

# Community Engagement & Social Contribution

*A partnership between*



&

*the*  *Butterfly movement*

*"The Butterfly Movement Ltd. mission is to create lasting social change and to have a genuine, tangible and lasting impact on the lives of children, women and men in our global community through the provision of shoes and goods which improve health and opportunities for education, employment and sport."*



April 4, 2013

Gerry Phillips  
Albert Park Rotary

Dear Gerry,

**Changing the world, one pair of shoes at a time**

I am pleased to be writing to you about a project which has supported more than 70,000 people in the past 18 months and has been significantly supported by Rotary in South Australia.

Thank you for your time in reviewing this proposal which includes the opportunity for Victorian Rotary clubs within your district to become involved with collecting shoes for distribution to people in developing countries and within Australia. This is followed by a one-page overview of The Butterfly Movement Ltd.

Shoe collections within the community are a great tangible group project everyone can relate to and engage with, which also has a lasting impact and benefit on the lives of others less fortunate.

It is with volunteers and service clubs such as Rotary that we can carry out the mission to help eradicate poverty, one life at a time... one pair of shoes at a time.

The Butterfly Movement Ltd. is a registered Australian charity collecting gently worn and new shoes for people in Australia and developing countries who are disadvantaged because they have inadequate footwear, impacting their health, education, employment and sporting opportunities.

Visiting in Melbourne in Late February and early March I visited and spoke with various Rotary clubs about the goal to support 100,000 people in 2013. This will be a project run specifically in Victoria and South Australia congruently.

During my visit to Melbourne I have established a partnership with DIK West Footscray to support Victorian Rotary clubs who are interested in engaging with the simple project of collecting shoes (along with a gold coin donation to sponsor their transport and distribution) for people in Africa and Australia who have inadequate footwear to protect their feet. DIK West Footscray will act as a collection depot for Victoria Rotary clubs to easily and conveniently drop off shoes collected by their club and members.

A video detailing the project for Victoria and Australia in 2013 can be watched at [www.pozible.com/melbourne2013](http://www.pozible.com/melbourne2013)

I will be in Victoria for two weeks in April (April 15 to 30), with the goal of speaking with Rotary clubs about The Butterfly Movement Ltd, how we have impacted more than 70,000 people in less than 18 months and how Victorian Rotary clubs can easily support the goal of helping 100,000 people in 2013.

In South Australia a large number of Rotary clubs have supported the project with the simple act of collecting shoes along with a gold coin donation. Being involved in this project is simple, easy and effective.

During my visit to Melbourne in April it would be a great honour to be a guest speaker at your Rotary club. However, if the dates within April are filled I will be returning later in 2013.

If your club is interested in having me present as a guest speaker or would like to be involved in the project by collecting shoes I would love to hear from you.

Thank you for your time please be in touch by emailing me at [butterflymovement@live.com.au](mailto:butterflymovement@live.com.au) or phoning 0451 596 386.

Yours sincerely,  
Dalice Kennedy  
Chief Executive

p.s. If you would like to see more of our project success there are various resources available at:

<http://www.youtube.com/watch?v=tiqf33bsKpM>

<http://www.youtube.com/watch?v=FtiOvj98nY8>

[www.donateshoes.com.au/media](http://www.donateshoes.com.au/media)



## **The Butterfly Movement Ltd. Overview**

The Butterfly Movement Ltd. is a registered Australian charity with full PBI and DGR status. Through the collection and provision of gently worn and new shoes we are working in partnership with global charity Soles4Souls to help alleviate the issues currently experienced through not having adequate footwear to protect feet and provide the opportunities all people need.

Often overlooked as a mere fashion accessory shoes are integral to health and wellbeing, on multiple levels, including:

- Helping to prevent cuts and scratches which are painful and can lead to infection
- Reducing the risk of parasite infections which are highly prevalent in African countries
- The capability to attend school
- The capability to gain and keep employment
- The capability to participate in sports

Globally, 300 million children and 1.5 billion people do not own a pair of shoes. Through multiple levels of programs the shoes we distribute help people on a one-on-one basis as well as on an economic level through micro-enterprise. It is never just a hand out.

In 2011 The Butterfly Movement Ltd ran its inaugural shoe drive, based in Goodwood South Australia, appealing for gently worn and new shoes. We ran the appeal on a 'shoe string' and 100% volunteer time. The aim was to collect 10,000 pairs of shoes over a three month period; however, the support was so high we received more than 54,000 pairs of shoes over this time, including shoes posted from all states and territories within Australia.

Since September 2011, The Butterfly Movement has:

- Collected more than 72,000 pairs of shoes from all Australian states and territories which have been donated to people in Australia and Africa.
- Engaged hundreds of volunteers who have volunteered thousands of hours to collecting, sorting, packing and transporting shoes.
- Saved approx. 30,000kgs of potential waste from prematurely ending up in landfill.
- Been recognised for its contribution to the community.

A key focus for The Butterfly Movement is indigenous Australia and one of the highlights to date has been launching the Indigenous Program in November 2012. In 2012 we ran our first pilot program in conjunction with the Nunga Netball Carnival held annually in South Australia.

Focusing on opportunities through sport, we provided shoes to more than 25 per cent of the young participants in under 11, under 13, under 15 and under 17 in addition to shoes for the Elders match. All shoes provided are kept and owned by the girls and women to help them on their sporting journey. Going forward TBM will continue to run more pilot programs with the goal of establishing models for future works within Australia, both urban and remote.

In 2013 the goal for The Butterfly Movement is to connect with and support more than 100,000 people by collecting 100,000 pairs of shoes along with a gold coin donation to sponsor each pair on their journey to its recipient.