

# The Edith M Ellis 1985 Charitable Trust

## Real Sustainability CIC t/a Fashion Declares!

#KZYJ1M9S8C submitted on 27 May 2022

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### 1.1 Please summarise what you are seeking from us

Fashion Declares is a global “bottom-up” movement of professionals from across the fashion industry educating and empowering each other to accelerate action to tackle the climate, ecological and social crises and advocate for rapid transformation. We would like to request £5,000 towards a new administrative post who will ensure we can work more efficiently and achieve more.

### 1.2 Tell us more about your project, the impact it will have on those it aims to help, and why you consider the proposed approach to be innovative

Fashion Declares!’s aims to have maximum impact through a small amount of resource. We know the tool that every person in the sector needs is credible, evidence-based information to help them make better decisions. This is the case for designers, buyers, suppliers, HR, finance, logistics, merchandisers, marketers, agencies, influencers right up to those in management and leadership positions. Each person is responsible for daily decisions that will either help delay or accelerate the fashion industry’s transition to a just and sustainable future.

We aim to provide that information in as many different forms as will help people learn and empower them to take action. This includes case studies, webinars, CPD courses, social media content, checklists for employees, consumers, and leaders. We will also produce tools to help decarbonise supply chains and change entrenched business processes and thinking - helping break down large, insurmountable challenges into bite-sized chunks able to be prioritised effectively.

Already we are reaching significant audiences on the 6th April over 100 people from across the industry tuned into our webinar on ‘How To Decarbonise Your Organisation’ including leaders of fashion firms with mass market appeal selling to millions of people.

To deliver this work we wish to secure further funding for our small team of around 4 FTE staff. This team will leverage and manage support and pro bono time from across industry across these two strands of work to achieve change.

In year one, as a minimum, we aim to

- Secure 10,000 signatories
- Deliver 10 specialist events to over 1,000 industry personnel e.g., decarbonisation, regeneratively produced fibres and materials, social justice, transparency & governance.
- Create industry working groups and bespoke resources on key topics like fashion communication in the climate ecological emergency, legislation, advocacy, etc.
- Lay the foundations for our certified Sustainable Fashion 12-week course

We are unique and innovative in the sector through our approach and collaboration across industry, campaigns, and NGOs.

Currently we are making good progress against our first two targets: signatories and event attendees. The industry working groups and foundations for the Sustainability course require dedicated resource to start. This funding from The Edith M Ellis Charitable Trust will make this possible.

### 1.3 Which grant-giving categories does your project fulfil?

## D - Climate change mitigation

### 1.3d Climate change mitigation

The fashion industry is one of the largest polluters and exploiters of natural resources and people. Accounting for up to 10% of global emissions today and maybe 26% by 2050. Our work aims to transform an industry where just one large firm taking action could mean 10,000s of acres of forest or 100,000s of tonnes of CO2 entering our atmosphere

### 1.4 Which country is the project based in?

United Kingdom (GB)

### 1.5 Will the project continue after initial funding has ended?

Yes

### 1.5b Please give details of how you plan to continue after initial funding has ended

We have already begun our wider fundraising plan with multiple bids in for ongoing support once work has begun and elements like our sustainability course will aim to cover their own costs.

### 1.6 How will the project be monitored and evaluated?

We have four targets as an organisation in year one. This support will help towards targets 3 & 4. We would hope to have three industry groups up and running by end of year one and the core substance and syllabus of the sustainability course in place alongside sign-ups for the first intake.

## 2.1 Expenditure

EXPENDITURE ITEM	AMOUNT	NOTES
Project lead	£48,000	
Marketing manager	£48,000	
Web site, social media, & outreach	£38,000	
Editor/press	£9,000	
Administration	£9,000	
IT expenditure including website	£8,300	
Webinar panellists costs	£2,000	
Event costs	£38,000	
Filming and editing	£2,000	
Insurance, subscriptions, and expenses	£1,600	
Accountancy	£800	
Bookkeeping	£1,900	
	£0	
	£0	
	£0	
TOTALS	£206,600	

## 2.2 Income

INCOME SOURCE	TARGET AMOUNT	AMOUNT RAISED	NOTES
Corporate donations	£100,000	£33,000	Funding secured from ethical

			banks, luxury brands, and a high-street brand with global presence
Foundations	£80,000	£0	We have bids in progress with 4 potential funders. We have recieved one rejection so far yet are confidence on remaining bids
TOTALS	£180,000	£33,000	

**2.3 What is the total amount (in £ sterling) your organisation is requesting from The Edith M Ellis Trust?**

£5,000

**2.4 Has your organisation made an application to The Edith M Ellis Trust before?**

No

**2.5 Please state your organisation's annual turnover (in £ sterling)**

£33,000

**2.6 Do you wish to upload your audited accounts or financial statement?**

Yes

**2.6b Upload File**

<https://www.theedithmellischaritabletrust.org/assets/uploads/2022/05/REAL-accounts-2021.pdf>

**2.7 Please tell us where payment should be made if your application is successful**

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**3.1 Your name**

Jack Taylor

**3.2 Your contact telephone number**

07962393693

**3.3 Your position within the organisation**

Fundraising lead

**3.4 Your email address**

[jackptaylor92@gmail.com](mailto:jackptaylor92@gmail.com)

**3.5 Organisation name**

Real Sustainability CIC t/a Fashion Declares!

**3.6 Please state the status of your organisation**

Social enterprise

**3.7 Please summarise what your organisation does**

Real Sustainability CIC aims to get the planet to zero carbon. Fashion Declares! is our main focus towards this goal. Fashion Declares is a global "bottom-up" movement of professionals from across the fashion industry educating and empowering each other to accelerate action to tackle the climate, ecological and social criss and advocate for rapid transformation.

**3.8 UK correspondence address for organisation**

PO Box MINNEY, 75 Chandler & Georges, Westow Hill, London, United Kingdom, SE19 1TX

**3.9 UK telephone number**

N/A

**3.10 UK charity number (if applicable)**

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**3.11 Year established**

2019

**3.12 Website (if applicable)**

<https://fashion-declares.org/>

**3.13 Social media accounts (if applicable)**

[https://instagram.com/fashion\\_declares?igshid=YmMyMTA2M2Y=](https://instagram.com/fashion_declares?igshid=YmMyMTA2M2Y=)

<https://www.linkedin.com/company/fashion-declares/?trk=similar-pages>

<https://mobile.twitter.com/fashiondeclares>

**4.1 How did you hear about The Edith M Ellis Trust?**

Internet