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## ***Clothes Aid launches Schools' Programme: Shazam! says Rufus, the Recycling Wizard***

*The UK's largest clothing collector on behalf of charities launches its Schools' Programme:  
'From wearing to caring'*

Clothes Aid, the UK's largest commercial clothing collector on behalf of charities, is looking to partner schools across London and Scotland to raise funds as it launches its schools' campaign to collect the nation's no longer wanted clothes, starting this month.

Clothes Aid is offering schools the choice between raising funds for themselves or choosing to support one of its charity partners such as the NSPCC or Make-A-Wish Foundation® UK, paying £600 for every tonne of clothes collected (approximately 200 full bags).

As part of the programme, pupils will be given the opportunity to learn about the environmental impact of clothes, the importance of active citizenship and the advantages of recycling. Textiles are the fastest-growing area of household waste, with approximately 1 million tonnes of textiles still going to UK landfill per year.\*

Scott Ashley, Clothes Aid's Schools' Co-ordinator, says: "Clothes Aid gives over £1 million per year on average to our UK charity partners through doorstep collections and giving via schools is another way we can work in partnership with schools and charities. We are hoping to get more families recycling through our schools' programme and raise even more funds for good causes. It is extremely important that the UK public diverts more textiles away from landfill."

The scheme will start initially with up to 250 primary schools across the London boroughs of Camden, Islington, Newham and Waltham Forest, and 250 primary schools in Scotland in East Renfrewshire, Renfrewshire, Falkirk, North Ayrshire, North Lanarkshire, South Ayrshire, South Lanarkshire and West Lothian. Clothes Aid is also keen to hear from schools in other areas that would like to register their interest.

For the campaign, Clothes Aid has produced materials: "from wearing to caring", including posters, a letter for pupils to take home to their families and thank-you certificates to be issued after collections.

Clothes Aid asks for clothes to be clean and folded, with shoes tied together if possible, and the company can also take handbags, hats, belts, bras, jewellery and accessories.

Clothes Aid asks homes, schools, businesses and community groups to donate clothes and fashion accessories by filling official charity collection bags which will be sent out when schools register interest. Clothes Aid currently works with nine charities: the NSPCC; Make-A-Wish Foundation® UK; Battersea Dogs & Cats Home; Children's Hospice Association Scotland (CHAS); Noah's Ark Appeal, Cardiff; Papworth Hospital Charity, Cambridge; Leeds Children's Hospital and the Yorkshire Cancer Centre, Leeds, and Zoe's Place Baby Hospices, Coventry, Liverpool and Middlesbrough. Schools are welcome to raise funds for these charities or for themselves for ongoing schools' projects.

For more details, visit <http://clothesaid.co.uk/specialcollections/schools/>

For press background, call Jo Moulds or Megan Weston on 020 7288 8538, 07968 801467 or email [jmoulds@clothesaid.co.uk](mailto:jmoulds@clothesaid.co.uk) or [mweston@clothesaid.co.uk](mailto:mweston@clothesaid.co.uk).

#### 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
- On average, Clothes Aid raises over £1 million for our charity partners each year
- 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

#### QUOTES FROM CHARITY PARTNERS:

"Clothes Aid has put in a phenomenal effort to help us raise over £2 million since July 2009. We are extremely grateful to Clothes Aid and the general public for helping raise such an exceptional amount for children." Svetlana Kirov, NSPCC

"We are thrilled to be working with Clothes Aid. This year alone 1,400 children will turn to us to have their special wish granted. With your help we can grant many more." Karen England, Make-A-Wish Foundation® UK

\* DEFRA research, <http://clothesaid.co.uk/news/media-centre/facts-and-figures-about-clothes-collections/>