



Local Newham Primary School collect old clothes for charity

The children from Ellen Wilkinson's We Day group organised a successful clothes collection with funds going to the Tuberous Sclerosis Association.

The 11 children in the We Day group took on the responsibility of collecting clothes donations themselves from all the pupils at Ellen Wilkinson Primary School. Clothes Aid transformed their collection into £285 for Tuberous Sclerosis Association, as selected by the pupils.

Here's what the children had to say. *"After I learned what helping charities could mean, I would like to help more charities"* comments Lara and Alexandra added, *"I would really love to do this again, because helping others makes you feel better."*

With environmental awareness rising up the curriculum and millions of items of clothing being taken to landfill every year, Clothes Aid's school collections offer an educational way to raise money for schools and charity, and getting kids to be proactive about recycling. Each collection also counts towards achieving the schools Green Flag award. The average wardrobe in the UK is worth over £4,000 and over 30% of those items hang around unworn for well over a year*. Spring offers the perfect opportunity to have a clear out of old winter things. And if any of those items of clothing are still in good, wearable condition, Clothes Aid can help you turn them into funds for charity.

What a fantastic charitable school they are and an inspiration to pull your socks up and get recycling for charity!

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 (Clothes Aid) to show your support to our UK partner charities.

Notes to Editor:

Pupils in the photo from left to right: Alex, Lara, Arnas, Saule, Ms Khudeza, Mrs Ferguson, Zaima, Nikita, Adria, Alexandra, Kira, Chantelle and Matthew.

*WRAP report, Valuing our Clothes, 2012

Clothes Aid is a fully licensed fundraiser, compliant with all UK Charity Commission regulations concerning the collection and sale of used clothing. Founded in 1996, Clothes Aid fundraises for some of the biggest UK charities and has raised over £9 million. Now one of the largest commercial clothing collection companies in the UK, Clothes Aid prides themselves on being fully transparent and follows industry and sector Best Practice at all times. Clothes Aid is a social business that requires zero investment from charity partners with each charity receiving a contractually agreed percentage of profit, which resides between 84-95%, depending on each charity's licences and collection overheads. The modest profit remaining is reinvested to aid growth to generate more funds for charities. Clothes Aid collection teams are in full uniform, carry ID cards with fully branded livery and collect from over 45,000 households every week across the UK. Clothes Aid bags carry the 'Give with Confidence' tick of approval from the Fundraising Standards Board, a stamp of reassurance for members of the public thinking of donating to charity. Working closely with WRAP, Clothes Aid have signed up to a commitment to measure and report the environmental 'footprint' of clothing throughout its life, and to take action to reduce the impact by 2020.