

OUR IMPACT 2023

Y.O.U
UNDERWEAR



From the spark of an idea in Uganda, to positively impacting the lives of over 15,000 women & girls around the world so far, I created Y.O.U Underwear to be a force for good. Becoming a B Corp in 2021 remains one of my proudest achievements during this journey, recognition that our purpose and values run deep throughout our business.

In 2022, we exceeded our goal of donating 23,000 pairs of underwear by 2023, over a year before the target deadline. For so many girls to be in school as a result of now having underwear is the best feeling in the world.

We couldn't do any of this without your support. I'm grateful to all our customers, our team, the community we've built around our shop in Oxford, our charity partners and all the family and friends that have supported my small business journey so far.

This report captures the milestones we've achieved and the ways we're redefining business as a force for good, and reflects on our challenges and future aspirations. I hope you enjoy diving into how we're embracing purpose, sustainability and responsibility, even when it's not the easiest path.

I'm looking forward to seeing where 2024 takes us, and I hope you can join us on that journey.

Sarah
Founder & CEO



OUR STORY SO FAR



OUR STORY SO FAR

OUR MISSION

Y.O.U means 'Your Own Underwear' - because everyone deserves exactly that.

We're on a mission to change the world, one pair of positive pants at a time! We want our customers to look good, feel good and do good, knowing that by buying our products they're helping to donate underwear to people in Africa and the UK who can't afford or can't access any, because dignity matters.

When our Founder Sarah travelled to East Africa in 2016 to do some community volunteer work, as part of the Uganda Marathon, she was shocked to learn how many women and children don't have access to something we take for granted every day - underwear.

Globally 1 in 10 girls miss up to 3 months of school every year due to not having underwear during their periods. This creates a barrier to furthering their education and restricts their future employment opportunities.

Underwear isn't just the foundation to your outfit, it's the foundation to a more positive future.

By donating underwear for every pair sold, Y.O.U Underwear is increasing education and employment for vulnerable women and girls. We manufacture fairly, so nobody is exploited in our supply chain and we're working to promote inclusivity, representation and positive self-esteem through our commitment to thoughtful sizing, no airbrushing and positive affirmations in our undies!

We're here to show that business, and fashion, can be an empowering force for good.

OUR STORY SO FAR

OUR PURPOSE

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 each year, we also benchmark our success against 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.

50,194¹

PAIRS OF UNDERWEAR
DONATED BY US
TO SMALLS FOR ALL AND
THROUGH OUR MARA COLLECTION

UP TO
2,144

WOMEN'S LIVES IMPACTED²
THANKS TO YOUR
DONATIONS
OF LIGHTLY WORN BRAS

1. Since we started trading in 2018

2. Based on the donation of one bra per woman by Smalls For All in the past 3 years

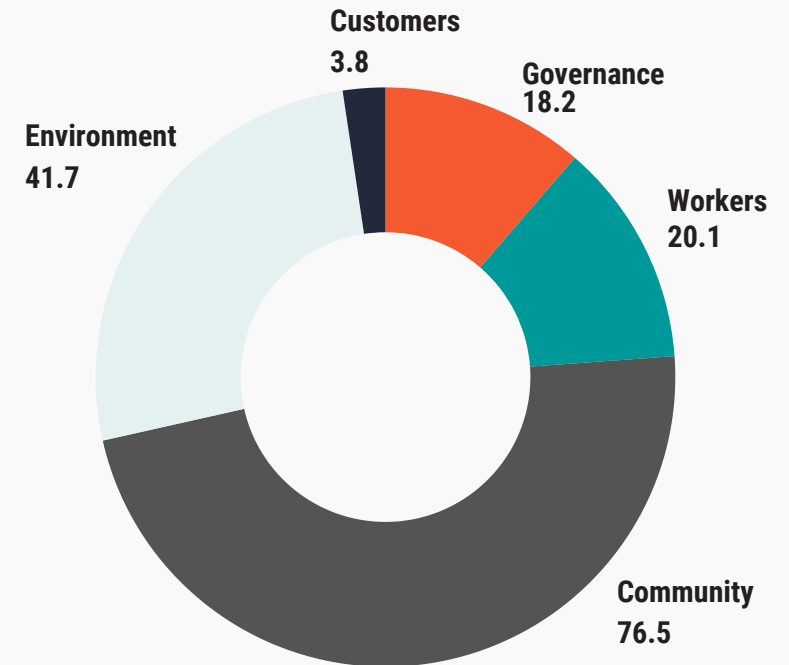
B CORP

2023 marks our two-year anniversary as a B Corp. We officially certified in November 2021 after more than a year of hard work, which was a huge milestone and achievement for us as a small business.

Giving back and sustainability are at the heart of what we do and we wanted to become a B Corp to show that you can prioritise purpose, people and planet at the same time as building a strong business.

We're proud to be recognised by B Lab as Best for the World™ in two areas - Community and Environment. To be Best For The World™, B Corps must have scores in the top 5% of one or more of the five impact areas assessed towards the certification in their corresponding size group.

In 2022, we also joined 2,000+ other companies in signing the Better Business Act, a campaign to change UK law to ensure every company is responsible for its impact on people, customers, communities and the environment, as well as its profit.



Our B Corp score

To be certified as a B Corp, you need to achieve a score of at least 80. Our score is 160.5!

This means that we've achieved a score of more than double the requirement - and put us at the top of the UK B Corp list as the highest scoring UK B Corp at the time of certifying! We're also still the highest scoring fashion brand worldwide.

ABOUT OUR SHOP

In 2021, we were able to open a pop-up shop for 4 months over the festive period in Oxford's Covered Market, thanks to Makespace and Oxford City Council's programme to re-use spaces in Oxfordshire's urban centres for social and environmental purpose.

The shop was so successful that we've extended our stay and become a thriving conscious shopping hub for the local community. We stock hand-picked products from other small businesses who share our values - from reusable menstrual cups to earrings made from our recycled plastic mailing bags. We love showcasing other small businesses that make a difference, and making it easier for people to buy better. Our shop also acts as a donations and recycling hub where people can drop off their old underwear, socks, bras and tights as part of our recycling and donations initiative. And we reduce emissions by making local deliveries by cargo bike!

We've filled our changing rooms with self-affirming messages and illustrations on the walls and mirrors, to reflect our commitment to body positivity and self-love - because we know that trying on underwear can feel intimidating.

It has been a fantastic opportunity to put sustainability at the heart of the high street, and we're looking forward to seeing how the shop grows in 2024.



OUR IMPACT



OUR ENVIRONMENTAL STANDARDS

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. Using organic cotton also helps to save water and CO₂.³



3. Organic cotton uses 91% less water and 62% less energy than traditional cotton. 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.

ABOUT ORGANIC COTTON

In 2023 we used:
402.76 kg of organic cotton

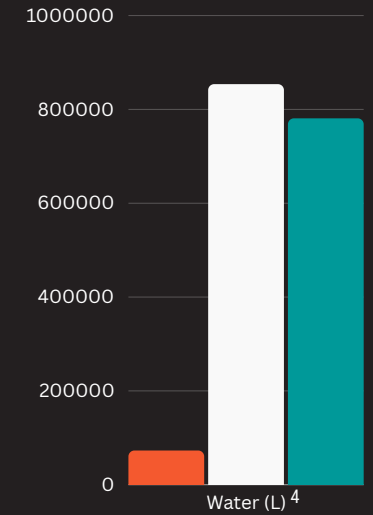
Conventional cotton is one of the most polluting crops, which is why we only use organic cotton.

Organic cotton uses 91% 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.⁴

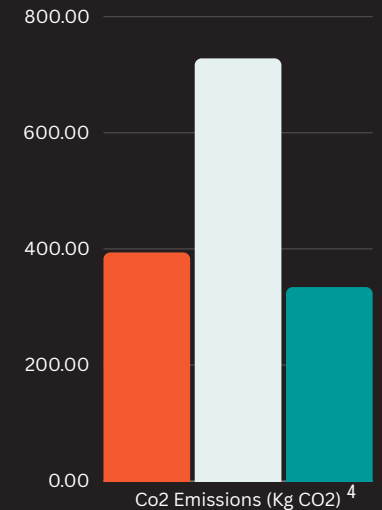
According to the [Textile Exchange](#), organic cotton produces 54.59% less GHG emissions (kg CO2 eq) during production.




ORGANIC COTTON USAGE RESULTED IN THE FOLLOWING
RESOURCE CONSUMPTION & SAVINGS.....

WATER



CO2



Y.O.U Underwear Usage 
Non-organic Cotton Usage 
Saved in 2023 

4. 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.

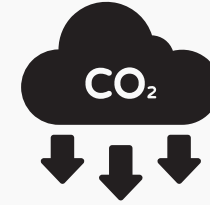
OUR IMPACT

FOR 2023



13,712

pairs of pants donated ⁵



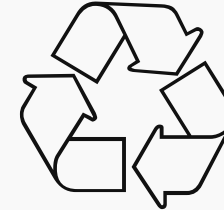
334.29kg

CO2 saved - from 402.76kg organic cotton ⁶



4,571

Female lives improved through underwear donations ⁷



6,117 pairs

of old underwear and socks recycled ⁸



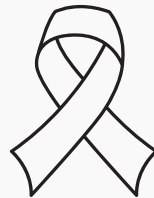
1,404

Female lives improved through customer donations of bras ⁹



261

trees planted, funded through Ecologi



£475

Support for Future Dreams breast cancer charity



780,949.7

litres of water saved through 402.76kg organic cotton

5. To Smalls For All through our buy one give two model, and to girls in the Maasai communities of Oloishobor and Olorgesailie through sales of our Mara collection.

6. Life Cycle Assessment done by Textile Exchange/ PE International (2014) and adjusted in line with total cotton weight

7. Based on 3 pairs donated to each person - calculated using the total number of pants donated in 2023

8. Recycling services provided by TerraCycle, figure based on 30g per pair of underwear and 30g per pair of socks

9. Based on one bra donated per person

YOUR IMPACT

76

Pairs of pants donated to Smalls for All & Mara as a result of your purchases

1kg

of underwear recycled as a result of your participation

8

Bras donated through Smalls For All as a result of your donations

33

Women supported as a result of your bra and underwear donations¹⁰

1,862

Grams of CO2 avoided by purchasing organic cotton products¹¹

406

Litres of water saved by purchasing organic cotton products¹¹

FOR EVERY 10 CUSTOMERS IN 2023

10. Based on 3 pairs donated to each person - calculated using the total number of pants donated in 2023

11. Life Cycle Assessment done by Textile Exchange/ PE International (2014) and adjusted in line with total cotton weight

OUR PROGRESSES

	2020	2021	Comparison years		% change
			2022	2023	
Pairs of pants donated To Smalls For All and Mara	11,682	10,481	11,490	13,712	+19.33%
Bras donated To Smalls For All	-	320	420	1,404	+234.28%
Future Dreams Donations (£)	-	196	412	475	+15.29%
Organic cotton used (kg)	214.00	241.87	319.58	402.76	+26.02%
CO2 saved (kg CO2) Through use of organic cotton ¹²	177.00	200.75	264.88	334.29	+26.20%
Water saved (Litres) Through use of organic cotton ¹²	414,946	468,985.93	619,690	780,949.70	+26.20%
Trees planted Funded through Ecologi	110	174	429	261	-39.10%
Lives improved Based on 3 pairs of pants and 1 bra per person	3,894	3,813	4,250	5,975	+40.58%

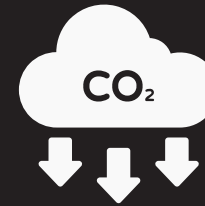
12. Life Cycle Assessment done by Textile Exchange/ PE International (2014) and adjusted in line with total cotton weight

TOTAL IMPACT

SINCE 2020



47,365
pairs of pants donated ¹³



977 KG
CO2 saved - from
1,177.63kg organic cotton¹⁴



15,788
Female lives improved
through underwear
donations ¹⁵



6,117 pairs
of old underwear
and socks recycled ¹⁶



2,144
Female lives improved
through customer
donations of bras ¹⁷



974
trees planted
through Ecologi



£1,083
Support for Future
Dreams breast
cancer charity



2,284,572
litres of water saved -
from 1,177.63kg organic
cotton¹⁴

13. To Smalls For All through our buy one give two model, and to girls in the Maasai communities of Oloishobor and Olorgesailie through sales of our Mara collection.

14. Life Cycle Assessment done by Textile Exchange/ PE International (2014) and adjusted in line with total cotton weight

15. Based on 3 pairs donated to each person - calculated using the total number of pants donated in 2023

16. Recycling services provided by TerraCycle, figure based on 30g per pair of underwear and 30g per pair of socks

17. Based on one bra donated per person

UN SDGS



THE SUSTAINABLE DEVELOPMENT GOALS

The 17 Sustainable Development Goals (SDGs) are a collection of environmental and social priority areas of focus set out by the United Nations, intended to be achieved by 2030.

The work that we do at Y.O.U Underwear aligns to several of these goals.

At the beginning of 2022 we assessed our alignment and performance towards the SDGs using B Lab's SDG Action Manager framework.

We have a baseline score of 67.2%, and score above 50% for 7 of the Sustainable Development Goals. We've highlighted our work that aligns with our top 5 goals over the following pages.

We are aiming to benchmark ourselves again in 2024 as part of our B Corp recertification, to see what progress we've made and how our score has changed.





2023 CONTRIBUTION:

We're helping to improve access to education for women and girls by donating underwear. Without proper period protection, 1 in 10 girls are left with no choice but to miss up to 12 weeks of schooling a year.

In 2023, we donated 13,712 pairs of underwear to vulnerable girls and women who now have access to education and employment during their periods. This was done via Smalls For All (11,625 pairs) and will be supporting girls and women in the UK and across Africa, as well as girls in Maasai communities in Kenya and Tanzania (2,087 pairs).

- Responsible marketing: we are an inclusive brand and do not edit or airbrush our images, to help promote positive self-esteem and body image.
- Inclusive sizing: Our size range runs from 6-22 for women and XS-3XL for men



2023 CONTRIBUTION:

Cotton farming contributes to soil pollution, pesticide use, and uses 11x more water than organic cotton (WWF). By using organic cotton, in 2023, we were able to avoid 780,949.7 litres¹⁸ of water being consumed.

The organic cotton we used caused 69% less acidification (acidification is the build-up of chemicals that reduce the pH of the soil) of soil and 132% less eutrophication of water compared to non-organic cotton.¹⁸ (Eutrophication arises from the oversupply of nutrients, most commonly as nitrogen or phosphorus, which leads to overgrowth of plants and algae in the water).

- Organic cotton
- Low-impact dyes
- Donations to Just a Drop - bringing sustainable safe water, sanitation and hygiene projects to communities around the world.



18. Life Cycle Assessment done by Textile Exchange/ PE International (2014) and adjusted in line with total cotton weight



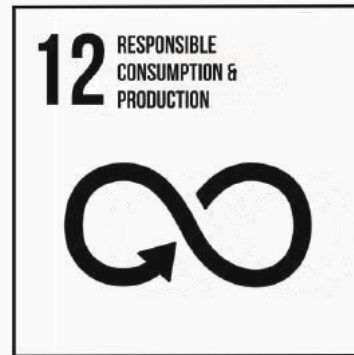
2023 CONTRIBUTION:

At Y.O.U Underwear, we work with two of India's leading sustainable and ethical manufacturers. We work with Connoisseur Fashions in Chennai and Tiruppur in Tamil Nadu and Rajlakshmi Cotton Mills in Kolkata.

Both our manufacturers operate under SA8000 certified social standards. This includes no child labour, working hour compliance, minimum wage compliance, overtime compensation and incentives, rights of Freedom of Association, and no discrimination for race, age, sex, political opinion or religion.

We are an accredited Living Wage employer with 3 employees in our shop in Oxford in 2023.

- Job creation (UK & India)
- Our marketplace (shop & online)
- Ethical manufacturing, organic materials
- Fairtrade certification, SA8000 standards
- Ethical banking with Starling
- UK real living wage
- Registered Social Enterprise



2023 CONTRIBUTION:

We promote conscious consumption, manufacture ethically and launched a clothing recycling scheme in 2022.

Our Buy One Give Two model in 2023 has helped to show consumers that they can have a positive impact through ethical consumption.

We've implemented the first phase of our fabric recycling programme and as of January 2024, we recycle or donate the equivalent of 69.96% of our total organic cotton usage each year via our partnership with TerraCycle®. we also collect our packaging to transform into beautiful earrings.

- GOTS & Fairtrade cotton
- TerraCycle® recycling scheme
- Low-impact dyes
- Buy One Give Two donation model



CHARITY PARTNERS



ABOUT SMALLS FOR ALL

Impacting the lives of women & girls

Supporting 33,000 women and girls by 2027

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. Through our impact partnership, The Wandsworth Group in Woking then donate the second pair to complete the Buy One Give Two model.

When Sarah started Y.O.U Underwear in 2018, she set a goal of donating 23,000 pairs of underwear by 2023. Incredibly, thanks to the support of our fantastic customers and The Wandsworth Group, we achieved this goal in early 2022, over a year ahead of schedule. By the end of 2022, we had donated over 32,700 pairs to Smalls for All.

Smalls for All donate at least 3 pairs of underwear to each person, providing a full wear-wash-dry cycle. This means that means over 14,799 girls and women are still able to attend school or work as a result of our donations to Smalls for All since we started (as of end of 2023). That really is the positive power of pants!



"Thanks to the donations from Y.O.U, we've been able to help more people across the UK and Africa get underwear. Giving pants and bras may seem like a small thing, but it can make a life-changing difference."

MARIA, SMALLS FOR ALL FOUNDER

ABOUT MARA COLLECTION

Ann and Iona McCreath are the dynamic mother-daughter design duo behind KikoRomeo, with a vision to use fashion as an art medium and create designs that enable conversations and build wider understanding between nations and cultures.

Their bespoke designs for Y.O.U Underwear's Mara Collection were inspired by Maasai beadwork.

Every purchase from our Mara Collection provides a pair of underwear to girls in the Maasai communities of Oloishobor and Ologesailie, as well as financially supporting the work of the Ajuma Foundation in Kenya.

In 2023, we donated 2,087 pairs of underwear through the Mara Collection, bringing our total to date up to 6,180. With our wear-wash-dry cycle, this means that 2,044 women and girls have received underwear.

In 2023, we also donated £208.70 to the Ajuma Foundation, which helps keep children in schools in rural Kenya. In total, we have donated £618 through sales of our Mara Collection.





ABOUT FUTURE DREAMS

In June 2021, we launched our light pink collection, in collaboration with the breast cancer charity Future Dreams.

Future Dreams are the only dedicated breast cancer support centre in the UK, providing in-person and virtual support during all stages of people's breast cancer journey, because nobody should face cancer alone.

A cause close to our hearts, we donate £1 from every item sold across our light pink women's, men's and girl's ranges to support Future Dreams' vital work.

In 2023, we donated £475 to Future Dreams, bringing our total since 2021 up to £1,083.



£15

Donated through sales of menstrual cups, to support their Menstrual Hygiene Programme in the Wakiso District of Uganda



£21

Profits from our Mending Workshop in July were split between the Butterfly Conservation Society and Cheney School's Greening Project



£21

Profits from our Mending Workshop in July helped support Cheney School's Greening Project to create green spaces around the school site



£30

In October we ran a 'Demystifying the Menopause' session at our shop with Emma Thomas from Managing the Menopause. Ticket fees went to the Menopause Research and Education Fund



£50

We supported MyVision Oxfordshire (formerly OAB) with a donation of £50 from sales of handmade cards in our shop.



£20

We supported OSARCC (Oxfordshire Sexual Abuse and Rape Crisis Centre) from the collaborative Hidden Histories tour we did with Uncomfortable Oxford.

ROOM TO IMPROVE



Certified
B
Corporation
Top-scoring B Corp in the UK
Top-scoring Fashion B Corp Globally

OUR CHALLENGES

We're very proud of the impact we've achieved to date, and the positive steps we've taken this year, but we're always looking to do more.

As a certified B Corp, we are focused on continuous improvement, leading to long-term resiliency. As a small business, it can be hard and take longer to implement the changes we want to see, but we are determined to continue to make improvements to the way we work and to make a bigger impact.

This impact report is about recognising what we have achieved, and reflecting on where there is room for improvement.

Sustainability is a journey, and for us, being transparent about our challenges, failures and limitations is important.

In 2024, we will go through the B Corp recertification process, which will be a good opportunity to see how our score has changed, and evidence areas where we have made significant progress and improvements.



Our carbon footprint

We have ambitions to be Net Zero by 2030, but we have not yet calculated our current carbon footprint across the whole business and supply chain. This will give us a clear insight into where we can reduce our emissions and have a positive impact, but we haven't had the staff resource to dedicate to it in 2023.



Fibre-to-fibre recycling

Our recycling programme has grown significantly this year, since implementing the first phase of our take-back scheme with TerraCycle® in 2022. This has shown that customers are willing to take action to stop items going to landfill. We have ambitions to develop a fibre-to-fibre recycling programme and become a fully circular business, and we hope to dedicate more staff time to this in 2024.



Elastane

Our underwear contains 5% elastane which is crucial for stretch, comfort and quality. However, it is made from substances derived from crude oil, and means that our underwear is not fully biodegradable. We want to find a more sustainable alternative, without compromising on quality.

MOVING FORWARDS



BUY ONE GIVE TWO PARTNERSHIP

Y.O.U Underwear was inspired by a desire to tackle pants poverty - the fact that not having underwear can prevent girls from attending school, particularly during their periods. It's estimated by UNESCO that 1 in 10 girls and women around the world are impacted by this and can miss up to 25% of their education as a result.

For the past 3 years, we've been fortunate enough to be supported by The Wandsworth Group, a family-run business based in Woking who have matched our donations to enable us to operate a buy-one give-two model. This has meant that every time you buy a pair of Y.O.U underwear from our core women's, men's and girls' collections, we donate one to match and The Wandsworth Group then donate the second pair to complete the B1G2 model.

This partnership with TWG has hugely increased our impact. We are incredibly grateful for this support and what it's enabled us to achieve to improve the lives of so many more women and girls around the world.

After an amazing 3 years, our partnership has come to an end and in 2024 we will be reverting to our BOGO model. We'll still be donating a pair of underwear to Smalls for All for every item bought from our core collection, but sadly this donation will no longer be doubled. This doesn't make us any less committed though and we continue to be thrilled and humbled by the support of our customers in helping us to achieve this impact.

If you're interested in partnering with us to support our Smalls For All donations going forward, please get in touch!

WITH THANKS TO



wandsworth
Since 1904

IMPACTING LIVES

WOMEN & GIRLS

Supporting 33,000 women and girls by 2027

As of 1 April 2024, every purchase of underwear across our core men's, women's and girls' ranges and Mara collection will donate one pair to the charity Smalls for All, and £1 will still be donated to the breast cancer charity Future Dreams for every item sold from our pink collection.

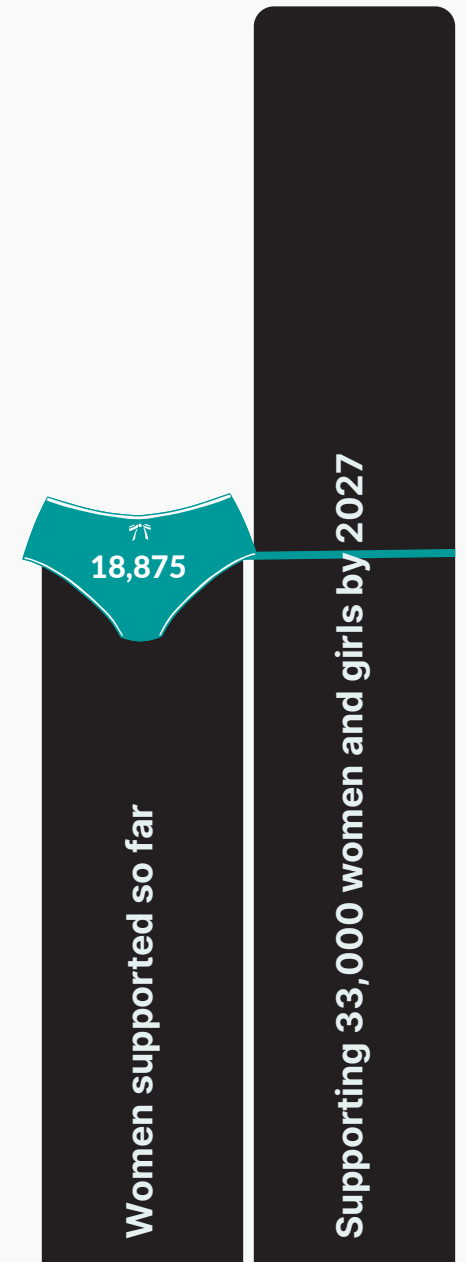
Smalls for All work with vulnerable people across the UK and internationally, providing every recipient with at least 3 pairs of underwear as a bundle; one to wear, one to wash and one to dry.

We are incredibly proud to say that that means over 18,875 people will receive clean underwear as a result of all our donations.

We met our previous target over a year ahead of schedule. As a result, this year, we have set ourselves **a new target of donating 100,000 pairs of underwear by the end of 2027.**

Using the same 3-pair bundle model, that would mean we will have impacted the lives of over 33,000 women and girls by 2027, which would be amazing! It is definitely another stretch target, but one that we're hopeful we can make as we continue to grow the business.

SUPPORTING 33,000 WOMEN BY 2027



IMPACTING THE ENVIRONMENT

RECYCLING & DONATIONS

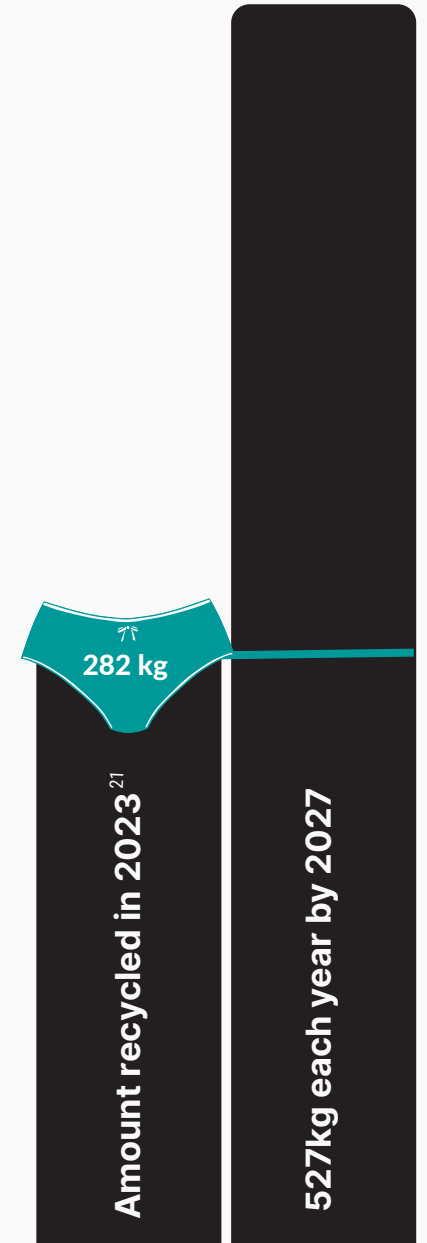
In 2023, we recycled or donated 282kg

In 2023 we have recycled 183.5kg of underwear and donated lightly used bras to Smalls For All equal to a further 98.28kg.²⁰

We are proud to say that this scheme is growing in popularity and as a result this year, we have set ourselves a new target. Starting April 2024, we will be aiming to recycle or donate a total of 563kg a year by 2027.

This will mean we are actively recycling or reusing more kilograms of underwear than we are using in terms of new organic cotton per year and as we grow we will readjust this target to ensure that we are always aiming to recycle or reuse as much or more than we create.

DOUBLING OUR RECYCLING BY 2027



20. Recycling services provided by TerraCycle® and based on 30g per pair of pants, 70g per bra

21. Recycling target includes both TerraCycle® recycling & Smalls For All bra donations, based on 30g per pair of pants, 70g per bra. From 2024, we will be working with recycling partner Cotton Lives On.



Y.O.U
UNDERWEAR

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