

Foot Locker.
#BHM2021

JUST FOR KICKS

01.16.21 – 02.20.21



GIVEBACKS

NEW YORK, NY
PHILADELPHIA, PA



OVERVIEW



InHouse conceptualized Just For Kicks, a sneaker giveback program for Foot Locker. Through Just For Kicks, InHouse distributed nearly 500 pairs of sneakers to underserved communities across NYC over a 5-week period. The program started Martin Luther King Day in January and continued all throughout Black History Month in February.

InHouse created and facilitated strong and authentic partnerships within nonprofit, community, and youth organizations. Additionally, InHouse also partnered with schools in underserved communities. These key partnerships provided the Just For Kicks program with a 5 stop, multi partner giveback. Not only was each Giveback date executed with a community partner, but also a selected influencer from that community to help drive awareness to the Just For Kicks program.

The Just For Kicks program was designed for a weekly sneaker giveback. InHouse ensured all beneficiaries of the Just For Kicks program were those individuals who truly needed the allotted footwear. At each sneaker Giveback, InHouse distributed 50-200 pairs depending on the needs of each community.

InHouse's strong network of supporting partners included a vast amount of radio personalities, local hip hop artists, and influencers from the fashion, music, and technology space who all helped to drive the program forward.

All design & production was managed by InHouse.





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SUPPORTING PARTNERS





Founded in 1989, New York City Relief has mobilized thousands of volunteers to compassionately serve those struggling with homelessness by providing hope & resources that lead towards life transformation.

NYC Relief is a mobile outreach to the homeless that consistently goes to the same five locations, seven times a week. They create an intentional space that is welcoming and dignifying – where everyone belongs and help can always be found.



City Athletics is a professionally managed multi-purpose space dedicated to the growth and development of the community and athletes of all ages.



Children's Aid
Every step of the way

The Dunlevy Milbank Center has been an important community force in central Harlem for generations. Thousands of kids have learned to swim in its Olympic-sized, heated, indoor pool. The gymnasium is home to countless basketball games and performances. Children can go outside for picnics or play on the soccer field.

Families count on the high-quality medical, dental and mental health services they get in the Children's Aid Milbank Health Center. The professional staff at Milbank offers children, youth, and their families comprehensive services and support. The center is proud to be part of the Boys & Girls Club of America.





Public School 76, Asa Philip Randolph School for the Humanities, is located in the South Central Harlem Section of Manhattan, New York. This Pre-Kindergarten to 8th grade school serves a population of approximately 520 students from culturally diverse backgrounds.

The community is home to many immigrants from the Dominican Republic, Haiti, Ghana, and Honduras. The School plays a vital role for many students and families.

Public School 76 continues to make ongoing efforts to improve the quality of student performance and has implemented a Common Core Standards based approach to planning curriculum across all content areas.



Movement of the Children Dancenter (MCD) is a not-for-profit community-based black owned organization that provides dance instruction to the youth.



CREATIVE & DESIGN CONCEPTS

1. **TALENT ACQUISITION & MANAGEMENT** –worked directly with Foot Locker’s marketing managers to create a strong influencer team consisting of individuals who are relevant in each respective community. InHouse selected the key influencers, negotiated rates, and coordinated all logistics.
2. **SNEAKER DISTRIBUTION STATION** - a 10 x 10 branded pop-up tent that was a designated socially distanced station allowing for sneaker distribution. Brand Ambassadors managed the station, timing, and sanitization in between usage.
3. **SANITIZATION STATION** - a contactless, Foot Locker branded Sanitization Station that functioned as a thermometer and sanitizer dispenser, allowing each guest and staff member to monitor their temperature and keep their hands clean at all times. All staff managing the stations wore gloves and a mask at all times.
4. **SOCIAL DISTANCING SIGNAGE & PPE** - designed and created social distancing signage to ensure that all guests and staff adhered to current safety guidelines. This signage was inclusive of branded Foot Locker tents, flags, and signs to be used at each Giveback.
5. **DELIVERY VEHICLE** – delivery vehicle customized with “THE GIVEBACK” & “#BHM 2021” branding that was used for transportation, delivery of sneakers to Giveback locations, and additional brand visibility.
6. **SNEAKER BOXES** – produced branded Foot Locker sneaker boxes that featured the social media handles of both @footlockernyc or @footlockerphilly.
7. **DJ BOOTH & AUDIO** – a 4 ft. DJ booth customized with Foot Locker branding and set to emphasize positive vibes through music.
8. **CONTENT CAPTURE TEAM** – dedicated photo & video team onsite for each sneaker Giveback. Inclusive of recap deck, video, & photos.



TALENT ACQUISITION AND MANAGEMENT



Nyemiah Supreme

@nyemiahsupreme 

152k followers




DJ Diamond Kuts

@djdiamondkuts 

153k followers



Low Key

@lowkeyuhtn 

27.9k followers



Mikey Likes It

@mikeylikesiticecream

23.6k followers



Marco Glorious

@marcoglorious

28.4k followers



SNEAKER DISTRIBUTION STATION



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SANITIZATION STATION



SOCIAL DISTANCING SIGNAGE & PPE



DELIVERY VEHICLE



SNEAKER BOXES



DJ BOOTH & AUDIO





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SNEAKER GIVEBACKS



01.16.21



LOCATION – City Athletics
SNEAKERS DISTRIBUTED - 80
HOST – DJ Diamond Kuts





01.23.21



LOCATION - NYC Relief

SNEAKERS DISTRIBUTED - 63

HOST - None





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02.06.21



LOCATION – Children’s Aid Society
SNEAKERS DISTRIBUTED - 119
HOST – Marco Glorious





02.11.21



LOCATION - PS / IS 76a
SNEAKERS DISTRIBUTED - 156
HOST - Low Key





02.20.21



LOCATION – Movement of the Children Dancenter
SNEAKERS DISTRIBUTED - 65

HOST – Nyemiah Supreme

In addition to the sneaker giveback, Foot Locker supported a young Black author and entrepreneur by purchasing 25 copies of "Do It Like Dallas," a children's book written by Nyemiah's son Dallas to help children learn the alphabet. The 25 copies were distributed with the sneakers during the Just For Kicks program.







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IMPACT



PS / IS 76A



PS/IS 76 Asa Philip Randolph School for the Humanities

Charles DeBerry, *Principal*

Nickia Burgess, *Assistant Principal*

Aline Fanord, *Assistant Principal*

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Tel. # (212) 678-2865 ~ Fax # (212) 678-286

February 18, 2021

Dear InHouse | Foot Locker "Just for Kicks" Giveback,

Thank you so much for your generous gift to PS/IS 76. We are thrilled to have your support and it truly makes a difference for our children in our school community. Through your donation, we have been able to provide a student with a new pair of sneakers. It was such a heartfelt experience to see the happy faces of the students as well as their parents as they picked up their new sneakers.

Your contribution has made a difference and touched so many lives, especially during these uncertain times. It has lifted a financial burden that many of our families may not have been able to do on their own. Our PS 76 Family sends their heartfelt thanks along with the gratitude of the families we serve, who are the true beneficiaries of your important partnership in this work.

Your support is invaluable to us, thank you again!

Principal Charles DeBerry and the PS/IS 76 Family



MOVEMENT OF THE CHILDREN DANCENTER

Dear Max -

Movement of the Children Dancer wishes to extend our thanks and appreciation to the InHouse Design Team for sponsoring the Sneaker Giveback Event "Just For Kicks" on Saturday, February 20th. We believe that the vision of creating an impactful moment for the youth/community was indeed realized.

Kudos to the communications team [you, Sharad, Avinash, Rohan] and all of the on-site support staff for the professionalism, courtesy and respect demonstrated from the time they arrived until the last box of sneakers was distributed. The set up was attractive looking and the multiple passersby were pleased to see Footlocker in their community. Our executive administrator, Michele Scott, responsible for overseeing the event from our end, was extremely complimentary of the entire effort as together we insured a COVID safe environment - and again we thank you.

We are so proud and appreciative of our Movement of the Children Dancer celebrity alumnus, Nyemiah Supreme, for bringing this initiative to us and for being there to support MCD and its mission while providing added excitement to the event with her presence. The students and their families, as well as the instructors, were all pleased and happy with the "heat for their feet" as well.

We believe this outreach effort on the part of **Footlocker** to establish more visibility in the communities of persons who buy their sneakers/shoes was a positive step towards establishing a goodwill 'footprint' in our southeast Queens neighborhoods. We look forward to future endeavors with the InHouse Design Team.





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