

Y.O.U
UNDERWEAR



Y.O.U Underwear

Impact Report - January to June (H1) 2023

About Us

Y.O.U Underwear is on a mission to show that business can be a force for good. As well as measuring our financial performance throughout the year, we also benchmark our success against some key social and environmental goals. We believe that conscious consumerism has the power to make a massive difference, and we're on a mission to prove that the cumulative effects of ethical shopping choices can be significant.

Y.O.U Underwear started when Sarah travelled out to East Africa in 2016 and did some community volunteer work as part of the Uganda International Marathon Programme. She was shocked at the number of women and children who didn't have access to something we take for granted every day – underwear. 1 in 10 girls miss up to 3 months of school a year due to not having underwear during their periods, creating a barrier to furthering their education, as well as restricting their employment opportunities later on.

Sarah decided to create a business that would have a long-term, sustainable impact. At Y.O.U Underwear, we only use organic cotton, we manufacture fairly, and we have a giving-back model that donates two pairs of underwear to the charity Smalls for All for every pair purchased.

We want to empower women and prove that business and fashion can be a force for good.



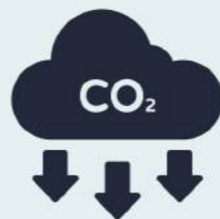
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Highlights from: **January - June 2023 (H1)**



6,510

pairs of pants donated



265.23 kg

CO₂ saved



105

trees planted
through Ecologi



81.2 kg

of old underwear
recycled



390,192

litres of water saved

Our Social Impact

Whilst volunteering in Uganda in 2016, Sarah discovered that 1 in 10 of the local women and girls didn't have access to underwear, which meant they were frequently missing school during their periods. That was up to 25% of their education or work missed purely due to not having a pair of undies! Sarah believes that underwear should be universally available to people in all communities. To take steps towards making this a reality, she decided to create a business that sells underwear on a buy-one-give-two model.

By donating underwear, Y.O.U Underwear's mission is to increase access to education and employment for vulnerable women and girls.

As well as supporting women and girls through donations, we work with India's leading ethical and sustainable manufacturer to ensure that nobody is exploited in our supply chain.





About Smalls For All

Our buy-one-give-two model means that every time you buy a pair of Y.O.U underwear from our core women's, men's and girls' ranges, we donate **two** pairs of underwear to Smalls for All!

When you buy a pair of underwear, we donate one to match. The amazing Wandsworth Group in Woking then donate the second pair to complete the buy-one-give-two model!

When Sarah started the business she set a goal to donate 23,000 pairs of underwear to Smalls for All by 2023. Thanks to all your support we achieved that in 2022, a year ahead of schedule, and Sarah is now working on our next target to further increase our impact and support for Smalls for All!

Supporting Smalls For All

Total underwear donations to the charity Smalls for All in January to June (H1) 2023:

 **5,536 pairs**

That means we were able to provide 1,845 **individuals with 3 pairs of clean underwear** each!

Our overall total donations now stand at 36,042! That's over 12,000 girls and women who now have underwear.

We also collect gently worn bras, which Smalls for All distribute to people who need them, in H1 this totalled:

 **679 bras**





The Mara Collection

With our Mara collection, we support girls in the Maasai communities of Oloishobor and Ologesailie, donating one pair of underwear for every pair sold. In H1 (Jan to June 2023) this totalled :



974 pairs

Our overall donations now stand at **4,682 pairs**.

We also donate to the Ajuma Foundation in Kenya, which support childrens' education:

£97

The Future Dreams Collection

We launched our light pink collection in June 2021, in collaboration with the breast cancer charity Future Dreams. They're dedicated to raising funds for support, awareness and research for those touched by breast cancer. A cause close to our hearts, we donate £1 for every item sold.

In H1 (Jan to June 2023) we donated a total of:

£233

Our overall donations now stand at **£841**



From January to June 2023 (H1), we donated a total of:



**Just
a Drop**

£1

to Just a Drop

In support of their Menstrual Hygiene Programme in the Wakiso District of Uganda. Your donation, through purchasing a menstrual cup, helps to support over 1,000 children with menstrual hygiene education and access to sustainable period products and soap.



OAB

£10.50

**to MyVision Oxfordshire (formerly the
Oxfordshire Association for The Blind).**

Our Environmental Impact

Every piece of Y.O.U underwear is made from Fairtrade and GOTS certified organic cotton and is PETA-approved vegan.

Fairtrade cotton helps protect the lives of farmers in India and Africa. The Fairtrade Cotton Standard has criteria surrounding the protection of farmers' health, the use of rain-fed methods, and the provision of incentives for environmental protection.

GOTS are a world-leading processing standard for textiles. They focus on tracing certified organic fibres through the different stages of the supply chain, from the farm to the supplier. They cover both environmental and social issues and also trace wool and silk.

We're also mindful of our overall environmental impact, and are committed to being Net Zero by 2030. We've implemented the first phase of our fabric recycling programme and collect our packaging to transform into beautiful earrings. Our sustainability journey is a constant one, and whilst we're proud of our current initiatives, we know that we have a long way to go!





About: Organic Cotton

Conventional cotton is one of the most polluting crops, which is why we only use organic cotton.

Organic cotton uses 71% less water and 62% less energy than traditional cotton. It's also much safer for farmers and manufacturers to work with organic cotton as pesticides can be deadly.

From January to June 2023 we used:

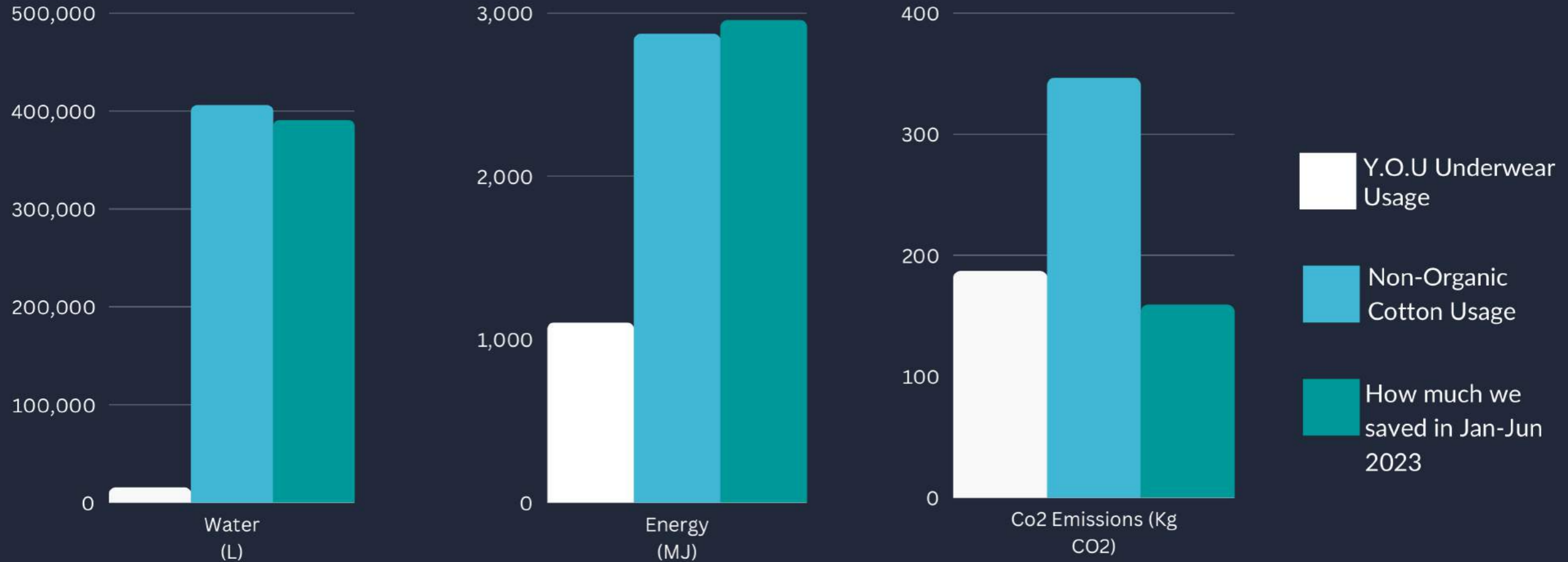
191.43 kg of organic cotton

This resulted in the following resource consumption...

	Y.O.U Underwear Usage	Non-Organic Cotton Usage	How much we saved in H1
Water (litres)	15,649.73	405,842.20	390,192.47
Energy (MJ)	1,102.48	2,871.53	1,769.05
CO2 Emissions (Kg CO2)	187.23	346.11	158.88

Calculations were made based on the Life Cycle Assessment done by Textile Exchange/ PE International (2014). It is assumed that 1kg of conventional cotton is equivalent to 1kg of organic cotton.

Organic Cotton usage resulted in the following resource consumption & savings ...



...but what does that mean?

We know that the above numbers can be difficult to comprehend - how much water actually is 390,192.47 litres? And what is the impact of the 1,769.05 MJ of energy we are saving?

That's why we wanted to make it simpler and put it in a way we can all understand, so we've translated our 'saved statistics' into bathtubs, lightbulbs, and car miles!

Less water consumption



We conserved 390,192.47 **litres** of water (3,711 **bathtubs!**). This is as much water as an average person living in the UK would consume in 2,474 days, OR 6 3/4 years!

Fewer CO2 emissions



We avoided CO2 emissions equivalent to driving **387 miles** in an average passenger car. That's like driving from London almost as far as Strasbourg in France!

Less energy usage



We saved enough energy to power a **standard 60W lightbulb** for as long as **341 days** straight.

Less soil and water pollution



The organic cotton we used caused **69% less acidification** of soil and **132% less eutrophication** of water compared to non-organic cotton.

What does that mean?

Acidification is the build-up of chemicals that reduce the pH of the soil.

Eutrophication arises from the oversupply of nutrients, most commonly as nitrogen or phosphorus, which leads to overgrowth of plants and algae in the water.

More trees please!

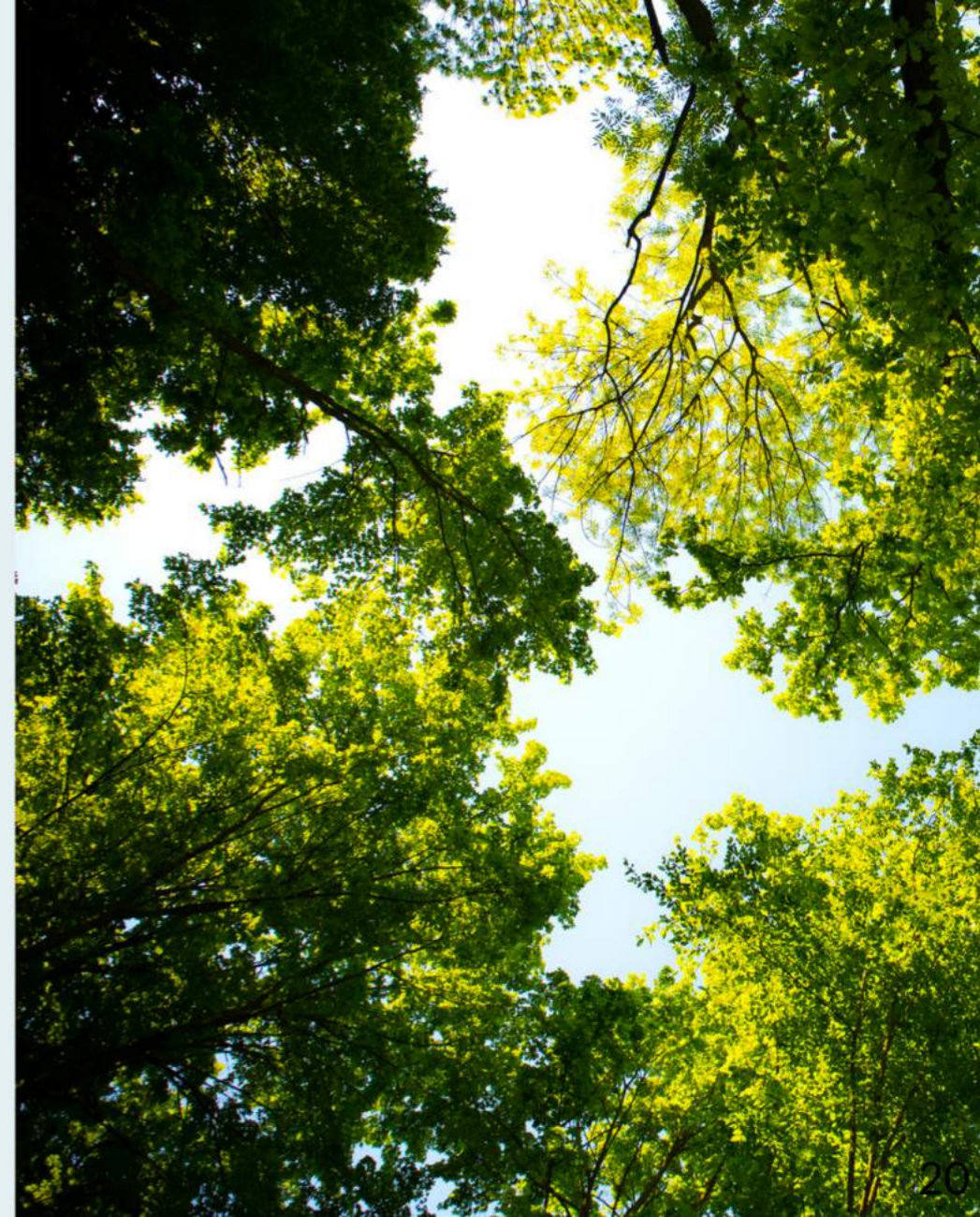
From January to June 2023, we planted a total of:



105 trees

in collaboration with Ecologi on behalf of those who signed up to our email newsletter.

These trees have been planted as part of reforestation projects in Changanane, Mozambique and in the Mau Region of Kenya.



*Thank YOU for reading our half-yearly Impact Report
for January to June 2023.*

Got a question? Email hello@youunderwear.com

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