



BOY SCOUTS OF AMERICA®
DAN BEARD COUNCIL

The Dan Beard Council Soles4Souls Shoe Drive

A Community-Wide Good Turn

The Dan Beard Council, Boy Scouts of America is again partnering with Soles4Souls with a unique way of helping those less fortunate.

Soles4Souls is a not-for-profit global organization committed to fighting poverty through the collection and distribution of shoes.

The Concept

Most families have lots of “old” shoes. This council-wide campaign asks packs, troops and crews to help in the collection of those shoes. In February 2019, units will work with their chartering organization to promote a used shoe drive and then collect the shoes. This will be a unique effort to the Greater Cincinnati area.

The Goal

The goal is to collect 25,000 pairs of shoes that will then be given to Soles4Souls who will distribute them to those in need. Soles4Souls provides shoes where they are needed – whether that is a third-world nation or a part of the United States that is impacted by a natural disaster.

The Proposal

The Dan Beard Council and Walmart will partner on this in the following proposed ways:

- Walmart’s logo will appear on the project’s posters
- Walmart’s logo will appear in the project’s video
- T-shirts will be created using the Walmart, Dan Beard Council and Soles4Souls logos
- Walmart employees will be encouraged to help at the collection sites on February 3rd
- Walmart will support the Dan Beard Council’s efforts with a donation of \$20,000

SOLES 4 SOULS
WEARING OUT POVERTY®