GIVE YOUR BEST

Passion for good, fashion for all.

The clothing poverty ⬅️➡️ fashion waste gap

**An estimated
5.5M People
live in clothing poverty
in the UK***

**An estimated
£140M
worth of clothing is sent
to UK landfill each year****

**the gap
*insert Give Your Best here***

Two Problems : One solution

GIVE YOUR BEST is an award-winning non profit social enterprise offering the first platform where people and brands can donate clothes online so women and children living in clothing poverty can shop for free with the choice and dignity they deserve.

We currently support primarily refugees, women seeking asylum, victims of trafficking and those escaping DV.

GIVE YOUR BEST **Social**

GIVE YOUR BEST **Enterprise**

Women   **Children & Baby**   **Accessories**   **Shoes**   **Other**

Donor (free)

Give Your Best shop

Shopper (free)
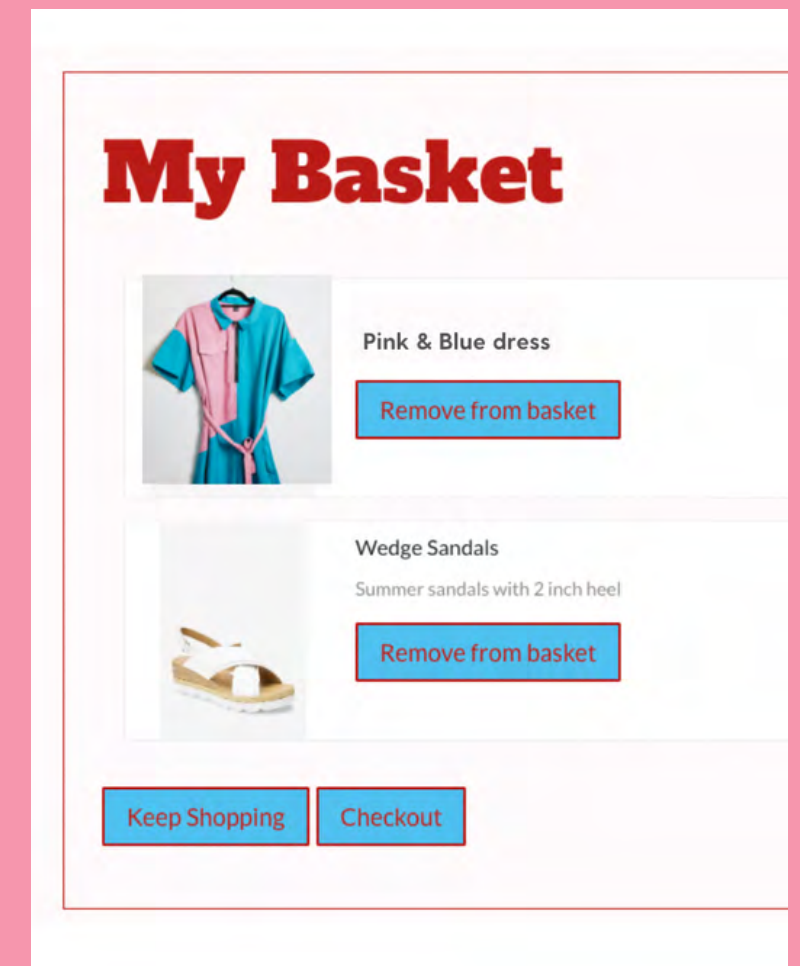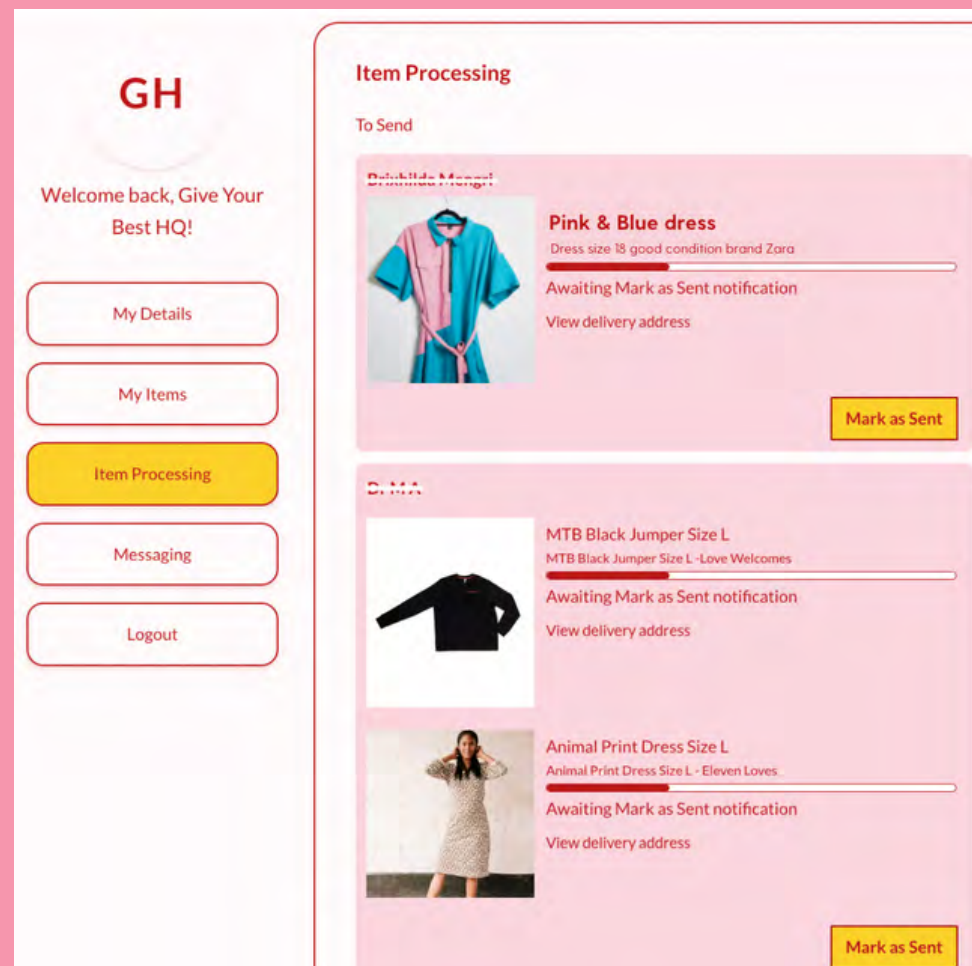
Give Your Best Enterprise: solving fashion waste

**Brand's unsold stock
Corporate clothes takeback
ESG targets - EPR compliance**

**Redistribution powered by
Give Your Best start to finish
Tiered & Membership pricing**

**Impact reporting SDGs aligned
Customer & Staff
loyalty & engagement**

FASHION DISTRICT
FASHION MANUFACTURING TECHNOLOGY

GRAND ARCADE
CAMBRIDGE
LORA GENE

GUINNESS WORLD RECORDS ™

Eleven
LOVES

BRITISH
FASHION
COUNCIL

LOVE
WELCOMES
PAPER
LONDON

A growing social, environmental & financial impact

35000+
items diverted from landfill and 'shopped' for free

3000+
refugee women and children supported

400+
volunteers across the UK

32
Brand & corporate partners/collaborators

£105k
Raised to deliver and grow our impact

"Being able to pick what I want to wear, clothes that suit my taste and style, allowed me to feel dignified and normal again, like an equal human being"
Basma Kamel, for British Vogue

"Those clothes were like gold to me ... They asked me what I actually wanted. That makes you feel valued"
Kemi Ogulana, for The Guardian

Our partnership with Give Your Best proves that fashion brands have major role to play in changing popular narratives while directly improving marginalised women's lives.
Lora Gene clothing

media & awards

Third Sector Magazine

The Guardian

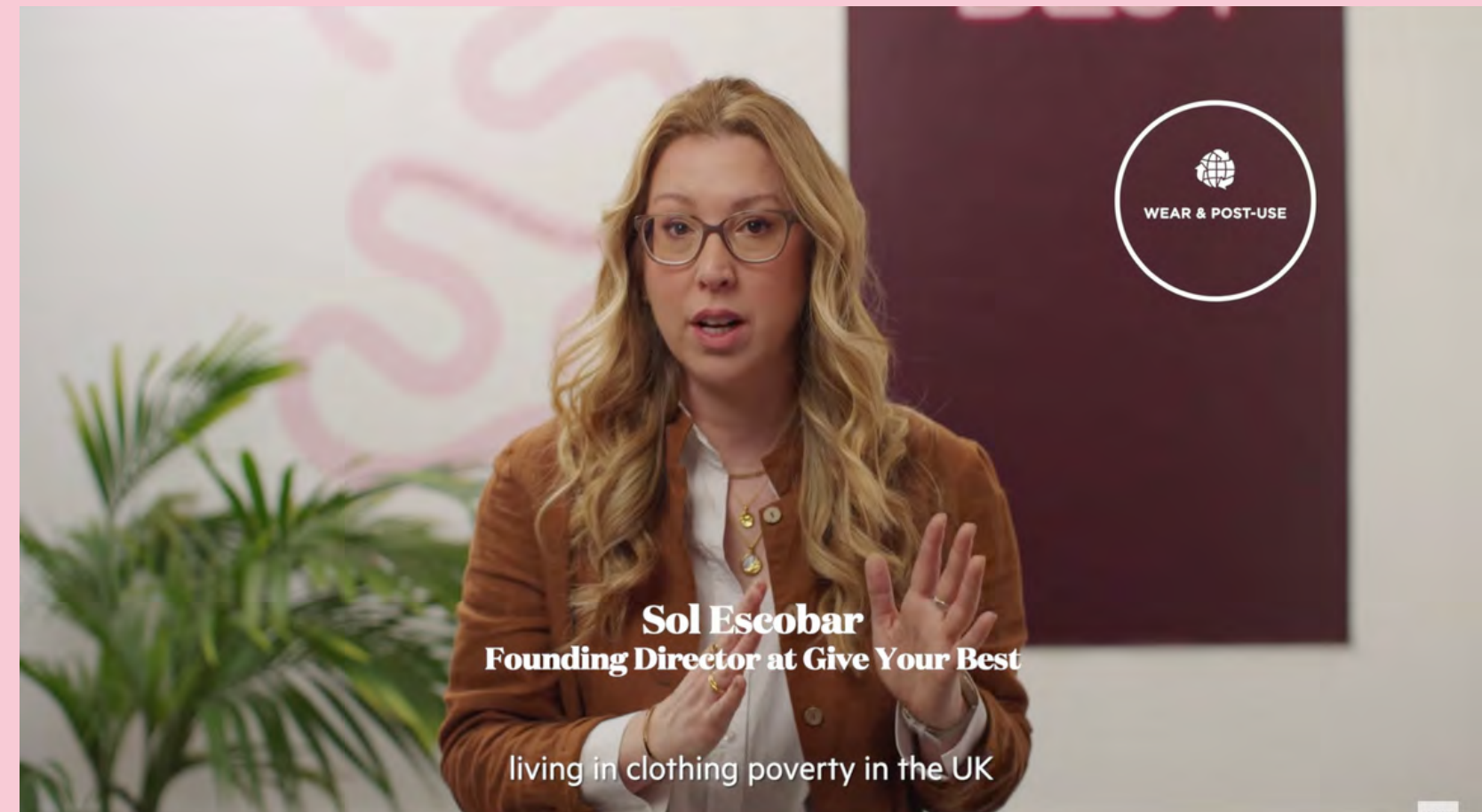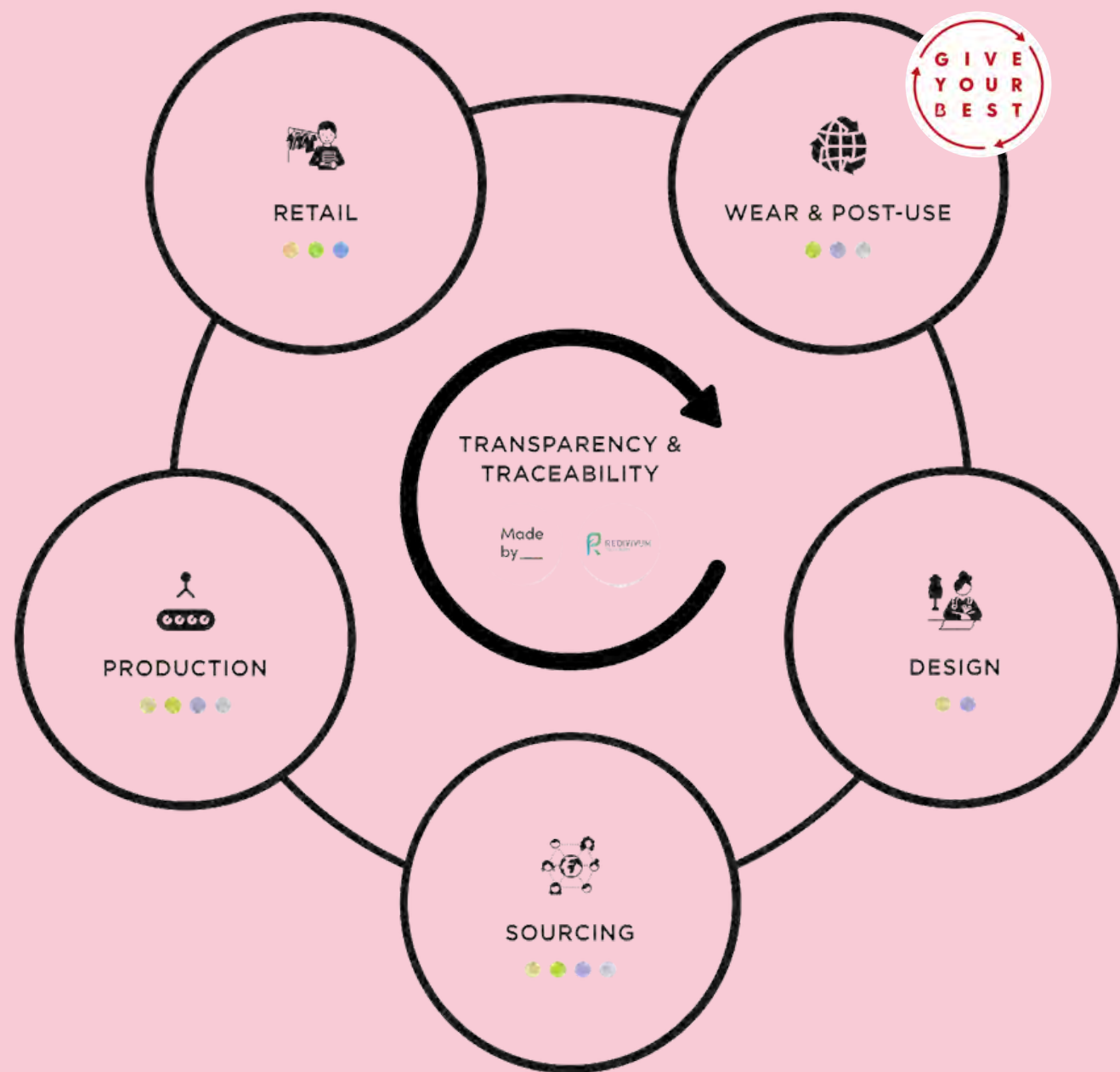**British Vogue**

The Future of Fashion Innovation Showcase highlights a curated set of innovators who are addressing key sustainability and responsible business challenges across fashion's complex value chain. More info

Watch video here

Sol Escobar
Founding Director at Give Your Best

living in clothing poverty in the UK

THE GOOD FASHION SHOW

The concept: a celebration of refugee women, circularity and the power of fashion for good, highlighting the work of GYB and partners.

The models: refugee women and children

The clothes: high street, small sustainable brands, handmade, pre loved.

**The venue:** Cambridge Grand Arcade, circularity week

WATCH THE VIDEO

BROWSE THE PHOTOS

READ THE EVENT BOOKLET

What does ethical leadership and social entrepreneurship mean to me

- Business for good, profit with purpose
- Inclusion at its core – we do this FOR the community not TO them
- Team engagement – volunteers, donors, shoppers, brands
- Honesty, collaboration, clarity of ethos & purpose
- Celebration, impact, joy

GYB
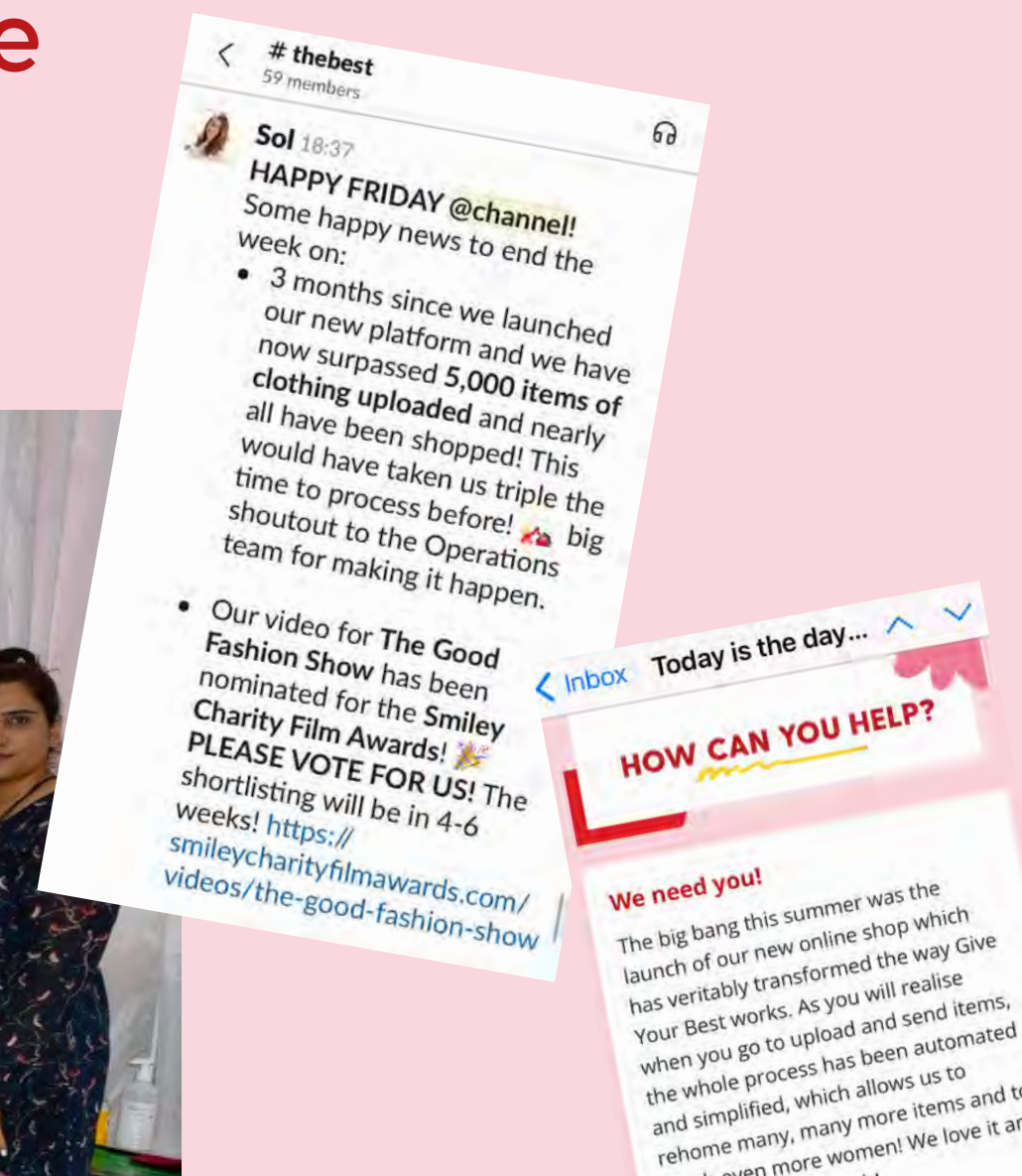
www.giveyourbest.uk

 @giveyourbest.uk

 Give Your Best UK

 Give Your Best

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Pitching

Typical structure
Time: 3-4 minutes

Guy Kawasaki...

1. Title
2. Problem/Opportunity
3. Value Proposition
4. Underlying Magic
5. Business Model
6. Go to Market Plan
7. Competitive Analysis
8. Management Team
9. Financial Projections
10. Current Status

Core Framework of a pitch

1. **Beginning** – the opener / hook / sparkler

2. **Middle** – the meat, some detail

3. **End** – the ask, the action

① Beginning

- Setting the scene for the impact of your venture, creating anticipation

- Can delight, entertain, scare

- Some options:
  - Problem/pain – solution format
  - Case study/story
  - "Imagine" format – tell a story about how the future could look

② Middle

- Give more technical detail and explanation

- Support your claims and conclusions with data – evidence your claims!

- Describe a single example/application, particularly important for platform innovations

- Building detail around stories is particularly powerful and meaningful

- It all needs to converge to "why you"!

3 End – Call to action

- Be crystal clear what you are looking for. (It might not be money!)

- It's OK to repeat key messages (tell them, tell them, tell them again!)

- Deliver a "call to action" – what do you want your audience to feel/think/do

what makes a good pitch?

- **Emotional** – they connect you with your audience beyond the numbers, they create trust between you and your audience.

- **Novel** – they tell us something new, unexpected, surprising.

- **Memorable** – humorous, "wow moments" with content your audience won't forget

- **Precise** – all numbers make sese, there are no typos or spelling mistakes, there are no inconsistencies in numbers, dates etc.

- **Designed** – slides a clean, not full of text, have easy to read colours

Remember, people connect with people, not with technical perfection!