



[Home](#) > [About Payless Gives](#) > [About the Program](#) > [What it's About](#)

About Payless Gives

For many families with children, the need for a new pair of shoes is a fun, quick trip to Payless to choose the perfect pair. But for others experiencing financial hardship, new shoes simply don't make the list. A lot of kids have never experienced the joy and pride of shopping for a new pair of shoes.

Payless is here to help.

Through our signature grassroots giving program, Payless Gives™ Shoes 4 Kids, we provide \$1.2 million in new shoes to children in need through our nonprofit partners.

Each year we invite nonprofit organizations who serve children in need to apply to receive coupons for new, free shoes at Payless.

The application window for our 2011 campaign is October 17 through October 31. Please complete your applications by clicking [Apply Now](#) during the campaign.

"We want as many children as possible to experience the simple joy of a new pair of shoes. We want them to walk into one of our stores, look up at rows of shoeboxes with big eyes, and point to the pair that makes them smile."

- LuAnn Via, President and CEO of Payless ShoeSource

© 2011 Payless ShoeSource Worldwide, Inc