

Memorandum



To: Mike Geisel, Director of Public Services

From: Tom McCarthy *TD*
Director of Parks, Recreation and Arts

Date: 8/12/2015

Re: Shoeman Water Project

Mike, attached you will find a proposal from the Shoeman Water project groups Executive Director, Yolanda DePrater. I reached out to her after hearing about all the wonderful things they do for people in the St. Louis area and undeveloped countries by providing them with clean water wells and shoes. I know you are thinking why would we want to get involved with this, but I think it is important that we as an organization have the opportunity to reach out and help others we will never meet. Plus it shows that we are willing to work with groups that are less fortunate than us. This project is on a similar scale to the Curt Warner Coat Drive the City already participates in, in the late fall each year collecting coats.

A quick rundown on the program is that the Parks, Recreation and Arts Division would promote our shoe-drop off areas with the local user groups at the Athletic Complex, pool, and potentially use the Amphitheater free concerts as a drop off location for old shoes. As the bins get full, the Shoeman Water Group would pick them up. We could also have smaller cardboard boxes the group would supply for City Hall and smaller drop-off locations. The shoes are sold to people in underdeveloped counties and the money raised goes towards building wells so people can have clean water in undeveloped countries. This program would cost us nothing-just good will and the Shoeman Group provides all the material and equipment. Our agreement would be for one year with the Shoeman Group. If for some reason we have problems, which I don't think would be the case, we would be able to cancel at any time.

I have talked to the PRACAC group at our last meeting on Saturday, August 8th and everyone was in favor of moving this forward to the Parks, Recreation and Arts Committee of Council for their review and recommendation.

Let me know if you would like to further discuss this when you have time.

*✓MGH
8/17/15* → ADD TO NEXT PARKS/REC/ARTS COMMITTEE
TY! *MTG.*

Shoeman Water Projects Shoe Drive Proposal

Shoeman Water Projects (SWP) is a 501(c)(3) organization that has been in existence for 10 years. Their main focus is to provide clean water to communities in developing countries. Revenue is generated to fund these water projects by collecting new and gently used shoes and selling them into a secondary market. Our shoe collection efforts also improve our planet by keeping wearable, usable shoes out of local landfills and directing them to a secondary market for reuse.

The Need for Clean Water

The United Nation estimates that 784 million people do not have access to clean drinking water. The World Health Organization estimates that as many as 2.2 million people die annually from diarrhea alone, almost always the result of contaminated drinking water and, unfortunately, the majority of them are children.

In communities where there isn't clean water available, women and children are responsible for fetching water for their family's daily needs. In most instances they walk for miles to contaminated water sources that are shared by animals. The time required for this 'water walk' interrupts children's ability to attend school, limiting their future opportunities. Danger is high on these 'water walks, as the women and children might encounter wild animals, poisonous snakes or otherwise accosted. During the drought season, the risks become even greater, as all creatures are fighting for a limited water supply.

Local Impact

Shoeman Water Projects is also able to make a difference in the local St. Louis Metropolitan Area communities in Missouri and Illinois. SWP has cultivated partnerships in the community who, through donations of large quantities of new shoes, have allowed us to also provide new shoes in our local communities. SWP has provided approximately 6000 pair of new shoes to 16 organizations who have distributed them to children and veterans at more than 22 locations in 2015. A list of these organizations is available upon request.

Additionally, SWP staff makes presentations in local schools, churches and businesses to encourage a policy of reuse and create an awareness of global water poverty. Schools utilize the shoe collection drives as additions to their curriculum in sustainability, math, science and literature. Our program is

nationally recognized as a 'Promise & Practice' program in application to become a 'School of Character.'

SWP is able to provide organizations with marketing materials and coaching sessions to help them have the most successful shoe drive possible. We are also able to schedule 'pick-ups' of large volumes of shoes being collected.

Global Impact

Shoeman Water project's vision is to eliminate global water poverty. Simply to provide communities with clean water, teach them about water sanitation & provide them health and hygiene education. SWP has funded or completed water projects in Kenya, Panama, Haiti, Belize, and the Dominican Republic.

Shoeman Water project's passion for providing clean water enhances the promise that:

- Communities can begin devoting time and resources to other social, cultural and economic pursuits outside of 'just' fetching water
- All can be educated about water sanitation, health and hygiene
- Children will be healthy enough to go to school
- Families who now have water can grow a garden to help feed themselves and sell their excess crops
- Women will have the time to go to work and care for their families

Shoeman Water project welcomes the opportunity to work with the City of Chesterfield to organize a shoe drive in support of eliminating global water poverty and providing education about water sanitation, health and hygiene.



Card Board Container Large Roller Bin

Sample Press Release Lisa put together for our use

FOR IMMEDIATE RELEASE

August, 2015

City of Chesterfield to host Shoe Drive to benefit Shoeman Water: Non-profit organization funds safe water projects all around the world through shoe donations.

The City of Chesterfield, in partnership with Shoeman Water, is helping to provide safe water to people around the world by hosting a shoe drive from August 2015 through August 2016. Shoes of any size and in new or gently used condition can be dropped off at various locations listed below. The shoes will be donated to Shoeman Water, an organization that collects shoes to fund water projects around the world.

Not only do the shoe drives provide the funding for water programs, but the shoes enter a secondary market and become available to micro-businesses and entrepreneurs in developing countries. Entrepreneurs have the opportunity to purchase your donated shoes and resell them in markets in places like Guatemala, Haiti, and others. People in these countries then have the ability to purchase used shoes at a much more affordable price than buying new shoes. In this way, the funds raised from our shoe program cover our overhead costs and allow every penny from donations and fundraisers to go to water projects. For more information about Shoeman Water, visit www.shoemanwater.org.

DONATION CENTERS

Chesterfield Valley Athletic Complex (17925 N Outer 40 - Main Entrance). All day.

Chesterfield Family Aquatic Center (16365 Lydia Hill Dr - Main Entrance).
Monday-Friday: 12 pm-8 pm.
Saturday, Sunday, and Holidays: 10 am-8 pm.

Chesterfield Amphitheater (631 Veterans Place Dr) Events only. Visit www.chesterfieldamphitheater.com for event calendar.

City Hall (690 Chesterfield Pkwy West). Monday-Friday: 8:30 am-5 pm

Parks, Recreation & Arts Administration Building (17891 N Outer 40). Monday-Friday: 8 am-4 pm.

Chesterfield Chamber of Commerce (100 Chesterfield Business Pkwy). Monday-Friday: 8:30 am-5 pm.