CASE FOR SUPPORT

THREAD TOGETHER
CLOTHING COMMUNITIES

A CIRCULAR FASHION SOLUTION

A global first – diverting brand-new clothes destined for landfill and providing choice to restore dignity and hope to the most disadvantaged across the country.



WHAT'S THE ISSUE AT HAND?

Imagine this every third new piece of clothing created is discarded, ending up in vast landfills. Meanwhile, many individuals are left without access to suitable, quality essential clothing. The fashion industry's carbon footprint rivals that of aviation and shipping combined[1], a reality that hovers like a shadow. In Australia, a staggering **6,000 kilograms of clothes** is dumped every 10 minutes, amounting to **227,000 tonnes per annum**[2], contributing to a crisis we can no longer ignore.

In Australia one in eight adults and one in six children do not have adequate access to essential clothing. For those without access to appropriate clothes, the repercussions can be severe:

Self-esteem and Confidence

Wearing clothes that are in poor condition or not suitable for the occasion can negatively affect self-esteem and confidence. It may make people feel self-conscious, embarrassed, or judged by others.

Social Isolation

Inappropriate clothing may lead to social exclusion or isolation as individuals may feel uncomfortable or unwelcome in certain social settings. This can limit their opportunities for social interaction.

Employment and Job Opportunities

Clothing that is perceived as inappropriate for a professional setting may hinder employment prospects and advancement opportunities. Employers will often make judgments based on appearance during job interviews or in the workplace.

Access to Services

People with what may be perceived as unbecoming clothing may feel hesitant or reluctant to seek help or access certain services, such as healthcare or support programs.

Stigmatisation

Society's perception of individuals based on their clothing choices can lead to stigmatisation or unfair judgments.



[1]https://www.bbc.com/news/science-environment-60382624
[2]Allan, P., & Allan, J. (2022). National Clothing Product Stewardship Scheme: Milestone 1.4: 'Clothing Data Report' Australian Fashion Council

HOW CAN WE REWRITE THIS TALE?

Enter Thread Together, who believe circumstances and disadvantage should not prevent people from accessing clothing to allow them to realise their full potential.

By addressing two complex problems with one solution, Thread Together is driving social change through environmental action. Instead of allowing brand-new clothes to meet their end in landfills, we rescue these clothes and provide them to people in need, restoring dignity and hope to those experiencing hardship, without judgement. A ripple effect that saves our planet while lifting the spirits of those who need it most.

Partnering and collaborating with registered charities and welfare agencies, we reach out to survivors of domestic violence, refugees, and displaced people, people experiencing homelessness, and former inmates. New clothing is also provided to the long-term unemployed seeking equal standing when going to an interview, those coming out of long-term health care, and many who are rebuilding their lives after being devastated by the recent droughts, bushfires, and floods.





Fashion brands donate new clothing



Volunteers help sort and fulfill orders



Charities connect us with people in need



Clothing is kept in circulation

HOW WE CLOTHE COMMUNITIES

01 | Online Wardrobe

Our online shopping platform is utilised by charities and welfare agencies to request clothing for people doing it tough at no cost to them.





02 | Mobile Wardrobe

Our fleet of vehicles with custom fitted walk-in-wardrobes deliver clothes to marginalised and isolated communities.

03 | Clothing Hubs

Located nationally, our clothing hubs create an authentic shopping experience for individuals to browse, try-on and choose clothing.





04 | Wardrobe & Capsule Service

Our wardrobe and capsule service is installed inside women's shelters, providing immediate access to clothing for women and children escaping family and domestic violence.

OUR IMPACT

Our rescue mission saves over **2 million items** destined for landfill each year, with the help of nearly 10,000 volunteers and 2,500 charity partners. By restoring dignity and choice, every year we help more than **130,000 individuals** to regain confidence, transforming their lives, and our world.

> I ended up in a situation in which I had nothing, you know, no money, no house, nothing. Coming to Thread Together from a traumatic background of domestic violence and choosing my own clothes for myself, gave me the dignity back. Now, I'm getting the confidence to learn that I am something and I can do whatever I want in my life. I'm just trying my best.
>
> Dr Mahek
> Mother & Survivor of Domestic Violence



We believe in a world where judgment based on clothing doesn't exist anymore, where everyone can wear their aspirations. No matter the situation, they can choose clothes that empower them, embracing opportunities for inclusion, education, employment, health and well-being.

We're not just changing wardrobes; we're rewriting stories.

> When you find yourself in this situation when you left everything behind and you don't have anything you don't own anything the task was just to get to a safe place. And once you are given these clothes they becomes your first property your first personal property that is only yours not someone else's. It is so sad that it takes you to become a refugee to get such attention.
>
> Nataliya
> Mother and Ukrainian war refugee



PRIORITY PROJECTS IN NEED OF YOUR SUPPORT

Throughout the past decade, Thread Together has celebrated significant milestones in our relentless pursuit of providing new and essential clothes to those who need them most.

Our enduring dedication and compassion has been instrumental in addressing clothing insecurity and rekindling dignity for numerous individuals in our community.

Our journey is far from complete! By standing beside us and offering your support, we can embark on essential priority projects.



DOMESTIC VIOLENCE WARDROBE SERVICE

Millions of Australians have endured the trauma of domestic and family violence, often needing to escape their homes with just the clothes on their backs and a few essentials in their handbags, especially when children are involved.

While women's refuges provide a crucial lifeline in terms of immediate safety, there's often an unmet need for essential clothing when survivors arrive.

Thread Together has responded to this pressing need by introducing a unique wardrobe and capsule service designed for women and children who arrive seeking refuge. These wardrobes, meticulously set up by Thread Together, are not just static closets but dynamic spaces, carefully curated and continuously replenished with brand-new, essential clothes. This includes everything from comfortable loungewear, sleepwear and crucial undergarments.

This approach has an immeasurable impact. By offering new clothing within the refuge itself, we eliminate the need for survivors to venture outside in those initial, challenging days when they may still be grappling with trauma or showing signs of recent violence.

This simple yet compassionate provision goes a long way in offering solace and security to those who have already endured so much.

Your invaluable support can help us significantly grow the number of refuges equipped with our fully stocked wardrobes. To date, we have made this service available to one hundred shelters and we would like to make this service available to every shelter in Australia. Your contribution will play a crucial role in achieving this goal and ensuring that these resources remain readily available for those in need.



NATURAL DISASTER READINESS

Australia has a long history of grappling with natural disasters, including bushfires, floods, earthquakes, storms, cyclones, and landslides. These events have brought significant loss of life, disrupted livelihoods, and inflicted extensive property damage. Over the past decade, the frequency of these events has risen, and their scale of destruction and economic impact has grown tremendously.

Since 2019, Thread Together has been at the forefront, responding to natural disasters across the country with a thoughtful, well-coordinated, and collaborative approach.

Our mission is clear

To provide clothing to those who have lost everything in the wake of a disaster. Our commitment doesn't just end when the immediate crisis fades from headlines. Instead, we stay engaged with affected communities for years, ensuring they have the support they need until they fully recover.

With your support we can make sure all the necessary elements for a rapid response, such as vehicles, resources, and logistics, are in place before the next disaster strikes. This proactive approach allows us to adapt swiftly to various types of events and cater to the immediate and ongoing needs of impacted communities. Your contribution can make a world of difference in helping us help others during their most challenging times.



REGIONAL AND CAUSE-BASED EXPANSION

In Australia, there is a **significant gap in support** for individuals and families living in regional and remote areas. These communities often **lack access to basic resources**, including quality clothing, which is essential for both dignity and opportunity. **By extending our reach to these underserved areas**, we are committed to bridging this gap and ensuring equitable access to clothing for all Australians, regardless of their location.

Thread Together's Regional and Cause-Based Expansion Program is designed to maximise our impact both regionally and among specific underserved groups. Our strategy involves developing partnerships either with all agencies in specific regions or with agencies supporting particular cohorts, such as homeless people, youth, refugees, and First Nations communities across Australia. This dual approach allows us to tailor our efforts to the unique needs of each community or cause.

In regions where we implement our model, our goal is to assist all those in need. We recognise that clothing is a fundamental human need that cuts across all ages and backgrounds. Our work takes on added significance in this period marked by rising costs of living. By establishing comprehensive partnerships and leveraging our network of clothing hubs and mobile wardrobes, we aim to reach and support as many individuals as possible, irrespective of their age or background.

This multi-faceted approach ensures that Thread Together's impact is both extensive and profound, offering support to those in need and fostering resilience and empowerment in communities across Australia.

With your support this project will not only reach communities in socio-economically disadvantaged areas but will also align with your specific areas of interest, leveraging our existing clothing resources, infrastructure, and logistics for maximum impact. Partnering with Thread Together presents a highly cost-effective opportunity to effect significant change. We aim to build robust connections with local agencies and community organisations, vital in pinpointing those most in need and providing a lifeline to individuals and families grappling with the challenges of the cost-of-living crisis, thereby contributing significantly to the resilience and empowerment of these communities.



Our CEO, Anthony Chesler, is eager to meet with you and share our inspiring vision.



Anthony Chesler, CEO

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