

WHO WE ARE



Cotton On Foundation Purpose:

'The Cotton On Foundation is passionately driven by our team to create sustainable change in the environment and lives of those in need'

Cotton On Foundation Mission:

The Cotton On Foundation is a not-for-profit organisation which aims to:

- Be directly involved with our community partners to help them achieve self sustainability
- Energise our team through tangible & measurable projects
- Add value to our projects via our people

The Foundation's motto is **'Fashion For A Cause'** and empowers all Cotton On staff to

make a difference; one store at a time, one customer at a time, one purchase at a time. The aim of the Foundation is to create positive and measurable change in the lives of children around the world by being directly involved with community partners to help them achieve self sustainability. The Foundation also focuses on innovative eco-friendly initiatives.

Tim Diamond, Foundation Manager - *"it's not about just giving money - it's also about giving time, commitment and a whole lot of energy"*

Cotton On is proudly Australian owned, with head office in Geelong Australia and has over 600 stores in Australia, Asia and America. The Foundation actively supports local, national and international charitable organisations and encourages all Cotton On entities and stakeholders to recognize and embrace their ability to make a positive impact on the world. With operations all over the world the Foundation has the ability to create awareness and to make positive changes.

Through the purchase of selected charitable items and in store donations, loyal Cotton On customers have the ability to be patrons of The Foundation. Employees are actively involved in the Cotton On Foundation - from casual employees right through to senior management. Whether it be driving the sales of Foundation items in store, via payroll giving or providing direct volunteer support, Cotton On employees generously and enthusiastically support and participate in all aspects of the Foundation.

How does the Cotton On Foundation raise funds?

Funding for the Cotton On Foundation's projects are generated through the sale of charity items in Cotton On Group stores, including Cotton On, Cotton On Kids, Cotton On Body, Rubi and Typo stores.

