



## A Higher Purpose

Councils across North America can collect or purchase new white crew socks for the homeless and distribute them in their local communities to those in need. Socks for Souls sock drives are a featured Faith in Action Community program.

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

The goal of the 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.

## Chairman Role and Responsibilities

Organize a Socks for Souls collection with your council and parish.

Select the month of your sock drive.

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

Complete and submit all associated reporting forms to the Supreme Council Department of Fraternal Mission.

## Action Steps

1. Delegate a council Knight contact person to communicate with Socks For Souls
2. Select the month you want to have a Socks for Souls sock drive
3. 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
4. Have council contact person e-mail brother Knight and Socks for Souls founder Stephen Cleary at [cleary@socksforsouls.com](mailto:cleary@socksforsouls.com) and provide him with the following information:
  - a. Name of council contact Knight
  - b. Council name and number
  - c. Month of sock drive
  - d. Organization receiving the socks



5. Socks for Souls will e-mail the following materials to host a successful Knights of Columbus Socks for Souls sock drive to your council contact:
  - a. Knights of Columbus webstore for your sock drive donors only need to enter their council number when purchasing socks – 100% of all \$1 socks purchased using your council's number will be donated to your council for distribution
  - b. A MailChimp e-mail that contains your story about why you are collecting socks, where the socks will be donated, dates of the sock drive and location of the sock drop box. The e-mail will also contain a link to your council specific webstore to purchase socks and information on where people can drop off socks purchased at Wal-Mart, BJ's, etc., in the sock drop box if they choose not to purchase socks on the Knights of Columbus webstore
  - c. Sock drive signage to create your sock drive drop box
  - d. Pulpit announcement template
  - e. Bulletin announcement template
6. Promote the Socks for Souls sock drive event in your parish and larger community through a variety of efforts:
  - a. Collect socks and monetary donations at council programs and events – monetary donations can be used to purchase \$1 socks at [Knights of Columbus Sock Drive - Socks For Souls](#)
  - b. Prominently locate sock drop box
  - c. Post sock drive information on your council and parish websites and social media pages
  - d. Send out your council specific Socks for Souls Sock Drive MailChimp e-mail to council and parish members
  - e. Use the bulletin announcement template to create an insert for your parish bulletin
  - f. Use the pulpit announcement template to make announcements at your weekend masses
  - g. Enlist a fellow Knight or community member to photograph the distribution of the socks at the recipient organization to post on social media.



## **ABOUT – SOCKS FOR SOULS®**

Socks for Souls is a not-for-profit 501c3 Christian 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. Socks For Souls proudly manufactures all of their socks in the USA using Christian manufacturing.

## **10K MONTHLY SOCK DRIVE**

Socks for Souls 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. Socks for Souls 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!**

If every Knight in Maryland signed up online to donate just \$1 per month, we would be able to distribute a new pair of socks to those in need every month in Maryland!

## **Resources – available**

1. Sock drop box signage to create a sock drop box
2. Sock drive signage
3. Bulletin announcement template
4. Pulpit announcement talking point template

**Link to Knights of Columbus Socks for Souls sock drive information can be found here: <https://socksforsouls.com/how-kofc-sock-drives-work/>**