January -June 2022

APPAREL

Koha Apparel impact report

Our theory of change.

Koha Apparel's mission is to uplift those marginalised in our communities, providing clean quality clothing to those in need while addressing textile waste, focused on landfill diversion through our community clothing exchange.

High costs of living — particularly housing– keep our people in poverty. Recent child poverty figures find that 27.9% of children reside in households experiencing after-housing-costs income poverty, and more than 30% of the

lowest-income households spend over half their income on housing. Social exclusion and relative deprivation have resulted in poor mental health becoming endemic within our communities.

Koha Apparel was founded in 2019, and things have gotten a whole lot worse. Over the past three years, politics have become more and more negligent. As a result, communities have had to come together to support those in need, where social care and funding cannot stretch or no longer

exists. At times it can be pretty overwhelming. We are focused on what we can do.

I am eternally grateful to everyone who supports Koha Apparel. Our work is not done.

Charli Cox



Our community.

31 pop-ups throughout Aotearoa. 145 volunteers. 3,706 garments distributed.

From January - June 2022,

15 Tāmaki Makaurau, Auckland.1 Tauranga, 1 Mount Maunganui.2 Pōneke, Wellington.

1,854 garments donated from organisations 1,683 from brands 171 from individuals



Our partners.

Over the last two years, we began supporting other community organisations in their initiatives by sending clothing where required. 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 partners.



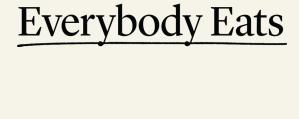
































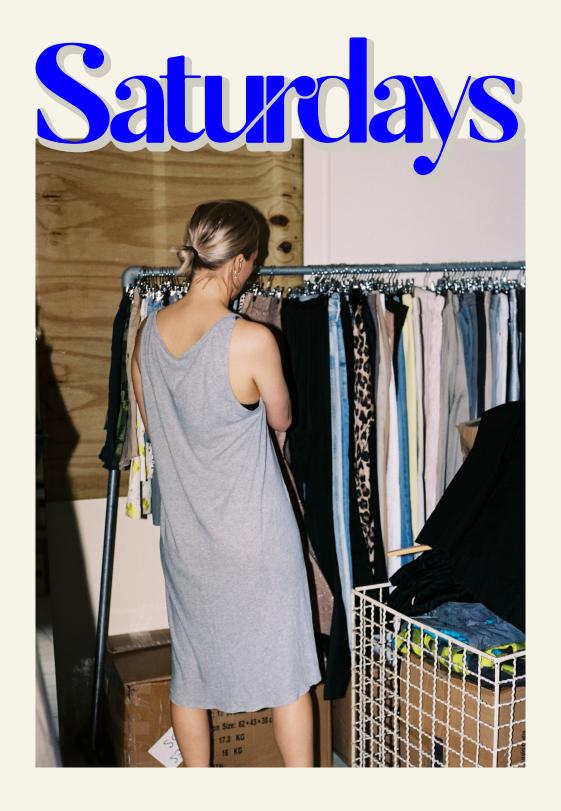
Our brand partners.

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Fashion industry impact. Saturdays.

To date, we have diverted over 20,000 garments from landfill. Here in Aotearoa, we import over 380,000 tonnes of textile products, and half ends up landfilled, representing 5% of class 1 landfills. The latest figures find that 87% of the microplastics polluting Tāmaki Makaurau, Auckland's waterways came from synthetic textiles. Many people don't understand that you can't throw garments away—that they don't get recycled. They get landfilled. Through Saturdays, we aim to encourage more people to engage in second-hand fashion—to rotate their wardrobes with us.

Saturdays, our Hub at Unit 1, 955
New North Road, Mount Albert.
We're open Saturdays from 10 am
– 2 pm for people to shop with us,
which supports the mahi we do
throughout Aotearoa. Saturdays
contribute towards everyday
expenses such as gas, our storage
space and insurance—the overheads
that get clothing into the hands of
people experiencing poverty.



Monthly mending workshops.

Currently, we host monthly workshops and repair approximately 80 garments per month, diverting garments from recycling. As of November, these workshops will open to the public, promoting a repair culture where anyone can attend to learn or drop off items for repair.



Our funders.











Press.

ASB Good as Gold

Featured on Seven Sharp as part of the Good As Gold 10k, Koha Apparel was the recipient of funding that went towards storage and transport costs, which were vital to our expansion within Tāmaki Makaurau, Auckland.



F.A.T

On March 11, Fitness All Together ran its first FAT GIVE BACK event, supporting local charities by donating the totality of the profits to make a direct impact. A special thank you to Drink Almighty, Batchwell and Coffee Supreme, who sponsored this event.

Kowtow International Womans' Day

This past International Women's
Day, Kowtow featured Charli
Cox as part of their International
Woman's Day campaign—an
organic partnership with a shared

philosophy: To leave the planet better than we found it. During this onemonth campaign, all Kowtow stores accept clothing donations on behalf of Koha Apparel.

Hallertau

Founder of Koha Apparel, Charli Cox, was Hallertau Breweries' first 'Keeper'—part of an initiative to bring awareness to the necessity of reusing and re purposing our belongings. As part of the 'Keeper' series, Hallertau made a one-off cash donation to Koha Apparel from the proceeds of their 'Keeper' bottles. Expand our outreach to Hamilton.

Our goals for 2023.

More pop-ups for Wellington and Auckland.

We recently engaged I Am Mangere and hope to expand our services through this community organisation. Hamilton has been on our list for a while, increasingly, more people are going without life's basics, and our pop-ups work to address the social inequalities experienced throughout Aotearoa. We've received a positive response from our Poneke, Wellington community, and within the next six months, we seek to triple our distribution figure to 1,854 garments per month.

Impact reporting for brand partners.

We recently explored opportunities for increasing value to our brand partners and feel that reporting impacts such as social costs of carbon and water and other resources conserved based on kilograms of clothing donated will provide valuable insights. Our partners can use this data to communicate their impacts transparently, facilitating meaningful conversations regarding responsible consumption and the circular economy. We expect to begin offering this reporting in early 2023.

Upcycling projects.

As we begin accepting garments from the public this month, we anticipate the opportunities for reusing roughly 30 per cent of the clothing donations we receive that are not standard. We aim to produce approximately 200 items, including hats, scrunchies and furoshiki bags — upcycling materials locally that would otherwise end up landfilled or shipped offshore.

Our goals for 2023.

More mending workshops.

Currently, mending workshops occur on the last Sunday of each month. However, with an increased number of garments reaching us with defects, from 2023, we will host these workshops bi-weekly. We can invite the public to learn or drop-in items on the day. In collaboration with our sewing community, increased workshop frequency will see approximately 100 garments repaired per month and diverted from landfill.

Global partnership – Share Wear Clothing Scheme – UK

As members of the Right to Clothing Network, paid for by the Peace and Justice Project Ltd, supported by Share Wear Clothing Scheme, we assert the 'forgotten' Right to Clothing. We believe clothing is not trash because it is a human right.

We aim to support the movement, which has gained Parliamentary support, producing campaigns for legislation that seeks to end the incineration and dumping of unsold clothing — keeping garments

within the United Kingdom and redistributing these items to people in need.



We support the United Nations Sustainable Development Goals.













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. It means the world. Donated items are moved on through our pop-ups and resale platform — all of which support our mission of uplifting and serving our communities.

Koha Apparel is a registered nonprofit organisation. All donations are tax-deductible. If you have end-of-season, seconds, samples and deadstock in your warehouse space, please reach out to Charli at koha.apparel@gmail.com.

Similarly, if you would be interested in collecting donations via your stores on behalf of Koha Apparel, please get in touch.

Instagram
Facebook
Our Website
Charity Certificate

APPAREL

Designed by Origin Studio