

**HUMAN
CARE
NETWORK.
WORK.**

WE GIVE SHOES A SECOND LIFE

RUBEN'S SHOES

PROJECT DESCRIPTION



IT STARTED WITH A SPONSORSHIP

In 2012, Kelly Strongitharm from Vancouver decided to take a trip to the Dominican Republic. Kelly had been financially sponsoring a boy named Ruben there for a number of years.

Kelly decided that it was time for her to visit Ruben in person and see the circumstances in which he lived first-hand. On her visit, Kelly was deeply moved by the warmth and openness of Ruben and his family. At the same time, she was also shaken by the stark poverty of the population in the Dominican Republic. After speaking with people there, it became apparent to Kelly that the vast majority were so poor that they couldn't even afford to buy a pair of shoes for their children to walk to school. This despite the fact that children without shoes were not allowed to attend school. Kelly was shocked: no shoes means to school, which means no education. A vicious circle. Kelly decided to do something about it.

The Idea:

Collect shoes for educating children

Kelly decided to help and founded "Ruben's

shoes" with friends back in Vancouver.

Kelly and her friends set up collection points for used children's shoes at 20 locations in and around Vancouver. They placed boxes in schools, in shops and at filling stations. Six months later, Kelly and her team sent a giant container with nearly 12,000 pairs of good-condition used children's shoes to the Dominican Republic. Kelly personally made sure that the shoes made it into the right hands — and

“ We give shoes a second life!

Kelly Strongitharm, Foundress

onto the right feet. The first shipment has been followed every year since with a fully-packed container with good-quality used children shoes from Canada to areas of the world where they are urgently needed. These destinations have included Sierra Leone, Guinea and Zimbabwe.

The Next Step:

Kids should be happy to go to school

ruben's shoes firmly believes that education breaks the cycle of poverty. We have resolved

OVER 60,000 PAIRS OF SHOES



YEAR	DESTINATION
2013	Dominican Republic
2014	Dominican Republic
2015	Sierra Leone
2016	Guinea
2017	Zimbabwe

not only to make material donations of shoes, but also to motivate our supporters to make financial donations to support specific education projects. We decided not only to help children

in poverty-stricken areas get to school, but also to find a way to offer them a better education. To that end, in 2014 ruben's shoes took the next step, supporting its first school in the Dominican Republic, the private primary school "Centro Educativo Toribo" in Puerto Plata.

Our donations not only provide financial scholarships for individual students, but also support the entire school operations, including the teachers.

Since 2017, we have provided all students and teachers with warm meals prepared daily at the school in its own kitchen, called Noni's Kitchen. Noni's Kitchen is named after the grandmother of our prominent donor, Michael Buble. With these meals, there is an additional reasons for pupils to go to school every day.

In the meantime, we have also purchased land to expand the school property, so that we could meet our goal of both renovating the school building and expanding its size. Currently, over 200 students attend the school. We are planning to add a third storey to the school building. In 2018, we have a lot more planned: we have purchased another parcel of land and plan to add a secondary school to the existing primary school, which we will build and operate ourselves.



RUBEN'S SHOES IN GERMANY

We have operating successfully in Germany since 2015. We collect good-condition used children's shoes here as well and in Fall/Winter 2018 will be sending the first container with about 12,000 pairs of shoes from Germany to Mauritania. Together with our sponsors and partners, we are developing new, innovative methods for shoe collection. Our goal is for our donors to be able to send used shoes as a package free of cost to our collection depot in Germany from Winter 2018/2019.

COLLECTION GOALS

YEAR	PAIR OF SHOES
2018	25.000
2019	50.000
2020	75.000

OUR PROMISE:

100% OF DONATIONS REACH THEIR DESTINATION

On our homepage, we offer the possibility to support our specific projects in the Dominican Republic with financial donations. Donors have the option to sponsor individual students at our school, for example, or to support the entire school operations and the school kitchen in general. It's also possible for donations to be ear-

marked for the construction of the third storey of the primary school. ruben's shoes Germany guarantees that 100% of each donation will be used for its intended purpose. This distinguishes us from many other charities, where a certain percentage of donations ends up paying for administrative costs. ruben's shoes Germany finances itself and its communications and logistical tasks entirely from corporate sponsors, not from donations.

SPONSORS FINANCE THE ORGANISATION

The idea behind ruben's shoes is surprisingly simple. Through an intelligent and modern communications strategy, ruben's shoes has established a visible presence in Germany and thereby offers a very interesting marketing, sales and PR platform to businesses. Selected partners support ruben's shoes Germany financially and by offering services that enable the implementation of our goals. In return, common strategies and measures have been developed to raise awareness of the strong partnership of ruben's shoes and its sponsors.

COMMUNICATION

Social media is a main focus of ruben's shoes Germany's communication strategy. Through the regular use of Facebook, Twitter and YouTube, we are able to use an up-to-date, accurate targeted approach to reach a large number of people who are interested in our specific projects. In addition, we also use traditional communication and PR methods to reach out



to those people who may not be comfortable using newer forms of media.

Another important step in getting ruben's shoes publicity in Germany is the planned cooperation with 4th, 5th and 6th grade classes in schools nationwide, as well as various marketing measures in cooperation with our partners and sponsors.

SOCIAL-MEDIA	
	rubensshoes.de
	rubensshoes.de
	Ruben's Shoes Deutschland

COMMUNICATIONS CONCEPT

- Focus on a strategic mix of individual journalist contacts and interviews with media influencers and use of other widely diversified dissemination methods
- Integration of celebrity ambassadors for a high profile and strongly relevant media

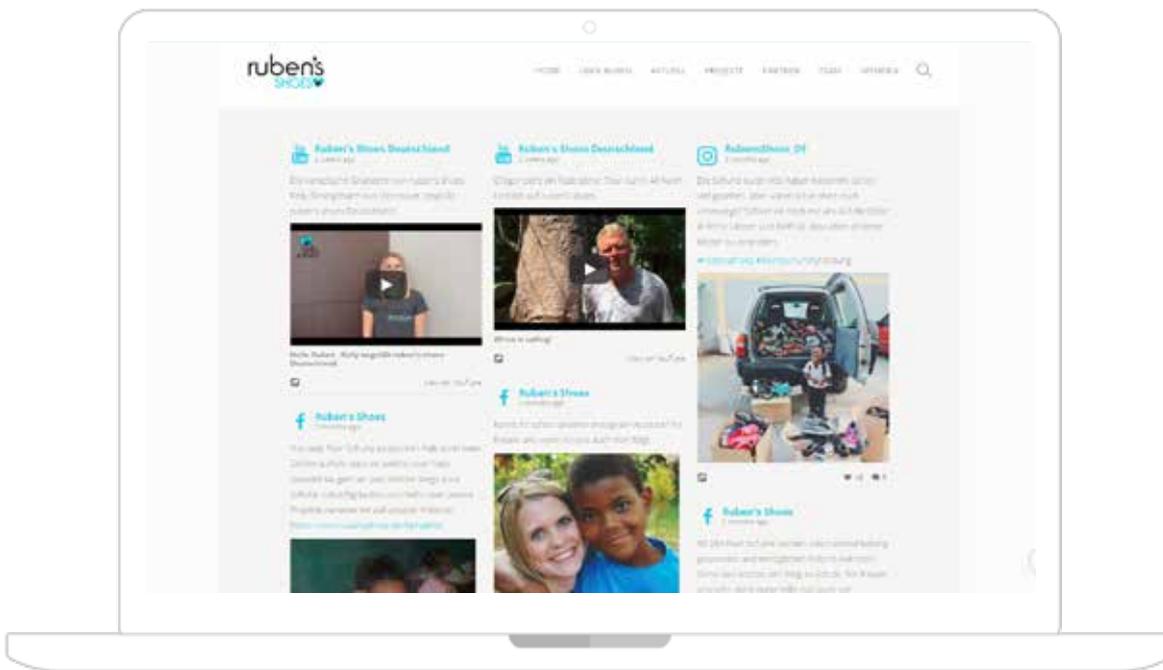
presence

- Realisation of specific activities with our partners
- Continuous social media presence

“HELLO RUBEN” TESTIMONIAL CAMPAIGN

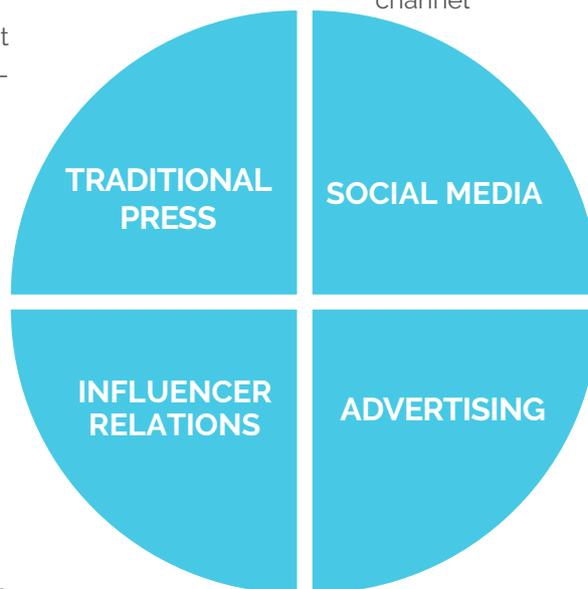
We will introduce the “hello ruben” campaign as a viral communications tool. National and international celebrities will support us with short selfie video clips that will then be posted on social media under the title and logo “hello ruben”, enabling us to access a wide range of interested users.





IDEAS

- Distribution of press releases on kick-offs, action days, projects, success stories, celebrity supporters, child profiles, etc.
- Key facts (Did you know?)
- Interviews with founders, celebrity donors, teachers and students on location
- Interviews with journalists
- Project trips with journalists
- "Walk of Fame" Auction: celebrity footprints under the hammer
- Radio content
- Sweepstakes - "Meet and greet" with celebrity donors
- Facebook account with editorial content, ad campaigns, videos and image advertisements
- Facebook Live streaming of events, celebrity visits
- Instagram account with editorial content, ad campaigns, Instagram Stories
- YouTube Channel
- Cooperation with bloggers
- Take Over: Celebrities take over our SoMe channel



- Press kick-offs with celebrity donors and sponsors
- Sponsored charity run
- Campaign with blogger and celebrity support

- Advertisements on concert tickets
- U-Bahn window display before the first day of school
- Bus branding
- Advertisements on shoe cartons
- Collaborations with radio channels
- Citylights
- Flyers for schools



LOOKING FOR SUPPORT

ruben's shoes is grateful for support in any form. We need volunteers to help build and establish our organisational structure. We need helpers to sift through and sort shoe donations. We need people to support us by sharing their business and media contacts.

CONTACTS

- to develop shoe donation collection logistics
- to potential partners and sponsors
- to expand the reach of rubesnsshoes.de, our social channels and donation acquisition
- to schools interested in our school projects (specifically 4th, 5th and 6th grade classes)

LOBBYING

- placement of our projects in relevant locations
- exploring channels for support and access to the federal government, federal state governments, foundations and other organisations

EXAMPLES

- **Individuals:** sharing and distribution of content using your own communication channels (social media, networking); linking to our channels and sites
- **Business professionals:** integration of "donate" buttons on your business/commercial

websites; mentions on social media channels; action days in companies; Christmas presents (donations); revenue sharing per product (including "Störer" on products); special editions

- **Artists Agencies:** persuading artists to mention ruben's shoes or even to share content, to send video, photo or handwritten greetings; activities at concerts and appearances.
- **Media providers:** editorial coverage; making advertising space available; action days in publishing companies; integration on social media channels; "donate" button on websites
- **Teachers:** integration through project days/project weeks
- **Athletes:** Logo integration on clothing; shoe auctions to benefit ruben's shoes
- **Shoe manufacturers:** Exclusive production for ruben's shoes for one day; special editions with a percentage of each pair sold being donated to ruben's shoes
- **Transportation:** Ads for ruben's shoes on buses and taxis; donation option when buying tickets; info on tickets
- **my taxi und Co.:** Donation option when paying with app ("What if you had to walk?")

RUBEN'S SHOES

DO YOU STILL
HAVE
QUESTIONS?
WE'RE HAPPY TO HELP!

HUMAN
CARE
NET
WORK.

Thanks to our partners Gregor Lösbrock, spreatelier GmbH
and rabach kommunikation.

HCN Human Care Network gUG (haftungsbeschränkt)

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