Frugi Announce Mid Way Donations to Children's Charities

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Frugi, the UK's leading ethical children's clothing brand, is thrilled to announce it has made its first official donations to Pump Aid, Anna's Hope and The Sick Children's Trust as its 'Little Clothes BIG Change' initiative reaches the half way point.

Presenting each charity with a cheque last month, the team at Frugi are extremely proud to have donated a phenomenal £27,986.60 between the three charities so far.

Like the popular green coin scheme, Frugi's 'Little Clothes BIG Change' initiative asks customers to either choose one of the selected charity's that most resonates with them, or, if preferred the donation from their order could be spread equally. Thousands of customers have gone through the checkout since the initiative launched last June and the sales team were delighted to celebrate with a halfway payment of more than £9,000 to each charity.

Commenting on receiving this donation Diane Emery, Corporate Fundraiser at The Sick Children's Trust, said: "When a child is seriously ill in hospital, they need their family by their side. Frugi and its customers have made this a possibility for hundreds of families who have a sick child in hospital. By raising over £9,500 through Little Clothes, BIG Change, The Sick Children's Trust will keep families together by supporting them with free 'Home from Home' accommodation."

Matt Bloomer, Partnerships Manager at Pump Aid added: "The support from Frugi has helped provide clean water and toilet facilities allowing Pump Aid to give children in Malawi hope for a better future and the organisation is extremely grateful for that."

Finally, Carole Hughes, Founder of Anna's Hope said: "'Thanks to Frugi and its customers, Anna's Hope will be able to help provide six months rehabilitation for 12 children and this will make an enormous difference to their lives and to their families. Thank you so much we really appreciate Frugi not only helping us make a difference but also helping raise awareness of the UK's biggest cancer killer of children."

Over the past thirteen years, Frugi is extremely proud to have donated more than £300,000 to different charities. Up until last year, most of Frugi's philanthropic work saw them donate to environmental charities through the 1% for the planet scheme. With the launch of 'Little Clothes BIG Change', Frugi now donate 1% of its turnover each year to the Cornwall Wildlife Trust, an orphanage in India and also these three children's charities. The team are pleased to announce applications for their 2017/18's children's charity will be open from 1st March 2017

Commenting on the half way donations Helene Weston, Partnerships and Charities Co-ordinator at Frugi said: "We are thrilled to be working with three truly amazing charities. To be able to support each of them and the incredible work they do is a real pleasure for the Frugi team and we would like to take this opportunity to thank Frugi customers for enabling us to make such significant donations. We look forward to continuing our support for Pump Aid, Anna's Hope and The Sick Children's Trust and also welcoming our new children's charity in June."

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