



DuraShield Roofing & Contracting Continues Kicks 4 Kids Sneaker Donation Program

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DuraShield Roofing & Contracting continues its Kicks 4 Kids sneaker donation program, an ongoing community initiative that links each completed roofing project with support for local children. For every roof the company installs, one pair of new sneakers is donated to a child 16-years-old and under in the Green Bay or Fox Cities area.

The program originated from the personal experience of company president Anthony Walsh. As a child, Walsh received a diagnosis of Legg-Perthes disease, a condition that interrupted the blood supply to the hip joint and required him to wear brown orthopedic shoes and a leg brace from 1st grade until 5th grade. During that period, he was made fun of and often wished to be able to wear cool sneakers like those worn by his peers.

Anthony Walsh stated, "When I was younger, I was diagnosed with Legg-Perthes disease, and so I had these ugly brown orthopedic shoes growing up, and I hated them, and kids would make fun of me."

This background led Walsh to establish the initiative, using his long-standing interest in footwear.

Nominations for eligible children are accepted through a Google form and are also facilitated in some cases by organizations such as Big Brothers Big Sisters.

A recent example involved 15-year-old Donovan Duroy from Menasha, who received a new pair of Jordans after nomination through Big Brothers Big Sisters. His mother shared a photograph showing Donovan smiling while holding the shoes, illustrating the direct impact on the recipient.

Walsh added, "The real joy for me is when his mom sent the picture of Donovan when he actually had the shoes in hand. He had a big smile on his face, and just seeing him happy makes me happy."

DuraShield Roofing & Contracting operates as a full-service roofing contractor for residential, commercial, and multi-family properties. The company performs installations, replacements, repairs, and inspections across its service territory in Wisconsin. Its work includes asphalt shingles, cedar shakes, metal roofing, tile, DaVinci composite cedar shakes and slate, and flat roof membranes such as TPO and EPDM.

The contractor responds to storm damage and other urgent situations around the clock. Roof inspections provide an initial evaluation of conditions to guide decisions on repairs or replacement.

The Kicks 4 Kids program runs continuously alongside standard operations. With the company completing between 200 and 300 roofs each year, the initiative has the capacity to support a corresponding number of donations. Walsh has expressed the goal of expanding to 500 pairs annually with increased community nominations.

The program maintains an open nomination process for families and organizations in the Green Bay and Fox Cities regions. Donations occur as roofing projects reach completion throughout the year. This structure creates a direct connection between the contractor's core business activity and local youth support.

DuraShield Roofing & Contracting maintains an A-plus rating with the Better Business Bureau and has amazing reviews on Google. Founded in 2003 by Anthony Walsh, the business has grown to serve residential homes, apartment complexes, condo associations, office buildings, and hotels. It works exclusively with materials from United States manufacturers and provides assistance with insurance documentation when storm damage qualifies for claims.

Financing and payment plan options are available to accommodate project timelines for clients. Consultations

and assessments form the starting point for every job, ensuring alignment with the specific needs of each structure. The organization upholds consistent standards across all project scales while sustaining its community-focused program.

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For more information about DuraShield Roofing & Contracting, contact the company here: DuraShield Roofing & Contracting Anthony Walsh 920-875-5607 info@durashieldroofing.com 9057 N Clayton Ave #3, Neenah, WI 54956

DuraShield Roofing & Contracting

At DuraShield, we take pride in our commitment to quality workmanship and exceptional customer service. Our roof installers undergo continuous training to keep their knowledge of best practices up-to-date so we can guarantee quality workmanship.

Website: <https://durashieldroofing.com/>

Email: info@durashieldroofing.com

Phone: 920-875-5607

