A Brand Partnership with Sharewear

Who We Are

Sharewear Clothing Scheme is a UK charity tackling clothing poverty by redistributing high-quality donated clothing to people who cannot afford the items they need. Our aim is to improve everyday life by providing free, appropriate clothing to people in need. We provide clothing to people experiencing hardship across the East Midlands and South Yorkshire. We redistribute good-quality pre-loved clothing through donation containers, community collection points, and generous brand partners.

Clothing poverty affects dignity, confidence, wellbeing, and inclusion — and we exist to make sure no one is held back because they don't have the clothing they need.

We support thousands of people every year, offering 3–5 outfits per person, working with more than regional 430 organisations including schools, hospitals, crisis teams, foodbanks, Job Centres, Women's Aid, Family Hubs, and many others.

Since 2014 we have provided clothing over 150,000 times. - 24,792 times in 2024, 23,131 times in 2025.
In 2025 86 tonnes of clothing diverted from landfill, up from 74 tonnes in 2024.

Access to clothing matters because a lack of clothing creates barriers to:

- Education, training and employment
- Health, warmth and wellbeing
- Social participation and dignity

Clothing is a basic need — and a foundation for equality.

The Challenge

Clothing poverty is rising. Clothing waste is rising.

Millions of people in the UK lack access to appropriate clothing for daily life, while the fashion industry disposes of vast volumes of wearable garments. Sharewear is the space where clothing need meets clothing waste. This is both a social crisis and an environmental challenge — and a clear ESG opportunity.

Partnering with Sharewear transforms your unsaleable stock into dignity, opportunity, and measurable ESG impact.

ESG Alignment

Environmental Impact
Our operation diverts clothing from landfill and by becoming a Brand Partner you will enhance these benefits further-

- 86 tonnes diverted in 2025
- 74 tonnes diverted in 2024
- Reduces carbon and water waste
- Extends product lifecycles

Social Impact
A Brand Partnership has the following social benefits-

- Provides essential clothing to those in need
- Supports families and vulnerable individuals
- Strengthens community resilience
- Removes barriers to inclusion
- Your surplus stock becomes immediate social value.

Why Partner With Sharewear?

We already work with a number of brands. Joining our team of Brand Partners means your unsaleable clothing will create dignity, opportunity and stability for thousands of people — while strengthening your sustainability performance. We are ready to extend the life cycle of your clothing as your circularity partner.

We have 12+ years operational experience, have Immediate capacity to receive and redistribute your clothing and guarantee brand-protective de-tagging to exact requirements.

We provide introductory donation reports, biannual and annual ESG-aligned reporting detailing the volume of clothing diverted from landfill and the number of people clothed. We also provide annual Impact Stories.

Unless you prefer not to, we will feature your company on our website on an ongoing basis and will also celebrate your impact across our social media channels. After we run a 'spotlight on our new brand partner' on our website your company will be listed alongside our other brand partners on an ongoing basis.

What You Can Donate

Brands can donate all clothing items, all footwear and a range of household textiles (duvets, pillows, bedding, towels, curtains). Donations typically fall into the below categories:

- End-of-line stock
- Slight seconds
- Development prototypes
- Unsaleable returns
- Surplus items suitable for redistribution

These items become immediate social value with minimal admin.

How Your Clothing Is Used

Referrals
Clothing is self-selected at our clothing centre. People browse and choose clothing free of charge, preserving dignity and choice.
Clothing is requested by support workers and collated for their collection to pass on to clients who, for a variety of reasons, are unable to attend in person.

Bulk Outreach
We supply pre-sorted clothing to hospitals, prisons, community organisations, advice centres, and crisis services. Clothing is ordered and either collected or delivered for onward distribution to clients.

Partnership Options

Sharewear is flexible and easy to work with. We offer a range of pilot options and will tailor these to your bespoke requirements.

One-Month Diversion Pilot - A four-week test diverting a defined category of clothing. Ideal for testing logistics and proving impact quickly.

Category-Specific Pilot - Diversion of a single stock category (e.g., womenswear, kidswear, seasonal returns).

Store-Level Pilot - One or two stores trial the diversion route before wider rollout.

Scheduled Collections - Weekly or fortnightly pickups/drop-offs.

On-Demand Diversion Route - Retailer contacts Sharewear when stock builds up.
Perfect for clearance events, seasonal peaks, warehouse resets.

Distribution Centre Partnership - Bulk diversion directly from a regional DC.
Ideal for supermarkets and large retailers needing scale.

Co-Branded Circularity Partnership
Sharewear becomes your named redistribution partner strengthening brand trust and evidencing visible circularity commitments.

Your Next Steps

We would be delighted to host you onsite and give you a first-hand look at the scale of our operations. Visitors consistently tell us they are struck by both the volume of clothing we redistribute and the breadth of support we provide.

Once you have decided then becoming a Brand Partner is simple:

Contact:
Emily Ashton
fundraising@sharewearclothingscheme.org
07751 712849

To-
Outline your preferences for publicity.
Detail your requirements for any detagging.
Confirm donation type and volumes.
Arrange delivery or collection.
Receive your first impact report.