



Well-Shod Footsteps on the Road to Progress -- OSPOP Donates 4,500 Pairs of Shoes to Goods for Good

November 23, 2009 -- OSPOP shoes recently donated 4,500 pairs of new shoes to Goods for Good (www.goods4good.org), the non-profit organization, who is distributing them to orphans in Malawi. For many of the recipients, this is the literally their first pair of shoes.

Many of the children served by the Goods for Good (G4G) program serve do not own a single pair of shoes. Some walk up to 5 miles barefoot everyday -- to and from school, around the village, performing chores, etc. -- leaving them susceptible to injury, disease and high dropout rates. The donated OSPOP shoes will lessen the financial burden of parents and caregivers trying to provide for the children in their care. They'll be able to spend their limited resources on other things such as more nutritious food and medical care. The shoes not only serve a practical function but are also a source of pride and motivation for the children. Receiving a new pair of shoes encourages the children to do well in school and lets them know that someone cares about their wellbeing.

In turn for their in-kind donation to G4G, companies receive a tax write-off for all donated goods while simultaneously freeing up valuable (and expensive) warehousing space and/or can avoid spending on disposal costs.

G4G ensures that the goods are handed out are made meaningful in the lives of their beneficiaries. "During the goods distribution ceremonies in Malawi community leaders, parents, school committee members, etc. will be present and the village chief will speak to the community about the proper use of the shoes," says G4G Founder Melissa Kushner. "He might talk about not selling the shoes, using them as a motivational tool, and encouraging the children to attend school every day now that they have a safe way to travel."

OSPOP, which stands for One Small Point of Pride, is a branded fashion and footwear label that was founded by Ben Walters in 2007. "We elected to partner with Goods for Good based on the strength of its on-the-ground network. Without proper oversight, black market trade can easily turn well-intended charitable giving into a destructive force. Goods for Goods' close relationship with the communities it supports ensure that all donations will serve their best possible function."

Walters continues, "The fact that Goods for Good keeps us connected with our contribution through pictures and reports from the field gives us peace of mind that our shoes are indeed on the feet of the intended recipients and provides great materials for sharing the story with consumers."

About Goods for Good: Goods for Good (G4G) is a 501(c)(3) nonprofit organization founded in 2006 to promote the educational and emotional development of vulnerable children in developing nations. Through partnerships with U.S. companies and grassroots organizations abroad, they are able to provide much needed school supplies, clothing and health and hygiene products to children



in need while at the same time reducing waste at home. G4G has offices in New York and Malawi. For additional information please visit www.goods4good.org.

Media Contact: LLR Consulting
Laura Rubin
E: laura@llrconsulting
T: 917/861-2036

Mark Langrish
E: markl@llrconsulting
T: 917/371-1325