



Corporate Engagement 2022

Who We Are

The Shoebox Project is a 501(c)3 charity that collects and distributes gift-filled Shoeboxes to women impacted by homelessness in communities across the USA. We are also a registered charity in Canada and the UK!

Each thoughtfully created and decorated Shoebox is filled with items valued at \$50 that can enhance self-esteem and reduce feelings of isolation. Founded in Canada in 2011 by four sisters-in-law: Caroline, Jessica, Vanessa and Katy Mulroney, The Shoebox Project first began by delivering 400 Shoeboxes to residents of four Toronto women's shelters. Through word of mouth and the support of some loyal sponsors, the initiative grew at breakneck speed.

We proudly provide gifts to hundreds of shelters across Canada, the US and the UK, and Shoeboxes are now delivered to a number of other community agencies supporting women such as drop-in centres, food banks, outreach services for immigrants and refugees, supportive & transitional housing agencies, and more.

In 2021, our network of dedicated volunteers delivered over \$130,000 worth of gifts to local women impacted by homelessness across the USA.

WHY IT MATTERS

For women who have been displaced from their homes and estranged from their families, the holidays and other special occasions can be a particularly challenging time. Often women feel disconnected from society, forgotten and alone. Reducing the feelings of isolation and loneliness faced by women accessing shelters and community supports is one of the most important outcomes of the Shoebox Project. A Shoebox gift is a powerful reminder for a woman that she has not been forgotten and that she remains a valued and respected member of her community.





Corporate Giving

SPONSORSHIP OPPORTUNITIES

NATIONAL SPONSOR - \$50,000

Our national sponsors will be prominently featured across our website, social media and marketing materials all year round. Your company will have access to bespoke, meaningful employee engagement opportunities, as well as special events, tailored to your business.

NATIONAL CAMPAIGN SPONSOR - \$25,000

By sponsoring a campaign, such as our Holiday Season Campaign or International Women's Day, your company has the opportunity to align to a social mission during a seasonally relevant time. We work with our campaign sponsors to build a custom program that has true impact and achieves your company's goals, driving awareness while giving back.

COMMUNITY CHAMPION - \$10,000 - \$20,000

You can direct your 50% of your sponsorship to your Local Shoebox Project Chapter to ensure that you are making an immediate impact on women living in the very same community as you do business. With the other 50% funding our national efforts, we will recognize your contribution by including your logo on our website and marketing materials along with our national sponsors, and will recognize your contribution on our national social media channels.

SPONSOR A LOCAL CHAPTER - \$5,000

By sponsoring your Local Shoebox Project chapter, your team can make the holiday season brighter for many women in your community during this unprecedented time of uncertainty and stress. Your sponsorship will be featured on your Local Chapter's page on our website and local social channels.

ADOPT-A-SHELTER - FLEXIBLE BUDGET

Your Local Chapter will work with your team to identify a shelter or agency that is close in proximity to your business and that matches your company's size, mandate and budget. With your donation, we will ensure that every woman in your chosen shelter receives a gift card for the holidays and a special message of support from your team. **100% of your donation will go directly to women in your community.**

Why Plan a Shoebox Gift Drive?

WORKPLACE SHOEBOX GIFT DRIVES ARE:

- A fun, hands-on team building activity
- A great way to engage employees, whether they work at your head office or are decentralized
- A meaningful way to give back to your local community
- Easy to plan and execute
- Flexible - can be tailored to suit any workplace environment, timeline, or budget
- A non-denominational activity for staff of all ages, backgrounds and beliefs.



WHEN TO ORGANIZE A SHOEBOX DRIVE?

Holiday Season – November & December
International Women's Day - March 8th
Mother's Day - May
International Day of the Girl - October 11

Have another date in mind? No problem! We can help you organize an event at any time of year.

AS A CORPORATE PARTNER, YOUR ORGANIZATION WILL:

- Be attached to a positive, philanthropic cause that makes at-risk women feel special
- Provide meaningful and creative volunteer opportunities for your employees
- Make a real and memorable difference in the communities where you work



Virtual Employee Engagement

HOW TO GET YOUR STAFF INVOLVED IN OUR VIRTUAL SHOEBOX DRIVE

One of the most important aspects of the virtual Shoebox drive is to get personal greetings, messages, cards and photos from as many donors as we can, to let the women receiving our gifts know that even though they didn't receive a handmade Shoebox, the gift was still provided by a real person in her community who cares.

As such, all of the suggestions below can incorporate homemade cards and messages to be provided by members of your staff. These can be done electronically, by hand with their families, or you can create your very own photo montage or video starring your team. This is your chance to get creative and make your gifts meaningful and memorable.

Create Virtual Shoeboxes

The Shoebox Project is now offering an [interactive Shoebox-making experience](#) directly on our website. Choose a designated date and time for your staff to create and purchase a virtual Shoebox from the safety of their home office. Donors can share their experiences, messages and cards on your next zoom meeting or on social media with a designated hashtag.

Organize a Gift Card Drive

Did you know that gift cards are one of the most coveted items by the agencies we support? Employees who do not wish to give monetarily can support your Shoebox Project initiative by donating a gift card of any denomination to a local business or a major chain, allowing local women in need to access the food, hygiene items and basic essentials they need.

Fill a Shelter's Pantry

Ask your employees to contribute funds toward the purchase of bulk items requested by your Local Shelter. We'll provide you with a wish list to match your chosen budget, and we can arrange for goods to be purchased online and delivered right to the shelter door.

Host a Virtual Fundraiser

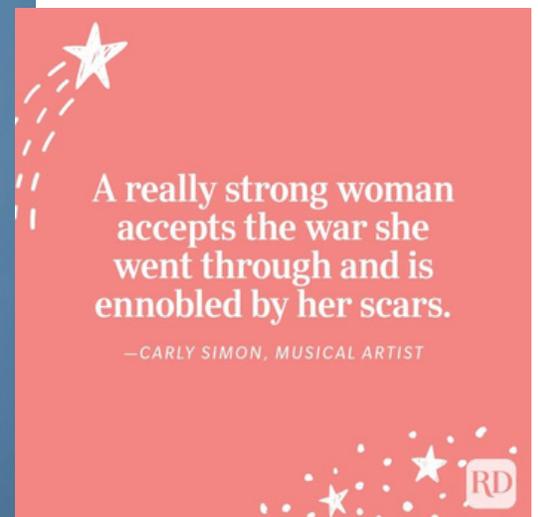
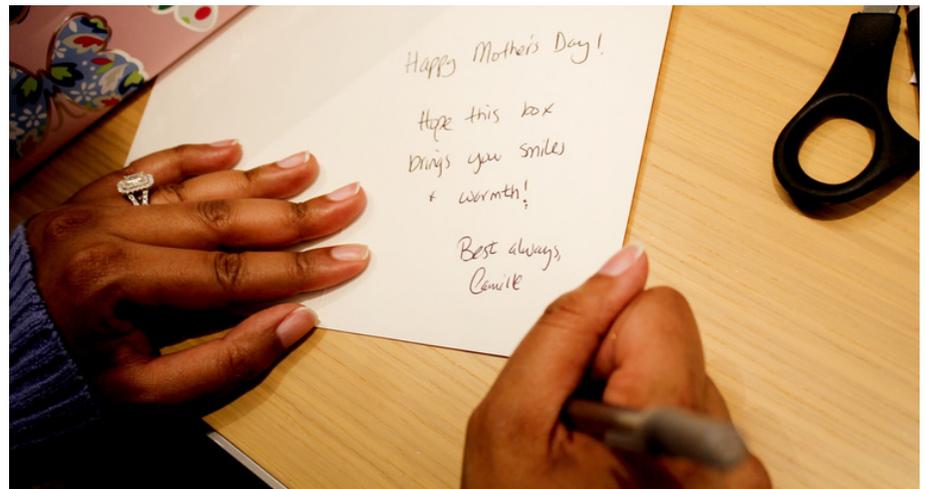
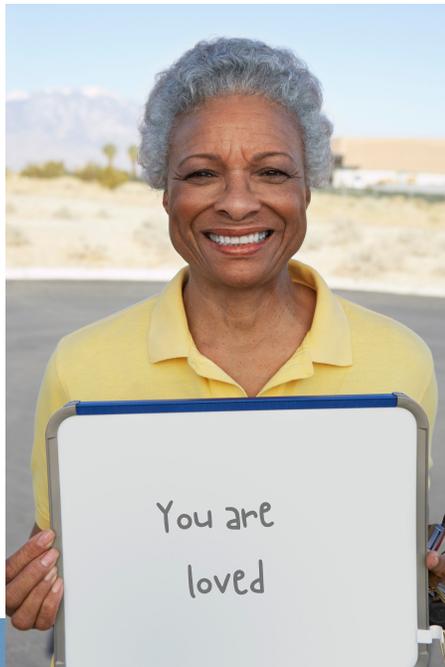
Plan an online auction, a video game or poker tournament, a dance-a-thon, or any other event that will get your staff in the giving spirit. The big bucks you raise can go toward adopting a shelter or sponsoring your Local Chapter!



Writing Messages

WHAT TO INCLUDE IN YOUR CARD:

Keep in mind that your gift could be going to a woman of any economic or cultural background, religion, or age and that every woman's circumstances that led them to seek shelter or support are different. A simple note to wish her well and to let her know that you're thinking of her can go a long way. You can sign your first name or leave it anonymous.



Helpful Links

ShoeboxProject.com



[Click to Make a Virtual Shoebox](#)

DONATE



Please consider making a **financial donation** ! The Shoebox Project relies on the generosity of Canadians who are passionate about creating a world where all women are treated with dignity and respect.

YouTube

Check out our [YouTube Channel](#) for a library of videos highlighting how such a small gesture can make an enormous impact. A viewing of a video [like this one](#) is sure to get your staff inspired and motivated for your Shoebox event.

• All the resources your team will need, including logos, photos, handouts, posters, email templates and more, can be found in this [Google Drive Folder](#)



SOCIAL MEDIA LINKS



[Instagram](#)



[Facebook](#)



[Twitter](#)



[LinkedIn](#)

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