

Rieves

FOUNDATION

ANNUAL REPORT 2019-20

A NEW SUSTAINABLE FUTURE

MOVING TO NEW SUSTAINABLE FUTURE

After a challenging year for us all, I'm delighted to be able to bring you some positive news. Rieves Foundation is at the start of an exciting new future, focusing on the vital cause of sustainability. There are many great environmental charities in existence, but the appeal of sustainability is to focus on people and planet together.

AN ISSUE IMPORTANT TO US ALL

Sustainability has long been a cause close to the heart of our founders, Steve Lyons and Richard Cockburn, through their own experience with their Rieves Retail and Re-Fashion businesses.

They've seen first-hand how fast fashion and consumerism impacts on the way people and the planet co-exist. And how, without shifting to new models of behaviour, our very lifestyles and the planet itself could be in real danger. We talk more about this on page 6.

SUSTAINABILITY NOW A RECOGNISED CAUSE

Now that sustainability is a recognised cause for charitable support, it allows us to reformulate the scope of the charity towards making a real difference to people's lives through creating a more sustainable world.

We talk more about the specific areas of sustainability we intend to focus on in page 7 of this report. We also go on to outline the careful steps we'll be taking to ensure we are successful in realising our aims.

THE CHALLENGES POSED BY COVID-19

A number of events have brought us here and we cover some of these below. Not least the challenges posed by Covid-19. Both fundraising and charitable actions have been severely affected by lockdown, but we believe our new direction will allow us to build a more secure future for the planet and its people as well as for Rieves Foundation.

Today we anticipate being able to make grants again, including to the heritage cause of breast cancer which our shops were already supporting. And as society re-opens, we do more.

GOVERNANCE AND MANAGEMENT

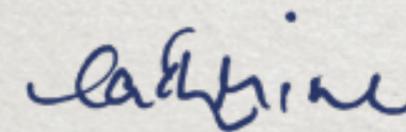
Other changes have been made to enable the newly expanded charity to manage its affairs in a professional way, and you can meet our three new Trustees on page 14.

The board has expanded because of the increased scope of the foundation and plans to benefit from one of the founders' businesses: Re-Fashion.

OUR HEARTFELT THANKS TO THE FOUNDERS

This has meant the founders stepping down as trustees to avoid any blurring of lines or conflicts of interest, which was a difficult decision bearing in mind how close the charity is to their hearts. We thank them for all they've done and look forward to making them proud and to working with them in a new capacity.

Thank you for your interest in this still small charity with big ambition, and I hope you'll join us on our journey to help people and planet to have a more sustainable future.



Catherine McCrohan
Chair, Rieves Foundation

**"THE HARDEST PART
IS THE FIRST STEP;
ONCE YOU'VE DONE
THAT, IF YOU DO ANOTHER
ONE, IT BECOMES A
NATURAL THING"**

CAPTAIN SIR TOM MOORE,
DECEMBER 2020

¹ Department for the Environment Transport and the Regions.

² https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/324243/environmentdecision.pdf

HOW WE GOT HERE

Rieves Foundation was founded in 2013 to give small local grants. The charity benefitted from one of the founders' businesses until it closed, and the charity continued to distribute grants until its reserves limit was reached in March 2017.



£8,873

income generated in the first three weeks of trading when the first lockdown was imposed.

3

shops trading in Leighton Buzzard, Hemel Hempstead and Peterborough.



Leighton Buzzard



Hemel Hempstead



Peterborough

A new opportunity for the charity arose in 2019 with the closure of Breast Cancer Care's pilot chain of charity shops.

Rieves Foundation took on three shops on March 1st 2020³. The founders had also delivered Asda's Tickled Pink pop-up charity shop in September 2019 and together with charity shop experience and their Re-Fashion business, could see the huge potential for a charity focused on sustainability.

It was agreed by the trustees that the shops would be taken on, as Rieves Retail would run them free of charge⁴, ie at cost, and would provide the leases on licence at no risk to the charity. This would allow the shops to continue trading while the foundation developed an expansion plan. To generate a substantial surplus, we will need more than three shops.

40

amazing
volunteers

³ The founders' Rieves Retail business had piloted charity shops for national charity, Breast Cancer Care. Rollout plans were agreed but when Breast Cancer Care merged with another charity, they were cancelled. It was agreed to offer the shops to another charity.

⁴ A professional fundraiser agreement is in place with Rieves Retail

WHY WE BELIEVE IN A SUSTAINABLE FUTURE

Our founders identified a unique opportunity for the foundation to support people and planet in a new way, having seen the charity shop operations at close hand and understanding the world of fast fashion through Re-Fashion.

They recognised it was possible to do much more, knowing how keen retailers are to reduce the impact of fast fashion.

“FASHION SHOULDN'T COST THE EARTH, BUT THE WAY WE DESIGN, MAKE AND DISCARD CLOTHES HAS A HUGE ENVIRONMENTAL IMPACT.”⁶

Fast fashion and disposable consumption are jeopardising the planet and globalism is jeopardising economic and social wellbeing. Younger people are facing a future where they may never have their own home, where jobs are uncertain, and where their planet is in jeopardy.

“FOR FASHION, ALL MATERIALS (INCLUDING BIOLOGICAL MATERIALS SUCH AS WOOL OR COTTON) SHOULD FIRST BE CYCLED THROUGH THE TECHNICAL CYCLE LOOPS OF REUSING, REPAIRING, REMAKING, AND RECYCLING.”⁵

**ZERO
Waste**

For instance, the global fashion industry is estimated to have produced around 2.1 billion tonnes of greenhouse gases in 2018; this is equivalent to the combined emissions of France, Germany and the UK.

2.1 Bn

tonnes of greenhouse gases produced by fashion⁷

**336k
TONNES**

of clothing thrown away every year³

Fast fashion also creates a waste problem. UK citizens buy more new clothes than any other European country and throw away over a million tonnes of clothing every year.

While two-thirds of clothing is either donated or collected for resale or low-quality recycling, around 336,000 tonnes is disposed of in household bins destined for landfill or incineration.

⁵ Vision of a Circular Economy for Fashion' Ellen Macarthur Foundation 2020 but when Breast Cancer Care merged with another charity, they were cancelled. It was agreed to offer the shops to another charity.

⁶ Mary Creagh MP Chair of the Environmental Audit Committee 2018

⁷ Environment Journal 6th October 2020

ABOUT SUSTAINABILITY

Only since 2003 has sustainability been recognised by the Charity Commission as a legitimate cause for support in its own right.

Sustainable development can be looked at in a number of ways. The United Nations' 'Transforming our World 2030' agenda for sustainable development has 17 initiatives which they group under 5 headings:

- People
- Planet
- Prosperity
- Partnership
- Peace

And we will focus on six areas that relate most strongly to the first four of these.



HOW WE CAN HELP PEOPLE TO HELP THE PLANET

FASHION

Supporting people and retailers to reduce the impact of fashion and disposable consumption.

INNOVATION

Helping people to deliver ideas that help the planet.

SCHOOLS & EDUCATION

Helping schools to support sustainability and educational programmes to equip people for the workforce.

COMMUNITY

Supporting initiatives that support community and help the planet.

NATURE AND THE ENVIRONMENT

Helping schools to support sustainability and educational programmes to equip people for the workforce.

EMPLOYMENT

Helping people of all ages to have self-esteem and to support themselves. Older people face their skills becoming obsolete while needing to work for longer.

HOW WE CAN HELP PEOPLE TO HELP THE PLANET?

There
IS NO
PLANET B



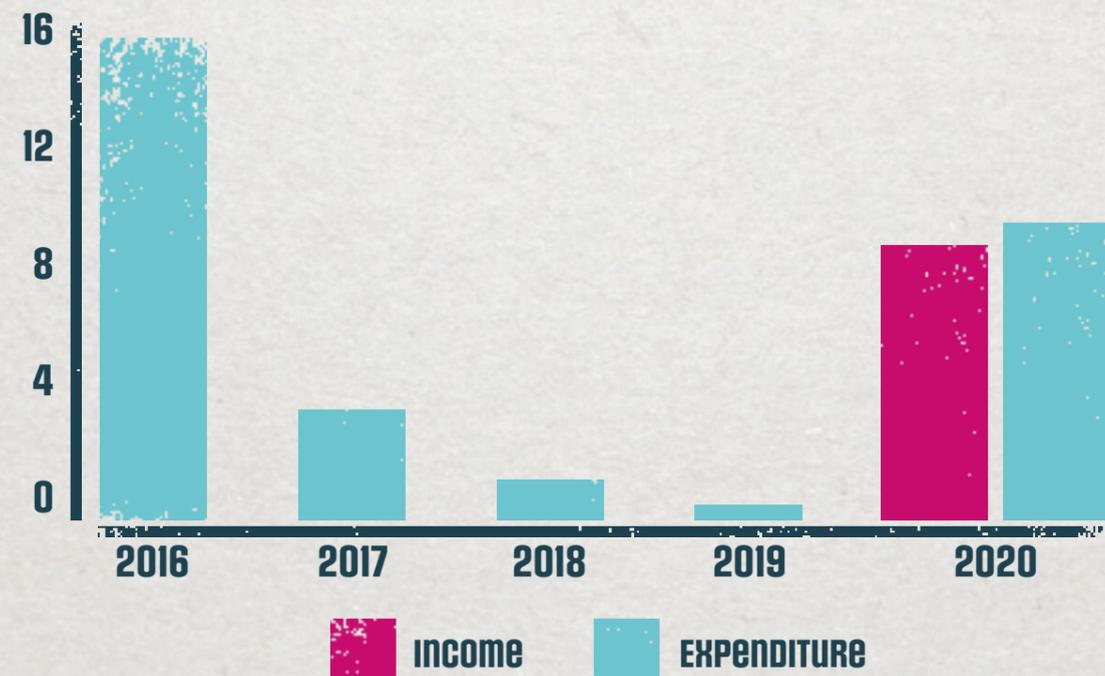
PLANNING 2020-21

ON FIRM FOUNDATIONS

Securing our financial future and establishing firm foundations is a major part of our work for the coming year. There's a lot of foundation work required to support our change of direction and this will help us be fit for the future.

INCOME GENERATION

In our first full year as a charity dedicated to supporting sustainable development, we plan to evolve our shop estate and benefit from an increasing focus within the Re-Fashion portfolio of charities.



EXPENDITURE

We have big ambitions and it's essential we set ourselves up correctly. This means a year where we will focus on our foundations and putting the right programmes in place so that we're fit for the future.

STAFF AND EMPLOYMENT

One of our biggest challenges is that we have no permanent staff. We believe it's important that we make the charity robust before considering employing people directly, and indeed we're interested in identifying the best model from a sustainable development perspective.

GRANT-MAKING

We're greatly looking forward to being able to grant-aid an array of projects in 2020-21. These will include breast cancer, as the charity shops we inherited supported this cause.

We also anticipate funding projects such as:

- Supporting young people planning a career in fashion to explore recycling materials.
- Finding innovative ways to re-purpose surplus donated clothing to prevent it from going overseas or ending up in landfill.
- Other ideas focused on helping people to help the planet.



WE WELCOME

THREE NEW TRUSTEES

The coming year is focused on getting structures and plans in place. To help us do so, and now that the Founders have stood down, we have appointed three new Trustees whose skills and experience will help us achieve our aims.



Sarah Markwort

SARAH MARKWORT – VICE CHAIR

Sarah is a commercial insight specialist. She has held senior management roles in retailers Tesco and Safeway and has been a business owner for the last 6 years.

JOEL HARDING – TREASURER

Joel is a partner at top 50 accounting firm, Hillier Hopkins LLP. He brings 25 years senior experience and specialises in tax.



Joel Harding



CATHERINE MCCROHAN – CHAIR

Now working in a healthtech start-up, Catherine brings a wealth of experience in the charity sector. She previously held senior positions at charity Breast Cancer Care and at the Post Office.



Catherine McCrohan

THEY JOIN THE REMAINING FOUNDING TRUSTEES



Steve Lucas

STEVE LUCAS

Steve has board level experience in commercial and charity sectors at brands such as Sainsburys, Breast Cancer Now and more recently fashion brands such as Frugi.

JOHN MILES

John's BA (Hons) in Sports and Recreation Management led to work within the leisure industry. Recently retired as co-owner of a multi-million pound property construction and maintenance business, John now works as a business consultant assisting clients to deliver key projects.



John Miles



TO EVERYONE WHO SUPPORTS US

To the shop team made up of amazing staff and volunteers,
and to all the people who so kindly donated and shopped.

To our founders Steve Lyons and Richard Cockburn for all they've
done in the past, and for making our planned future possible.

To the trustees and their families for the time, energy
and commitment it takes.

To the suppliers and partners who are cutting their
rates a lot, or completely.

And to each person helping Rieves Foundation
on its new journey.

THANK YOU!

WE CAN'T DO IT WITHOUT YOU.