



The Sock Market Is Up!

A new line of socks, available at WEF and online, will benefit tech non-profits around the world

by Troy Anna Smith

Imagine having a hand in changing the world by adding to your sock collection.

During the upcoming show season at the Winter Equestrian Festival in Wellington, there will be an opportunity for everyone to be a part of a major social impact – by way of Gina Sanders, the founder and CEO of Gina's Collective.

Sanders has partnered with sock company Dreamers and Schemers to offer "The Sock Market," boot socks that benefit seven non-profits around the world that are working toward societal change. All proceeds from The Sock Market will go directly to the following non-profit organizations.

Almost Fun provides free, culturally-relevant, and accessible education and test prep resources designed for eight million low-income students and students of color.

Annie Cannons is a mission-centered coding development shop connecting survivors of human trafficking with sustainable, high-income earning opportunities.

Dost Education empowers parents of any literacy level to take charge of their child's early development and lifelong learning with software, audio content, and tool kits for schools to promote parent engagement.

Konexio creates a streamlined path to employment for refugees, migrants, and disadvantaged youth through digital skills training and direct work placement.

m Relief has built an easy-to-use platform on web and text messaging for families to find out if they qualify for food stamps.

New Story invests in innovation to build quality homes faster for those who need them most, aiming to transform how global social housing organizations work.

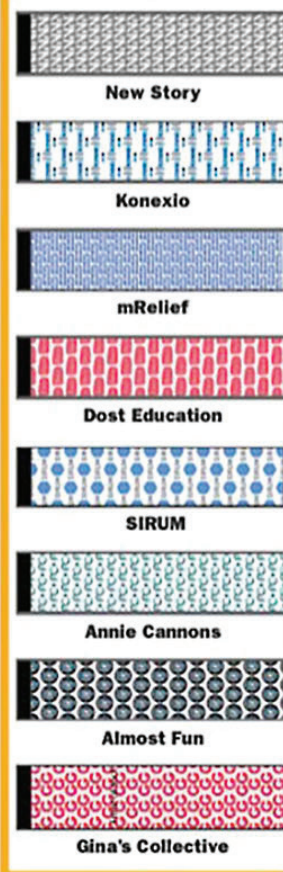
Sirum collects unexpired, surplus medications from hundreds of medicine donors, including nursing homes and pharmacies, and provide them to patients in need.

The socks that benefit these causes will be available at The Farm Stand in Wellington beginning January 31, 2021. "I have fallen in love with The Farm Stand and what it stands for: nature, interesting curated foods, and great coffee!" Sanders said. "This opportunity naturally brings two worlds together. Tech non-profits are looking for new audiences, and I am the connector between people and ideas to effect change."

"The whole idea was born out of a life in transition, and we all go through transition. I was going through that in my career after doing 30 years in media, and I wanted to use the skills and network that I had and find how I can be of enormous help, at an enormous scale. I wanted to help the helpers," Sanders said. She has previously worked as the VP and publisher at *Gourmet*, *Details*, and *Lucky* magazines, and was the CEO of Fairchild Fashion Media. Sanders now serves as an advisor to Y-Combinator backed non-profits and is a competitive dressage rider. ■

The Sock Market collection features seven different designs, and an eighth pair is offered for free to customers who purchase all seven styles. Those who are not able to attend WEF or The Farm Stand, can also purchase the socks at

ginasanders.com.



as seen in **THE PLAID HORSE**