



BOY SCOUTS OF AMERICA®
CROSSROADS OF AMERICA COUNCIL

SOLES 4 SOULS
WEARING OUT POVERTY™

SOLES 4 SOULS

FALL 2017 COUNCIL COORDINATED COMMUNITY SERVICE PROJECT

WHAT IS SOLES 4 SOULS?

Crossroads of America Council has partnered with Soles4Souls to collect more than 25,000 pairs of shoes this November to help change 25,000 lives around the world. Nashville-based Soles4Souls facilitates the donations of both new and used shoes. More than 22 million pairs of shoes have been distributed to those in need in 127 countries, and all 50 states.

Helping others is one of the fundamental values of Scouting and allows Scouts to see the value to contributing to their community. By collecting shoes for Soles4Souls, Scouts are able to make an impact not only in their own community, but around the world.

WHY SOLES 4 SOULS?

By promoting this campaign to the local community, it will raise awareness of Scouting and how Scouts are making an impact. For millennial parents and older youth who are driven by mission impact, this campaign is opportunity to attract prospective members and drive membership. This campaign is a great way for the Scouting community to get involved and make connections with the local and surrounding communities.

CAMPAIGN TIMELINE

Collection Dates: November 10 - 27

Shoe Drop Off Dates:

Indianapolis - Nov. 27 - Dec. 1

Terre Haute & Muncie - Nov. 27 - 29

CAMPAIGN GOALS

250 units participating

25,000+ shoes collected

UNIT PARTICIPATION

Units will be asked to organize a door-to-door drive to collect shoes and promote their collection location (preferably your chartered organization or local elementary school). The council will provide collection boxes and additional promotional materials.

SCOUT PARTICIPATION

Every youth that participates will receive a Soles 4 Souls patch. We encourage Scouts to set a personal goal of 10-25 pairs. We estimate 10-25 pairs collected equals approximately five service hours.

Additional resources and information as well as the unit sign up form will be available at www.crossroadsbsa.org/communityservice.

CAMPAIGN SPONSORS



CNO FINANCIAL GROUP

