

FROM 2013 - CURRENT

Changing Lives Initiative

Who We Are

Fred Footwear is a proudly South African footwear manufacturing and retail company based in the beautiful city of Nelson Mandela Bay. As a privately owned, Black Economic Empowered enterprise, we are committed to driving inclusive economic growth while delivering exceptional value to our customers.

Our Mission

At Fred Footwear, our mission is simple, yet powerful: to care for our customers' feet by creating stylish, high-quality footwear that prioritizes comfort and durability. We live by our motto: **"Put Your Feet First."**

Our Product Range

We design and manufacture footwear across the following categories:

- School Wear
- Safety Wear
- Work Wear
- Casual Wear

Our Value Proposition

We differentiate ourselves through:

- Responsive and friendly service
- Competitive and affordable pricing
- Customizable footwear solutions
- Consistent product quality

Changing Lives Initiative

Beyond footwear, Fred Footwear is committed to making a meaningful social impact through our **Changing Lives Initiatives**. This program empowers communities by creating local job opportunities, supporting youth skills development, and partnering with schools and non-profit organizations to provide essential footwear to those in need. At Fred Footwear, we believe that every step forward should uplift others.

What We Have Achieved



-Photograph taken at Siyathokoza & Inkonkoni Primary Schools in 2022.

Our Impact in Numbers

Over

100

Schools Served

Since the beginning of Fred Footwear's CSI initiative we have touched more than 100 schools.

Over

30

**Partnerships
Forged**

Through our commitment to impact-driven collaboration, Fred Footwear has proudly partnered with a diverse range of organizations across sectors. These partnerships have helped us extend our reach and deepen our impact in communities across South Africa.

Our Impact

At Fred Footwear, impact is not just measured in numbers—but in the smiles we bring, the barriers we break, and the futures we help build. Through our Changing Lives Initiative, we've made real, tangible change in communities across South Africa.

Christ Church Christian Care Centre



In 2013, Fred Footwear donated stationery and pairs of school shoes to Christ Church Christian Care Centre in Berea, Johannesburg, as part of our Changing Lives Campaign.

Changing Lives Campaign



In 2016, in collaboration with Khayalihle Trading CC, Fred Footwear donated 100 pairs of school shoes to Helenvale Primary School in Nelson Mandela Bay.

Blessing Initiative



In 2017, In collaboration with Carmen and Fred Footwear, under the *B2B to be a Blessing* initiative, pairs of school shoes were donated to Missionvale Primary School in Nelson Mandela Bay.

Lephupholethu Foundation



In 2018, in collaboration with Standard Bank and the Lephupholethu Foundation, Fred Footwear donated 110 pairs of school shoes to Enqileni Primary School in Nelson Mandela Bay.

Changing Lives Campaign



In 2019, in collaboration with Boardwalk Sun International, Fred Footwear donated 150 pairs of school shoes to Khaya lethu Youth Centre and John Masiza Primary School in Nelson Mandela Bay.

Go Beyond For A Child



In 2020, in collaboration with Boardwalk Sun International, Fred Footwear donated 140 pairs of school shoes to Walmer Primary School in Nelson Mandela Bay.

Naledi & JT Foundation



In 2021, In partnership with the Naledi & JT Foundation, Fred Footwear proudly donated 40 pairs of school shoes to Shomang Primary School in Soweto, Johannesburg.

Siyathokoza & Inkonkoni Primary Schools



In 2022, In partnership with Toyota South Africa, Fred Footwear proudly donated 100 pairs of school shoes to Siyathokoza and Inkonkoni Primary Schools in rural area of KZN.

Changing Lives Initiative



In 2024, In collaboration with Mortgage Market, Fred Footwear donated 50 pairs of school shoes to Khululekani Primary School.

Changing Lives Initiative



In 2025, In collaboration with MTN, Fred Footwear donated school shoes to support the Nelson Mandela Municipality's initiative.

Changing Lives Initiative



In 2025, In collaboration with Sindi, Fred Footwear donated school shoes to Ogwini Comprehensive Technical High School, located in a rural area of KwaZulu-Natal.

This partnership aimed to uplift young learners by ensuring they have the basic essentials to walk into the classroom with dignity, comfort, and confidence.

"Education is the most powerful weapon which you can use to change the world."

What We Envision

Fred Footwear envisions a future where **every child walks confidently into their potential** equipped not just with shoes, but with hope, dignity, and opportunity. Through our **Changing Lives** initiative, we aim to create meaningful change by addressing one of the most basic, yet powerful needs: **a good pair of school shoes.**

We believe that **a simple act of giving can change the direction of a life.** A child who walks comfortably to school walks closer to their dreams. By removing barriers to education one pair at a time we're helping build a generation that feels seen, supported, and empowered.



Contact Us

For further information, please reach out to us at info@fredfootwear.co.za

Changing Lives Initiative

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