



Dear Students, Herff Jones Sales Rep and/or designated school liaison:

Receiving your diploma or degree in your bare feet, can change the life of a child forever...and perhaps, **even your own**. That's what happened in 2008, when IUPUI Head Basketball Coach Ron Hunter became the first coach to say yes to something that has changed the lives of children around the world ...**including his own**. Instead of putting on his dress shoes for a game against Oakland University, Coach Hunter went barefoot to raise awareness for Samaritan's Feet and the **300 million children** around the world who go barefoot every day. More than 100,000 new pairs of shoes were collected within six weeks of the game and the story was covered on more than 400 media outlets. **Isn't it amazing what happens when we choose to say 'yes'?**

Our barefoot movement has expanded into graduation ceremonies at high schools and colleges across the country. By participating in their bare feet, students will provide a voice for the **300 million barefoot children** around the world. Over 1 billion people live on less than \$2.50 per day. Therefore, most people have to choose between food and clothing. By graduating in your bare feet, you can help make that decision easier for them by simply shedding your shoes and socks to create awareness and funds to distribute shoes to children in need. Many children can't go to school if they don't have shoes to wear.

Leave your shoes behind for graduation and stand "barefoot" together to bring awareness to the need; call your campuses to action and help raise shoes and funds; become advocates for those who need our help. Students can use their platforms to make a difference for a child in need by going barefoot so that another child doesn't have to. One pair of shoes will make a difference in the life of a child – saving them from disease and breathing life into them with love and hope. I know, because I was one of those children that woke up every day in my bare feet.

Growing up a poor boy in Nigeria, **I received my first pair of shoes at the age of 9** from a missionary. I learned the game of basketball and my life would forever be changed. My basketball career eventually led me to play for the University of North Dakota – Lake Region, on a scholarship. I received an education that helped me realize my dream of being somebody, of making a difference in the world. My dream continued as Samaritan's Feet was started in 2003 with a goal to put 10 million pairs of shoes on the feet of 10 million children in the next 10 years. Samaritan's Feet serves the impoverished in over 50 countries by washing their feet and fitting them with a new pair of shoes. These shoes save lives by protecting their feet from disease and infection. Over **60,000 people** have joined our mission in reaching nearly **3,000,000 people** around the world. **How many more people like me are out there waiting for someone like you to help?** Without that first pair of shoes none of this would have been possible. Will you say yes to walk barefoot as you enter a new chapter of your life?

Your graduation ceremony is a step into adulthood and by attending barefoot you will be taking that first step by helping someone else in need. The very first barefoot graduation ceremony was at Westfield High School in Indianapolis, IN. **They raised over 600 pairs of shoes and \$1,300**. I am encouraging each of you to make an impact in your community and around the world by lending your leadership and platform to help raise awareness and new shoes to help those in need.

Become a part of the bare foot movement by contacting Todd Melloh at 317-417-3525 tmelloh@samaritansfeet.org. You can register online at www.samaritansfeet.org/become-a-partner/graduation/. For your convenience I have included an information packet for you and your school to review and plan your barefoot graduation. I thank you for your consideration and I look forward to having you and your school become a part of our barefoot family.

Sincerely,

Manny Ohonme
President and CEO



SAMARITAN'S FEET

MY BAREFOOT GRADUATION

Front of Zipper Pull Card with Zipper Pull Attached



Back of Zipper Pull Card



Zipper Pull Attached to Graduation Gowns
Cost of Zipper Pull: \$5.00 which buys a pair of shoes
for an impoverished child



SAMARITAN'S FEET





Barefoot Graduation Event Frequently Asked Questions

The following are some questions that might get asked of you as you talk to others about the barefoot graduation ceremony.

Q: What is a barefoot graduation?

A: A barefoot graduation is an event where students can use their platforms to make a difference for a child in need by going barefoot so that another child doesn't have to. The goal is to get a few campus ambassadors to go to the school administration and ask them for the opportunity to go barefoot as you walk across the stage. It's that first step into adulthood and you are doing it to help someone else in need. It's a collection of students and faculty joining together in solidarity to make a difference in our world.

Q: Why do we need to do this?

A: There are over 300 million children around the world who suffer everyday without a pair of shoes. Over 1 billion people live on less than \$2.50 per day. Therefore, most people have to choose between food and clothing. By graduating in your bare feet, you can help make that decision easier for them to make by simply shedding your shoes and socks to create awareness and funds to distribute shoes to children in need.

Q: How can my school get involved and when do I start?

A: You should contact your school immediately. You can get involved by contacting your Herff Jones representative or Samaritan's Feet representative and receive information on how to conduct a barefoot graduation. Samaritan's Feet, Director of Marketing, Todd Melloh, 317-417-3525 or tmelloh@samaritansfeet.org

One of these representatives will get you the information you will need to present to your school administration for approval. Getting approval is the first step in this program.

Q: How successful are barefoot graduations?

A: Very successful. We have conducted several on campuses and the response has been tremendous. The very first one we conducted at Westfield High School in Indianapolis, IN was a huge success. They raised over 600 pairs of shoes and \$1,300. That might not seem like a lot of money, but in the grand scheme of the program. Imagine if we had 100 of those schools raising that much money. We could outfit a lot of children with shoes.

Q: How can students and others get engaged to help?

A: Your "Barefoot for Bare Feet" event can provide children in need with shoes in three easy ways:

- 1) Encourage fans and other supporters of your graduation ceremony to text the word SHOES to 85944. When they text this number, a \$10.00 donation to Samaritan's Feet will be applied to their next cellular phone bill. Ten dollars will buy, process, warehouse, sort, ship and distribute a pair of brand new shoes to a child in need. Flyers to publicize this option will be provided by Samaritan's Feet.
- 2) Provide donation boxes on campus for those in attendance at the graduation ceremony and these can be placed throughout campus weeks leading up to the big event. They can give a monetary donation as they enter or exit the graduation area. Volunteers at each entrance can either hold a bucket for donations or have a box available for people to drop in their financial gift.
- 3) Publicize ahead of the event through media, school announcements, or other venues, that people can bring a new pair of children's shoes to the ceremony 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.

Q: What if my school says no, what do I do now, can our school still participate?

A: Yes you can and here's how: If they do not want you to graduate in your bare feet, ask the administration to consider allowing you to sell the Samaritan's Feet zipper pulls to all graduates for \$5.00. These would be attached to the gowns as a way of symbolically joining together to make a difference as you leave school. Review the graduation calendar and perhaps create a fundraising or awareness event that might coincide with graduation week. A Coach or President could conduct a fundraising event like a barefoot breakfast for graduates with families present. Maybe create a barefoot dodge ball game on campus. Samaritan's Feet personnel are here to help plan and execute an event to go alongside the graduation event.

Q: How do I promote the barefoot graduation?

A: Samaritan's Feet staff will be there to help along the way. We will provide you with posters, flyers and any other collateral materials to help make the event a success.

1. You will want to Make announcements at school and promote in the school newspaper and school radio the "Barefoot for Bare Feet" day.
2. Send email or call local news media reminding them of day and time for the barefoot event.
3. Place posters and flyers up around the school to promote the upcoming event.
4. Encourage the principal, college president, or another person of your choice to make an announcement during halftime of big game (in their bare feet) about why the school is supporting Samaritan's Feet.

Q: How important are shoes to children?

A: Very important! Many children can't go to school if they don't have shoes to wear. Imagine playing sports in your bare feet. They do it all the time. Imagine stepping on glass, bricks, rocks, rough terrain, garbage or whatever is in their path. Our Founder, Manny Ohonme didn't have shoes until he was 9. He got his first pair of shoes and is now paying it forward to millions of children worldwide in 52 countries. How many more Manny's are out there waiting for someone like you to help?

Besides playing sports and going to school, children are contracting diseases by not wearing shoes and some are dying because of it. Here are a few of the diseases that they are contracting:

- Hookworm - an intestinal parasite that comes from contaminated soil. Can be reduced by wearing shoes. **Affects 1 billion people worldwide.**
- Tungiasis - caused by a parasitic flea. Prevalent in impoverished areas where people walk barefoot through dirt and sand. More than 42% of children in NIGERIA are infected. Primary method of prevention is shoes.
- Podoconiosis - tiny particles penetrate the skin. Affects several million barefoot workers and children in many African countries including Ethiopia, BURUNDI, Cameroon, Tanzania and Guinea. Can be prevented by wearing shoes.
- Schistosomiasis - spread by parasitic worms. Affects more than 200 million around the world. Mostly Africa - mostly school-aged children. Can be avoided with proper footwear.

Q: What is the cost to bring graduation to my school?

A: There are no costs that you have to pay associated with the program.

Q: What are the goals of the barefoot graduation?

A: You should set the financial goals for your own graduation. The main goals of the program are to bring awareness to the issue of children who suffer without shoes every day, help us raise money to buy and ship shoes and to get others engaged into the overall mission of Samaritan's Feet.





Barefoot Graduation Event: Suggested Timeline and Action Items

Dear Herff Jones Sales Rep and/or designated school liaison:

Thank you for considering participating in the “Barefoot for Bare Feet” graduation event. 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.

Your “Barefoot for Bare Feet” event can provide children in need with shoes in THREE easy ways:

- 1) Encourage fans and other supporters of your graduation ceremony to text the word SHOES to 85944. When they text this number, a \$10.00 donation to Samaritan’s Feet will be applied to their next cellular phone bill. Ten dollars will buy, process, warehouse, sort, ship and distribute a pair of brand new shoes to a child in need. Flyers to publicize this option will be provided by Samaritan’s Feet.
- 2) Provide donation boxes on campus for those in attendance at the graduation ceremony and these can be placed throughout campus weeks leading up to the big event. They can give a monetary donation as they enter or exit the graduation area. Volunteers at each entrance can either hold a bucket for donations or have a box available for people to drop in their financial gift.
- 3) Publicize ahead of the event through media, school announcements, or other venues, that people can bring a new pair of children’s shoes to the ceremony 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 Herff Jones Sales Representative, School Liaison, Student or Volunteer to prepare for the “Barefoot for Bare Feet” Event.

RIGHT NOW

1. Ask your school if they will allow you to graduate in your bare feet.
2. Find other students who will help rally the students to get engaged.
3. If the administration doesn’t want you to graduate in your bare feet, ask the school officials to consider offering students the opportunity to buy the Herff Jones/SF zipper pulls for \$5.00. These are available for all schools regardless if they buy graduation products from Herff Jones or not. These zipper pulls would be attached to the gowns as a way of symbolically joining together to make a difference as you leave school.
4. Review the graduation calendar and perhaps create a fundraising or awareness event that might coincide with graduation week. A Coach or President does a fundraising event like a barefoot breakfast for graduates with families present. You can charge each person \$10.00 for breakfast and get the food donated and so forth. Maybe create a barefoot dodge ball game on campus where students pay money to participate. Samaritan’s Feet personnel are here to help plan and execute an event to go alongside the graduation event.
5. Once you find out what the school decides, 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, students and faculty go to class barefoot one day.

6. Promote at graduation fairs.

FOUR-SIX WEEKS PRIOR TO EVENT

1. Encourage your school newspaper and local media outlets to do a story promoting the upcoming Samaritan's Feet event. Encourage those attending graduation to do it in their bare feet. Encourage faculty and staff and parents to attend in their bare feet.
2. Promote the 'text to give' program by distributing flyers about the graduation (flyers included in Samaritan's Feet Grad Kit). Personalize flyers to include the name of the school participating and the date.
3. Use local media to challenge people within their community to participate on grad 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.)

TWO-THREE WEEKS PRIOR TO GRAD EVENT

5. 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 by attending the ceremony barefoot and texting a \$10 donation to 85944.
6. Send email or call local news media reminding them of day and time for the barefoot event.
7. Continue to place posters and flyers up around the school to promote the upcoming event.
8. Encourage either the principal, college president, or another person of your choice to make an announcement during halftime of big game (in their bare feet) about why the school is supporting Samaritan's Feet, and encourage those present to text the word SHOES to 85944 and for a \$10 donation they each can place one pair of shoes on the feet of a child in need.
9. If there is a half time event planned, discuss with the entertainers the possibility of a barefoot performance.

DAY OF EVENT

1. Review Talking Points for media questions.
2. Participate in any pep rallies or other pre-graduation events and share with those in attendance the 2 goals of the Samaritan's Feet event:
 - a. 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,
 - b. Encourage others to donate \$10 to Samaritan's Feet, to place shoes on the feet of children in need.
3. Encourage with signs and posters for all of those in attendance to take off their shoes and socks when they arrive at graduation.
4. During a point in the ceremony, have your designated person make an announcement thanking everyone in attendance for their support of their efforts 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 give \$10, which will provide one child with a pair of new shoes.
5. Be available to take any interviews before, after or during the event and/or set up interviews for your representative or school President.