



# SOCIAL PROFIT POLICY



## Overview:

WE'AR in ethical community collaboration within our team, our supply chain and our environment. WE'AR reaching out, engaging and creating positive change in the lives and communities of the craftspeople we work alongside, the stores we have manifested and the community we welcome to them.

Our goal is to create a ripple effect of authenticity, to action and inspire more and more positive change in our local and global communities.

Our Social Profit Policy outlines what we do with our community & charity activities and with our Social Profit Partnerships, these activities and partnerships being essential to our vision. We work to manifest our vision through active participation as well as through reinvestment of profits, so when we profit, society profits.

We collaborate with partners who work hard towards the same vision as ours. Together we can achieve great things.

## What we do:

### Primary Social Profit Partners:

We choose one Social Profit Partner for a period of 1 year to support and collaborate with. The period may be extended up to a maximum of 2 years after which time the charity may then submit a new proposal.

We are particularly interested in groups that can show visions for growth, and where our sponsorship will enable them to make a real difference in people's lives.

Our current Social Profit Partner is Yoga Education in Prisons Trust. We have been the principle sponsors of YEPT since 2 March 2014.



To date, our sponsorship has funded wages & expenses for one teacher to teach weekly Yoga classes in Rimutaka prison, each class with up to 20 students. Many students continue their own daily practice and students are reporting immediate and ongoing positive results including calmer minds, better sleep, less pain, less anxiety, and more self control, while feeling stronger on all levels.

We have also awarded a Special Project Grant to YEPT for a 3 – 4 year research scholarship that will assess the effects of Yoga on the incarcerated individual. The areas being assessed include mindfulness, impulsiveness, positive and negative affect and post release offending.

The research is being conducted in collaboration between YEPT and a team from the School of Psychology at Victoria University of Wellington; student Jonathan Muirhead and supervisor Dr. Clare-Ann Fortune, Lecturer in Clinical Forensic Psychology.

### Special Project Grant:

Once per year we offer a one off grant for a special project, such as the research scholarship above.

### Social Profit Partners:

From time to time we partner with various charities & projects whose visions align with our own.

Some examples:

- We have Partnered with Dress for Success for their fundraising initiatives
- We invested profits in The Village Project for their Ugandan initiatives
- We supported Once Upon an Island Trust with their change by storytelling initiatives
- We donated to Fossil Bay Kindergarten
- We donated to the Kavana Jade Trust to help fund ongoing medical costs



## Hands Up Program:

We sponsor one of our employees to work one day per month with one of our Social Profit Partners.

## Charity Collaborations:

Annually we partner with a chosen charity to create a custom product. All net proceeds from the sale of the product go towards a specific goal or project for the chosen charity.

## End of line donation:

From time to time we donate end of line/season products to chosen charity fundraisers and similar initiatives.

## **How we select:**

- We select projects that are aimed at improving the quality of our local and global communities through empowerment and with authenticity
- We concentrate on long-term projects whose vision and values are aligned with our own
- We are interested in projects that can show measurable positive impacts onto people's lives, communities and the environment.
- We select registered charities local to the areas that we work in (New Zealand and Bali)
- We are open to collaboration with NGOs and likeminded businesses who align with our vision and values and who wish to run joint Social Profit Programs
- We are particularly interested in charities that can show visions for growth, and are either self-sustaining or our sponsorship will help enable them to become self-sustaining



- We are interested in charities that value our input, that welcome us helping and getting involved in ways other than financial
- We are interested in charities that welcome our customers helping and getting involved too
- We select projects that submit clearly defined proposals outlining the purpose our support and / or collaboration will be used for
- Successful groups must submit detailed quarterly reports of all activities, including financial summaries, initiative reports and any extra information as and when requested

## **Exclusions:**

- We will not consider unregistered charities
- We will not consider individuals
- We will not consider religious causes
- We will not consider political projects

## **Proposal Procedure:**

- WE'AR chooses our Social Profit Partners on an annual basis from our own research and selection process. Groups who also wish to be considered for partnership should first read the policy to check eligibility before submitting their proposal to [we-ar@we-ar.it](mailto:we-ar@we-ar.it)
- Our Partnership year begins April 1<sup>st</sup>; proposals that wish to be considered should be submitted no later than Jan 31<sup>st</sup>.