

Braden Business Systems Partners With New Shoe Day to Help End Shoe Insecurity for Indiana Youth

Braden joins New Shoe Day to help end shoe insecurity in Indiana, supporting a statewide network that has delivered 18,000+ pairs of shoes.

FISHERS, IN, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- [Braden Business Systems](#), an Indiana-based provider of managed IT services, cybersecurity, office technology, and AI solutions, today announced its Statewide Indiana partnership with [New Shoe Day](#), a Carmel-based nonprofit working to end shoe insecurity across Indiana.



Braden Business Systems is a leader of business technology solutions and support, specializing in managed IT services, office equipment, cyber security and document management.

New Shoe Day operates as Indiana's Shoe Bank, providing access to new and proper footwear to children all across the state facing shoe insecurity, a barrier that most people never think about. Across Indiana, youth in under-resourced communities are wearing shoes that are too small, worn through, or unsafe, and that single gap keeps kids out of gym class, off the team, and on the sidelines of their own school day. New Shoe Day serves as the shoe provider for a statewide network of schools, after-school programs, youth sports teams, shelters, and neighborhood organizations, removing the work of sourcing footwear so those partners can put shoes on kids' feet the moment the need appears. The organization has provided more than 18,000 pairs of shoes to date, serves more than 50 community partners, and operates 14 shoe pantries around the state. New Shoe Day will support nearly 200 projects this year statewide, stretching to all borders of the state.

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Erik Braden, Managing Partner of Braden Business Systems

The impact shows up in ordinary ways that matter to a kid. A coach at Purdue Polytechnic High School Englewood credited New Shoe Day with keeping a team from shrinking by half, noting that athletes had been arriving at practice in Crocs or everyday shoes. Educators in Indianapolis report students showing up in shoes that were literally coming apart. As New Shoe Day describes its own work, a new pair of shoes can be a boost to a young person's mental health and the start of something better, and no one should have to take that step alone.



That is the part Braden wanted to support.

"Technology is what we deliver for clients, but community is where we live," said [Erik Braden](#), Managing Partner of Braden Business Systems. "We have been in Indiana since 1989, and the businesses and schools we serve are the same ones raising these kids. What Casey and his team built is refreshingly practical. They found a real need, they solve it in a way schools and coaches can actually use, and a kid gets to run proud with their friends because of it. We are proud to help them do more of it." Braden continued, "I remember, and will never forget, the first time I got a new pair of shoes as a kid. The pride of ownership led me to walk without creasing those cherished shoes. That moment made a lasting impact on me. I'm excited to be a part of another kid's story to lift them up."

"Partners like Braden are the reason we can say yes when worthy causes and needs arise," said Casey Crouse, Co-Founder and Executive Director of New Shoe Day. "Every pair of shoes we deliver starts with someone in the business community deciding this matters. Braden's support makes all the difference. It is a real Indiana partnership, and we are grateful for it."

The partnership continues a long-standing pattern for Braden. Through #TeamBraden, the company supports more than 100 nonprofit organizations annually, including Big Brothers Big Sisters of Central Indiana, Gleaners Food Bank, Habitat for Humanity of Greater Indianapolis, DREAM Alive, Wheeler Mission, and Special Olympics of Indiana, several of which also work alongside New Shoe Day. More information about Braden's community work is available at bradenonline.com/about-us/giving-back.

Organizations and individuals interested in supporting New Shoe Day can learn more at newshoeday.org.

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About Braden Business Systems

Braden Business Systems is a business technology provider specializing in managed IT services, cybersecurity, office technology, document management, and AI solutions. Founded in 1989 and headquartered in Fishers, Indiana, Braden serves mid-market organizations throughout Indiana and the Chicago market. Braden is ranked #1 in Indiana and #116 worldwide on the Channel Futures MSP 501. Learn more at bradenonline.com.

Braden has recently earned the Channel Futures MSP 501 ranking of #116 worldwide and #1 in Indiana & Chicago for Exceptional Managed IT Services as well as earning their 2025 Executive of the Year award. Braden has also received the MSP Today Product of the Year Award for the SmartOps Managed Services platform; Business Intelligence Group's Fortress Cybersecurity Award for Leadership; and been given the CEO Juice World Class Service Award for customer excellence. Braden has been placed on the 2025 Indiana Chamber's Top Ten Business list; named a Purpose Leadership Award Finalist and a MSP Titans of the Industry – Owner Under 40 Finalist. Braden also received the 2025 MPSA Leadership Award, Konica Minolta Pro-Tech Service Provider Award, reached the Kyocera Platinum Top Tier Dealer level and bestowed ENX Magazine's Elite Dealer status.

For more information about Braden Business Systems, visit bradenonline.com/about-us/giving-back.

About New Shoe Day

New Shoe Day is a 501(c)(3) nonprofit organization based in Carmel, Indiana, on a mission to end shoe insecurity in Indiana so that all youth have access to safe footwear that empowers them to thrive. Working through a statewide network of more than 50 community partners and 14 shoe pantries, New Shoe Day has provided more than 18,000 pairs of shoes to Indiana youth. Learn more at newshoeday.org.

Media Relations

Braden Business Systems

+13175800100 ext.

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