

Clothes Aid Media Kit 2016



Hello, we're Clothes Aid.

Thanks for wanting to find out more about us.

Within the next few pages you will uncover everything you need to know about us, our partnerships with UK charities and our mission to stop perfectly good clothes going to landfill. By the end we hope you will have a better idea of how we've become one of the UK's largest clothing collection companies.

Prepare to be enlightened.

About Us

A close knit business

We're a social business. That means that we are motivated by our cause and not by our bottom line. And our cause is to do good things for great UK charities and our planet.

Today we are the UK's largest, licensed commercial clothes collection company because we take pride in what we do. Since 1996 we've worked alongside big, small, national and regional charities with equal gusto because we believe we have a lot to offer.

We give charities without shops an opportunity to financially benefit from the generous donations that we collect. It costs the charity not a single penny so every pound they receive from us is a bonus.

So far with the great British public's support we've contributed over £9 million to charity, averaging over £1 million a year. We take our hat off.



Our values

Being **family** centric is important to us. We work together with the compassion, care and respect we would treat our own families with at home. In turn our work helps other families in Great Britain. Our **down to earth** attitude helps us to offer a **hassle free** service with no catches or strings attached. We **think big** by working with partners and governing bodies to constantly increase fundraising support and awareness about recycling. Most of all we are always **thankful** to the great British public for their donations. Without them our charities would not have this additional income.

Cast us your cast offs

That suit at the back of the wardrobe, tailor made for recycling. The leather tote bought by an ex, bag it up. Our most favourite donations were once someone's most treasured possessions.

So when the trousers don't measure up we can lighten the load. By getting communities and neighbourhoods to recycle with us we are able to give every item its second chance to shine to benefit our chosen charities.

We're after the shirt on your back

Our offering is simple. We ask households to look out for one of our clothes collection charity bags through the door. Fill it with pre-loved clothes and fashion accessories. Leave it out for us to collect.

Come rain or shine our dedicated team of drivers cover the length and breadth of the country six days a week to ensure that no donation is left out on the doorstep. More than 45,000 households donate over 230 tonnes each week because they find our service hassle free and supports great causes.

Back at the depots the bags are quality checked and stored ready for exporting. We never turn good quality donations into rags. That would be a waste. We don't even sort through the bags we collect. We call this 'original door to door' and we can achieve a much higher sale price for charity because that's what our customers prefer. We typically sell to retail outlets and department stores throughout Europe, each dedicated to selling second hand clothes and accessories from Britain. Blush, we are so very stylish.

To know that the very items we have collected and saved from landfill are going to live on and be worn again is good enough for us. This is our magical formula which enables us to give up to 95% of the profit to our charities. Woo hoo.

factsestats













We are in regular contact with over **400 UK local authorities** to apply for the relevant licences we need in order to



Our dedicated team work with many **government departments**, **Police forces** and **Trading Standards** officers to prevent charity clothes collection thefts, successfully resulting in prosecutions.



We're a social business doing good things for great UK charities, and we do our bit for the planet too.

In one year, we reduced our:



our water waste by almost **24million**^{m3} that's **2,500**^{m3} per tonne of clothing million^{m3}

A new life for your clothes

Many of our customers have been with us from day one back in 1996. They trust the quality of the merchandise and are safe in the knowledge that their customers will be suitably stylish for the season. And if anyone in the UK feels a pang of regret and wants to be reunited with their teenage Levis jacket or much loved Dr Martins, check the second hand stores in these countries:

- Czech Republic
- Estonia
- Georgia
- Hungary
- Italy
- Kyrgyzstan
- Latvia
- Lithuania
- Poland
- Romania
- Russia
- Slovakia
- Ukraine





We have a very good relationship with Clothes Aid because they care about our opinion and are responsive and reactive to the feedback we give. This year especially we have found the quality of loads of a high standard. We trust them implicitly and I know that if I have an unexpected situation, they will solve it unquestionably.

SIA ''R.D.A.''
Director Eva Vidovska

Jump(er) on it (for charity)

Alongside our regular doorstep collections, we also champion what we call 'one stop' collections. If a donor has a good amount of clothes and accessories to give, they can arrange to have it collected wherever and whenever suits them. Because the cost of doing a 'one stop' collection is far less than several single ones for the same quantity, the amount we give our charities increases.

So families having a clear out or individuals organising a clothes collection with friends, they can call to arrange a 'one stop' for charity. Businesses and community groups can get in touch to find out how our 'one stop'



service can turn clothes into funds for charity or even their own cause as well as helping them get a strong hold on their own corporate sustainability plans.

Pull your socks up and get recycling!

With environmental awareness rising up the curriculum and millions of items of clothing being chucked away, our 'one stop' collections offer an educational way to raise money for schools by getting kids to be proactive about recycling. And each collection counts towards achieving their Green Flag award. Our rate is competitive with a choice to keep all of the money raised or share it with one of our charity partners.

Our History

Collecting is in our jeans. We come from a solid background of collecting and clothes. Here's our story through the decades...

1960s

Our inspirational founder Laurie Hollande turned his back on Law studies after graduating and decided to follow a more nomadic path. He packed up his old Merc and drove through Afghanistan and Pakistan soaking up the mystique and adventure. After also travelling around America through so many cultural experiences and fashions, his enterprising business mind led him to opening vintage clothes stores across hip West London upon his return in the 70s.

1970s

The demand in London was high for Victorian nightdresses, granddad shirts and beaded 20s flapper dresses. The stores built such a profile that they additionally rented out garments from their extensive archives to stylists, film producers and the BBC wardrobe departments.

1980s

Throughout the 80s Laurie was leading a second hand clothing revolution from London to New York with over 25,000sqm of space dedicated to second hand clothing for both retail and wholesale.

1990s

In 1992 Laurie's business was praised with The Queen's Award for Industry, the highest honour that can be bestowed upon a UK company. Being an intrepid traveller with a keen eye, Laurie was always on the lookout for new ventures. As Eastern Europe started to open up for trade, another gap in the second hand clothes market presented itself. Clothes Aid was born in 1996 with the same mission that remains true today, to provide highly sought after, pre loved British clothing to fashion conscious Europeans for the benefit of UK charities and the planet.

2000s

The Charities Act in 2006 brought about landmark changes to licensing and saw us working with even more charities with Exemption Orders. This significantly reduced our licensing and admin costs meaning we could give 25% more to charity.



We are one big, happy family

Our success relies upon all our team members pulling together to achieve our fundraising goals. We have a network of Clothes Aid teams across North England and Scotland with a handful of franchisee run teams covering the rest of the UK. Our teams on the ground oversee the distribution of charity bags and also collect the donations made by households. In franchisee run areas, we buy the full bags directly from each warehouse in order for us to re-sell. It's a simple, effective process that makes everyone smile, especially our charities.

Roberto Gabriel Stoica

Roberto or Gabbi as he's known to us, is a Team Leader in the Washington area, Tyne & Wear. When he's not organising his team, collecting charity bags or playing practical jokes on his colleagues, he can be found on the football pitch kicking around for a local Romanian team.

Raitis Maurins

Raitis is our Mr Helpful in the North East of England. He manages three teams covering North of Hartlepool down through the North Yorkshire moors and as far south as Stokesley. Always willing to go that extra mile for our charities.



Our Head Office Team

Based in Islington, North London, our head office team are a wonderfully talented bunch, all working hard to support our collection network and maximise the money we raise for our partner charities.



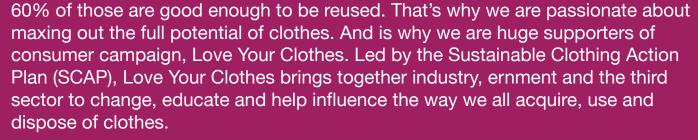
Doing our vest for the environment

For us, fundraising and doing our bit for the environment go hand in hand. And luckily our team at Clothes Aid HQ in North London know their stuff when it comes to both. We don't claim to single handedly save the world from the growing piles of clothes that end up in landfill. But maybe we could if even more people donated. We think big.

We do help by diverting tens of thousands of tonnes of textiles each year. We aim high which is why we've buddied up Waste & Resources Action Plan (Wrap) on various campaigns and research projects, working towards a world without waste. That's the dream. With £140 million of clothing being binned by half the adults n the UK*, we don't want to skirt around the issue of getting this amount down.



The environmental benefit of collecting used clothes to then be worn again is integral to what we do. Millions of tonnes of garments are sent to landfill every year and



We also play an active part in the Re-use and Recycling group with an ambition to improve the sustainability of clothing across its lifecycle. Together we are focused on improving collection and separation systems, and developing further markets for re-use and recycling.

As a committed SCAP steering group member we have signed up to the SCAP 2020 Commitment and promised to not only help the public to reduce their environmental impact but to also measure and report on our own environmental 'footprint' through this journey and importantly take action on reducing impacts. The challenge is on.

So far so good

In one year we reduced our C02 emissions by 5.13 tonnes, our water waste by almost 24 million cubic metres, that's 2,500 cubic metres per tonne of clothing and reduced waste to landfill by almost 4,500 tonnes.





Let's ad(dress) the future

Textiles are the fastest growing type of household waste in the UK**. That's inspiration enough for us to carry on doing what we're doing. And that's to do what we can for the environment by diverting textiles from landfill via our doorstep charity collections. We don't ask for money just good quality clothes. Also shoes, fashion accessories and linens.

Things that nearly all of us have cluttering up our homes and will continue to have for the foreseeable future. We raise money for the causes we all care about without costing a penny to the public or the charity. We soak up all the cost that comes with collecting and selling on for reuse.

Our passion for fundraising and recycling is genuine. That's why we support every type of clothes recycling. There is room for us all while there are still so many garments being put in the bin. So whether it's donations to textile banks, charity shops, retail store collection campaigns, swishing parties or other doorstep collection services, we embrace them all. Any method to raise money for charge

embrace them all. Any method to raise money for charity, recycle, reuse and reduce our impact on the environmental is good with us.



At Clothes Aid our purpose is to save the planet sock by sock, frock by frock. We believe it's important to do anything we can to fundraise and keep reusable clothing out of landfill but in a way that's socially and environmentally acceptable. We've committed to doing this in ways that are hassle free and down to earth. So no big talk, just action. We'll pick up your clothes and get the cash direct to the charity you wish to support. We want to create a family feel and we'll top this off with transparency to you and our charity partners."

Michael Lomotey
Business Manager, Clothes Aid



Our industry comrades

We keep good company by working side by side with some of the UK's leading authorities in fundraising and textile recycling.

Memberships

- Institute of Fundraising (IOF)
- Fundraising Standards Board (FRSB)
- London Community Recycling Network
- London Textile Forum
- Sustainable Clothing Action Plan (SCAP) Steering Group
- Signatory to SCAP 2020 Commitment
- Textile Recycling Association







We spend deserved time lobbying for better standards in the collection industry because we feel it is integral part of our protecting our partnerships with charities and the public. As a result we were invited to sit on the IOF Code of Fundraising Practice working group.



The Institute of Fundraising is delighted to work with charities and fundraising organisations, like Clothes Aid, and recognises the value all legitimate forms of fundraising brings to fundraisers in generating income. Fundraisers are the experts in working with donors and their experiences clearly show that different methods of giving preferred by different people and that different forms of fundraising work for different organisations.

Ceri Edwards

Director of Policy and Communications, Institute of Fundraising

A recent collaboration with the Textile Recycling Association and London Waste and Recycling Board saw us produce a piece of research, the first of its kind, to quantify theft in London. We are pleased to report a marked decrease in theft, which we believe is attributed to a rise in proactive policing.



WRAP estimate that between 1.1 and 1.4 million tonnes of textiles are thrown away each year in the UK. Of this, about 430,000 tonnes are good quality clothing items that could be re-used. That's why we believe there is room for both charity shops and clothing collections. Both raise money for charities whilst helping to reduce our environmental impact at the same time. Clothes Aid collects many 1,000s of tonnes of clothing a year and converts this into cash for UK charities.

Alan Wheeler **Textile Recycling Association**

Our strong connections with local constabularies allow us to provide useful information on criminal activity, gathered by our diligent collection teams. And in more recent times, this has resulted in prosecution of unlawful theft of clothes collections.



During recent investigations, Clothes Aid assisted Officers from Derbyshire Constabulary by providing a wealth of information surrounding the theft of charitable clothing donation across the country. This included evidence showing that organised gangs were stealing clothing nationwide.

Due to the information and advice given by Clothes Aid we were able to investigate this in a much more focused manor concentrating their efforts on prosecuting the ring leaders rather than the foot soldiers who were out stealing. Through our extensive enquires nationwide it appears that Derbyshire Constabulary is one of the first forces to investigate this as organised crime opposed to petty theft. This approach was greatly was assisted by the Intel supplied by Clothes Aid."

Detective Constable Gary Thomas Organised Crime Unit, Derbyshire Constabulary

Peek into our purse

We are up front and clear about how much we spend on fundraising and how much of the profit we donate. We have nothing to hide.

Our aim is to give as much of the profits as possible to charity, after the costs of fundraising have been met. Between the charities and ourselves, we contractually agree exactly what percentage of the gross profit made they will receive from us. This happily sits between 84% and 95% depending on the specific overheads we will incur during our collections. For example, if a charity has a National Exemption Order for fundraisers to collect it saves time, resources and money. It means that licences, which we have to pay for, are not required from the Local Authorities every time we plan a collection.

The gross profit we achieve is as much as 15% of our turnover, which we feel is competitive and comparable with many other businesses and not just

fundraising. Due to the somewhat controversial nature of charity profits and spending, we had our returns independently explored*, specifically looking at how clothing collections fared as a justifiable fundraising method. The entire process is a costly one; bag distribution, collection, storage, staffing, sales and export can cost in excess of £950 per tonne. It still proves an efficient and effect way of raising funds for charity. Our return on investment was then calculated at £10.83 for every £1 spent, which was found to be more than acceptable especially as we require zero investment from the charities.

We are unique in our sector, as we don't set a limit to how much we give. So the more clothes we collect, the more funds we can give. In fact we even agree a minimum donation every year to each charity. In the unlikely event we don't collect enough to reach these targets, we make up the difference ourselves.

After a majority has been given to charity, the modest profit remaining aids our growth to ultimately generate more funds for charities.

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.

It's in the bag

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.

Its teamwork

Our collection teams are always fully uniformed, they carry ID cards and drive fully branded vans.

Because we always follow best practice even when a charity partner has a National Exemption Order, we still give 28 days written notice to the local authority ahead of entering an area. This is us doing our bit to help prevent householders being inundated with charity requests, which we know can be a bugbear.

Its official

As you would expect, our partnerships are always formalised in an agreed legal contract, known as a Commercial Participator agreement. They are developed to upper limit of sector best practice and we pioneered such principles as our minimum guaranteed donation and their contractual right to audit us.

This is why we have great partnerships with some of the most renowned charities in the UK.

Our inspiration, our charities

WE ARE MACMILLAN. CANCER SUPPORT

NSPCC















We work with some of the UK's most respected and renowned charities. Our collections enable charities, without a network of charity shops or the means to process second hand clothes, an alternative way of raising money. What's also important to our charities is the fact that we are a convenient alternative for those who want to donate clothes but unable to get to a charity shop due to mobility or transport issues.

Our charities cause becomes our cause. We are behind them whole heartedly and they support what we do. But don't take our word for it, here's what they have to say...

Children's Hospice Association Scotland









Our partnership with Clothes Aid gives our supporters another way of helping CHAS by offering door step collections and a convenient bespoke collection service.

For people who live a long way from any of our shops or fundraising offices, it provides a convenient way to donate items. CHAS needs to raise over £9 million every year to run our hospice services. It's really useful for us to be able to plan ahead in terms of knowing that we will receive regular donations, with the bonus of also knowing that it's reducing the amount of clothes going to landfill.

The Clothes Aid partnership has generated the incredible sum of £535,000 since it began in 2009. Our supporters can be confident that their donations directly support CHAS through being sold overseas and in the CHAS shops.

Pauline Tanbini Retail Manager at Children's Hospice Association Scotland

Children's Hospice Association Scotland (CHAS) is a charity that provides the only hospice service in Scotland for children, young people and their families, who have life-shortening conditions for which there is no known cure.

CHAS runs two children's hospices, Rachel House in Kinross and Robin House in Balloch, and a home care service called CHAS at Home. The donations made to CHAS through doorstep collections are sold for reuse overseas and help stock local CHAS charity shops. Both help generate much needed funds for their important services.

To find out more please visit chas.org.uk. CHAS Scottish charity number: SC 019724.



Make-A-Wish





We are thrilled to be working with Clothes Aid. Doorstep collections provide a vital source of income for Make-A-Wish® UK. Since we started working with Clothes Aid, we have raised enough to grant the wishes of 175 children and young people fighting life-threatening conditions.

Clothes Aid helps us reach the households of thousands of people across the UK, many of them in small villages and communities, giving them an easy and valuable way of supporting us by donating their unwanted goods.

At no cost to Make-A-Wish, the income raised from our partnership with Clothes Aid makes a big difference to our work – helping us grant even more magical wishes.



Amanda Williams, Director of Fundraising at Make-A-Wish

There are 20,000 children in the UK facing the challenge of living with a life-threatening condition. Founded in the UK in 1986, Make-A-Wish grants magical wishes to these children and young people. Clothes Aid has been the official clothes collection partner to Make-A-Wish UK since 2006 and has raised over £937,000 along with the great British public's support.

For more information, visit: www.make-a-wish.org.uk. Registered charity in England and Wales (295672) and Scotland (SC037479).

NSPCC





The NSPCC and Clothes Aid have been working together since 2009, raising over £3.1 million to support our work through collections of unwanted clothes.

Unlike many UK charities, the NSPCC does not have high street shops. Collections run by Clothes Aid are invaluable to us, generating vital funds to help us protect vulnerable children in the UK from cruelty and neglect, and providing people with an alternative way of supporting the NSPCC.

We are incredibly grateful to Clothes Aid for their support, and hope that members of the public will continue to donate their unwanted clothes to good causes with confidence.



Nico Celaj, Fundraising Manager at NSPCC

The NSPCC has one vision, to end child cruelty in the UK and since 1884, has helped more than 10 million children in the UK. The NSPCC is focused on helping children who are in the greatest danger and distress, as well as support services such as 24 hour helplines, general enquiries, community projects, specialist advice and information for adults and professionals in order to help them protect children. Clothes Aid has been the official clothes collection partner to the NSPCC since 2009 and has raised over £3.1 million.

If you're worried about a child, don't wait until you're certain. Contact the helpline on 0808 800 5000. For more information or to see the various ways you can get involved, visit nspcc.org.uk.

NSPCC is a registered charity in England & Wales (216401) and Scotland (SC037717) via the NSPCC Trading Company Ltd.

Macmillan Cancer Support





Our supporters often ask us for new ways to support Macmillan, and through our partnership with Clothes Aid, Bags of Support offers an easy, non-financial way for people to make a contribution. By giving clothes, you will be helping to change the lives for some of the two million people currently living with cancer in the UK and helping Macmillan to ensure that no-one faces cancer alone.

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Catriona Munn Partnership Manager at 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 affect everything.

No one should face cancer alone. So when you need someone to turn to, we're here. Right from the moment you're diagnosed, through your treatment and beyond, we're a constant source of support, giving you the energy and inspiration to help you take back control of your life.

Since 2012 through Bags of Support, we have raised over £1 million to help Macmillan ensure that no one faces cancer alone.

For support or information contact Macmillan Cancer Support free on 0808 808 00 00 (Monday to Friday, 9am–8pm) or visit macmillan.org.uk. Registered charity in England and Wales (261917), Scotland (SC039907) and the Isle of Man (604).



Scotland's Charity Air Ambulance





We all have clothes and accessories which we no longer use but which continue to clutter up our wardrobes and drawers. By taking the time to fill a Clothes Aid bag for SCAA, people are not only clearing out some space in their house, but also helping fund a unique life-saving asset in Scotland."



Sally Cameron **Head of Fundraising at Scotland's Charity Air Ambulance**

Scotland's Charity Air Ambulance launched in May 2013 to assist the Scottish Air Ambulance Service to deliver front-line care to time-critical emergencies across Scotland. Based at Perth Airport, they are well positioned geographically to reach 90% of Scotland's population within 25 minutes and can reach some of Scotland's remotest areas within a 15 to 30 minute timeframe.

SCAA works in close cooperation with the Scottish Ambulance Service who provide the paramedic staff that crew the helicopter. SAS tasks the SCAA helicopter across Scotland through their Ambulance Control Centres.

We are proud to support such an important service who rely solely on donations from supporters to keep their helicopter in the air. Through clothes donations alone, we aim to raise £25,000 per year for SCAA.

For further information, please visit scaa.org.uk. SCAA is a charity registered in Scotland with the Office of the Scotlish Charity Regulator.



Zoe's Place



We are delighted to work with Clothes Aid. The support that we receive through this partnership is vital to keeping the doors of Hospice open. Without the funds raised by Clothes Aid we would not be able to provide our bespoke one to one care for babies who suffer with life limiting and life threatening conditions. Thanks for supporting this wonderful initiative.





Carol Kirkham Zoe's Place Baby Hospice

The Zoë's Place Trust is a registered charity providing respite and end of life care to babies and infants aged from birth to five years suffering from life-limiting or life-threatening conditions. So far Clothes Aid have raised over £208,000 for the charity.

To find out more please visit zoes-place.org.uk. Registered charity number 1092545.













A vested interest

When it comes to looking after your donations we mean business. We are members of the Institute of Fundraising and follow the Code of Fundraising Practice without exception. We are governed by UK fundraising regulations concerning licencing and charity acts. We adhere to all UK Charity Commission regulations concerning the collection and sale of used clothing.

But we know that some collectors don't. By checking off these simple points you can be sure your doorstep donations go to where they're intended.

- Registered charity number all legitimate charities have one. This can be checked with the Charity Commission: www.charity-commission.gov.uk
- 'give with confidence' tick this approval from the Fundraising Standard Board (FRSB) is a stamp of assurance that the charity measures up to their high standards and are regularly monitored.
- Working landline phone number there should always be contact details on the charity bag. Ring if you're in doubt to check they are collecting in your area.
- Amount per tonne It's a legal requirement that every charity bag must state how much is given to charity per tonne.
- Local authority licence all charities need to obtain either a National Exemption Order or a local authority license to collect in any area.
 To check whether a collection is genuine, look on www.gov.uk for a list of National Exemption Order holders or check with your local authority Licensing department.

Our Customer Service lines are open Monday to Friday, 9am-5pm and answer over 20,000 calls each year to help with collection enquiries.

We ask anyone who thinks they have received what they believe to be a suspicious leaflet or clothes collection bag to call us on 020 7288 8545 or email us at collection.protection@clothesaid.co.uk.

Alternatively they can contact Action Fraud on 0300 123 2040 or visit www.actionfraud.police.uk.



Socking it to you

- We are one of the UK's largest, licensed commercial clothes collection companies.
- This sees us diverting over 50,000 bags full of clothes every week, that may have otherwise gone to landfill.
- We have raised over £9 million for our charities since 2006, that's over £1 million a year.
- 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 have a dedicated team who work with many governing bodies, Police departments and Trading Standards to prevent clothes collection charity thefts across the sector.

And finally...

This is us, with our hassle free approach to fundraising and our ever thankful attitude towards the public. Our open door approach to how we work welcomes any questions that haven't yet been answered. We look forward to seeing you around your neighbourhood soon.



For all press enquiries

Paul Taylor ptaylor@clothesaid.co.uk 020 7288 8538

For all other enquiries

Clothes Aid Helpline (Open Monday - Friday, 9am - 5pm) info@clothesaid.co.uk 020 7288 8545



http://www.clothesaid.co.uk