

# The OutsideIn Giving Report



# 2022





## OutsideIn's Mission

*We are a business on a mission to help people experiencing homelessness. With every customer's purchase, brand-new, essential clothing is donated to someone in need.*

**ONE PRODUCT PURCHASED = ONE PERSON HELPED**



# 2022 In A Nutshell:

*2022 was a huge year for OutsideIn. Not only did it mark our sixth year of business, but it brought with it innovation, new products, unique designs, new Giving Partners (locally and globally), more products donated than ever before and a greater impact on homelessness both near and far.*

*We gave over 42,000 Giving Items, partnered with more than 40 charities and organisations, and donated 8 different types of items to people in need. Not only were we able to address more specific needs such as cooler clothing for the summer, hygiene kits for women and thermal wear for winter, but each one of these items was designed in-house by our Fashion Team and informed by feedback from our Giving Partners themselves.*

*As a direct result of each purchase you made in 2022, someone experiencing homelessness was given one of our Giving Items, each one brand-new, high-quality and comfortable. So, thanks to you and these purchases, every donation made a difference and helped to equip our Giving Partners with items needed to support each of their service-users.*

*As we embark on 2023, we will continue to aim to bring hope and dignity to our friends in need through our clothing, our customers, and the amazing organisations we work alongside.*

*Thank you to each customer who supported OutsideIn over 2022. This impact was only possible because of you. We can't wait to see what difference we can make to homelessness in 2023 – together!*





# 42,703 Items Donated

*In 2022 we donated 42,703 Giving Items including Thermal Beanies, Socks, T-Shirts, Joggers, Gloves, Period-Care Kits and more!*





# Making A Difference With Every Purchase

*Throughout 2022 our Wear One, Share One model made giving back to people experiencing homelessness possible. But how does it work? Well, Wear One, Share One simply means that for every single item you purchase, we will donate essential clothing to someone experiencing homelessness.*

*These additional items are called 'Giving Items' and each one is designed to meet the unique and specific needs of those who receive them.*

# Your Donations This Year



**Gloves**

*Gloves helped keep hands warm, protected and functional during the winter when the cold weather can impact circulation, movement and feeling in one's hands.*



**Cap**

*During summer, Caps were important for protecting heads and faces from the sun. They helped to prevent excessive sun exposure and kept those who received them cool and shaded.*



**Socks**

*We provided socks as they are one of the most frequently and urgently requested items from the organisations that we work with.*



**Period Dignity Kit**

*For International Women's Day we gave women experiencing homelessness Dignity Kits which included period-care, skincare, socks and personal hygiene items.*

# Your Donations This Year



**Beanie**

*We donated Thermal Beanies to provide maximum warmth, especially for individuals who are impacted by the cold weather during the winter months.*



**T-Shirt**

*Our Giving T-Shirt provided maximum breathability and comfort, and it was designed to keep those wearing it cool and confident in their clothing during the summer heat.*



**Sweatshirt**

*At our Oi Fam & Friends Day Christmas Party individuals experiencing homelessness got to choose their favourite Outsideln Sweatshirts.*



**Hoodie**

*At our Oi Fam & Friends Day Christmas Party individuals experiencing homelessness got to choose their favourite Outsideln Hoodies.*

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# ‘Tags of Hope’

*Many of our Giving Items come with something we call a ‘Tag of Hope’.*

*These are tags that have been designed by our team to share a message of encouragement to whoever receives the product that it’s on.*

*There are four different tags with four different messages, each written to remind someone that they are loved, valued, and seen.*




# 40+ Giving Partners

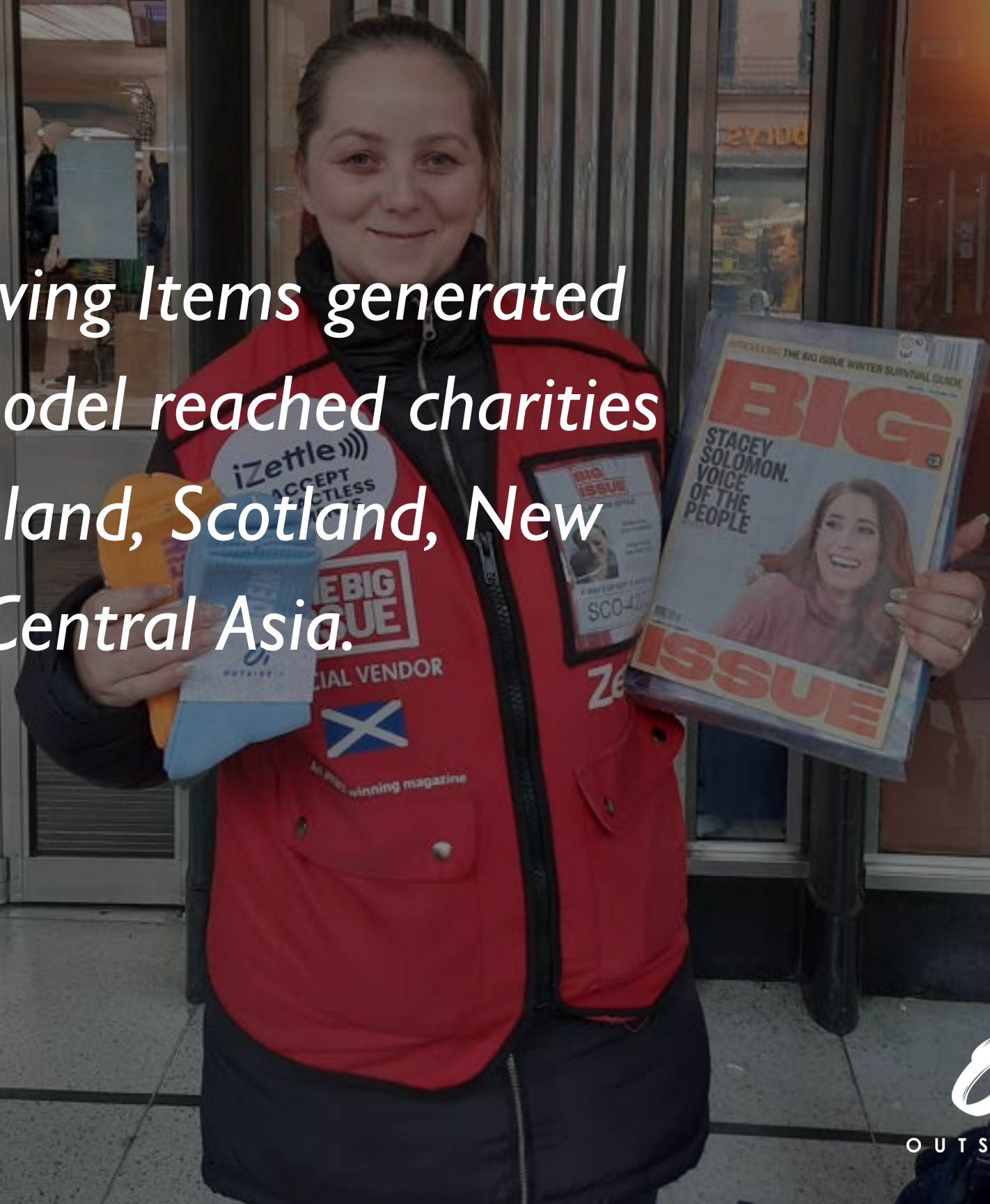
*Over the past year we have worked with over 40 incredible Giving Partners across the UK, Ireland and around the world. Thanks to them and their amazing work, your Giving Items continue to reach the people who need them most.*







*Thanks to your purchases, the Giving Items generated from our Wear One, Share One model reached charities in Northern Ireland, England, Ireland, Scotland, New York City, Ukraine and Central Asia.*





# What Our Giving Partners Said:

## The Soup Kitchen

Alex Brown

*“Outsideln is a company very close to our hearts and our partnership is something we've been proud to have for the last few years, Outsideln has been responsible for clothing and supporting so many of our homeless and vulnerable friends here in central London. To say that we are grateful would be an understatement, We consider Outsideln to be strong advocates of our work and part of the team working to make a positive and measurable difference in the homeless community!”*

## Oasis Community Housing

Joanne Armstrong

*“We have some second-hand clothes which people have kindly donated [and] we also have all [Outsideln's] clothing. It sounds like a small thing, but it is so powerful to be able to give these brand-new hats and socks to people who have come in from sleeping in cars and in tents.”*



# What Our Giving Partners Said:

## MACS

*Joanne Kearney*

*“[Our] young people said the quality of each item was amazing including the fun colours and brand-new items that are cosy and trendy! They were really grateful to receive nice gifts that were suitable for their age.”*

## The Lighthouse

*Anonymous Service-User*

*“I haven't had a hat this nice and this warm in such a long time. It makes such a difference for me [because] I don't have to worry about the cold, it keeps me warm and it looks so good. I love it.*

*The socks that you gave me make such a huge difference. They are thick and warm and work so much better than all my other socks. I can't tell you how much better they make me feel.”*



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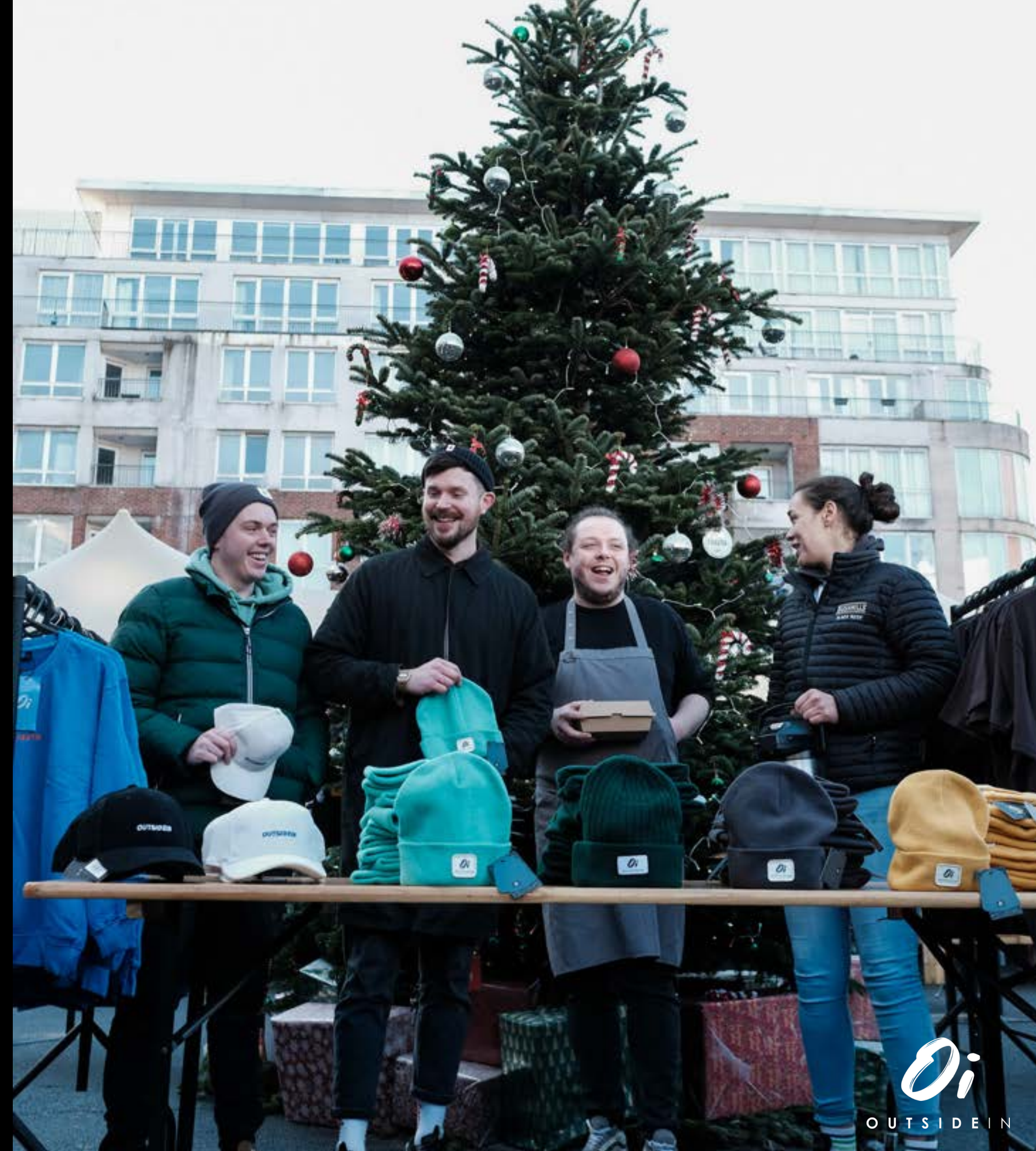
# Giving Highlights

*In addition to our Wear One, Share One model which is applied to every single item in our store, OutsideIn was also involved in a few very special occasions which gave back to people experiencing homelessness.*

## 'Oi Fam & Friends Day' Christmas Party

In December we threw a Christmas party for people experiencing homelessness in Belfast. With the help of the incredible team at Trademarket and our fellow vendors, we were able to host 70+ people experiencing homelessness and give them the Christmas celebration they deserved!

Thanks to the generosity of some amazing businesses, charities and individuals, we were able to provide every single person with fresh food, a safe and warm environment, haircuts, OutsideIn clothing and so much more!



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## One Big Sleep Out

In October, OutsideIn was proud to sponsor and take part in the Simon Community's annual 'One Big Sleep Out' event.

Along with many other amazing and inspiring individuals, the OutsideIn team spent the night under the stars at Stormont to raise awareness about homelessness and raise funds to help those impacted by it.





# International Women's Day

Thanks to your support, in March we were able to put together Dignity Kits to be given to women experiencing homelessness who are supported by our Giving Partner, The Marylebone Project.

Each item included was carefully chosen and then each Dignity Kit was distributed to women in need with the help of The Marylebone Project and their amazing staff and volunteers.





# Thank You!

*As a clothing business dedicated to helping people experiencing homelessness, we are so proud of the impact our customers and Giving Partners have helped us to achieve in 2022. Without the support of every customer, their purchases, as well as the amazing work of our Giving Partners and the OutsideIn Team, this impact would not be possible.*

*So, thank you!*



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