

The Shoe Club

The Shoe Club was born in East Jordan, Michigan in 2008. Mike Donahue, founder of R5 Productions was asked to present a school assembly program at East Jordan Middle School because the school had lost two students within a few months. The program, "Walk a Mile," focuses on respect and diversity and teaches students that unless you have walked a mile in someone else's shoes, you don't have the right to judge them. After the assembly, Matt Hamilton, a teacher at the school, was inundated with students who wanted to share their story.

Matt didn't know what to do with all of these students, so he decided to start what he called, "the Shoe Club." He wanted to give his students a chance to recognize the value of their own lives and the lives of others. He challenged his students to read two books: *Reinventing My Normal* by Mike Donahue and *Seven Habits of Highly Effective Teens* by Sean Covey. Then they had to write an essay on why they wanted to be a part of the Shoe Club and write 10 life goals. If the students did the work, they were allowed to hang their shoe in his room. He expected five to ten students to actually do all the work and join the club the first year. He had twenty-eight.

Since then hundreds of students at East Jordan Middle School have taken part in the Shoe Club. The students' shoes now hang alongside shoes of such people as Charlie Duke, who walked on the moon, Michael Jordan, LeBron James, Kobe Bryant, Tony Hawk and Justin Bieber just to name a few. Each year the Shoe Club carries out projects of compassion and character education in East Jordan. More importantly the students of the Shoe Club are infused with an increased value of human life, both their own and others.

The Need

As Matt Hamilton was sharing with Mike Donahue about the Shoe Club and the impact it was having on the community and in the lives of students, the need for this program on a larger scale became clear. The news reported the death of Rebecca Sedwick, a twelve year old girl at a middle school in Lakeland, Florida who climbed a water tower at an old abandoned concrete plant and threw herself off. It was widely reported that she had been bullied by other students in her school to the point where she was desperate enough to take her own life.

Mike Donahue and R5 Productions travel the nation speaking into the lives and hearts of students. Their message of dignity and respect resonates with students and leaves them hungry to grow. Additionally Mike and the R5 team see a deep need in the American youth culture to raise the value of a human life.

The Mission

Matt and Mike have developed The National Shoe Club in response to the overwhelming need in students to be taught dignity and respect, and to understand the value of life. The National Shoe Club is

going to provide resources to help students change their perspective. Additionally, it will provide resources to faculty advisors who desire to make an impact in the student bodies of their school.

To accomplish this, funding is required for the next three years. Below is a general budget for year one and estimated expenses for years two and three. Year one will consist of developing the online and mobile National Shoe Club infrastructure and communication platform as well as the creation of the character education curriculum (CEC) for students. Year two and three will see the CEC expanded and the creation of the faculty advisor resources with the intention of developing and supporting Shoe Clubs in schools throughout the United States and the development of resources for parents. Long term sustainability is expected to be achieved by year four through product sales, school participation fees for the faculty advisor support and a large small gift donation base.

At the end of the three year development process, the National Shoe Club will have in place resources for personal student development, faculty advisor resources and parent resources. Students will be able to engage in a personal development track through the National Shoe Club website. Schools will be able to launch Shoe Clubs and receive resources and support for a nominal school participation fee, and parents will find both free resources and products to help them instill value into their children.

The Walk a Mile program is presented in front of over 100,000 students each year. Initial testing (though the R5 Value Up program) indicates about 1 in 10 will sign up for the National Shoe Club. We expect to sign up over 25,000 students for the National Shoe Club in the first three years.

The National Shoe Club Year One Budget

Budget Item	Expense
Web development and maintenance	\$22,000
Character education curriculum	\$48,000
Printing	\$ 6,000
Mobile communications*	\$ 8,000
Email communications	\$ 1,200
Total Budget Year One	\$85,200

The National Shoe Club Year Two Estimated Budget

Budget Item	Expense
Web development and maintenance	\$12,000

Character education curriculum	\$14,000
Faculty advisor resources	\$22,000
Printing	\$ 6,000
Mobile communications*	\$10,000
Email communications	\$ 1,200
Total Estimated Budget Year Two	\$65,200

The National Shoe Club Year Three Estimated Budget

Budget Item	Expense
Web maintenance	\$ 6,000
Character education curriculum	\$ 5,000
Faculty advisor resources	\$ 5,000
Parent resources	\$12,000
Product development	\$ 4,000
Printing	\$ 6,000
Mobile communications*	\$12,000
Email communications	\$ 1,200
Total Estimated Budget Year Three	\$51,200

Total Estimated Three Year Project Expense: \$201,600

*Mobile communications is essential to communicating with teenagers as they less and less frequently use computers for communication. Currently this would consist of mass texting and voice mail designed to drive traffic to the National Shoe Club website. Students will opt in for this and can opt out at any time.

Structure

The National Shoe Club will operate under the direction of Mike Donahue and the 501c3 of R5 Productions. R5 Productions has been operated as a not for profit organization providing character education and resources to schools for over 10 years. Matt Hamilton will serve as the director of the National Shoe Club.

All donations are tax deductible.