

We're fresh for Spring and still doing our 'vest' for UK charities

We're Clothes Aid, one of the UK's largest clothing collection companies. We've been part of the fabric of Britain since 1996 recycling pre loved clothes for charity and to date we have raised over £9 million for them. Being a social business we are driven by our cause and not by our bottom line. Our cause is to do good things for great UK charities and recycle for the planet.

We're proud to help charities without retail shops financially benefit from the generous donations that we collect from the great British public. It costs the charities not a penny, every pound they receive from us is a bonus. And we've got some news...

We know our donors like to freshen up and clear out their wardrobes with the seasons and at Clothes Aid 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. We have a shiny new logo with strapline '*collecting for British charities is in our jeans*', new responsive website, with rebranded livery and new look charity collection bags, nationwide from April.

Spring into action too and have a seasonal clear out for charity. So when your trousers don't measure up anymore or you need to rid of your winter wardrobe, we can help you lighten the load with our hassle free service. We are asking householders to look out for our new, 'give with confidence' clothes collection charity bags dropping through door from now. Simply fill the bag with pre loved, good quality clothes, shoes and fashion accessories and leave it out for us on collection day. Leave it to us to turn your donations into funds for charity. We also offer bespoke collections for individuals with larger amounts to donate, businesses and schools which can be easily arranged via our new contact form on our website or by calling our helpline.

Where your donations end up

We typically sell the donations to second hand retail outlets and department stores throughout Europe, who love quality, British style. And to know that the very items we have collected are getting a second chance to shine is good enough for us. This is our magical formula which enables us to give up to 95% of the profit, after collection costs, to our charities.

(Ad)dressing our future

We don't claim to save the world from the £140 million worth of clothing being cast into landfill by half the adults in the UK* every year but we're giving it a go frock by sock. We make a dent with the tens of thousands of tonnes of textiles we divert through our collections.

We partner with governing bodies and industry leaders on campaigns because we're passionate about increasing awareness about recycling, fundraising support and charity collection standards. Our research projects with Waste & Resources Action Plan**, involvement in nationwide campaign Love Your Clothes† and promise to the SCAP 2020 Commitment‡ are our contributions towards a world without waste. That's our dream.

We're not dressing up for the sake of it. With our new look and clear calls to action we hope to encourage even more donations because our charities have challenging fundraising targets to meet this year. 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; NSPCC spent £98 million in 2014 on services and activities that will directly benefit children; this year we are aiming to reach £1 million for Make-A-Wish;



and Zoë's Place Baby Hospice in Liverpool are celebrating 20 years of helping families and still almost solely reliant on donations. We're pulling up our socks so we can support them all in 2015.

Ironing out the kinks:

- Today we are one of the UK's largest, licensed commercial clothes collection companies
- This sees us diverting over 50,000 bags (240 tonnes) a week that may have otherwise gone to landfill
- We raise over £1 million a year for our charities with zero investment from them
- 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
- We give up to 95% of our net income to charity after all the fundraising costs have been met
- Unique in the sector, we have our own price promise to 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 400 UK local authorities to apply for the relevant licences required to collect.
- We have a dedicated team who work with many governing bodies, Police departments and Trading Standards to prevent clothes collection charity thefts across the sector.

Collecting for British charities is in our jeans

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 visit www.clothesaid.co.uk. Follow us on Twitter @ClothesAid and 'like' us on Facebook to show your support for our UK partner charities.

* WRAP report, Valuing our Clothes, 2012

** Collaboration with the Textile Recycling Association and London Waste and Recycling Board produced first piece of research to quantify theft in London reporting a marked decrease in theft due to rise in proactive policing

† Love Your Clothes brings together industry, government and the third sector to change, educate and help influence the way we all acquire, use and dispose of clothes

‡ SCAP (Sustainable Clothing Action Plan) 2020 Commitment promises to not only help the public reduce their environmental impact but to also measure and report on our own environmental 'footprint and take action on reducing impacts.

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 agree a minimum donation a year per charity. In the unlikely event we don't collect enough to reach this, we make up the difference ourselves.

