

Organizational Description:

Founded in 2013, Fashion Revolution is presently the world's largest activism movement aiming to end human and environmental exploitation in the global fashion industry. We strive for safe working conditions, fair wages, environmental protection, and overall transparency and accountability across the value chain. Fashion Revolution works to raise awareness about challenges facing the global fashion industry through mobilization, education and collaboration. In addition to advocating for cultural change, our organization also conducts research and influences brands and retailers to change through consumer activism. Fashion Revolution includes two separate entities, Fashion Revolution CIC, a not-for-profit social enterprise that employs staff and runs our political campaigning work, along with the Fashion Revolution Foundation, a registered charity in England & Wales (Number 1173421) that funds Fashion Revolution's education, research, and awareness-raising activities. These enable our movement to pursue all work necessary to change the way our clothes are sourced, produced, and consumed.

Needs Statement:

In April 2013, the Rana Plaza building collapsed in Bangladesh, killing over 1,000 garment workers, and leaving over 2,000 more severely injured. This fateful event shocked the world, highlighting the dangers of fast fashion. Fast fashion, a term describing cheap, trendy garments produced at rapid speeds, has recently grown in popularity at an alarming rate, resulting in significant harm to the environment and garment workers. In the wake of the Rana Plaza disaster, Fashion Revolution was created, an organization dedicated to mobilizing citizens, brands and policymakers through research, education, and advocacy.

Because fast fashion companies, and the influencers who promote them, often perpetuate the idea of constantly dressing "on trend", overconsumption is on the rise. According to the House of Common Environmental Audit Committee, textile production contributes more to climate change than international aviation and shipping combined. Three out of five fast fashion items end up in landfills while washing, solvents and dyes used in the manufacturing of these same clothes are responsible for one-fifth of industrial water pollution. *

One of the largest consumer groups of fast fashion is Generation Z, anyone born between 1996 and 2010. While this group tends to advocate the most for social and environmental justice, they also buy from fast fashion companies more than any other generation, largely due to their heavy presence on social media. Our Clean Out Your Closet project aims to combat the issue of clothing waste and environmental exploitation by targeting Gen Z on their home turf, college campuses. This program will provide practical, accessible information coupled with a hands-on activity demonstrating how to "clean out your closet" without harming our planet.

*Source: <https://goodonyou.eco/fast-fashion-facts/>

Program Description:

Our Clean Out Your Closet program aims to target the largest fast fashion consumer group, Gen Z, by hosting clothing swaps on college campuses around the country. Each event will consist of an information session followed by the clothing swap, along with refreshments and fun giveaways. The information session will highlight our organization's vision, a global fashion industry that values people and the environment over growth and profit, in an approachable and engaging manner. The clothing swap portion, where attendees swap unwanted clothes with their peers, will provide a hands-on alternative to adding more waste to increasing landfills. This taps into Gen Z's love of thrifting and environmental justice, ultimately increasing interest, participation, and lasting effects beyond our one-time event.

Through this program, Gen Z will learn more about the dangers of overconsumption and fast fashion while also equipping them with tangible ways to avoid clothing waste when they want to refresh their wardrobe. Throughout the duration of the campus visits, we hope to increase our overall social media engagement across Twitter, Instagram and TikTok by 20-30% through the use of our custom hashtag, #cleanoutyourcloset, likes, tags, re-posts, and images. In addition, we expect 25-30 students to attend from smaller universities (under 8,000) and 55-70 students to attend from larger universities (over 20,000).

The attendees will check in upon arrival and receive a raffle ticket, allowing us to keep track of attendance and consider one of our main objectives. They will then listen to a 10-15-minute presentation by a staff member centered around the harmful effects of fast fashion, our program initiatives, and helpful tips to reduce waste including buying second hand, attending clothing swaps, and sewing techniques to revive old, unwanted clothing into something new. The presentation will feature video and audience participation to keep attendees engaged before moving on to the clothing swap portion of the event. At the end of the presentation, the participants will be encouraged to use our hashtag #cleanoutyourcloset with any photos or videos they post, helping us achieve our objective of increasing social media engagement with our various profiles. The clothing swap will last for about two hours before the event concludes with giveaways including gift cards, tote bags, hats and more to encourage participants to stay for the entire duration of the event. Everyone will also receive stickers and electronic informational sheets through QR codes they can scan throughout the event.

This program will last for four months, with staff traveling to two campuses per month. We will host two clothing swaps per campus, over the course of two weeks to provide an alternative opportunity for participants who are not able to attend the first event on their campus. While we have already obtained the majority of funds to cover the cost of the program, we are asking for \$25,000 to reach our goal. With this program fully funded, we expect to reach an audience affected by climate change the most, and an audience capable of creating significant change for the future. As the world's largest fashion activism movement, this program will undoubtedly propel our overarching mission to help people around the world understand the impacts of their clothing choices and how they can influence the global fashion industry.

*Source: <https://goodonyou.eco/fast-fashion-facts/>

Budget:

The Clean Out Your Closet program will increase awareness around the dangers of fast fashion and unsafe working environments, and the effects these issues have on employees and the environment. The cost of the entire program totals approximately \$94,000, including all travel expenses, event needs, advertising, and staffing. The program team includes the director, two coordinators, who will organize and assist with each campus event, and a graphic designer/social media manager who will oversee the creation of all digital and print media. This budget will also cover the cost of event needs including tables, projectors, signs, refreshments and iPads for check-in and data monitoring. A contribution of \$25,000 would allow hundreds of Gen Z students to learn more about the harm of overconsumption and teach them how to combat it on their own. Your funding would specifically cover all travel expenses for the program director and coordinators which includes flights, lodging, meals, and rental cars.

Evaluation:

The goal of the Clean Out Your Closet program is to increase awareness about human and environmental exploitation in the fashion industry by educating audiences on alternative, sustainable ways to get rid of unwanted clothing. Because we specifically plan to target Gen Z, this program will occur on various college campuses around the country. An objective of this program is to increase online involvement with our website and various social media platforms by 20%. We plan to measure engagement through event attendance and social media engagement on Twitter, Facebook, Instagram and TikTok through our custom hashtag, #cleanoutyourcloset. We'll specifically look at Instagram and TikTok due to the visual nature of those platforms as we will encourage attendees to post their own photos of the event. We will use Hootsuite, a social media management tool, to monitor engagement on all platforms after each event. This tool will then also be used to measure and analyze engagement numbers after all events conclude. We anticipate a 20-30% increase in engagement, including use of the hashtag, likes, shares, event photos, and tags.

Another objective of this program is to reach certain attendance numbers based on the size of the university where we host each event. We anticipate about 25-30 students to attend for the smaller universities with undergraduate populations under 8,000 students, and 55-70 attendees for larger universities with undergraduate populations over 20,000 students. Our program staff will record attendance numbers at each campus event, along with keeping track of how many participants stay for the full duration compared to the head count at the start of the event. We will use a check in system with iPads where students enter information, including their name, major, birth date, and email.

Because our overall goal is to increase awareness and educate about alternative ways to refresh your wardrobe and avoid unnecessary environmental waste, we will use both the qualitative and quantitative data to measure the importance of this program. We plan to use this data to ultimately show how hands-on activities and social media promotion serve as successful ways to promote our organization's message to a younger audience. The next generation will lead the charge in fashion activism for the future, and our program aims to equip them with the necessary knowledge, enthusiasm, and passion for this cause.

Sustainability Plan:

We plan to sustain this program beyond initial funding by requiring attendees to purchase a ticket in advance to participate in the clothing swaps. Along with this, we would partner with locally owned clothing boutiques in each city or notable slow fashion brands that would sponsor each event. The program can also rely on in-kind donations from the universities themselves for event needs like space and equipment. We anticipate the rollout of these events nationwide, along with social media promotion by our team and participants, will draw in much larger participation numbers when we host them again next year.

Conclusion:

The Clean Out Your Closet program will ultimately make a significant difference in the future generation's views and knowledge on fast fashion, sustainability and the exploitation of workers and the environment. In order to reach this goal, we ask for a gift of \$25,000 to contribute to our overall funding needs. For any questions, I can be reached by phone at 458-127-6339 or by email at ashleybonds@fashionrevolution.com. We greatly appreciate your consideration of this grant proposal.