



Mission: Our mission is to unite teens in fundraising efforts that benefit the Ronald McDonald House of CT and Western MA, helping families stay together and strong during times of medical crisis. By harnessing the energy, creativity, and compassion of young people, we aim to make a tangible difference in the lives of children facing medical challenges.

Business Model: Our nonprofit, teen-run organization collects and recycles gently used sneakers to raise funds for the RMHC CTMA. By partnering with a sneaker recycling program, we convert donated footwear into cash proceeds that directly support RMHC's mission of providing comfort and care to families with hospitalized children.

In addition to sneaker recycling drives, we also accept direct monetary donations on behalf of RMH CTMA. Our team participates in community events—such as 5Ks, school fundraisers, and local festivals—to collect both sneakers and donations, while raising awareness about sustainability and charitable giving.

Through this model, we combine youth leadership and volunteerism, environmental responsibility, and community compassion to make a lasting impact for families in need.

About Lace Up For Kids: Lace Up For Kids was founded and is led by CEO Shane Tandler, a junior at Guilford High School, who is passionate about making a positive difference in children's lives. Shane has extensive experience working with kids – as a Mathnasium tutor and as an instructor in an elementary school enrichment program – where he discovered the joy of helping young minds learn and grow.

Motivated by this passion, Shane created Lace Up For Kids to expand his impact beyond the classroom. By recycling sneakers and raising funds for RMHC CTMA, Shane and his team aim to support children and families around the world, providing comfort, care, and opportunity through every pair of shoes collected.