

Clothes Aid rebrand Doing our vest for UK charities

We're Clothes Aid, one of the UK's largest clothing collection companies. You may recognise the name or been kind enough to fill one of our charity collection bags. We've been part of the fabric of Britain since 1996 recycling your pre loved clothes and to date we have raised over £9 million for great UK charities. And we've got some news...

We know our donors like to freshen up and clear out their wardrobes with the seasons, and we feel exactly the same way. We're jumper-ing into Spring 2015 with a new look that reflects the good work we've been doing behind the scenes for years.

Based on a 500 strong customer survey, feedback indicated it was assumed we are a charity and that we give clothes directly to people in need. And it is often thought, of the wider clothing collection sector, that very little of the profit goes to charity. We have always stood head and shoulders above the rest by giving up to 95%. As our main priority is to keep on collecting unwanted clothes and accessories to raise as much funds as possible for our partner charities, it was evident we needed to make our messaging clear, our charity partnerships bold and what we were asking for simplified.

Working with leading brand and design consultant Susan Meggitt, who has worked on much loved global brands from charities to crisps, we are delighted to launch our new brand. We're still called Clothes Aid as we wanted to keep an element of consistency and loyalty to our donors. We do have a shiny new logo with the slogan 'Collecting for British charities is in our jeans' to further establish what we do. A new and engaging responsive website designed by Seven21 now makes our details and collection information easy to find on any device, all live online. We're celebrating with a **chance to win £200 of vouchers** through an online campaign. With this rebrand fits a new communications and marketing strategy with a focus towards online channels and social media so we can engage with our audiences on a more immediate, social and interactive level.

Our public facing network of operational staff, drivers and distribution teams will be sporting new branded livery and vehicles. The distribution of new branded bags will phase in nationwide by April 2015.

Staff live and breathe our redefined company values on which the new branding has been hinged; a **family feel** and a **down to earth** attitude offering a **hassle free** service. We **think big** working with partners and governing bodies on campaigns to constantly increase fundraising support and recycling. Most of all we are always **thankful** to the great British public for their donations. Without them our charities would not have additional funds raised from second hand clothes.

This campaign has not cost the earth and has not been funded with money destined for our charities. We feel it's a modest upgrade and now represents clearly who we are and what we do. We hope the great British public agree. Our hope is that the rebrand will bring about further awareness of our services so we can increase the amount of vital funds we give to our partner charities. This year more than ever, our charities have challenging fundraising targets to meet. Macmillan Cancer Support are facing the fact that a growing number of people will be diagnosed with cancer, a total of 2.5 million in 2015. Support from fundraisers like us is vital to them.

We're still providing the same hassle free service and proud to help charities without retail shops financially benefit from the generous donations that we collect. It costs them not a penny, every pound they receive from us is a bonus.



We ask householders to look out for our official 'give with confidence' clothes collection charity bags dropping through the door. Or call to see whether we can offer you a personal collection. Fill the bag with pre loved clothes and fashion accessories. Leave it out for us on collection day and we'll turn your donations into funds for charity. More than 45,000 households donate over 230 tonnes each week because they find our service easy and supports great causes.

We'll continue to divert tens of thousands of tonnes of textiles from landfill. With £140 million of clothing being binned by half the adults in the UK*, we won't be skirting around the issue of getting this amount down in 2015. Our campaigns and research projects with Waste & Resources Action Plan (Wrap) and promise to the SCAP 2020 Commitment is all contributing towards a world without waste. That's our dream because we think big.

Ironing out the Kinks:

- We're a social business. That means that we are motivated by our cause and not by our bottom line. And our cause is to do good things for great UK charities and our planet
- We have raised over £9 million for our charities since 2006, averaging over £1 million a year
- Up to 95% of our net income goes to our charities after all operational costs
- We take the hard work and high costs out of clothes collecting for our charities. They don't need a chain of charity shops when they partner with us
- Today we are one of the UK's largest, licensed commercial clothes collection companies collecting from up to 50,000 households a week
- This sees us diverting over 50,000 bags a week that may have otherwise gone to landfill
- We have our own price promise to each of our partner charities. We agree a minimum donation per year but no limit to how much we give
- We are in regular contact with over 600 local authorities in the UK to apply for the relevant licenses we need in order to collect. Even when a charity partner has a National Exemption Order we still give local authorities 28 days written notice to help prevent householders being inundated with charity requests, which we know can be a bugbear.

Collecting for British charities is in our jeans

* WRAP report, Valuing our Clothes, 2012

For Clothes Aid press enquiries please contact Emma O'Leary on 020 7288 8528 or eo'leary@clothesaid.co.uk. For more information regarding collections, please call the Clothes Aid helpline on 020 7288 8545 or www.clothesaid.co.uk. Follow us on Twitter @ClothesAid and 'like' us on Facebook to show your support for our UK partner charities.

Notes to Editors, our Belts and Braces

We pride ourselves on being fully transparent and follow industry guidance. Being members of the Institute of Fundraising, we follow the Code of Fundraising Practice without exception. As a fully licensed fundraiser, we are also governed by UK fundraising regulations concerning licencing and charity acts and by UK Charity Commission regulations concerning the collection and sale of used clothing. Our clothing collection bags carry the 'give with confidence' tick of approval from the Fundraising Standards Board. This is their stamp to reassure members of the public that we are genuine. On all our bags we inform the public of the annual amount that we promise to each charity and also state the amount per tonne of clothing collected that they will receive. Our collection teams are always fully uniformed, they carry ID cards and drive fully branded vans. We work with the following registered charities: Macmillan Cancer Support, NSPCC, Make-A-Wish, Zoe's Place Liverpool and Children's Hospice Association Scotland. Our aim is to give as much of the profits as possible to charity after the costs of fundraising have been met. This amount varies for each charity. We contractually agree a percentage (between 84% and 95%) of the gross profit made per tonne the charities will receive from us. We are unique in our sector as we don't set a limit to how much we give. We do agree a minimum donation per charity. In the unlikely event we don't collect enough to reach this, we make up the difference ourselves.

