2027 MLK Day Sock Roll Challenge

"Life's most persistent and urgent question is:
What are you doing for others?"
- Dr. Martin Luther King, Jr

Be a part of the 11th Annual MLK Day Sock Roll Challenge!

Have your group or school involved in making a difference this MLK Day!

When? Sock Rolls must be received by The Giving Tree by February 16, 2027

What? The MLK Challenge is an opportunity to bring a meaningful community service project to your group or school. We are challenging YOU to create Sock Rolls for those experiencing homelessness. A Sock Roll is a pair of men's athletic /crew socks that is rolled with a granola bar and a pack of crackers and finished off with a ribbon and a tag from a student. Help us reach our goal of 28,000 Sock Rolls!

Why? Socks tend to be the number one requested item by individuals experiencing homelessness. This project brings warmth, some comfort and nourishment for those in need. This is also a wonderful opportunity to teach your students the importance of helping others and 'giving back' to our community.

How? 1) Register online at www.givingtreefamilies.org.
2) Start your collection of these items: men's athletic/crew socks, granola bars and packs of crackers.

What to expect: You will receive a Sock Roll Kit which includes tags, ribbon, rubber bands, instructions, and a sample sock roll. Your **$30 donation** helps cover the cost of the kit and is so appreciated.
Please pay online or mail your check to PO Box 823, Gwynedd Valley, PA 19437.

Are YOU and your students up for the challenge?

- All participants of the Sock Roll Challenge will receive a certificate of participation in acknowledgment of your support and dedication to the community. This includes our out-of-state groups.
- A plaque will be awarded to 2 local schools or groups completing the most Sock Rolls.
- 2 winners will be chosen from 2 categories: A) 50 students or less. B) 51 students or more.

Questions?
The Giving Tree - 215-872-9328
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