

Thanks a million! Clothes Aid turn cast-offs into cash for Macmillan

What's covered in argyle, stripes and spots, could fill a washing line from Rugby to Rome and back, whilst raising over £1million for Macmillan Cancer Support? It's the clothing donations collected by Clothes Aid, the UK's largest fully licenced, commercial clothes collection company.

Since 2013 the UK's forgotten fleeces, leftover leggings and surplus shorts have been collected from doorsteps by Clothes Aid, and now these donations have surpassed the seven-figure mark in fundraising for Macmillan Cancer Support.

Here at Clothes Aid we're bursting at the seams with pride; not only £1million is a fantastic sum of money to raise, which will support the essential work that Macmillan does, but it also means that over 4 million garments escape from being sent to landfill, so they can be loved again. Every year an estimated £140million worth of unwanted clothing is thrown away in the UK* and we're doing our bit to bring that figure down – collecting unwanted clothing, from socks to frocks!

By reaching a figure of over £1million worth of donations, Clothes Aid has helped Macmillan Cancer Support to ensure that no one faces cancer alone and provides help for people with cancer, plus their families, carers and communities. Macmillan also provides extra assistance, covering everything from medical care through to the practical, emotional and financial support that is offered on a daily basis.

The money raised by Clothes Aid will go a long way in supporting people with cancer; it could fund 19 Macmillan nurses for a year, or cover the costs of producing two million copies of *The Cancer Guide*, Macmillan's booklet for people diagnosed with cancer to understand what help, support and treatments are available.

Will Gogerty, Partnership Development Manager at Macmillan Cancer Support was delighted with reaching this landmark. *"Everyone at Macmillan is delighted to reaching the £1million mark, thanks to the kind donations from our supporters and everyone at Clothes Aid"*. He also spoke about the additional benefits of clothing donations. *"We welcome people fundraising in a variety of ways, including marathon running and cake sales, but clothing donation also benefits the environment by keeping clothing out of landfill."*

Michael Lomotey, Business Manager at Clothes Aid was very proud of reaching the £1million mark. *"It's incredible to think about a washing line stretching across Europe, full of the clothes that have been donated by the public! We're jump(er)ing with joy to have reached this milestone for Macmillan and are pleased that we have helped support people with cancer."*

AT A GLANCE - FACTS & FIGURES



Since 2013, Clothes Aid have collected over 1,000 tonnes of clothing donations, which has raised over £1million for Macmillan Cancer Support.



It costs £27 to fund a Macmillan nurse for an hour, meaning £1million could pay for 19 Macmillan nurses for a year, the equivalent of 37,038 nursing hours.



The clothing collected for Macmillan equates to over 200,000 of our Bags of Support - filled with a total of approximately four million garments!



If these four million garments were hung on a washing line, it would stretch all the way from Rugby to Rome and back again - a total of 1,941 miles or 3,124km.



Every year, over £140million* worth of unwanted clothing is sent to landfill in the UK. This is clothing that could easily be re-used, recycled or donated.

Clothes Aid is always looking for donations of good quality clothing, with the added convenience of collections from your doorstep, making it a jean-ius way to declutter your wardrobe and raise money for charity! To find out about clothing collections in your local area, visit our website (www.clothesaid.co.uk), call the helpline (020 7288 8545) or get in touch via social media (Facebook [/ClothesAid](https://www.facebook.com/ClothesAid) or Twitter - [@clothesaid](https://twitter.com/clothesaid)).

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For Clothes Aid press enquiries, please contact Paul Taylor on 020 7288 8538 or email ptaylor@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](https://twitter.com/ClothesAid)) and 'like' us on Facebook ([ClothesAid](https://www.facebook.com/ClothesAid)) to show your support to our UK partner charities.

Notes to Editor

* WRAP report, Valuing our Clothes, 2012

About Clothes Aid

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.

About Macmillan Cancer Support

When you have cancer, you don't just worry about what will happen to your body, you worry about what will happen to your life. Whether it's concerns about who you can talk to, planning for the extra costs or what to do about work, at Macmillan we understand how a cancer diagnosis can take over everything.

That's why we're here. We provide support that helps people take back control of their lives. But right now, we can't reach everyone who needs us. We need your help to make sure that people affected by cancer get the support they need to face the toughest fight of their life. No one should face cancer alone, and with your support no one will.

To get involved, call **0300 1000 200** today. And please remember, we're here for you too. If you'd like support, information or just to chat, call us free on **0808 808 00 00** (Monday to Friday, 9am–8pm) or visit macmillan.org.uk