

Club Makes a Commitment to Sponsor Soles4Souls

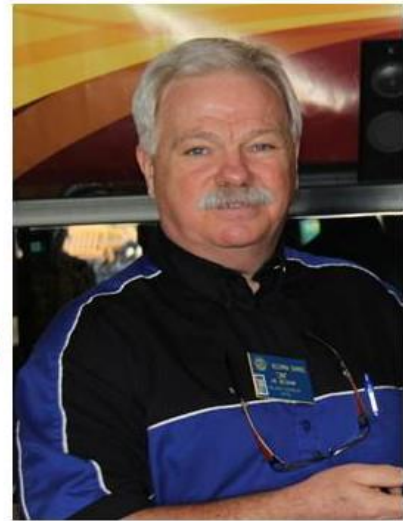
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'The Kelowna Sunrise Rotary Million Shoe Mission' approved by the membership of the Rotary Club of Kelowna Sunrise on February 28, 2014, will become a major sponsor for Soles4Souls with a five year commitment of \$10,000 per year. The motion to support the Soles4Souls initiative, started by club member Jim Belshaw in 2009, was presented by club member Don Turri who had been serving as the chair of a committee assigned to select a 'Special Project' for the club that would enable the club members to become actively engaged in a hands-on project on a long term basis.



Don Turri



Jim Belshaw

The financial commitment from the club will primarily be used to assist in paying for the rental costs of the warehouse that is presently used by the Soles4Souls Society, which is currently at \$30,000 per year.

In becoming the major sponsor of the Soles4Souls Society, the Rotary Club of Kelowna Sunrise will have the naming rights to the project, signage on the existing warehouse, a majority of members on the Societies Board of Directors and the right to active club member participation. In presenting the proposal for the sponsorship, Don Turri and his committee also indicated that serving as the major sponsor would provide confidence for the club in who and what we are investing in, instead of solely serving at an arm's length agency where we hope our money is used wisely. The Committee also stressed that as a major sponsor, the club would have the opportunity to influence the success and growth of the project.

Since 2009, the Soles4 Souls in Kelowna has collected over 400,000 pairs of shoes, with approximately 340,000 of these being distributed to those in need in third world countries. The remainder of shoes have been donated to the homeless and other people in need primarily in the Central

Okanagan. Recently, as the need for footwear has increased in British Columbia due to an increased rate of poverty in the province, particularly among children, a higher percentage of the shoes collected will be distributed in British Columbia.

Soles4 Souls Canada is a federally registered Not For Society corporation in Canada and is currently seeking charitable status. Club members Jim Belshaw, Steve Goddard and Al Perry presently sit on the five person Board of Directors.