



Dear Basketball Coaches, Family, Friends and Supporters,

It's hard to imagine that our Barefoot Coaching Program has reached its 5th anniversary. As you know, it started with one coach, former IUPUI (Indiana University, Purdue University-Indianapolis) Head Basketball Coach and current Georgia State Head Basketball Coach, Ron Hunter, who said yes to something that has changed the lives of children around the world ... **including his own**. Thousands of coaches have said yes to raise awareness for Samaritan's Feet and the **300 million** children around the world who are forced to go barefoot because they don't own a pair of shoes.

Our goal this year is to raise 1 million dollars, which will provide 100,000 children with a new pair of shoes and socks. With your help, we will reach our goal. We are looking for 1,000 coaches to help us raise \$1,000 each.

Samaritan's Feet is partners with the NCAA, NFHS, NABC, NACDA, NIAAA, WBCA and many other organizations to help us reach our goal. Through these partnerships, thousands of coaches across the country have said YES to the Barefoot Coaching Movement and have changed the lives of children forever ... **including their own**. During the 2011-2012, Coach Hunter is again asking his coaching peers in all sports to leave their shoes behind for a game to continue to raise awareness and shoes for Samaritan's Feet. **Just one game coached in your bare feet can change the life of a child forever.**

Samaritan's Feet was started from my heart. Eight years ago, I left a lucrative marketing and supply chain job to start Samaritan's Feet, a 501 c3 organization whose goal is to put 10 million pairs of shoes on children's feet in 10 years around the world. Samaritan's Feet serves the impoverished in over 62 countries around the world and has placed new shoes on the feet of more **than 3.5 million children**, but we still have a long way to go to reach our goal.

Originally from Nigeria, I grew up very poor. I received my first pair of shoes at the age of 9 from a missionary. This pair of shoes opened the door of basketball to me, which changed my life. Just one pair of shoes can make a difference in the life of a child. My basketball career started in Nigeria and eventually led me to play for the University of North Dakota –Lake Region, on a scholarship. **Without that first pair of shoes none of this would have been possible.** Not only was I given shoes at the age of 9, I was given hope for a brighter future.

Become a part of the barefoot movement for the 2011-2012 season. Contact Samaritan's Feet Marketing Director, Todd Melloh at 317-417-3525 or [tmelloh@samaritansfeet.org](mailto:tmelloh@samaritansfeet.org). As more coaches stand 'barefoot' together, the impact will continue to grow and more children will be given hope.

Included in this packet is additional information to help make your barefoot event successful, including a press release, a fact sheet, a pledge form, a suggested timeline, brochures, and a poster to help promote the event. We are here to help you with anything you need to make the event successful.

Will you provide a voice for the 300 million barefoot children around the world?

Sincerely,

Manny Ohonme  
President and CEO



## How Can Your Organization Make a Difference?

Samaritan's Feet is asking each school/organization that participates in the Barefoot Coaching Movement to help raise \$1,000. The number may seem intimidating, but that provides 100 pairs of shoes to impoverished children. Below are several successful campaigns used in the Barefoot Coaching Movement.

- Hamilton Southeastern High School Senior Amanda Davis raised more than \$5,000 for Samaritan's Feet, by asking her athletic director to donate \$1.00 from each game ticket and passing a collection box through the crowd.
- College Cross Country Coach Quinn White helped Taylor University raise \$2,000 during one game by engaging students, coaches, faculty and fans to pull out their cell phones at half time and donate via Samaritan's Feet text2give program.
- Clinton High School in South Carolina sold paper shoes for \$1.00 to students for the weeks leading up to the barefoot game. These paper shoes were displayed in the school and made available for purchase during lunch.
- South Dakota Head Basketball Coach Scott Nagy helped raise more than \$5,000 for Samaritan's Feet by engaging local sponsors and businesses to help support his Barefoot Coaching Event.
- United Faith Christian Academy in North Carolina sold spirit strips and made a paper chain that went throughout the school. This easy fundraiser generated \$700.00 in just one day.
- The UPWARD youth basketball league in Charlotte, North Carolina used personalized donor web pages and created a contest between the teams to see who could raise the most money. The winning team received a pizza party from the league director.
- Basketball Coach William Knopf at Glenforest Academy organized a 6-mile barefoot walk to bring further awareness to Samaritan's Feet. Coach Knopf has coached more than 40 consecutive games in his bare feet and constantly challenges other coaches in his community to join him.
- **Other ways schools and individuals have made an impact on the Barefoot Coaching Movement:**
  - Donating gate receipts for one or more games during the season.
  - Host a barefoot walk around campus. Student groups can organize a walk where participants make a donation to Samaritan's Feet.
  - 50/50 raffles
  - Collection boxes left at basketball concession stands throughout the season.
  - Have students pay \$1.00 to \$5.00 to dress down on certain days (for schools with uniforms or dress codes)
  - Donate concession earnings.
  - Organize a contest between the grade levels as to who can raise the most money.
  - Enlist cheerleaders to go through the stands with collection boxes or big shoes to collect money.
  - Host a Barefoot Dodgeball Game within the school with a small entry fee (\$1.00, \$3.00 or \$5.00) for all student athletes.
    - Coordinate one game for girls and one for boys. Crown a Dodgeball Queen and King at your school.
  - Powder Puff football games with coaches going barefoot on the sidelines.

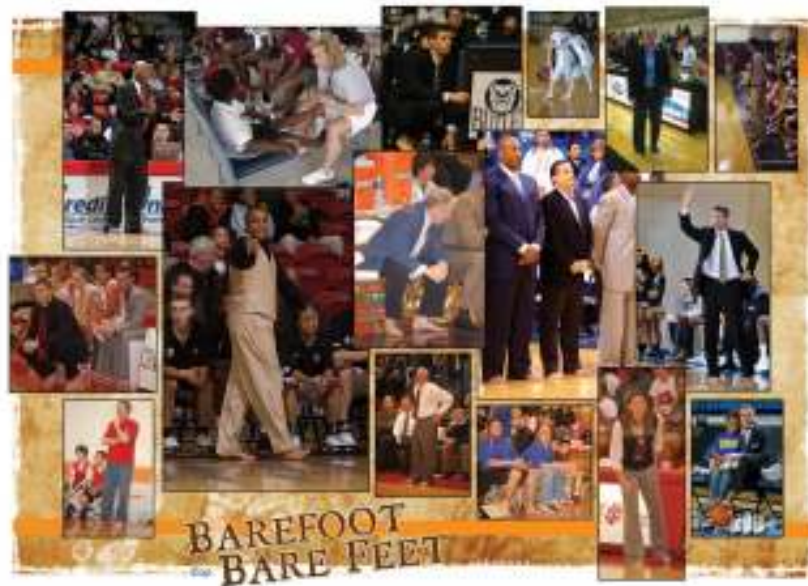


- Set up a contest between the coaches where students can vote for the coach they would like to see go barefoot. Whichever coach receives the most money will leave their shoes behind for an entire day.
- Sell Samaritan's Feet specific shoelace pins to show further support for your barefoot coach.
- Host a spaghetti dinner for a small fee before a big game.
- Host a bake sale with the proceeds going to Samaritan's Feet in support of your barefoot coach.
- Hold a car wash and ask patrons for donations, which will support Samaritan's Feet.
- Have a carnation day for Valentine's Day. Allow students to purchase carnations that will be delivered on the holiday. Do pre-orders during lunch or before school a couple of weeks before the event.
- Bring the school together for a community garage sale.

## **The Barefoot Coaching Movement Isn't Just for Basketball**

Thousands of basketball coaches over the last several years have said yes to raising awareness and money for Samaritan's Feet by going barefoot. We would love to see more and more football, softball, soccer, baseball, track, cross country, lacrosse, gymnastics, tennis, and swimming coaches participate in the Barefoot Coaching Movement during the 2011-2012 school year. Engage the entire athletic department to make a difference in the lives of children.

Samaritan's Feet will be there to help you along as you plan your barefoot event. There will be a special web page set up on the Samaritan's Feet web site to collect donations. The Samaritan's Feet web site will contain an electronic tool kit for all of the things you will need to get your event going from beginning to end. Videos and how to guides will help guide you through the process.





## Fact Sheet – Samaritan's Feet Barefoot Coaching

Thank you so much for joining the efforts of Samaritan's Feet Barefoot Movement to provide impoverished children with new athletic shoes. **To make this event as successful as possible, we are asking you to do two things:**

- Support Samaritan's Feet during the 2011-2012 season. You can go barefoot; help raise money and awareness through the school and community of the 300 million children who do not own a pair of shoes. If you choose not to go barefoot, you can still participate by going barefoot during the national anthem, any media interviews and/or during practice.
- Help your school raise a minimum of \$1,000 for Samaritan's Feet, which pays for the production and distribution of a minimum of 100 pairs of shoes.

### Two major points to highlight:

- You are participating in the "Barefoot for Bare Feet" Coaching Event in order to call attention to the 300 million children in the world who are at risk of disease, infection and death due to not owning a single pair of shoes.
- Those who want to help provide shoes to children in need can text the number 85944, keyword SHOES and a one-time \$10 gift will be donated to Samaritan's Feet through their cell phone bill.

### Facts/Goals:

- **Who:** President and Founder, Manny Ohonme started Samaritan's Feet in 2003
- **What:** Samaritan's Feet is a humanitarian non-profit relief organization dedicated to taking a life-changing message of hope and equipping the feet of impoverished children in the US and around the world with shoes.
- **The Goal:** To provide 10 million pairs of shoes for 10 million impoverished people in 10 years
- **To Date:** Collected more than 3.5 million pairs of shoes for children around the world and in the United States
- **Worldwide Headquarters:** Charlotte, North Carolina
- **Geographic Focus:** USA, Africa, South America, Caribbean.
- **Past Domestic Projects:** Biloxi, MS; Long Beach, MS; South Dakota; Bradshaw, WV; St. Louis, MO; Charlotte, NC; Washington DC; Virginia; Maryland; Indianapolis, IN; St. Louis, MO; Tallahassee, FL; New Orleans, LA; Kansas City, MO; Chicago, IL; Detroit, MI; and many, many more.
- **Past International Projects:** **62 Countries**, including: Sri Lanka; Romania, Ukraine, Haiti, Nigeria, Kenya, Ethiopia, Ecuador, South Africa, US, and many, many more.

### Why Support Samaritan's Feet:

- Manny received his first pair of shoes at the age of 9 from a missionary. He earned a scholarship to play basketball at University of North Dakota (Lake Region) where he received a Bachelor and Master Degrees.
- Over 50% of the world's children will never be able to afford a pair of shoes
- Every day over 300 million children around the world go shoeless.
- In places like Guatemala, ringworm and other infectious and deadly diseases are a natural way of life for children due to not having shoes.



## **Barefoot Coaching Event: Suggested Timeline and Action Items**

Thank you so much for your participation in the “Barefoot for Bare Feet” coaching event. We are excited you are joining the Barefoot Coaching Movement. Your efforts will call attention to the millions of children throughout the world who contract life-threatening diseases or infections due to a lack of footwear, and will help us provide new shoes to thousands of impoverished children throughout the world. In addition to new athletic shoes, each of these children will have their feet compassionately washed by a volunteer who will share with them a message of hope and love.

- Samaritan’s Feet will provide personalized donor websites, flyers and press releases to help publicize the event.
- Encourage fans and other supporters of your coach to text the word SHOES to 85944. When they text this number, a donation to Samaritan’s Feet will be applied to their next cellular phone bill. This one time gift will provide one child with a pair of brand new shoes. Flyers to publicize this option will be provided by Samaritan’s Feet.
- Provide donation boxes on game day for those in attendance to give a monetary donation as they enter or exit the gymnasium. Volunteers at each entrance can either hold a bucket for donations or have a box available for people to drop in their financial gift.
- Publicize ahead of the game through media, school announcements, or other venues, that people can bring a new pair of children’s shoes to the game and have barrels or boxes set up to take the shoe collections. The cost of shipping the shoes to Samaritan’s Feet is about a \$1.50 per pair. Thus, a portion of the monetary donations collected at the game can be utilized for transportation costs.

*The following is a suggested timeline for the Sports Information/Athletic Director to prepare for the “Barefoot for Bare Feet” Event.*

### **RIGHT NOW:**

- Ask your coach(es) to go barefoot and join the Barefoot Coaching Movement.
- If they do not want to coach barefoot, ask them to consider going barefoot at practice, during the national anthem of a game or during a media interview.
- Review your calendar and choose a date for the Samaritan’s Feet event.
- Notify the school administration of the event and encourage them to disseminate the date and time of the event to professors, teachers, and students to make this a school-wide function. Example of school participation could be promotion of a ‘barefoot day’ where in solidarity with their coach, students and faculty go to class barefoot on game day.
- Find a student, club, group of students, booster club, or faculty who will help be the campus champion for the Barefoot for Bare Feet event.



## **TWO WEEKS PRIOR TO GAME DAY:**

- Encourage your school newspaper and local media outlets to do a story promoting the upcoming Samaritan's Feet event. Encourage those attending the game to arrive in their bare feet. Encourage cheerleaders to cheer at least a portion of the game in their bare feet.
- Promote the 'text to give' program by distributing flyers about the upcoming game (flyers included in Samaritan's Feet Coach Kit). Personalize flyers to include the name of the coaches participating.
- Use local media to challenge people within their community to participate on 'game day' by going barefoot at their place of business. (Duke Energy did this last year, with the President of the Indiana Chapter and many of his employees going barefoot for a day.)

## **ONE WEEK PRIOR TO GAME DAY:**

- Make announcements at school and promote in the school newspaper and school radio the "Barefoot for Bare Feet" day. Encourage the student body and faculty to stand in solidarity with their coach by attending the game barefoot and texting a donation to 85944.
- Send email or call local news media reminding them of day and time for the barefoot game.
- Continue to place posters and flyers up around the school to promote the upcoming event.
- Have someone make an announcement during halftime (in their bare feet) about why the school is supporting Samaritan's Feet, and encourage those present to text the word SHOES to 85944 for a donation.
- If there is a half time event planned, discuss with the entertainers the possibility of a barefoot performance.
- Post information regarding your Barefoot for Bare Feet event on social media outlets such as Twitter and Facebook along with any university sites.

## **DAY OF GAME:**

- Participate in any pep rallies or other pre-game events and share with those in attendance the 2 goals of the Samaritan's Feet game day:
  - To call attention to the 300 million children who are at risk of disease, infection and death due to simply not owning a pair of shoes,
  - Encourage others to donate to Samaritan's Feet, to place shoes on the feet of children in need.
- Encourage with signs and posters for all of those in attendance to take off their shoes and socks when they arrive at the arena.
- During halftime, have your designated person make an announcement thanking everyone in attendance for their support of coach and his/her desire to place shoes on the feet of impoverished kids. The designated person can take out their phone, ask those in attendance who want to participate to take out their phones, and as a group, text SHOES to 85944 to donate, which will provide one child with a pair of new shoes.
- Be available to take any interviews after the game, or set up interviews for your coach.



## **For Immediate Release**

### **COACH (Name of Coach) SHEDS HIS/HER SHOES TO BRING RELIEF TO IMPOVERISHED CHILDREN!**

#### **(Name of School/Organization) HEAD COACH (Name of Coach) TO PARTICIPATE IN SAMARITAN'S FEET BAREFOOT COACHING MOVEMENT TO PROVIDE SHOES AND AWARENESS FOR WORLDWIDE OUTREACH**

**(City, ST) –Date – (Name of School) Head Coach, (Name of Coach) will coach in his/her bare feet on (Date) at home against (Opposing School Name). The Barefoot Coaching Movement was conceived in 2007. In January 2008, IUPUI Coach Ron Hunter coached a game in his bare feet to raise awareness for the plight of impoverished children who suffer needlessly from foot-borne diseases and infections due to a lack of shoes. This season, Coach (Name of Coach) will join Coach Hunter and thousands of coaches across the country by going barefoot to raise awareness and funding to help put **1,000,000 pairs of shoes on the feet of children** through Samaritan's Feet.**

During the game, announcements will be made and posters at the stadium will encourage fans to donate.

Fans attending the game can text the word "shoes" to 85944 and a one-time gift of \$10 will be added to their next month's bill and an impoverished child will be given a new pair of athletic shoes.

(Insert quote here from Head Basketball Coach)

"We are very excited that Coach (name of coach) has chosen to be a part of the Barefoot Coaching Movement and coach a game in his/her bare feet. By doing this Coach (name of coach) is making a statement to help provide a voice for the 300 million children world-wide who wake up each morning without a pair of shoes to put on their feet," noted Samaritan's Feet Founder, Manny Ohonme. Coach (name of coach)'s involvement along with his peers who have also taken to the court barefoot bring a new level of awareness to our ongoing mission to reach the world's neediest children with the gift of shoes and the gift of hope."

## **History**

In November of 2007, Samaritan's Feet asked IUPUI College Basketball Coach Ron Hunter to take off his shoes and socks to raise 40,000 pairs of shoes and draw awareness to the world-wide issue of **300 million children without shoes.**

Coach Hunter said yes and embraced the goal of 40,000 pairs of shoes that he wanted donated by January 24<sup>th</sup>. In less than six weeks, **Coach Hunter and Samaritan's Feet had raised over 140,000 pairs of shoes and over \$30,000.** Over 439 media outlets covered the story before and after he coached the game, including, ABC World News Tonight, CNN, ESPN, Sports Illustrated, USA Today, LA Times and many more. **He also personally delivered the shoes with his team to Lima, Peru in August.**

Coach (name of coach) and thousands of other coaches around the country are joining Coach Hunter by going barefoot during a game and using their platforms as coaches to help Samaritan's Feet reach the goal of distributing 10 million pairs of shoes to 10 million people in 10 years.



## Confirmed Coaches

More than 1,000 coaches at every level are planning to coach a game in their bare feet. The NCAA and The National Association of Basketball Coaches (NABC), NIAAA, NACDA are partners with Samaritan's Feet and its quest to get every basketball coach in America to coach a game in their bare feet.

A few of the collegiate coaches who have participated in the Barefoot Movement:

- **Georgia State Coach Ron Hunter, Butler Coach Brad Stevens, Kentucky Coach John Calipari, Tulane Coach Ed Conroy, South Dakota State Coach Scott Nagy, Florida State Coach Sue Semrau, UCLA Coach Nikki Caldwell, George Mason Coach Paul Hewitt, and many more.**

**Interested Media:** Additional information is available by contacting (name and contact information of school media contact). For further details on the mission and goals of Samaritan's Feet, please contact Samaritan's Feet Marketing Director, Todd Melloh at 317-417-3525 or [tmelloh@samaritansfeet.org](mailto:tmelloh@samaritansfeet.org).

## About Samaritan's Feet

There are over 300 million children who go without shoes every day. It's their only mode of transportation. That's why Samaritan's Feet was started.

Samaritan's Feet is a humanitarian relief organization that puts shoes on the feet of children all around the world. The goal is to provide 10 million pairs of shoes for 10 million impoverished people in 10 years. **To date, over 3.5 million pairs of shoes for children around the world have been distributed.**

It was started in 2003 by President and Founder, Manny Ohonme. Manny received his first pair of shoes at the age of 9 from a missionary. He started playing basketball and other sports with these new pair of shoes. He earned a spot on a traveling basketball team and eventually his high school team. Upon graduating high school, he was offered a scholarship to play basketball at University of North Dakota (Lake Region) where he received his Bachelor's and Master's Degrees.

Manny spent 10 years in the marketing and logistics business before he started Samaritan's Feet to help children and pay it forward to what he was given—a pair of shoes that gave him hope.

Samaritan's Feet, based in Charlotte, NC, is a humanitarian non-profit relief organization dedicated to taking a life-changing message of hope and equipping the feet of impoverished children in the US and around the world with shoes. The focus is on children from Africa, South America, the Caribbean and the US.