Our Campaign Topic
Our campaign focused on holding an event on campus with the goal of raising awareness of issues related to poverty while also helping those in need. It is estimated that over 300 million children worldwide are without shoes. Proper footwear is necessary because many parasitic diseases can be spread when children are not wearing shoes and many schools in developing countries require that children wear shoes in order to attend classes.

Therefore, we designed our campaign as a "Sole Purpose" event to raise money to buy shoes for children in Ethiopia and to collect shoes to send to those living in the Dominican Republic.

Our Campaign Objectives
It was the main goal of our campaign to provide shoes to those in need in the developing world. We decided to partner with two charitable organizations that we had connections with. Both of these organizations greatly impact communities in the developing world.

The first objective of our "Sole Purpose" event was to collect funds from attendees to donate to "Mothers with a Heart for Ethiopia" which will be used to buy shoes for children living in poverty in Ethiopia.

The second objective of our event was to collect used shoes to send to communities in the Dominican Republic with students who will be building schools there with "Go.See.Do! Trips."

Next Steps
In terms of the next steps for our campaign and "The Sole Purpose" we will plan to hold a similar event again next year while taking into account the positives and negatives of our inaugural event.

For example, we will likely host our event in the spring in hopes of better weather as we will not be constrained to the first semester next year. This will also give us more time to plan the event as well as make connections and gather other people to help with planning and organization.

Assessment of our Campaign
Our event was definitely a success. Through the shoe donation bins and collection at the event we were able to collect 96 pairs of shoes to send to those in need in the Dominican Republic. Through admission as well as donations we collected $427 to donate to Mothers with a heart for Ethiopia to buy shoes for children in Ethiopia. While the turnout was less than expected, it was clear that all who attended had a great time at the event enjoying the food, live music, and guest speakers.

Our Partners:
- www.goseedo.ca
- www.moms4ethiopia.ca

Special Thanks to:
- University of Guelph Athletics
- University of Guelph Hospitality Services
- Shelley Green
- Guelph Mercury
- Apple Land
- Hangar 18
- Brenda Whiteside