  

PRESS RELEASE FOR IMMEDIATE RELEASE: 16.11.11

## Clothes Aid celebrates raising £2m for the NSPCC

The successful partnership between the NSPCC and the UK’s largest clothing collection company on behalf of charities, Clothes Aid, has broken through the £2m mark for the NSPCC since July 2009.

In just over two years, through house-to-house collections and work with Clothes Aid’s most recent scheme, Charity Champions, householders have donated over 22,000 tonnes of clothing that has been sold by Clothes Aid to raise money for the NSPCC to help vulnerable children across the UK.

The main ways of collection are by householders receiving a NSPCC clothing donation bag through their door and then filling the bag and returning it to their doorstep to be picked up by Clothes Aid drivers.
The other route – Clothes Aid Charity Champions – is when individuals, companies, schools and community groups can organise regular collections of good-quality clothes, shoes and accessories from a specific address. Both ways of collecting mean that secondhand clothes are kept out of landfill, giving not only an economic benefit to the NSPCC but also an environmental benefit of giving UK householders’ clothes a second life.

Paul Amadi, Director of Fundraising at the NSPCC, says:

*“Clothes Aid has put in a phenomenal effort to raise over £2 million in such a short space of time. Despite the economic uncertainty of the last two years, Clothes Aid has greatly exceeded the fundraising targets set for the partnership. We are extremely grateful to Clothes Aid and to the general public for helping raise such an exceptional amount for children.”*

Michael Lomotey, Business Manager, Clothes Aid, says:

*“It has been a fantastic partnership working with the NSPCC over the last two years. We are so glad to have been able to break the £2m mark and we are looking forward to continuing the strength of the relationship with the public, the NSPCC and Clothes Aid into 2012.”*

Clothes Aid was set up in 1996 as a way of recycling clothes and raising funds for charities at the same time. It was one of the first companies to use this model in the UK and the company currently works with nine charities nationwide. There are over 500 Clothes Aid drivers across the UK, with a national helpline in London and a network that sells the clothes on behalf of the charities in Eastern Europe. The business is set up as a social business, meaning that, after overheads, profits are sent to the charity partners or reinvested in the company for future growth.

The latest service from Clothes Aid, Charity Champions, has been set up by popular demand to provide a scheme whereby one person – a ‘Charity Champion’ – can lead on collecting clothes from one collection point – this could be a home, a business or organisation. The idea of Charity Champions is that by encouraging people to give better quality clothing, Clothes Aid can raise even more money for its charity partners. To find out more, visit [www.clothesaid.co.uk/specialcollections/charity-champions](http://www.clothesaid.co.uk/specialcollections/charity-champions)
or call 08450 722 780.

**-ENDS-**

NOTES TO EDITORS:

* Clothes Aid was started in 1996 and is the largest commercial clothing collection company in the UK. It is a social business meaning that profits are sent to the charity partners it works with or are reinvested in the business for further growth
* Clothes Aid is a fully-licensed fundraiser compliant with all UK Charity Commission regulations concerning the collection and sale of used clothing
* Clothes Aid works very closely with police from various authorities, other legitimate clothing collection companies and partner charities to crack down on bogus collectors and sits on the
City of London Police’s resource desk
* Look for the ‘Give with Confidence’ tick of approval from the Fundraising Standards Board (FRSB)
on leaflets and bags. Reputable clothing collection businesses and genuine charities are likely to be members of the Fundraising Standards Board, an independent self-regulatory body for UK fundraising, backed by the Office for Civil Society, The Scottish Government and the Welsh Assembly Government. The FRSB tick is now seen by the public 50 million times a year. It is the stamp of reassurance for members of the public thinking of donating to charity

For more information, please contact: Jo Moulds, Press & PR Officer, Clothes Aid, on 020 7288 8538,
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**About the NSPCC**

The NSPCC is the UK’s leading children's charity specialising in child protection. Our vision is to end
cruelty to children in the UK and we make a difference for all children by standing up for their rights, listening to them, helping them when they need us and by making them safe. The NSPCC runs projects
and services across the United Kingdom and Channel Islands, including ChildLine, the UK’s free,
confidential 24-hour helpline for children and young people and the NSPCC Helpline for adults concerned about the safety of a child.