

2023 - 2024

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Impact Report

Letter from the Chairs.

For Koha Apparel, the last 12 months have been of considerable momentum, built on foundations laid in 2019, including community reach and our climate approach. Earlier this year, we had already met our objective of increasing our community presence. Today, we operate twenty-one pop-ups in Tāmaki Makaurau, Auckland, three in Bay of Plenty, and three in Pōneke, Wellington. We also added two pop-ups in Ngāmotu, New Plymouth, to our schedule, collectively clothing 6,354 people over the last twelve months.

With increasing inequalities, child poverty and division, we extended our charity partner capacity, investing in people and communities beyond our direct outreach, to include today, 12 charitable organisations we support with clothing and footwear, amplifying their important work and impact. This is a really encouraging result, which we will continue building on alongside other groups and organisations.

Mid-2023, we launched our membership programme, the Care Culture Club™, which offers sustainability pathways for fashion brands and

retailers to responsibly manage excess stock while working towards achieving greater local social and environmental impact. We also achieved a milestone of recirculating a tonne of clothing, processing over 31,000 garments for the year and introduced quarterly carbon impact reporting as members of the UsedFULLY Textile Reuse Programme.

We could not have achieved any of this without the ongoing dedication and hard work of all our volunteers. As we enter our fifth year of service, while it deeply saddens us that inequalities and access to basic human rights have become increasingly a privilege, we can say that we've never been prouder of our organisation and all those who are connected to it in various beautiful ways. Our work is not done.

Charli Cox



Tracey Creed



The Team.



Charli Cox

Founder

Charli founded Koha Apparel in 2019 after observing the state of deprivation in Tāmaki Makaurau, partnering with Everybody Eats to feed and clothe the homeless. Charli works tirelessly practicing a hands-on approach, guided by her passion to demonstrate how care and purpose can create opportunities towards enhancing human, societal and environmental progress.



Tracey Creed

Chair

Tracey is a marketing and content strategist with 7+ years experience with an intent focus on social responsibility and sustainability. She is currently overseeing communications, e-commerce and impact reporting, facilitating collaboration between our partners and communities to achieve our social and sustainable development goals.

Our theory of change.

Koha Apparel was founded on the simple principle that all people should have access to clothing, that their human rights are upheld, and that they should have the opportunity to secure jobs and accommodation. And to feel included in our communities. In 2019, we became a constant fixture at St Kevin's Arcade alongside Everybody Eats, feeding and clothing our most vulnerable in central Tāmaki Makaurau, Auckland. That first pop-up was made possible by clothing donations provided by work colleagues and friends. To date, our volunteers have hosted 385 community pop-ups, clothing thousands through direct engagement, and many more through clothing sent across Aotearoa, New Zealand, to our charity partners.

We approach our community and sustainability work with humility, understanding that for many, assistance to those living in material hardship and in poverty remains unimportant, with historically little appeal to the public on the grounds of fairness and social justice. Yet, we should, as a society, address increasing inequalities. Similarly, we find the issues of waste, and in particular textile waste, remain relatively unseen and not accounted for in the national waste strategy. As a reseller, we add our voice to those championing the circular economy and the conversations and connections that will accelerate shifts in public opinion towards consumption and value creation.

We're living in a society of accelerated inequalities, but if we are to thrive, we need caring communities and public and private sector participation. When more of us come together, we can provide more care. Working alongside partner charitable organisations and community partners, we can provision for everyone's basic needs, and resource-sharing infrastructure is celebrated and prioritised. With our approach, we aim to not only raise much-needed awareness for people and communities in crisis but also demonstrate the power of circularity and how unique our community and our approach—our operating model is within both the charities space and resale market.



Our community impact.

Each month, we are present in twenty-one community service sites, distributing over 1,250 items of quality clothing and footwear to families and individuals to put food on the table and pay power bills. With increasing inequalities, child poverty and division, providing clothing for free is investing in people, promoting well-being and addressing disadvantages within our communities.

We also know that women disproportionately experience the burden of poverty or material hardship, particularly mothers, and increasingly, we are providing clothing for children to fill this need. It is an honour to regularly attend the Wāhine Dinner, hosted by Auckland City Mission in collaboration with Te Miringa Trust and wāhine living at the City Mission's kaupapa Māori service, Te Whare Hīnātore. Other events, such as Youth Week at the Te Atatū Peninsula Community Hub and quarterly Te Tūhunga Rau, Freshen Up Events held at the Strathmore Park Community Centre, provide targeted support for young families throughout the year.

All our incredible volunteers make this work possible.

Abby, Adele, Alice, Amanda, Ana, Angela, Anna, Annette, Aofie, Bella, Bronwen, Carol, Catherine, Dawn, Deborah, Ella, Emily, Fiona, Gav, Hannah, Helen, Helen K, Jane, Jess, Joanna, Joe, Joe C, Joy, Judi, Kate, Keren, Latamai, Laura, Lauren, Lauren G, Lee, Lisa, Lisa P, Lizzie, Loren, Lou, Louise, Mal, Mandy, McKenzie, Milly, Morgan, Nat, Olivia, Renee, Rewa, Robyn, Rose, Sacha, Sally, Selena, Shauna, Sian, Skye, Summer, Szelooi, Taylor, Teri, Tracy, Valerie, Vikki, Viv, Wendy, Wendy K.



People served through community outreach.

Monthly pop-ups throughout Aotearoa

14 Tāmaki Makaurau, Auckland

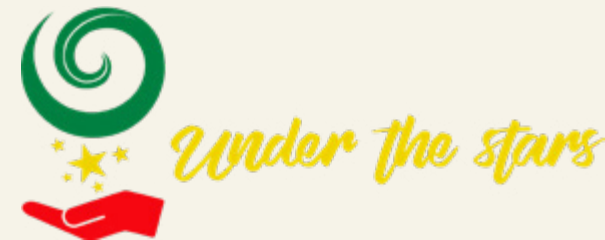
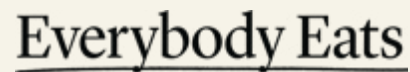
03 Bay of Plenty

03 Pōneke, Wellington

01 Ngāmotu, New Plymouth

8,518

garments distributed from April 2023 - March 2024



Testimonial

Dear Koha Apparel,

The staff at Mt Eden Prison have just informed me of your excellent work there with prisoners. I wanted to contact you to say thank you so very much. I am a criminal defence lawyer.

I commonly represent defendants who struggle to access clothing that allows them to appear in court with dignity and without the risk of being prejudiced by their appearance. Lawyers with nice suits know the importance of appearance. No less important (possibly more) for the defendant or prisoner.

Much appreciated,

Conrad Wright
(Public Defence Service)





Vans driven out to community centers



Garments passed on, and recorded



Van packed down

What happens during a pop-up service.

- Our pre-stocked vans are driven out to community centres and other meal service locations from our parking, kindly provided to us by LIFE Church.
- Once the van arrives, our volunteers unpack and assemble our racks for service. Clothing is non-genderised, and where there are chairs available, we utilise these for people to try on footwear.
- Once the meal service begins, our volunteers assist as required. A volunteer will record the number of garments taken at each pop-up. No other information is recorded. No appointments are necessary, and everyone is able to take three items each per pop-up.
- Items are packed into a retail paper bag. When available, hygiene products are provided on request.
- At the end of the meal service, our volunteers pack up our van and either return it to our parking lot. The van is always returned to the parking lot for collection by the volunteer who will be running the next pop-up on the schedule.

Collective change.

No one provides full support; usually, there is a focus, whether it be mental health, emergency accommodation or social support services. Because when more of us come together, we can provide more care.

Our vision is to find like-minded partners throughout Aotearoa, New Zealand and to expand our current services to more neighbourhoods and regions. By working with families, we are reaching children, working to reduce the disadvantage at disproportionate levels that is the silent undercurrent of child poverty. Working with more families, we are working with communities as they change the future for the next generation.



Fashion industry impact.

In Aotearoa, New Zealand, we import over 380,000 tonnes of textile products, and half of that ends up landfilled. [This research presented by UsedFULLY](#) also finds that 4,242 tonnes of textiles are exported overseas annually, where these garments contribute to environmental destruction and reseller debt. As more retailers collect used clothing to resell and repair, they're also sending vast quantities to landfill. Recent [sapere analysis](#) also finds that in Tāmaki Makaurau, Auckland alone, annually, a total of 31,977 tonnes of textiles enter the market via imports and local manufacturing and 16,952 tonnes are landfilled.

Of that, op shops landfilled 8.7 tonnes. Another 3.1 tonnes of garments are landfilled before sale or wear.

Textiles represent [5% of materials in class 1 landfills](#), contributing to 10% of emissions in 2022—a waste stream where source reduction and diversion options are currently either limited or non-existent. Our vision is to make practical sustainability possible for everyone. Beyond keeping textiles out of landfill via our community clothing exchange, public communication and advocacy work, our circularity commitments contribute to Auckland Council's ambitious [climate goals](#) of reducing greenhouse gas emissions by 50% by 2030.

These past twelve months, we recirculated 14,516 garments representing 7,722 kgCO²e from being released into the Earth's atmosphere. Environmental impacts are calculated using [UsedFULLY's](#) environmental reporting platform. The metrics used to calculate emission factors are third-party activity-based, textile-specific metrics developed by WRAP UK and are expressed in kgCO²e or litres of water consumed. Impact assessment sample data was leveraged for this impact report.



Keeping clothing in circulation at its highest value is our priority.

As a community clothing exchange and a resale platform, we champion the circular fashion movement as an alternative to the wasteful practices of the fashion industry. Our unique circular model not only sets us apart but also enables us to make a significant impact in changing attitudes—both the public and like-minded brands prioritising circularity. Garments received are recirculated through our community pop-ups, charity partners and other organisations in addition to our participation in the reseller market, which includes our store Saturdays. Earlier this year, we launched our wardrobe clear-out kits and flat-pack clothing crates, creating opportunities for better citizenship of clothing.

Monthly mending workshops.

Our donation guidelines are largely effective in vetting garments that we consider appropriate for another owner—our donations are of higher quality, and we are investing resources in repairs to extend the end-of-life of select garments. Currently, we host repair workshops each month, mending approximately 80 garments per session diverting garments from recycling.

A special thank you is extended to our committed menders, who have collectively repaired over 214 garments during the last twelve months. Annette, Catherine, Deb, Helen, Jane, Jess, Judi, Karen, Kirsten, Margaret, Stella, Tinese.



Public donations.

During this reporting period, we accepted 6,481 garment donations from the public, drop ins are welcomed at our Eden Terrace location each Saturday. Making wardrobe clear-outs frictionless remains a key focus for us, and we are proud to report that we collected a further 4,451 garments through organisations hiring our clothing crates—our wardrobe cleansing as a service so people can place garments back into circulation, which has broader social and environmental impacts.



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Textile recycling.

Approximately 15% of clothing to us is undesirable. These end-of-life garments are well-worn and cannot be repaired or upcycled.

From April to November, we recycled 219.5kg of end-of-life textiles, preventing 768kg of greenhouse gas emissions through our partnership with [UPPAREL](#). Founded by Michael and Tina Elias, who have spearheaded sustainability and circular principles from day one in Australia. The organisation at this time. locally operated by Jeff Vollebregt.

Our ability to recycle unusable donated and collected textiles ceased in December when the operator rebranded to ImpacTex, to focus on the decommission of uniforms. We remain committed to zero waste to landfill and are actively investigating opportunities for diverting these materials.



Resale.

We love being part of the circular economy, ensuring, where possible, wearable pieces are not contributing to landfill. In 2021, we opened our very first bricks-and-mortar clothing exchange, Saturdays in Mount Albert, Tāmaki Makaurau, Auckland. Today, our resale offering has expanded online, offering more people the opportunity to partake in creating a more circular future for fashion—with every purchase working to improve the lives of people in need.

Our team of volunteers bring energy to our small but important corner of the resale market each weekend, providing increased capacity to support online sales and the wider community team by facilitating weekly stock requirements for our community pop-ups. We express gratitude to Bronwen, Dawn, Kate, Lisa, Malory, Mandy, and Vikki.

In February, we opened the doors to our new retail space at 8 Cargill Street, Eden Terrace, where, in addition to a weekly rotation of garments, our customers can collect online orders and request to try online items in-store. We also returned to accepting public donation drop-offs by appointment during opening hours accompanied by a small financial donation.

100% of all purchases fund our community service work.



Brand partners.

Through the 16,630 generous donations from our brand partners, we are able to offer new and sample pieces to our community or make select garments available for resale, funding our operational costs.

Our partners recognise the need to circulate fashion where there is excess also understanding that their customers are already sending their garments to us and that they are passive participants in the resale market.

Care Culture Club™ membership provides options for fashion brands and retailers with a shared passion for and ability to fund responses to our social and environmental challenges.

Together, we are creating opportunities for social inclusion while advocating for a circular economy in Aotearoa, New Zealand.



Collectively, we can make a greater impact.

We are incredibly grateful to our brand partners and the individuals who donate their excess stock monthly or annually.

Donated items are recirculated through our pop-ups and resale platform—which not only keeps clothing in circulation and disrupts the wasteful practices of the current fashion industry but also creates positive social and environmental impact. And to the organisations and community grants that have provided financial support these last twelve months, it means the world that our work is acknowledged and that we are able to access these funds.



Instagram

Facebook

Our Website

Charity Certificate