



Project Report (2014-15)

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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 April 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 3,500 less-fortunate individuals across India, and has been ably supported by a network of 18 volunteers.

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.
 - Keep aside clothes as per requirements of a certain project/initiative/location.

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- 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 2014 - 15

Rehabilitation after natural calamity

SRINAGAR FLOOD RELIEF

Description:

While we were enjoying the rain in the cosy comfort of our homes, Kashmir was submerged, many were stranded and struggling for survival. Hence, Clothes Box Foundation took this an initiative towards rehabilitation and relief work for helping the flood victims in Jammu and Kashmir. We organized a blanket donation drive from the 11th of September till 20th of September 2014. The target was 1001 blankets in 7 days but we met and exceeded our targets in just 5 days. The donations reached Jammu and Kashmir through the Indian Army and CBF volunteers. Our volunteers personally handed over the blankets to those in need. List of donors with their names and the amount of blankets donated were put up everyday on the page to keep things transparent.





CSR Projects

VDOPIA INC

January 2015: Clothes Box Foundation along with Vdopia distributed clothes and food to people at a village in Gurgaon. More than 300 clothes were distributed to 75 families along with playing games with children and organising an impromptu singing competition with every child who sang, getting candies.



IFFCO TOKIO

The Aravali range is an ancient range of mountains situated in Haryana, Rajasthan and Gujarat. They originate from North Delhi and pass through southern Gurugram. On the foothills of the range, Aravali Forest village is located. The village is home to a huge number of migrant labourers who work in nearby industries and real estate enterprises.

With the goal to help the residents of the village, Clothes Box foundation joined hands with IFFCO TOKIO, a niche general insurance company in India which provides insurance ranging from office, motor, health, home, accident and travel.

The employees of IFFCO - TOKIO undertook a donation drive. They collected 450 clean clothes and 2 cartons full of toys in just a week's time. The clothes and toys were distributed by CBF volunteers in January, 2015. The drive helped 200 families in the Aravali Forest neighbourhood.



Other Projects

WORKSHOP AT THE HAPPY SCHOOL

Clothes Box Foundation along with Delhi Public School, Gurgaon organised a workshop for the school students where they were introduced to the idea of social welfare. They were not only taught how to tag clothes but also explained that how charity begins at home! The school thought that it's a great idea to show the students what is life outside the comfortable A/C classrooms, the beautiful campus, the easy life that children need to value! And moreover be thankful to their parents for the lifestyle and facilities they have been provided. Some of these students were taken to The Happy School, Gurgaon where there are over 400 underprivileged children in the age group of 4-14 years from families of the construction workers, maid servants, rickshaw pullers, sweepers and other underprivileged members of our society.

Students from both the schools interacted with each other, shared stories and their experiences at school. In the end clothes were distributed to the students of The Happy School. These young enthusiasts showed great interest in trying to understand community service and social welfare.





WORKSHOP AT DELHI PUBLIC SCHOOL, GURGUGRAM

Clothes Box Foundation, conducted a workshop in Delhi Public School, Gurgaon. Students of class 5 were introduced to the idea of social welfare. Children were introduced to CBF and the idea behind it. They were not only taught how to tag clothes but also explained that how charity begins at home! Surprisingly, these young enthusiasts showed great interest in trying to understand community service and social welfare. A great start at a young age, we would say.





General Distribution Drives

A total of 5,649 clean clothes were distributed to the underprivileged across India. More than 18 volunteers were part of Clothes Box Foundation during the collection and distribution drives. Distribution locations included Gurugram, Delhi, Bengaluru, Hyderabad, Jammu and Kashmir and Ambala.





Achievements

- Covered by Facebook Stories - Facebook's Official Publishing Channel and The Huffington Post with the posts gaining more than 69,000 likes.

Facebook Stories
June 29 at 10:00am · 🌐

SaaJan and Naman started **Clothes Box Foundation** to collect and donate used clothes. But instead of having donors give away clothes and never see them again, volunteers from Clothes Box photograph the recipients and tag the donors in the photos on Facebook.



A Simple Idea Makes Our Charity Unique

When we distribute donations, we take a photograph of the smiling recipient and then share it on our Facebook Page and notify the donor by tagging him or her in the photo.

FACEBOOKSTORIES.COM

Like · Comment · Share

👍 Parul Sondhi, Mehul Agarwal, Bharti Samant and 69,046 others like this.

➦ 181 shares

🗨️ View previous comments 47 of 205

- Covered by various leading publishing houses including Dainik Bhaskar, Times of India and Hindustan

Tin

विप्लववादी युद्ध सो सोशल नेटवर्किंग साइटों का इस्तेमाल करके करीब 100 करोड़ रुपये के वस्त्रों को बंटाने के लिए शुरू किया गया है। सोशल नेटवर्किंग साइटों का इस्तेमाल करके करीब 100 करोड़ रुपये के वस्त्रों को बंटाने के लिए शुरू किया गया है। सोशल नेटवर्किंग साइटों का इस्तेमाल करके करीब 100 करोड़ रुपये के वस्त्रों को बंटाने के लिए शुरू किया गया है।

एक ही दुर्लभ वस्तु
 सोशल नेटवर्किंग साइटों का इस्तेमाल करके करीब 100 करोड़ रुपये के वस्त्रों को बंटाने के लिए शुरू किया गया है। सोशल नेटवर्किंग साइटों का इस्तेमाल करके करीब 100 करोड़ रुपये के वस्त्रों को बंटाने के लिए शुरू किया गया है।

उठाया गरीबों की मदद का बीड़ा

सोशल नेटवर्किंग साइट के जरिए कमजोर तबके के लिए एकत्र कर रहे हैं कपड़े



बंगलुरु के एक व्यक्ति ने सोशल नेटवर्किंग साइटों के जरिए कमजोर तबके के लिए एकत्र कर रहे हैं कपड़े। इस पहल के तहत करीब 100 करोड़ रुपये के वस्त्रों को बंटाने के लिए शुरू किया गया है। सोशल नेटवर्किंग साइटों का इस्तेमाल करके करीब 100 करोड़ रुपये के वस्त्रों को बंटाने के लिए शुरू किया गया है।

बढ़ रहा है उत्साह
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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.
- Distribution happens only after the CBF team has its due diligence which includes site recce, 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 2014-15; 5,649 clean clothes were distributed to more than 3,726 individuals across India.
- Areas of distribution: Bengaluru, Delhi NCR, Ambala, Hyderabad, Jammu & Kashmir.

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 new blankets and making monetary donations to fund the purchase of the blankets that were sent to Srinagar as part of the flood relief campaign.
- 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>

Contact details:

Communication Address: 48, Paras Trade Centre, Gurugram, Haryana - 122003

Phone number: +91 9717345363 | +91 9810196688

Email Address: info@clothesboxfoundation.org