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MESSAGE FROM THE GENERAL MANAGER

It’s been an incredible year for us at the Cotton On Foundation, with highs and lows, we made great progress towards refining our Child’s Journey approach to development, ensuring that every child in a community that we partner with around the world, has access to quality education, and is supported every step of the way.

In 2018, we reached an unreal fundraising total of $15,497,896* through the sale of our iconic everyday items in Cotton On Group stores around the world. None of this would have been possible without our incredible team members, customers, ambassadors and supporters who have collectively taken over 12,520,705 actions†, and been on this journey with us.

Guided by the United Nations Sustainable Development Goals, everything we do is centered around the belief that a quality education gives every child the potential to change the world.

Today, according to UNICEF data, approximately 264 million children and adolescents globally do not have the opportunity to begin or complete school. This is a statistic that drives us to continue to empower youth through our educational projects and initiatives in line with our child centric Quality Education Model (QEM). We were incredibly proud to see the QEM go global this year, rolling out in two new schools that we partner with in Thailand, in addition to all the schools that we have an existing relationship with in South Africa and Uganda.

One of the year’s biggest highlights, for me, was the opening of four primary schools in Southern Uganda. Adding a further 2,000 quality educational places for some pretty amazing and inspiring kids.

Everything we do is centered on the belief that a quality education gives every child the potential to change the world.

Since 2015, we have been working closely with the KwaMashu community in South Africa. This year, in September, we officially broke ground at Ethekwini Primary School, which once complete will accommodate 1,280 students.

Each year our connection to Yirrkala in Australia’s Northern Territory grows, allowing us to continue supporting unique education programs that work to protect culture and strengthen individual identity of the Yolngu people.

2018 also marked an incredibly difficult time in our young history, with the tragic Mannya Boarding House fire that saw lives lost and injuries sustained. Our hearts go out to the school and wider community as we work to support these people through some of the toughest of times. We are incredibly proud of the dedication and resilience shown by our local team in Uganda, and this event has only strengthened the Cotton On Foundation’s commitment to the communities we partner with in Southern Uganda and beyond.

It has been a massive year for the Cotton On Foundation, and one that will stick with me for years to come, but it is still just the beginning.

We look forward to sharing our new mission beyond 2020 very soon and continuing to work on improving educational opportunities for children globally.

Your actions are changing lives. Thank you for another impactful and inspiring year.

Tim Diamond
General Manager, Cotton On Foundation

* All dollar figures throughout are represented in AUD.
† An Action represents a single COF product purchase.
A CHILD’S JOURNEY

The Cotton On Foundation exists to empower youth globally through quality education, and education is at the core of everything we do. We recognise that to make a sustainable and lasting impact that helps to reduce global poverty, we need to address all factors that contribute to systemic poverty.

Our child-centric model, focuses on delivering quality education, and removing the barriers to education that children currently face, ensuring they have a brighter future full of opportunities and possibility.

EDUCATION IS AT THE CORE OF EVERYTHING WE DO
Education extends far beyond the walls of a school, and a child's journey starts long before they set foot in a classroom. It starts with providing mothers with prenatal healthcare, a safe birthing environment and quality postnatal care to give that child the best possible start in life. By the time that child is ready to go to kindergarten they will have received their childhood immunisations and be healthy and ready to start the next chapter of their journey.

A quality education gives every child the potential to change the world.

From kindergarten through primary and secondary school, a child in a Cotton On Foundation supported school will learn in inspiring classrooms, have access to locally relevant scholastic materials and be taught by highly trained teachers. They will have access to clean drinking water, two meals a day and healthcare in their local community. Through further educational workshops we support students in finding their identity and forging their own future, offering post school pathways and university scholarships.

We truly believe that education is the key to ending extreme poverty, and we're backing ourselves! A quality education gives every child the potential to change the world.
STAGE ONE:
CHILDREN ARE PROVIDED WITH BASIC NECESSITIES

2018 HIGHLIGHTS
• There were 648 babies safely delivered in Uganda
• Five large scale water tanks were installed
• 100 Nutrition Mission graduates in Uganda and 285 in South Africa
• 6,794 children were immunised

Providing children and the wider community with the basic necessities is a crucial step in our model, first and foremost, we want to ensure that kids are healthy, happy and getting the best possible start to life. We understand that a healthy community means a brighter future for all and is key to helping break the cycle of poverty.

In partnership with local communities, The Cotton On Foundation have now developed and continue to support 3 fully operational, registered, Level 3 Health Clinics across Southern Uganda, with Busibo receiving their Level 3 accreditation this year. Some of the ways we assist with healthcare is through: targeting preventable diseases, providing immunisations, prenatal and postnatal care and providing health education to the entire community.

HEALTHY MUMS AND BABIES

The centres place high importance on providing premium maternal healthcare and a safe birthing environment. This year ultrasound machines were installed in two healthcare centres and 3,012 women were provided with antenatal care and supported through their pregnancies.

There were 648 babies delivered, under the supervision of trained midwives, with new mothers also receiving ongoing postnatal support and care.

6,794 children were immunised to offer protection from preventable diseases such as Polio, Diphtheria, Pertussis, Tetanus and Measles.

HEALTHY TEACHERS AND STUDENTS

31,748 healthcare visits were completed at the Mannya, Busibo and Namabaale facilities in Southern Uganda, including young children, students and teachers from the local schools, community members, mums and babies.

29 school health talks were conducted this year across Mannya, Busibo and Namabaale. School health talks are run by staff from the three healthcare centres, and are focused around student wellbeing.

1,504 treated mosquito nets were distributed in communities to help protect students and their families from mosquito bites, which in Uganda can lead to the spread of Malaria.

43 teachers and 9 head teachers have taken part in the Good Schools program. In partnership with Ugandan based nonprofit organisation Raising Voices, this year we introduced the Good Schools Program in all of the communities that we partner with in Southern Uganda. Good Schools focuses on educating students and the wider community around family dynamics, shaping relationships and strengthening individual identity. Programs were run in the beginning of the year, and again in September and have already resulted in parent and teacher committees being formed to collaboratively educate communities on gender equality, creating strong family dynamics and shaping relationships.
Our Water, Sanitation and Hygiene (WASH) programs are focused on providing clean water, toilet facilities and hygiene education for schools, health centres and households. Our goal is to improve the hygiene practices of school children, and to ensure that students have reliable and sustainable access to clean water. Providing clean drinking water in schools is crucial to our success in delivering quality education. We want kids to be enjoying school and learning, rather than suffering from dehydration or staying home sick with preventable diseases that live in contaminated water.

In Uganda to date we have installed 11 large scale tanks with the capacity to hold 2.68 million litres of water (and 81 other tanks totaling 687,000 litres). Five of these tanks were installed this year, providing 1.12 million litres of fresh and clean drinking water to students, teachers and the wider community.

In 2018 we also began rolling out education based WASH programs with communities across Southern Uganda. Head teachers and their deputies were engaged to better understand their expectations and desired outcomes of the programs, including discussions about how Health Clubs involving teachers and students could be established to champion the project. Held in classes and at school assemblies, WASH program topics covered include body hygiene, school cleanliness, Malaria prevention, hand washing and water access.

Providing clean drinking water in schools is crucial to our success in delivering quality education

Gender equality is also a key theme of the WASH programs, promoting girls opportunities and empowering young women. School girls are taught about menstrual hygiene and the physical and emotional changes that come with puberty and how to manage them. This year 909 female students received sanitary pads as a part of the program.

This year we installed five large scale water tanks bringing our total to over 3 Million litres capacity
NUTRITION

Our food and nutrition programs work to ensure that children are healthy, attending school and getting the most out of their education. Each day, we provide 24,104 nutritious school meals to students in all supported schools in Southern Uganda. In Thailand 440 healthy and nutritious meals are provided per day to primary and secondary students across two schools that we partner with.

With a focus on long term solutions to food security, the Nutrition Mission program offers community training and education around good food and nutritional practices, and has now seen over 1,562 graduates globally since it began 2015. The program is about partnering with communities to provide caregivers with the essential knowledge and skills to adopt better nutrition practices for themselves, their families and the wider community. Participants are taught about nutrition and food diversity and also practical cooking and backyard gardening skills such as how to grow their own vegetables. This year we rolled out the extremely successful program in central village Mannya and to surrounding outreach villages Kasomolo, Kensekka and Kyalulangira, where we have recently completed new primary school builds. Nutrition is key to supporting community wellbeing and the delivery of quality education as good food practices at home helps to ensure kids are healthy, attending school and getting the most out of their education.

The program provides training, follow up and mentorship surrounding the importance of quality food and nutrition and also practical cooking skills. This year, we continued to support our ‘Train the Trainer’ program which allows previous Nutrition Mission graduates to be upskilled as community trainers themselves. This method empowers local community members and helps to expand our reach, ensuring that students, caregivers and the community have access to nutritious and sufficient food all year around.

NUTRITIOUS MEALS

24,544...

...that’s over 5 million meals every year globally!
STAGE TWO:
CHILDREN RECEIVE A QUALITY EDUCATION

2018 HIGHLIGHTS

- 100 new e-readers in Uganda and South Africa
- 48 teachers participated in development workshops in Thailand
- We are supporting 2,579 students in Uganda via our Child Sponsorship Program
- Supported three Mulka Centre initiatives in Yirrkala in Australia’s Northern Territory

This year we continued to roll out the Quality Education Model (QEM) globally to ensure that quality education is being effectively delivered in all communities that we partner with across the world. The QEM is adaptable across regions, providing a set of fundamental education areas which are designed to support schools in identifying their own individual areas of improvement.

A key highlight was introducing the QEM at the two schools that we partner with in Mae Sot, Thailand this year! The teachers were all empowered to become QEM champions in their own schools and are excited to take ownership of implementing the model and supporting their own school improvements in the coming months.

In Ethekwini Primary School, South Africa, the school QEM Champions have been overseeing, planning and managing the key priorities identified when the model was introduced last year. They have had great success in implementing the National School Safety Framework and establishing a peer to peer development group online called the Progressive Educators Group. Construction also began at the school this year, which is a huge step towards providing all 1,280 students with a safe and inspiring learning environment.

The QEM continued to guide how quality education was delivered in the schools that we partner with in Southern Uganda, with the support of our local education team. New and existing program initiatives were rolled out across the year to support teachers and the school community in the delivery of quality education. A new teachers fraternity, the Southern Uganda Inspirational Teacher’s Society (SUITS) was also formed, which is a network for teachers to support their peers and provide opportunities for teaching improvements. We are looking forward to officially launching the program early in 2019 and welcoming teachers not just from Cotton On Foundation supported schools, but right across Southern Uganda.

TEACHER DEVELOPMENT

Teacher development has been a key focus area for 2018, with a new Head of Teacher Development joining our local team in Uganda. We have also welcomed three experienced literacy mentors to launch our Teacher Mentoring Program pilot at six supported primary schools. The mentors support two schools each, and are in classes with the teachers every day observing, helping to plan and providing ongoing 1:1 coaching. Two teacher development mentors have also joined the team in Thailand, working closely with teachers daily on curriculum, lesson planning and classroom management.

Continuous Professional Development workshops have also been held throughout the year, with a focus on literacy and upskilling early grade teachers. Teachers from all 20 Cotton On Foundation supported primary schools in Southern Uganda have taken part in the workshops. Leadership workshops were also conducted with all headteachers (20), deputies (20) and 2 senior teachers from each school (40). The programs offered personal and professional leadership training on two separate occasions, with the final installment of the workshops taking place early in 2019.

In Ethekwini Primary School South Africa, teachers participated in workshops that covered literacy, creativity and classroom based assessment. Similar workshops were conducted in Mae Sot Thailand, however were run over a three day period and were not limited to Cotton On Foundation supported schools, instead representatives from all local Migrant Learning Centres were invited to attend. The 48 participants were taken through our Quality Education Model and further training provided on literacy, language translation, creativity and the interpretation and application of curriculum standards.

STUDENT ATTENDANCE

At the beginning of the new school year we ran a 'Back to School Initiative' for schools in Uganda, encouraging all students to return to school on the first day back and participate in the activities. Teachers were provided with their learning materials, and students participated in a whole school photo, with one lucky child from each school winning a bicycle!

We recorded the highest attendance rates these schools have ever had.

We recorded the highest attendance rates these schools have ever had, and after such high engagement, we plan to run similar events in the future to encourage students to start back school at the beginning of term, set themselves up for success and get the most from their education.
SPONSORSHIP PROGRAM

In Uganda, our local team work closely with schools and the wider community to ensure that the most vulnerable students from the Mannya, Busibo and Kyalulangira villages are able to access school. We currently support 2,579 students in Uganda via the Child Sponsorship Program. The program aims to ensure that no student is left behind, offering financial support to children who may otherwise be unable to attend school. Support covers school fees, meals at school, learning materials, and access to the local healthcare centre for day and boarding students.

We also support students at Bwe K’Lar School in Thailand via a class sponsorship program. The program ensures that the essential running costs of the school are met, and that each class is provided with the necessities to receive a quality education.

READING Basics AND LITERACY

We continued to develop our digital e-reader program in Uganda and South Africa after the success of last year’s roll out. We are proud to be delivering this engaging new learning solution and hope that by providing locally relevant reading materials, as well as ongoing teacher development and training, we will see an improvement in students literacy levels and enjoyment of school.

After monitoring the student’s engagement with the devices, an additional 50 e-readers were distributed at Kyalulangira Primary School in Southern Uganda, expanding the program to the upper primary levels, which now brings the schools total to 100 (previously they were only used from kindergarten to Primary 3). Students have adapted well to using e-readers in the classroom, with all students reporting that the e-readers have helped them learn to read and school attendance is on the rise.

An additional 50 e-readers were also provided at Ethekwini Primary School in South Africa. Again, this was to expand the program and allow upper primary classes to have access to the devices also. In Term 1 of 2019, a training workshop will run with all teachers, with a focus on integrating e-readers in to classroom learning and how they can be used to elevate a child’s experience at school and help them learn to read.

This type of device is well suited to rural communities as a tool to enhance students and teachers technical skills, with digital technology offering a cost effective solution to the learning barriers that some developing countries currently face. We will keep monitoring engagement with the devices and improvements in student literacy levels, with a view to introduce e-readers to all primary schools we partner with across Southern Uganda in 2019.
Ducere Foundation Partnership

As part of our literacy development focus, which supports our goal of quality education, last year we partnered with the Ducere Foundation to deliver inspiring creative writing master classes to teachers and students in Southern Uganda. The Ducere foundation is an organisation who work with local governments, and other foundations, with the desire to improve the quality of public education right across Africa.

In total, 31,000 copies were printed and distributed, with every Cotton On Foundation school in Uganda receiving classroom sets of the collection, which will also reach many schools in countries across Africa.

This collaborative program, developed together over the course of 12 months, encouraged students to pull inspiration from their own imagination, stories from real life and tales from their elders. The workshops focused on refining creative writing skills such as: story telling, story creation framework, descriptive skills, creating characters and setting scenes.

This year, over 1,000 personally written stories were collected; edited and a select few were chosen to be part of the African Children Stories X Cotton Foundation Collection of four books. A launch event was held at each of the schools that participated in the program, which involved community members, parents, students and teachers. The students that contributed to the books were celebrated and gifted with copies of the collection and a journal and pens to encourage them to continue writing stories, 46 students became published authors. The teachers were also recognised for their contributions, support to students and encouragement of the program.

QUALITY EDUCATION IN AUSTRALIA

We are proud of our continued partnerships in Yirrkala in Australia’s Northern Territory, which adopt an innovative approach to learning. Yirrkala is home to the Buku-Larrnggay Mulka Arts Centre, where the Mulka Project was born. The project’s mission is to sustain and protect Yolŋu culture and knowledge in Northeast Arnhem Land, under the leadership of community members young and old. Workshops for children are regularly held at the Mulka Centre, and include activities like, song writing, printmaking, learning instruments, creating animations and even coding games. This year we supported three new Mulka Centre initiatives, including music workshops run by Yothu Yindi band member Stuart Kellaway in terms 1 and 2, which had 61 participants. The second workshop with 24 students was centred on animation, which encouraged individual creativity and included filmmaking through Claymation. Year 2 and 3 students also participated in a Play:Create workshop, aimed at nurturing children’s unique perspective, views and creativity. Lead by a Play Specialist, participants were given the opportunity to play and explore without the expectation of a perfect finished product. The children spent the week collecting items from their land and life, and then experimented with the various ways these items could be used, covering art, science, drama and language. Students made animals, people, homes, boats, working bow and arrows, repaired a pair of glasses with feather stems, painted sticks and created coral sculptures.

Learning On Country

We also support Yirrkala School and Dhimurru Land Management Corporation’s Learning On Country workshops, which focus on the ultimate purpose of connection, strengthening identity and cultural empowerment. The program connects Yirrkala’s youth with Dhimurru Rangers to explore a range of cultural and environmental topics, all undertaken on country through Galtha Rom workshops. Learning from elders, teachers and each other, the program uses environmental and cultural activities to support classroom learning and educational outcomes.

The program connects Yirrkala’s youth with Dhimurru Rangers to explore a range of cultural and environmental topics
This year we supported two Learning on Country workshops; the first was held at Biranybirany – a homeland located 150km south of Yirrkala, and was led by the Biranybirany Traditional owners and connected clan representatives with Yirralka Rangers. 90 secondary students from Yirrkala School and Homelands schools attended the three day workshop where lessons, linking to school curriculum were undertaken. Topics included geography and cultural mapping, history, politics, Gurrutu (family kinship) and maths, and all content was taught by elders, rangers and Yolŋu teachers.

The second Learning On Country workshop was held at Yalarpba, an incredibly sacred area to Yolŋu people and centred on the cultural significance of turtles, as well as their biology and the importance of turtle conservation. A Scientist attended to talk about the decline in turtle numbers and the impact caused by global warming, pollution and overhunting. These unique Galtha Rom sessions maintain deep cultural knowledge and identity whilst equipping the students with an official Certificate 2 in Conservation and Land Management.

This was the first year that a small group of Cotton On Group team members were taken to Yirrkala for an immersive trip, to gain a better understanding of the unique partnerships that exist between the community and Cotton On Foundation. The group were invited to attend the Galtha Rom Workshop at Yalarpba to observe Learning On Country take place. They were also given the opportunity to tour Yirrkala School and gained first-hand insights on the importance of maintaining bilingual education in Yirrkala.

2019 looks bright as we continue to support the existing programs and look to an exciting new teacher training partnership

2019 looks bright as we continue to support the existing programs and look to an exciting new teacher training partnership with the Yirrkala School. We will support their objectives in preserving and continuing the bilingual program – which gives students the opportunity to learn in their first language.
STAGE THREE:
CHILDREN PROGRESS THROUGH SCHOOL

2018 HIGHLIGHTS
- 20 schools supported in Uganda
- Developed 3,200 educational places
- Broke ground at Ethekwini Primary School in South Africa

EDUCATIONAL PLACE PROGRESS

Creating safe and inspiring learning environments in the communities that we partner with globally is crucial to our success in delivering quality education. We are proud of our continuously evolving model, which works toward developing state of the art schools in the communities that we partner with. An educational place is one sustainable seat for a child in a classroom, and includes the basic necessities for a student to receive a quality education. An educational place is not only a physical seat and desk, but learning materials and school supplies. It's five litres of clean drinking water for that student each day, plus two nutritious meals at school, cooked in a kitchen powered by a biogas digester. It includes health care services at the local health centre, and supports ongoing teacher training. Once that student graduates, it becomes a seat for the next student, and the one after that, offering an ongoing place in a classroom for many years to come.

In 2018, we took significant steps towards our goal of developing 20,000 educational places by 2020. In August, we completed four new primary schools in Uganda, in Kyampalakata, Kasomolo, Kensekka and Kalyamenvu, communities that we had an existing partnership with. These schools together contributed 2,000 new education places and marked our biggest infrastructure project achievement to date. The schools are all in proximity to central villages, offering clear secondary school pathways. We also developed a further 1,200 educational places in Uganda in partnership with the School For Life Foundation, bringing our completed total for 2018 to 3,200 educational places.

Support of a school may include the construction of a new school or planned construction coupled with sponsorship, the provision of school meals, students' supplies, literacy materials, school uniforms, sanitary pads or teacher training. We are now supporting 20 schools across Southern Uganda, two in Thailand and one in South Africa.
PROJECTS UNDERWAY

This year, we began construction at our first school in South Africa, Ethekwini Primary. We began our friendship with the KwaMashu community in 2015 when, in partnership with the Nelson Mandela Foundation, we donated a container library full of books to the school.

...a view to expand the existing school to 1,280 educational places

We’ve been working hard ever since on a plan to redevelop the existing infrastructure and ensure the delivery of quality education. This year we began construction, with a view to expand the existing school to 1,280 educational places from Reception to Grade 7, ensuring that every child can complete primary education in their local community.
STAGE FOUR: REACH FURTHER EDUCATION OR WORK

TERTIARY STUDENTS
In 2018 we continued to support graduates from Cotton On Foundation schools via a number of post-secondary pathways. We are currently supporting 40 university students, with 18 new university scholarships being awarded this year. Students are studying at 12 public and private universities across Uganda in a variety of fields, including health, business administration, computer science, education and finance. Scholarship recipients typically come from vulnerable households and graduate from a Cotton On Foundation supported secondary school. There are also 23 students currently completing vocational studies via Cotton On Foundation scholarships.

To date, we have celebrated 48 university graduates and 138 vocational studies graduates. Cotton On Foundation will continue to support tertiary scholarships, however we have also identified a need for greater post-secondary school pathways and coaching, including: job readiness, career guidance, small business development and peer support to ensure that all graduating students are able to enter the employment market. Establishing post-secondary pathways and support for students will be a focus for the coming year.

STUDENT LEADERSHIP EXPERIENCES
This year we introduced youth leadership and career guidance events in our central villages, coordinated by our Head of Student Wellbeing and local team in Uganda. The first event was held in Mannya at the Multipurpose Centre, with secondary students from Mannya, Busibo and Namabaale in attendance, 800 students in total. The facilitators spent a full day with students, holding workshops around life skills, student leadership clubs, career opportunities and post-secondary school pathways. A Career Guidance Partner was engaged, and a team of six professional speakers including a counsellor, an entrepreneur, a marketer, a photojournalist, an administrator and a teacher came and presented to the students.

We collected data from current Senior 4, Senior 5 and Senior 6 students from Mannya and Busibo around what they would like to study once they complete secondary school. The valued insight of these secondary students contributes directly to our future pathways program.
STAGE FIVE: BECOME A CONTRIBUTING CITIZEN

We want to ensure that our contribution has long term benefits for the communities that we partner with. Many students that graduate from Cotton On Foundation supported schools, go on to vocational studies or University, and choose to come back and work in their local community.

Meet some past students from Cotton On Foundation supported schools who have found success in their chosen careers and are now working back in their communities...

Waliyi Kawuki began Senior 1 at St Bernard’s Secondary School in Mannya, after completing primary school at Kassasa Primary, just outside of Mannya. Waliyi went on to study at Kampala University and graduated with a Bachelor of Public Administration in 2016. Waliyi was supported by the Cotton On Foundation Child Sponsorship program through his secondary and tertiary education. He has also had the amazing opportunity to meet his sponsor who was part of a Cotton On Group trip to Uganda. Waliyi’s younger brother is now studying at university, also supported by the sponsorship program, one sister has just become a mother and the other sister is a primary school teacher. Waliyi currently works at the HIV clinic in Mannya, assisting in administration, giving back to his local community, working towards eradicating HIV through prevention.

These two passionate teachers from Kasomolo Primary School, Leo and Jacinta, were once supported via the Cotton On Foundation Child Sponsorship Program through their studies in Mannya. After completing secondary school, both young women chose to pursue studies and a career in teaching, so that they could return to their community and inspire the next generation of children. Leo says that, “the kids are so fun, and being a teacher makes me laugh and joke around. This helps understand them better. As well as providing them with information, they provide me with information.

We are helping build the culture.” Jacinta believes that, “being a teacher is a gift. Children are funny. Being a teacher keeps you young.”

Francis Jjemba has worked as a comprehensive nurse at the St Bernard’s Health Centre for the past 4 years. Prior to this, Francis was a student at both St Nicholas’ Primary School and St Bernard’s Secondary School in Mannya.

Francis grew up in a child headed household within the Mannya community, supporting his two younger siblings. Today, all three of the Jjemba siblings are tertiary educated; his sister has a Bachelor of Arts in Education from Uganda Martyrs University while his brother is still undertaking his studies to become a teacher.
COFFEE CAREGIVER GROUP

In Uganda, we also offer programs for parents and community members designed to increase engagement and promote sustainable change. There are three Coffee Caregiver groups with a total of 216 members, 37 of which are parents of students in Cotton On Foundation supported schools.

...helping to develop the necessary skills to run their own small coffee business

Training is provided to The Coffee Caregiver Group members around growing their own coffee beans and helping to develop the necessary skills to run their own small coffee business. These are valuable skills that can be passed down for generations, providing an income to support the entire family. This year 28 Coffee Caregiver Group training sessions were held, with an average of 29 attendees at each.
STAGE SIX:
BREAK THE CYCLE OF POVERTY

At the Cotton On Foundation, we understand that to make a sustainable and lasting impact that helps to reduce global poverty, we need to address all factors that contribute to systemic poverty, with the belief that quality education is at the core.

Our child centric Child’s Journey model, focuses on delivering quality education, and removing the barriers to education that children currently face. We aim to ensure that no child is left behind, because a quality education gives every child potential to change the world. We believe that by following the Child’s Journey model in the communities that we partner with around the world, we can help break to break the cycle of poverty.
OUR MODEL

Our work in the field is only possible because of the actions taken by our team members and customers across the globe. Our fundraising model is actually pretty simple, it all comes down to amazing product, taking action, making an impact and then ensuring that we prove that impact.

We offer every day product including water and tote bags that customers can add to their purchase at a Cotton On Group store or online, in fact there is a Cotton On Foundation product sold globally every 2.5 seconds!

We aim to empower youth globally through quality education, but it’s not just about the communities we partner with, it includes our global team members, and customers. Our movement is all about youth supporting youth! We believe that we have a responsibility to drive real social change, and it’s becoming increasingly important to our customers, who now expect brands to not only have an opinion on critical issues, but to be doing something about it. And we’re proud to say that we are!
FINANCE AND PRODUCT HIGHLIGHTS

This year, product sustainability was a big focus area for us! In partnership with the Cotton On Group, we are committed to making a positive difference in people's lives, and reducing our environmental impact through the use of more sustainable materials in our products. We critically analysed our offering and consolidated categories to ensure that we are delivering a world class product range, that is on trend and what our customer wants. As a result, we delivered some incredible environmentally friendly products that also improved our fundraising profitability and increased sales by 11.2%.

THIS YEAR WE SOLD 3,209,559 WATER BOTTLES, RAISING $4,374,553 FOR OUR GLOBAL PROJECTS

IN 2018 WE SOLD OVER 4.3 MILLION TOTE BAGS, THAT'S A 17% INCREASE ON LAST YEAR

WE POSITIVELY IMPACTED 6,881 KIDS IN SOUTHERN UGANDA THROUGH OUR GIFTS THAT COUNT PROGRAM DURING CHRISTMAS TRADE IN 2018

TOTAL FUNDS RAISED

$3,251,235 GIFTING

$2,075,491 ACCESSORIES

$202,277 DONATIONS

$847,041 TEAM MEMBER GIVING

$972,181 OTHER INITIATIVES

$4,374,553 WATER

$3,775,117 TOTE BAGS

$3,251,235 GIFTING
WE WERE PLEASED TO WELCOME 257 NEW SPONSORS TO OUR PROGRAMS THIS YEAR

IN APRIL, COTTON ON BODY RAISED OVER $65,000, ALLOWING US TO CONTINUE EXPANDING OUR NUTRITION MISSION PROGRAM

IN SEPTEMBER, COTTON ON KIDS CONTRIBUTED ONE DOLLAR FROM EVERY BABY ROMPER SOLD, RAISING $67,861 FOR OUR GLOBAL PROJECTS

IN 2018, PLANET FACTORIE FOUNDATION RAISED $779,980 TO SUPPORT THEIR EDUCATION AND STUDENT WELLBEING PROGRAMS

THIS YEAR WE TEAMED UP WITH TOLL GROUP WHO RAISED ENOUGH FUNDS TO PROVIDE 70,000 MEALS TO STUDENTS AT BWE K’LAR SCHOOL IN THAILAND

IN 2018, PLANET FACTORIE FOUNDATION RAISED $779,980 TO SUPPORT THEIR EDUCATION AND STUDENT WELLBEING PROGRAMS
OUR COMMITMENT AND CONTRIBUTION

The Cotton On Foundation Impact Framework is made up of 29 indicators – a mix of long-term impact measures, medium term progress indicators and short term commitments or outputs. Our Impact Framework is crucial to the immediate and future success of Cotton On Foundation projects, it allows us to constantly monitor and measure our impact, keeping us accountable for our results. The Impact Framework allows us to analyse our contribution, help guide decision making and ensures funds are being invested in the most productive way, to have the greatest possible impact.

Each Framework indicator maps directly to a United Nations Sustainable Development Goal, and allows us to demonstrate our contribution to these global goals. We have developed an iteration of the Impact Framework that is specific to each region that we operate in, ensuring that the measures are tailored to meet the individual needs of all communities that we partner with. We believe that quality education is vital to ending poverty and apply strategies in line with Government objectives to ensure we are delivering quality education in the communities that we partner with. With much of our work taking place in Uganda, our goals are aligned to those of the Ugandan Government, as we know collaboration is key to achieving shared goals.

In addition to quality education, we are closely aligned to five other United Nations Sustainable Development Goals including, good health, clean water and sanitation, no hunger, good jobs and economic growth. We are also fortunate to be able to keep our administration expenses low by leaning on our friends across the wider Cotton On Group, who help cover some of the essential costs associated with operating a business.

Committed future funds are also allocated to current projects that are not yet complete.
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