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APPAREL

## Introduction.

Founded in 2019 by Charli Cox, Koha Apparel, which was the result of observing the streets while walking from home to work, seeing the homeless and those experiencing living-in poverty.

Koha Apparel became a constant fixture at St Kevin's Arcade alongside Everybody Eats, the pair feeding and clothing central Auckland's most vulnerable. That first pop-up was made possible by clothing donations provided by work colleagues and friends.

To date, the organisation has diverted over 21,000 garments from landfill through their community clothing exchange, with an ethos that everyone deserves high-quality clothing. That just because someone has nothing does not mean they should accept anything. We want people in our communities to have access to what they need and want to wear, supporting the move towards a circular fashion industry, while raising much needed funding and awareness for communities in crisis.

*Charli Cox*





## Our theory of change.

Founded in 2019, 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. We believe when people feel they have meaningful choice and control over what they wear, there is esteem and dignity. There is liberty. And everyone deserves that.

We're living in a society of accelerated inequalities, but if we are to thrive, we need caring communities, 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 a resource-sharing infrastructure were celebrated and prioritised?

Everybody Eats. LIFE Community Kitchens. Feed the Homeless Auckland. Feed the Streets. Potluck Communal Kai. Auckland City Mission. Sunday Blessings. Orange Sky. Under the Stars. Arataki Community Meal. Kai Bosh. Brown Pride. Rainbow Youth, Nurturing Families, Fix Up Look Sharp, Everlasting Fashion, Lifewise, Oranga Tamariki.



"Fix Up, Look Sharp is very grateful to have Koha Apparel working alongside us within the grassroots not for profit re-purposing sector. Koha Apparel really walks the talk when it comes to being community minded and having a collective stance. Making sure no one goes without, by sharing their resources (which they work hard to achieve) with other community organisations who they know will benefit.

We have been the lucky recipients of many boxes of work appropriate menswear that have gone on to clothe job seekers and male identified tāngata for important events and times when they need to make a good first impression to get ahead in life.

Charli and her team are doing an amazing job at being there for tāngata living without their basic needs that have fallen through societies cracks. Koha's team of dedicated volunteers create a dignified experience for tāngata to feel valued, safe and hopeful for their futures.

Fix Up, Look Sharp looks forward to more opportunities and collaborations with Koha Apparel to create a welcoming space for other community groups to flourish and reach the tāngata who are needing basic resources to re-build their mana."

Jane Treseder, Director



"For Koha Apparel,

Thanks a mill...

You've been there for our whānau when times have been tough or to make people feel better.

Without you Merge Community would have struggled to be able to make a difference that counts;

clean dry clothes in times of need (COVID 19 and flooding and cyclones hitting Auckland)

or smart fun clothes in times of pleasure (dressing up for World Homeless Day '22).

And we love working with you, you make it so easy."

Margaret Lewis  
Community Capacity Builder





Wāitakere College provides work experience opportunities for differently abled people.

"Kia ora Charli and your amazing team.

Thank you so much for continuing to offer our students work experience opportunities this year.

Young adults with disabilities encounter many obstacles in life, as I'm sure you can imagine. So when given the opportunity to volunteer, they often achieve a sense of purpose and accomplishment, plus a feeling of belonging and contributing to their community.

Such things we might take for granted, but for our students it is empowering; building resilience and mana as well as supporting mental wellbeing.

So thank you again - we look forward to working with you in 2023."

Ngā mihi  
Yvette Wilson  
Occupational Therapist



"At Rainbow Youth we have had the greatest privilege of working closely with Koha Apparel.

Since 2021, they have collected our donations that were in need of repair and have also filled our wardrobe with heaps of quality garments for our rangatahi! Koha Apparel was also a HUGE help for Pride Month 2023! We hosted an event for our young people, "Dress With Pride" and not only did Koha Apparel provide us with fantastic clothing but they had volunteers come through and run our gender affirming wardrobe on the day. Koha Apparel held space for all our young people, allowing them to pick and choose what they wanted to wear and made each young person feel super comfortable.

Super grateful to have been able to work alongside Charli & the team, they are a breeze to work with and ALWAYS go above and beyond! Rainbow Youth are so lucky to have a working relationship with Koha Apparel! Thank you so much!"

Ngā mihi nui,  
Manda Wilson  
She/her  
Engagement Coordinator

RainbowYOUTH



**Our vision is to see dignity and esteem restored in our people.**





## Brand pillars.

### **Socially inclusive**

Advocates for improved access to opportunities and well-being for everybody. We operate in an environment of mutual respect for all.

### **Dignified experiences**

We believe when people feel they have meaningful choices and control over what they wear, there is esteem and dignity, and everyone deserves that.

### **Champion of the circular economy**

Radically reducing our reliance on non-renewable natural resources, developing innovative ways in which clothing is resold, reused and recycled to ensure nothing goes to waste.

### **Local circular integrated solutions**

Address textile waste through our community clothing exchange, providing opportunities for organisations and individuals to integrate action into their operations and daily lives.

### **Collaborative care**

When more of us come together to support those in need, where social care and funding cannot stretch or no longer exists we can provide more care.

### **Collective elevation**

Create an ecosystem that makes space for sustainability and social inequality conversations and the partners and communities we elevate.

# Milestones & Goals.

2019

**2019** - founded in February, 9 brands on board,  
2,382 items of clothing passed on.

**2021** - 16 brands on board, 72 pop-ups through the year,  
6,928 items of clothing passed on,  
over 4,500 people within our community reached.  
Monthly presence in Wellington.  
Saturdays opens July.

**2023** - 19 monthly scheduled pop-ups .  
(Monthly pop-up locations 15 Auckland, 2 Tauranga, 2 Wellington)  
Acknowledge milestone of 276 pop ups March.  
Nominated supplier to Ministry of Social Development.

**2020** - Launched online store, 3,853 items of clothing passed on.

**2022** - 7,038 garments distributed to date.  
Distributed a tonne of clothing across Aotearoa to  
new community partners.

**2025** - 72,000 people assisted through community partnerships,  
includes marae, Church and community organisations.  
Establish Consign in association with the Care Culture Club™.  
Our store Saturdays has kept 801kg of clothing in circulation.

**2024** - 17,000 of garments distributed via 24 community pop-ups.  
36,000 people assisted through community partnerships.  
1000 kilo textile waste diverted from landfill, equates to  
3,768 carbon conserved.  
182 people involved in fortnightly textile repurposing workshops.

2025



## Our Approach.

### **Resource sharing**

Acquire and distribute a diverse range of clothing that is distributed through accessible, efficient, and safe distribution methods.

### **Engage community**

Educate, engage, and influence stakeholders to take positive action to advance our mission. Develop innovative and exciting approaches to sustainability.

### **Develop pathways**

Work to break down barriers and develop pathways to end clothing poverty while reducing textile waste through intentional collaborations, partnerships, and advocacy.

### **Circular thinking**

We strive to be a global leader in addressing textile waste by creating case studies for a circular textile economy in Aotearoa.

### **Sustain operational excellence**

Drive organisational excellence in all areas of business and stakeholder operations to further the mission, sustainability, and overall success of the organisation.



# Business Model. Capability Matrix.

01

Expand our outreach. Focus on supporting regions further North, the organisations in these regions in addition to expanding community pop-ups and our rolodex of community partners.

02

Deliver the Care Culture Club™. From May 2023 as part of business development and stakeholder management to realise the long term vision and expansion of Koha Apparel.

03

Focus on Saturdays. Our direct to consumer store, ecommerce and brick-and-mortar store presence to realise revenue targets to support operational costs.

04

Accelerate hosted in-store clothing collections and work space wardrobe clear-out services throughout Aotearoa utilising branded cardboard donation bins assembled on delivery.

05

Develop our upcycling programme to utilise garments and reduce the kilogram weight sent to recycling. Products produced will be sold through our store, contributing to revenue targets.

06

Repair workshops presented as sponsored events in collaboration with our sewing community.





# Saturdays

In 2021 we opened our very first bricks-and-mortar clothing exchange in Mount Albert, Tāmaki Makaurau, Auckland. Today, our resale offering has expanded online and in line with our ethos of keeping clothing in circulation, we offer others to partake in creating a more circular future for the fashion industry in Aotearoa, New Zealand by rotating their wardrobe with us.





# Press Coverage.

**THE SPINOFF**


NEWS READ WATCH LISTEN MORE

BUSINESS November 29, 2022

## 'We'll take anything': The people fighting to keep fashion out of the landfill

Chris Schulz  
Senior writer

Share Story



## Koha Apparel pop-ups in Auckland

From **Afternoons**, 1:25 pm on 1 July 2020


Share this     

 Listen 9'53"  
Add to playlist | Download

It's a busy winter for **Koha Apparel**, a not-for-profit that provides new and second-hand clothing to vulnerable people around Auckland, in exchange for koha.





Jesse speaks to Koha Clothing founder Charli Cox, about how the pop-up works and also its fundraising project for a **new van**.




Stuff  life & style

## 'I own very few things, all of which I love': Inside Charli Cox's mindfully minimalist wardrobe

Karlya Smith · 05:00, Mar 27 2022



SUPPLIED

Brands and garments with a similarly mindful approach form a big part of Koha Apparel founder Charli Cox's style.

Charli Cox founded Koha Apparel on the premise that clothing is a fundamental human right, but the reality is that people don't have equal access to it.





ounder of Koha Apparel, Charli Cox, is also @hallertau\_nz first 'Keeper' - s part of an initiative to bring awareness to the necessity of reusing and...

Like Comment Share

   19 · 1 comment · 286

### Meet Charli Cox – Westfield Local Heroes 2021





#### Sustainable quality clothing for all

*Koha Apparel*  
Compassionate. Courageous. Magnanimous

Charli Cox dedicates her spare time to rescuing garments from landfill and passing them on to vulnerable communities at pop-up shops using a pay-what-you-can model.

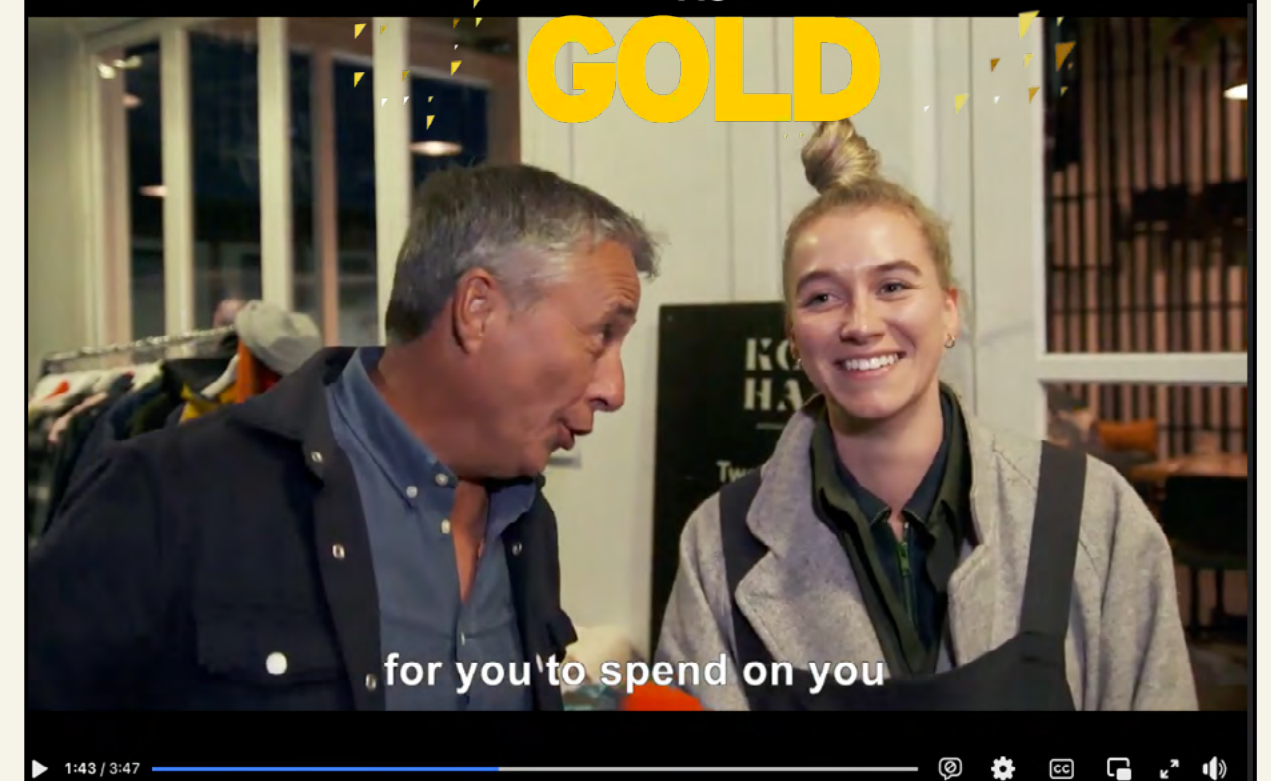
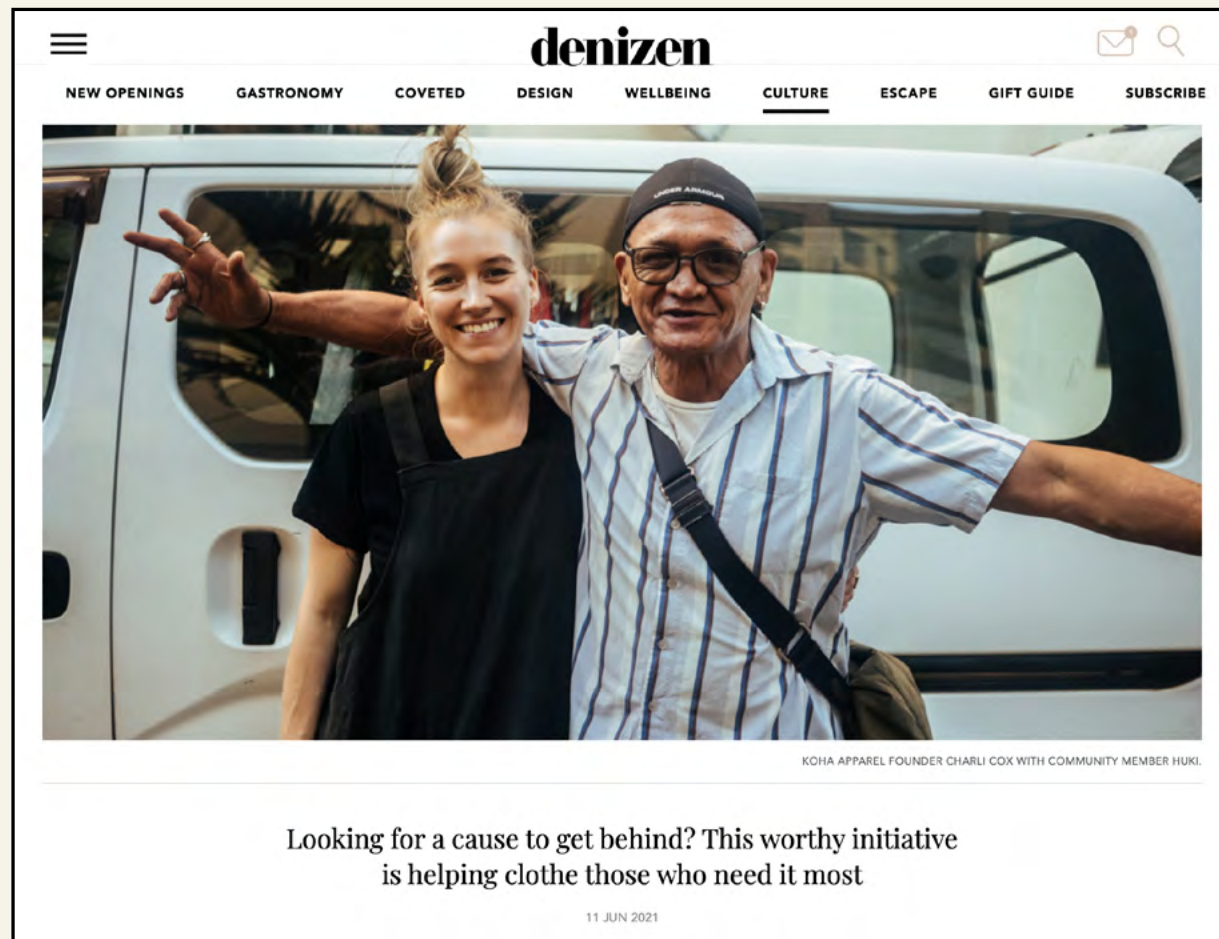
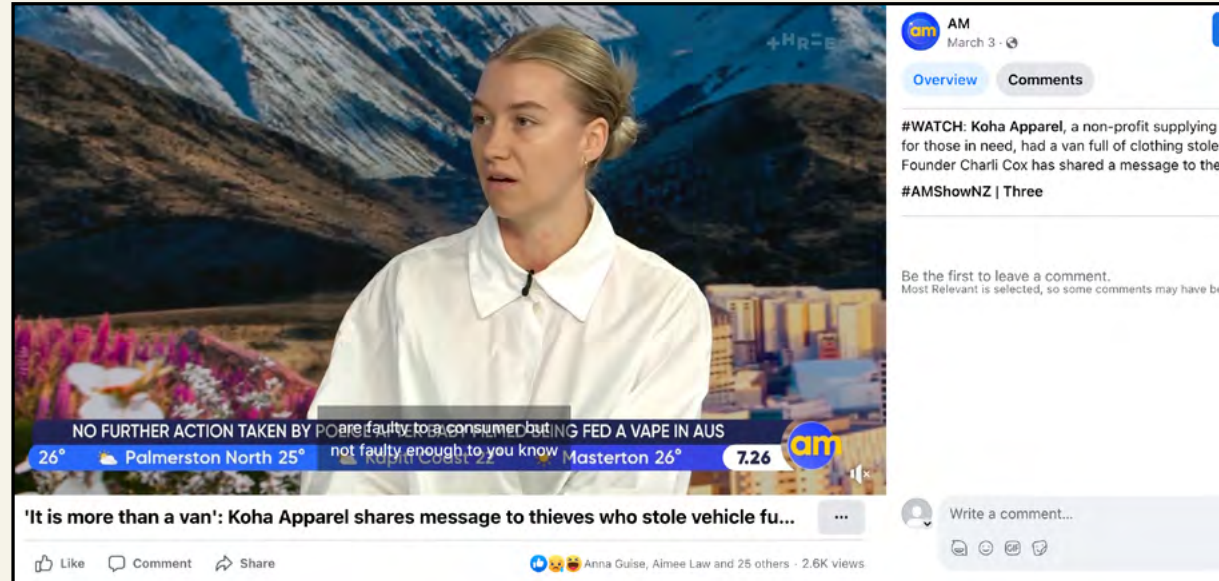
She does this through the non-profit **Koha Apparel**, which she set up in January 2019.

Charli's inspiration came from volunteering at an op shop, where she realised the inadequate access people had to a basic human right – clothing and the amount of donated garments that were heading to landfill.

She began rescuing items that were heading to landfill, washed and repaired them.



# Press Coverage.



# Forward Plan.

## **Develop operational excellence.**

- Further develop a high impact board to further the mission, sustainability, and overall success of the organisation.
- Hire team to oversee operational and retail capabilities to support growth.

## **Expand outreach to clothe more people.**

- Align clothing acquired with immediate needs within communities, expanding charitable organisation partnerships.
- Leverage and maximise existing distribution methods, expanding outreach through community groups, offer our wardrobe services in new areas.

## **Grow our online presence.**

- Improve access to second-hand clothing, expanding our product offering and facilitating consignment for high-value garments.
- Commit additional resource to our ecommerce platform, advertising and performance marketing operations.

## **Focus on resource conservation.**

- Continue demonstrating carbon and water conservation efforts utilising Usedfully and Upparel partnerships with annual reporting.
- Increase upcycling and mending workshops, further demonstrating circular economy commitment.
- Work alongside industry partners to recognise the opportunities that exist for unsold inventory.
- Amplify public clothing drives through store-drop-off, workplace and brand hosted collections encouraging re-use culture.

## **Expand industry and corporate partnerships.**

- Engage with the business community to buy wardrobe clear-outs, corporate talks and volunteer sessions as products.
- Brand partner acquisitions to support inventory needs through deadstock, returns and samples.



## The Team.



### **Charli Cox**

Founder & Chair

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**

Communications Manager

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.

## Partnership Opportunity.

The organisation is primed to leverage the grounding work to accelerate national growth. Koha Apparel has acquired increased operational capacities, further developed community and charitable partners while investing in circular solutions that will enable the charity to scale.

During 2019 2,382 garments were distributed and today that number is set to exceed 17,000 by the end of 2023. We're seeking to exceed 36,000 garments re-circulated and rehomed in 2025. And what we need now, beyond clothing donations is financial support.

Koha Apparel is looking to raise NZ\$100,000 to further grow team capability, fund national expansion plans, and deliver a fashion industry sustainability programme over the next twelve months. If you are interested in further understanding partnership opportunities, can you please email [kiaora@kohaapparel.co.nz](mailto:kiaora@kohaapparel.co.nz).





**Industry partnership opportunity.**

## Care Culture Club™.

What could Aotearoa look like if we had a culture of care where the provision for everyone's basic needs and a resource-sharing infrastructure were celebrated and prioritised?

Our Care Culture Club™ exists to support our service expansion and to clothe more people in need at no cost. Membership provides options for fashion brands and retailers with a shared passion for, and ability to fund responses to our social and environmental challenges.

As our Care Culture Club™ grows, the bigger the impact. Beyond reporting on the natural resources we save through our work we're demonstrating the impact of our organisation on people's lives.

By caring for its communities, we are working towards making fashion circular.



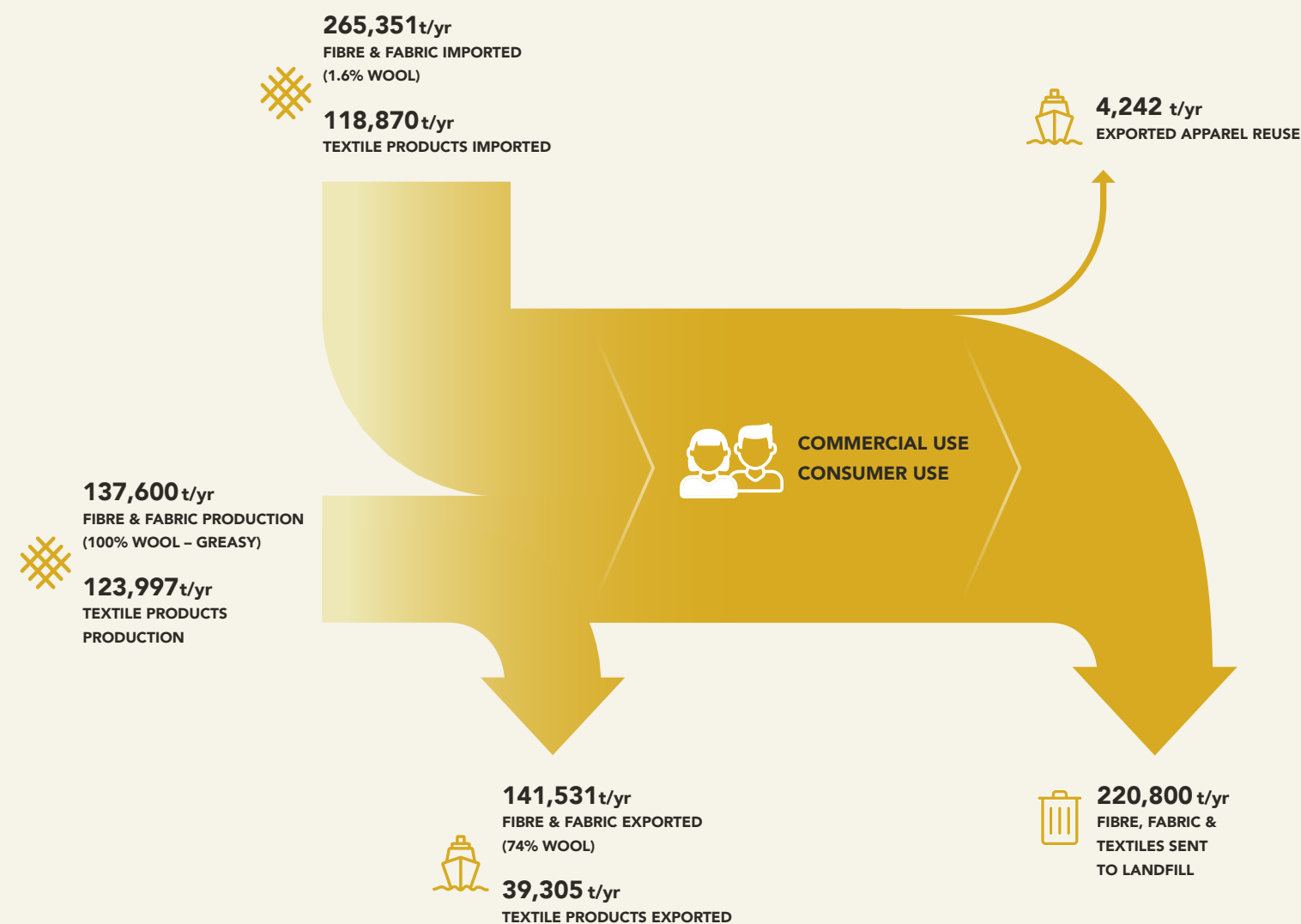
## Opportunities.

We've always had a clear purpose – to uplift marginalised communities. But since we started in 2019, our purpose has become more relevant. Social and climate crises have presented opportunities to create positive social and environmental impacts.

We work alongside UsedFULLY® to report our lifecycle impact assessment data that are leveraged for partner impact reporting and our annual impact report, accessible to the public. Our goal is to demonstrate pathways to decarbonising the fashion industry in Aotearoa, New Zealand.

"In terms of high impact industries, you've got the energy sector which is oil, transport, everything around energy; you've got the agriculture sector and then you've got the textile sector – so it's a big three. And so while textiles make up 5-6 per cent of landfill, they produce about 30 per cent of the carbon impacts. Europe's got this ban from 2025 but, in New Zealand, textiles really aren't on the radar, unfortunately."

– Bernadette Casey, co-founder of UsedFULLY® and sustainability consultant.



Graph courtesy of UsedFULLY®

## Rate Card.

### Tier One

—  
No annual monetary  
commitment

- Per casual collection includes processing \$269\*\*\*
- Instagram and Facebook story per donation^
- Inclusion in annual impact report

Key:

^ Minimum donation of \$10,000 retail value required.

\* Requirements, a minimum of 1,000 garments donated within the 12-month membership period.

\*\* Within the 12-month membership period

\*\*\* Requirements, a minimum of 200 garments donated within the 12-month membership period.

### Tier Two

—  
Annual membership / small  
to medium companies

\$2,500

- Including 3 drop-offs and processing
- Monthly industry newsletter
- Annual impact report inclusion
- Usedfully impact reporting per donation delivery and for the 12-month membership period
- Instagram and Facebook Post and Story per donation
- Permanent brand profile feature on website
- 1 blog feature

### Tier Three

—  
Annual membership / large  
companies

\$5,000

- Including 7 drop-offs and processing
- Monthly industry newsletter
- Annual impact report inclusion
- Usedfully impact reporting per donation delivery and for the 12-month membership period
- Instagram and Facebook Post and Story per donation
- Permanent brand profile feature on website
- 1 blog feature
- Press opportunities



## **Your community clothing exchange**

**When people feel they have meaningful choice and control of what they wear, there is esteem and dignity. There is liberty.**

**And everyone deserves that.**

**Instagram**

**Facebook**

**Our Website**

**Charity Certificate**



**IKO**

**HA**

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