



Socks for Souls - Sock Ministry - Socially Responsible

## **Overview – Socks are the #1 requested, least donated item to those in need.**

The goal of the Threaded Cross Socks for Souls program is to ensure those in need throughout the United States have new, clean socks every month. White crew socks serve many purposes – from a medical standpoint white crew socks enable health care professionals to spot potential medical issues with a person’s foot while they are being examined even if they say ‘everything is fine’. White crew socks show places where a person’s foot is either weeping or bleeding from a sore or infection. It is critical these issues are addressed as quickly as possible before they become full-blown medical conditions. Many people in need are on their feet all-day or lack transportation options and have to walk everywhere. If they are incapacitated by a foot injury their problems can compound such as not being able to walk to work, a hot meal or a doctor’s appointment and their conditions worsens creating more hardship.

## **Organizational Lead Role and Responsibilities**

Organize a Socks for Souls collection with your organization.

Select the month of your sock drive.

Promote the Socks for Souls sock drive in your organization and local community.

## **Action Steps**

1. Select the month you want to host a Socks for Souls Sock Drive
2. Select the organization to receive the socks – don’t worry if you don’t have an organization to donate the socks to – we work with over 40 shelters in Maryland – see attached list
3. Delegate a contact person to communicate with Threaded Cross
4. Have contact person e-mail Threaded Cross Socks for Souls founder Stephen Cleary at [cleary@threadedcross.com](mailto:cleary@threadedcross.com)
5. Threaded Cross will provide the following materials to host a successful Socks for Souls sock drive:
  - a. Threaded Cross will e-mail the following to your contact:
    - i. Sock drive signage
    - ii. Sock drive announcement template
    - iii. A MailChimp e-mail that contains your story about why you are collecting socks, where the socks will be donated to, dates of the sock drive and location of the sock collection bin. The e-mail will also contain a link to your organizations specific webstore to purchase socks and information on where people can drop off socks purchased at Wal-Mart, BJ’s, etc., in the collection bin if they choose not to purchase socks online



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- b. An organization specific webstore for donors to purchase socks for your sock drive – 100% of all \$1 socks purchased through your webstore will be donated to your organization for distribution
  - c. A Threaded Cross collection bin to collect socks. Place the collection bin in a prominent location in your organization or any other suitable location – order online at [www.threadedcross.com](http://www.threadedcross.com) – please note Sock Drop Box cost \$20 and includes shipping
6. Promote the Socks for Souls sock drive event in your organization and larger community through a variety of efforts:
- a. Collect socks and monetary donations at organization events – monetary donations can be used to purchase \$1 socks through your organizations webstore
  - b. Prominently locate sock collection bin
  - c. Post sock drive information on your organizations websites and social media pages
  - d. Send out your organizations specific Socks for Souls Sock Drive MailChimp e-mail to employees
  - e. Use the sock drive announcement template to create flyers and make announcements at your organizations events
  - f. Photograph the distribution of the socks at the recipient organization to post on social media.





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### **ABOUT THREADED CROSS® – SOCKS FOR SOULS®**

Threaded Cross is a Sock ministry that has been serving socks to those in need since 2009. While serving meals to the homeless in Baltimore, we learned that socks were the #1 requested and least donated clothing item to those in need. Socks help people stay mobile – to get to a hot meal, a part or full-time job or more importantly a shelter. Threaded Cross proudly manufactures all of their socks in the USA.

### **10K MONTHLY SOCK DRIVE**

Threaded Cross is on a mission to hand out 10,000 pairs of socks every month to those in need. There is an estimated 3,000 homeless people in Baltimore and 7,000 homeless people in Washington DC. We are looking for organizations, schools and corporations to partner with us to help us meet this critical sock need. Threaded Cross has helped many schools and organizations fulfill their service projects by providing a no-cost, no-risk, no-minimum, turnkey sock drive solution to collect and provide socks for those in need. Long-term we are looking to expand our program to other councils across the United States so they too may serve others in need.

### **SHOW YOU CARE FOR \$1 A PAIR!**