



Project Report (2015-16)

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ABOUT CLOTHES BOX FOUNDATION

VISION:

Clean clothes for all

MISSION:

To provide clean clothes to those who need them through transparent methods using the latest digital technologies and social media.

WHO WE ARE?

Clothes Box Foundation (CBF) is a not-for-profit launched in Gurgaon in February of 2014 by two school-friends, Naman and Sajan, with the simple aim to drive change. Our purpose is to help as many underprivileged individuals affected by the lack of access to proper clothing by providing them with access to clean and hygienic clothes, and thus help reduce the number of related deaths and illnesses.

As of today, Clothes Box Foundation has proudly provided clean clothes to over 12,500 less-fortunate individuals across India, and has been ably supported by a network of 32 volunteers and 422 unique donors across India.

WHAT WE DO?

We use social media extensively to connect the donor of the clothes to the beneficiary. You may want to know as to how we achieve this. The answer is simple yet effective - while distributing clothes we take pictures of the clothes given to the recipients and upload these pictures on our Facebook page (www.facebook.com/clothesboxfoundation/) and let the donor know exactly who is going to wear their donated clothes.

We thus try to bridge the gap between the donor and the recipient by providing end-to-end visibility.

HOW WE DO IT?

- Receive clothes from well-wishers across India with donors dropping their contribution at the nearest drop centre We also receive clothes from corporate partners and garment manufacturers.
- Process clothes at our warehouse:
 - Quality check clothes; discard unusable, torn or dirty clothes.
 - Sort and segregate in various categories based on genre, size and gender.

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- Keep aside clothes as per requirements of a certain project/initiative/location.
 - Receive the clothes.
 - Pack the clothes in boxes or gunny bags.
 - Dispatch the clothes to the distribution location.
 - Take photo of every cloth given out with the beneficiary's face clearly visible.
 - Upload the photos on the Facebook page.
 - Tag the corporate partners/garment manufacturers.
 - Or notify the individual donor.

PROJECTS UNDERTAKEN IN 2015 - 16

Rehabilitation after natural calamity

A HELPING HAND TO CHENNAI

Description:

Chennai recently faced terrible devastation due to heavy rainfall which caused floods in most parts of the city. Clothes Box Foundation took the initiative of helping our friends out in Chennai.

We collected over a thousand clothes from the public of Delhi and NCR, who generously donated for this cause, in just one day and successfully despatched them to our volunteers in Chennai.



NEPAL EARTHQUAKE RELIEF

Description:

More than 5,000 bottles of water, 4,000 packets of food and clothes were distributed to the population in Nepal after the devastating earthquake in 2015.



CSR Projects

LOCHBRIDGE INDIA

Description:

Clothes Box Foundation in association with Lochbridge went on a distribution drive on 17th January 2016. Clothes, blankets and 110 killos of rice were distributed during the drive. Our newest members of the Clothes Box family took part in the distribution and experienced the joy giving and being greeted with smiles in return.



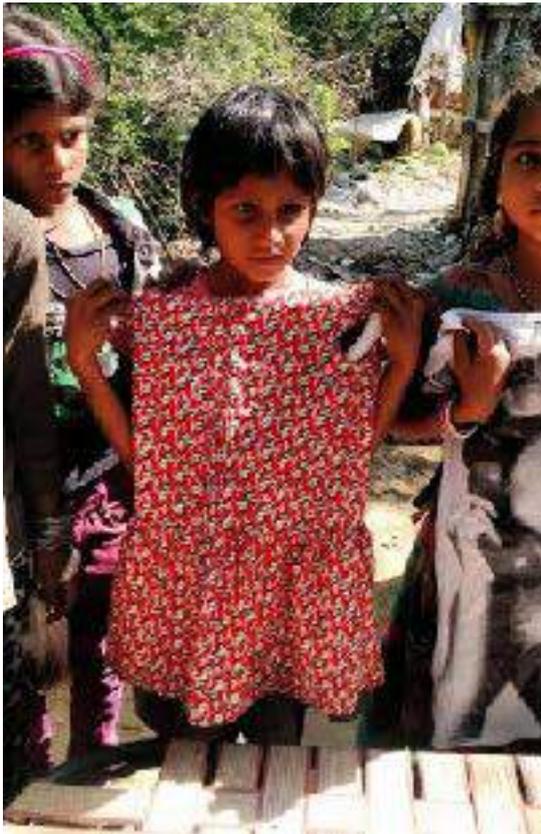


AIRBNB

Description:

Airbnb is a trusted online marketplace for people to list, discover, and book unique accommodations around the world. It connects travellers seeking authentic experiences with hosts offering unique, inspiring spaces around the world. Employees from Airbnb took an initiative to collect clothes from their colleagues with a thought that what is no longer useful to them will be useful to someone else who needs it.





IBM

Description:

Clothes Box Foundation along with IBM India organised a donation drive in the IBM, Silokhera office where the employees collected and distributed 826 clothes. The drive was conducted for a week in the Gurgaon office. Here is what Naman Maheshwari, an IBM employee had to say from his experience after the distribution drive, "Dr. Loretta Scott said that We Cant help Everyone but Everyone can help someone. It feels good to give back to the society because We make a Living by what we Get but we make a Life by what we Give. Organizing a Clothes Donation Drive @ IBM NCR in association with Clothes Box Foundation was one such small gesture that we IBMers could take up. The smiles that we shared and spread was contagious and will have lasting effect on the lives of the volunteers. Thanks to Clothes Box Foundation for giving us a direction to reach a higher level of satisfaction and peace."





Other Projects

RELIEF FOR MUZAFFARNAGAR RIOT VICTIMS

Description:

In the wake of the Muzaffarnagar riots of 2013 often described as "the worst violence in Uttar Pradesh in recent history", we were alerted by student volunteers from TISS, Mumbai about the adversities faced by the people, especially the children in the city. Using the resources available, we collected approximately 450 clothes for children below 8 years old and these were distributed through collaborative efforts with Akfar Foundation, an organisation based in Delhi but operating at Shamli and Muzaffarnagar. With Government aid involving arduous process, they'd set up camps accommodating around 50,000 people. Clothes Box Foundation has always tried making efforts to address situations like these facing the country and is continuing to do so with the help of our enthusiastic volunteers and supporters who continue to back us up through thick and thin.



BURST HUNGER CHALLENGE

Description:

Why not change how you celebrate the festive season. Every festive season CBF organises a Burst Hunger Challenge where we pledge to not burst crackers but burst hunger.

You Participate in the #BurstHungerChallenge by following these 4 easy steps:

Step 1: Help someone in need and donate something of value to him/her (Food, clothes and blankets)

Step 2: Capture the moment by taking a photo or a short video (If you're camera-shy, just take a picture of the person you've helped. No pressure!)

Step 3: Share it on social media using the following message : "Instead of bursting crackers, I pledge to burst hunger this Diwali" I accept the #BurstHungerChallenge (Spread the good vibes!)

Step 4: Challenge 5 friends to do it by tagging them on your photo/video.

Thats How You Burst Hunger :)

Thats How You Become a Social Cracker :D





GIFT A DREAM

Description:

In the Christmas season, kids all over the country are busy filling out their wish lists. However, many financially disadvantaged children are going to be left disappointed yet again this year, as they wonder why their wishes remain un-granted when they've tried so hard to be on the nice list. Indeed, this perpetual cycle of hope and disappointment is a depressing, but very true story of modern India. Clothes Box Foundation grants these un-granted wishes which will hopefully help compensate, albeit a little, for the normal childhood these kids had been deprived of but your cooperation is absolutely vital to help us achieve this goal. Our donors play the role of secret angels for these children. Here's how "Gift a Dream" works-

- We post a list of around 500 kids along with their wishes (eg: A new school bag, going to amusement parks, watching a movie in a multiplex, A new toy) and this is where we'll need you to step in as the wish granters/Angel.
- The cost of granting these wishes range from Rs. 100-2000. (only a fraction of your pocket money!)
- All monetary donations can be made through Donate now section at www.clothesboxfoundation.org
- Material donations can also be made by contacting us.
- Once the wishes are granted, the pictures of the children are put on our internet platforms where they can be seen enjoying their gift or experience. Everyone wants change but only a few are willing to be the change. Superheroes don't always wear caps or have superpowers. Be an everyday superhero! The CBF team anticipates your participation and support for this cause. Let's work together and fulfil their small dreams and enable them to dream bigger!





EXPRESSIONS OF EMPOWERMENT

On 5th and 6th September, 2015, Nayi Udaan organized a workshop 'Expressions for Empowerment' for 50 girls aged 13-18. The event aimed at equipping young girls from the less privileged sector with skills to adequately express themselves and stand up for their rights. On Day 1, Sehr Taneja, co-founder of Nayi Udaan, conducted a Public Speaking Training workshop with a special focus on topics such as education of girls, financial independence and child marriage. On Day 2, Kajal Panwar, Nayi Udaan Art Associate, conducted a cross-stitch workshop. This day focused on using art as a form of expression. The girls were able to learn a new form of art that will help them not only express themselves, but also earn for themselves in the future. Clothes Box Foundation distributed clothes to the participants on day 2. CBF too, took part in the workshop.





WORKSHOP AT THE HERITAGE SCHOOL, GURUGRAM

Clothes Box started with the aim of bridging the gap between a donor and a recipient through transparency. Today, we took it to its roots. It all started with a problem that was identified and solved. The budding young minds of the 7th grade who were in attendance of the workshop conducted at The Heritage School, Gurgaon did the same yesterday. They "Felt" the problems around them. Some of the problems they identified were the lack of washrooms at metro stations, water wastage due to broken taps, lack of animal shelters and bad quality of cafeteria meals. Their brilliant minds did not stop there and "Imagined" the solutions for the problems they identified. We are excited to see this new generation take the world by storm with their ideas to make it a better place.



General Distributions

A total of 11,766 clean clothes were distributed to the underprivileged across India. More than 32 volunteers were part of Clothes Box Foundation during the collection and distribution drives. Distribution locations included Bengaluru, Mumbai, Nagpur, Delhi NCR, Ambala, Jalandhar, Kolkata, Hyderabad, Kashmir, Jaipur and Bhopal.





Achievements

- The legendary Amitabh Bachchan joined hands with Clothes Box Foundation for a distribution drive at a construction site in Gurgaon where more than 1,500 people were benefitted with clean clothes.



- Interviewed on national television by Mr. Amitabh Bachchan



- Covered by leading publishing houses.



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- Associated with Delhi University under the National Service Scheme.



Impact Assessment

- Clothes are given to people in remote/rural areas after identifying the real need. Usually people who are below the poverty line and for whom a piece of cloth is a luxury.
- Clothes helps cover a person's complete body. During the monsoon season (July - September), we saw a lot of Malaria and Dengue cases. One of the reasons identified for this was the mosquito bite which could be overcome by covering your body with a piece of cloth. The clothes these people wore, were either torn, dirty or cut/half sleeved.
- Women could only cover half their body with a cut piece of saree.
- Children would often roam around naked.
- Hence we distributed proper and clean clothes that would avoid mosquito bites in a slum in Gurgaon.
- Within a month, the illness rate went down by 22% in the slum.
- Clothes Box Foundation is always looking at identifying such affected regions so that we can do our best for the people in need.

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- Distribution happens only after the CBF team has its due diligence which includes site reccee, information about the community, their preferred clothing, age group, work they do , etc. Example: After the research done by the CBF team, no sarees were sent to Kashmir after the floods
 - During the year 2015-16; 11,766 clothes were distributed to more than 9,000 individuals across India.
 - Areas of distribution: Bengaluru, Mumbai, Nagpur, Delhi NCR, Ambala, Jalandhar, Kolkata, Hyderabad, Kashmir, Jaipur and Bhopal.

Sustainability Model

- CBF receives thousands of clothes every month and distribute them to the less-fortunate, pictures of the beneficiaries holding the piece of cloth is clicked and uploaded on CBF's social media handle to maintain transparency.
- But there are several volunteers at CBF who follow the same process. They collect clothes every week and distribute them around their localities and villages nearby. This is not a low cost model, but a no cost model.
- Since CBF is a volunteer driven organisation - every volunteer is assigned specific tasks with detailed process mapped out for each task. This allows us to oversee the operations while being able to define the strategy of the organisation and guiding it in the required direction.
- Individual/Corporate donations - Clothes Box Foundation is associated with the finest Indian and Multinational companies based in India. Individuals came forward in strong support by donating clothes and other daily essential items like biscuits and water bottles for the rehabilitation of Nepal after the earthquake and Chennai after the floods.
- Donors can donate clothes to Clothes Box Foundation by dropping them at their nearest drop centre, thus simplifying the process and making it efficient.
- Since dignity of the beneficiary is our highest priority - every cloth given out is checked for quality before it is given out.

For more information

Website: www.clothesboxfoundation.org

Facebook Page: www.fb.com/clothesboxfoundation

LinkedIn Page: <https://www.linkedin.com/company-beta/13189418>

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