



TOMS Shoes - One for One, Shoe Drop in South Africa

Background

TOMS Shoes is an inspirational company that was founded by Blake Mycoskie after a trip in Argentina in 2006.

He befriended some young children and was saddened to notice that they could not afford shoes to protect their feet. On his return he started TOMS shoes, which would match every pair of shoes sold with a pair of new shoes given to a child in need.

One for One

The success of TOMS shoes has been fantastic, but with it has come the challenge of executing its "One for One" shoe drops.

Challenge & Fun

TOMS shoes wanted to make a big difference and deliver the shoes to needy children in South Africa, but where could they find these children?

Hands Up Incentives ensured that TOMS were able to meet their objective of fitting shoes for children in need and the volunteers could have fabulous sightseeing adventure at the same time.

Those involved:

- Hands Up Holidays senior client consultant
- TOMS Shoes staff (two main contact people)
- Hands Up Holidays Operational Manager in South Africa
- TOMS Shoes shoe logistics agent in South Africa

The 26 participants, comprised of:

- TOMS Shoes staff
- Element Skateboards staff
- Professional Element skateboards rider (Levi Brown)
- Professional film producer
- Three contest winners
- Members of the public who share the vision and want to help

Hands Up Incentives arranged:

- Liaison with the shoe drop sites (schools, orphanages, street children shelters)
- Expert local guide
- Hotels
- Transportation
- Meals
- Excursions & activities
- Entrance fees
- Tips & gratuities
- 24 Hour support

Hands Up Incentives provided a tailor-made solution that precisely met needs and budget of all the stakeholders:

- TOMS Shoes
- The participants on the trip
- The recipient communities for the shoes

Outcome & Impact

Over 5,000 shoes were fitted and given to children who could otherwise not afford shoes. Many children in developing countries grow up barefoot. Whether at play, doing chores or going to school, these children are at risk:

- Soil-transmitted diseases which penetrate the skin through bare feet can lead to long-term physical and cognitive harm.
- Wearing shoes also prevents feet from getting cuts and sores, which can be painful and easily infected.
- Often children can't attend school because shoes are a required part of their uniform. Without an education, they are less likely to realize their full potential.



"Working with Hands Up Holidays to coordinate our TOMS volunteer trip in South Africa was a great experience.

They were very attentive to our particular needs for transportation, lodging, and scheduling. It was with their logistical help that TOMS volunteers were able to personally give shoes to children in need and learn all about South Africa's history and culture! Great local guide and great agency support!"

- Ana Maria Munoz, Programs Manager