
- Bubble bath & bath bombs
- Children's products
- Medication

Thank you for making your Shoebox as beautiful as the woman who receives it.



STEP 3: WRITE A MESSAGE

Each Shoebox should include a card or note - a simple but kind greeting to let your Shoebox recipient know that you care. Please make sure messages are non-religious and appropriate for any person - Don't assume someone's circumstances. You can sign your name or leave it anonymous. Please do not seal your envelope!

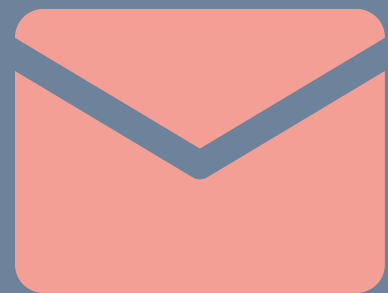


REGISTER NOW!



[Click here to register your school](#)

Upon registering, we'll be in touch with more information, instructions and helpful resources.



Have a question? Contact us!
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