

A photograph of three children in a forest. In the foreground, a young girl with long dark hair, wearing a green dress with a cream-colored fur vest and small floral patterns, stands and looks off to the side with a smile. Behind her, another girl with blonde hair in pigtails, wearing a white dress with a large floral pattern, sits on a wooden bench and smiles. To the right, a young boy with dark hair, wearing a colorful patterned jacket with a circular logo that says 'EXPLORE', sits on the same bench holding a pair of binoculars. The background is a soft-focus forest with trees and fallen leaves on the ground.

Impact Report

February 2024–January 2025

Jojo ^{bébé}
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About this report

We're delighted to share our very first Annual Impact Report with you!

This report covers everything we've been up to from February 2024 through to January 2025 – how we've cared for our products, supported the people in our supply chain and on our teams, considered the environment in our decision making, and contributed to our amazing wider community.

While we're proud of the progress we've made, we know this is just the beginning. There's always more to do, and we're committed to making a positive difference – one meaningful step at a time.

Thank you for taking the time to read about our journey so far. We hope it inspires you as much as it inspires us to keep going!

A message from Mark Wright, our CEO

At JoJo, we believe that business can be a powerful force for good. It's almost ten years since we first certified as a B Corp – the first childrenswear brand in the UK to do so – and now also a member of the Ethical Trading Initiative, we remain committed to building a business that puts people and planet at the forefront – not just in words, but in action.

I'm proud to introduce our very first Impact Report. It marks an important step in our journey to greater transparency and accountability. In these pages, we share what we've achieved so far, where we've faced challenges, and how we're working to do better – across our supply chain, our environmental footprint, and how we work as a team.

We know the challenges are real, and we don't have all the answers. But we are committed to progress over perfection, and to using our voice, our influence, and our resources to help create the kind of future we all want to live in.

To everyone who has supported our journey so far – thank you, and we hope you'll join us on the road ahead.

Mark
Wright



Our journey so far

- 1993 • JoJo launched as a one woman start-up.
- 2007 • Our super cosy polar fleece goes recycled! We started moving our soft and warm collection of polar fleece clothing and accessories to recycled fibres.
- 2015 • **From a Mother to Another**, our pre-loved donation clothing initiative launched aiming to reduce waste, whilst helping vulnerable families. Over 9 years we donated baby and children's clothing through a number of wonderful charities.
- 2016 • We became **B Corp certified**, demonstrating our commitment to put people and the planet alongside profit.
- 2019 • We joined **Better Cotton** as part of our commitment to improve farming practices globally.
- 2020-2022 • Raised a total of **£30,450.50** for the **Manchester Foundation Charity Trust**.
- 2022 • We certified against the **FSC® Chain of Custody standard** (FSC-C168052) meaning we were able to apply the trademark to our products for items that were made from timber from well managed forests.
- 2022 • Our swimwear goes recycled, we started moving our beautiful range of swimwear to recycled fibres.
- 2022-2023 • We launched **Helping Hands Community Grants**, acting to support community projects, donating £180,000 over the course of two years.
- 2023 • We became scope certified to the **Global Recycled Standard** (GRS).
- 2023 • We launched our first range of **FSC® Certified Rubber wellies**.



2024 moments we're proud of

Product



Gained **GOTS** scope certification (GOTS-11369) through **Soil Association Certification**.



Launched our first **GRS-certified recycled** plush toy range.



Began preliminary materials analysis to drive progress in our circularity strategy.



Conducted internal Green Claims training.

Planet



Screened key Tier 1 suppliers on their environmental impact.



Introduced rail transportation as an option to our multimodal profile.

People



Joined the **Ethical Trade Initiative** as Foundation members.



Launched our first standalone Responsible Sourcing Handbook.



Introduced new feedback mechanisms into our employee onboarding process.



Redistributed **54 boxes** of **donated pre-loved clothing** (4518 items) through our Reloved scheme.



Raised a total of **£6,067.22** for **Action for Children**

Raised **£3,957.96** for **Barnardo's** through sample stock donations.



Proud to be a B Corp

Back in 2016, we proudly became the **first childrenswear brand in the UK** to achieve B Corp certification.

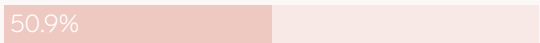
Being a B Corp means we're part of a growing global community of thousands of businesses all working towards the same goal: using business as a force for good. From social impact to environmental care, every B Corp is committed to making the world a better place.

To earn our B Corp badge, we had to reach a score of 80 points across five key areas – covering everything from how we treat people, to how we care for the planet, to how we run our business with transparency and integrity.

Our latest score was our best so far at **92.6!**

Impact area	Our score
1 Governance	16.8
2 Workers	20.3
3 Community	25.3
4 Environment	26.1
5 Customers	3.9

Median score for ordinary businesses



Qualifies for B Corp certification



JoJo's B Corp impact score



We see our B Corp certification not as a finish line, but as a starting point. We're always looking for new ways to make a positive difference – for the people we work with, the communities we touch, and the planet we all share.

Our B Corp score acts as a helpful benchmark, showing us where we're doing well and where we can grow, so we can keep moving forward and make an even bigger impact.



We are proud that
our latest score was
our best so far at

92.6



Our Products



Made with care. Made to share. Made to last.

At JoJo, we take pride in creating beautiful, high-quality clothing that's made to last.

We know that the choices we make at the design stage have a huge impact – up to 80% of a product's environmental footprint is influenced by decisions made at the design stage.*

This year, we wanted to go even further by digging deeper into the materials we use and identifying where we can improve. Our data isn't perfect yet, but it's given us a clear starting point to understand where we are, where we can do better, and how we can make a bigger impact.

One area we're especially proud of is organic materials – this year, we became certified to sell organic cotton baby clothes, a fantastic new milestone for our childrenswear range. We also brought innovation to our toy collection with the introduction of recycled plush, combining playfulness with better material choices!

We also took a step back to reflect on how we talk about sustainability. We never want to make claims that could be misleading, so we reviewed our website, updated our messaging, and provided training for our buying, design, and marketing teams to make sure our communications are always clear, accurate, and easily understood.

Key progress in 2024

- Gained **GOTS scope certification** (GOTS-11369) through Soil Association Certification
- Launched our first **GRS-certified recycled** plush toy range – a beautiful (and oh-so cuddly) collection of soft toys for little children
- Trained our teams on sustainability communications

Our focus for the next year

- Build on the work we have done with materials to increase the amount of products in our range made with preferred materials
- Embed the core **principles of circular design** into our decision making process
- Explore the possibility of using deadstock materials
- Launch our first certified **organic cotton babywear** range!

*European Commission. Circular Economy

Preferred materials

We know there is no such thing as a truly ‘sustainable’ material, but some have a better environmental and social impact than others. At JoJo, we prefer using certified alternatives to conventional materials, we call these our ‘preferred materials’. This is just the start for us, as we grow and the industry develops, we aim to increase our use of certified materials and explore new standards.

Our preferred materials	Since	Our approach
Forest Stewardship Council (FSC)	2021	We became FSC® Chain of Custody certified (FSC-C168052) in 2021 and began transitioning our wooden toys to be made from FSC®-certified wood. In 2023, we launched FSC®-certified natural rubber wellies, and we continue to identify opportunities to expand our FSC-certified range.
LENZING™ ECOVERO™ Viscose LENZING™ & ECOVERO™ are trademarks of Lenzing AG	2022	<p>Within our maternity range we use viscose fibres. Where possible we choose low-deforestation risk sources, with a preference for LENZING™ ECOVERO™ fibres made with least 50% carbon emissions and water consumption*.</p> <p>*Compared to generic (unbranded) viscose. Results based on LCA standards (ISO 14040/44) and available via Higg MSI Version 3.9.1. (December 2024).</p>
Global Recycled Standard (GRS)	2023	We use durable, quick-drying synthetic fibres like polyester and nylon in our outerwear and swimwear. While effective, these materials are fossil fuel-based and non-renewable. In 2023, we became Global Recycled Standard (GRS) certified (CB-CUC-1255904), ensuring our recycled materials are tracked from source to store.
Global Organic Textiles Standard (GOTS)	2024	This year, we became GOTS-certified (GOTS-11369) by the Soil Association Certification and are now launching our first organic cotton babywear range



Materials deep dive

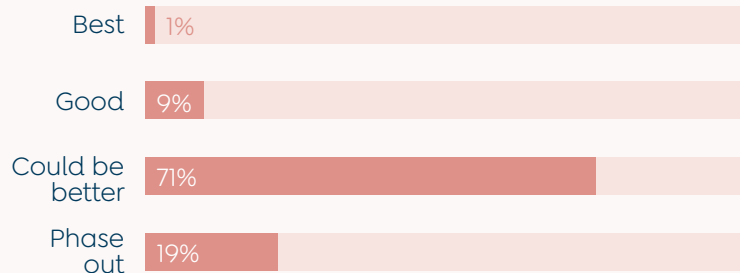
In 2024, we began a top-line analysis of the materials used in our clothing – our largest product category. While our data isn't yet perfect, this first step gives us a clearer picture of where we are and where to focus improvements. Footwear, toys, and other categories will be included as data quality improves.

Using current industry research, we grouped our fabrics into four categories ranging from 'Best' (our most aspirational) to 'Phase out' (ones we want to ultimately replace).

We mostly fell in the middle – but this is still a good outcome. Getting better at analysing our ranges will help us to make more informed choices when developing our ranges.

We found

- Our maternity range had the biggest opportunity in switching from conventional viscose to alternatives like LENZING™ ECOVERO™ or Livaeco™ by Birla
- In kidswear, cotton was our biggest sourced fabric and moving into organic cotton and investigating Physical Better Cotton would boost our 'Good' ratings
- Across both, increasing the mix of certified recycled polyester and nylon was an opportunity





Packaging

The world produces 142 million tonnes of plastic packaging every year and just 10% of this is effectively recycled.*

We think about the little details. In our stores, you won't find plastic hangers – instead we opt for long lasting wooden hangers which are reused to minimise waste. Our premium quality carrier bags are made from FSC®-certified paper. These are just some of the small steps we're taking to minimise the amount of plastic we use.

Whilst we're committed to reducing the use of plastic in our operations, we must acknowledge it has an essential role in protecting our products from damage during transit. That's why you'll find we still use plastic for our delivery bags. We are continually searching for alternative solutions, but we must ensure this does not compromise the quality of products when they reach our customers.

*[WRAP. Prevent Problem Plastics.](#)



Our Planet

Caring for our planet for future generations

It's no secret that the fashion industry has a significant environmental footprint. At JoJo, we feel passionately about creating a safe and sustainable world for future generations. Due to the nature of our industry, we know most of our impact is within our supply chain which is tricky to monitor and improve, but we're up to the challenge.

As part of our Streamlined Energy and Carbon Report (SECR), we have published our emissions and energy usage annually. These are the emissions we are directly responsible for (Scope 1 and 2). We know the bulk of our emissions fall outside of this so we're setting ourselves a challenge to start tackling our indirect emissions (Scope 3).

Key progress in 2024

- **Screened tier 1 suppliers** on their environmental impact
- Introduced **rail transportation** option into our multimodal profile to reduce the need for air freight

Our focus for the next year

- Decrease our **air freight by 2%**
- Work on improving our data accuracy for our environmental impact
- Continue to roll out our **supplier sustainability audit**
- Introduce **e-receipts** in-store to reduce paper waste





Our stores

At the end of this reporting period we had 52 boutique stores in the UK, and 3 in Ireland. In Lymington, we're on the bustling high street, just a short stroll from the harbour. In Cork, you'll find us on Princes Street, a vibrant hub of shopping and dining. In Glasgow, we're a short walk from the winding trails of Kelvingrove Park.

Waste

We're proud to say we saw a reduction in total waste output by **22% and a 94% reduction** in waste going to landfill in a like-for-like comparison of peak period (Nov-Jan) in FY25 compared to FY24* by:

- Our suppliers sending our non-recyclable waste to Energy-from-waste facilities over landfill
- Our teams making more considered choices such as reusing and repurposing visual merchandising props and donating more to charity

A target for us for next year is to add food waste bins to our English sites with the aim of reducing the amount of organic waste going to landfill. We also recognise the limitations we have with our data availability so we're working to improve this for more accurate and complete reporting.

* Due to the limitations with our previous data management system, we are unable to give an accurate LFL comparison for the full year.

Supply chain operations

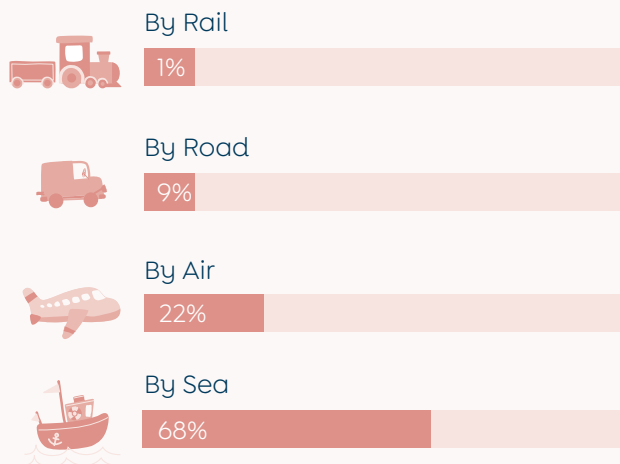
In 2024 we sourced our own label products from 8 countries, some are closer to home (Portugal), others are slightly further afield (China and India). It's important to us that we choose how we transport our goods from our suppliers to our warehouse in the UK carefully. Taking into account time and cost, as well as environmental impact.

During this reporting period we were more reliant on air freight than we would have liked. This was a result of a number of reasons, but delays in our critical path played a large role.

Whilst this was not the result we wanted to see, we did make some progress in other areas, notably **introducing rail** into our multimodal profile as an option, with the aim of reducing the need for air freight for large critical business shipments going forwards.

We've also set ourselves a target to reduce air freight by **2% year on year** for the **next 5 years** and are reviewing how we manage our critical path to avoid unnecessary delays.

How our goods were shipped



88%

of our suppliers measure
their energy consumption



Our factories

At the end of 2024 we evaluated our factories' environmental performance through an **internal audit process**. The aim was to get valuable insight into understanding our suppliers' environmental impact and boosting engagement with sustainability initiatives and where we can add further support.

The Audit covers energy, water, waste and chemicals and includes an additional social section covering gender equality, workplace benefits, and emergency response plans. Out of the suppliers we send the audit to, we had 24 respond, giving us a **response rate of 67%**.

Following the initial rollout, we aim to integrate the Audit into our supplier onboarding process. Suppliers will then be required to complete the Audit on an annual basis.

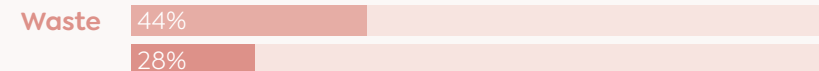
Key findings



Of the suppliers screened, 88% currently measure their energy consumption with 64% of those having set energy reduction targets.



Of the suppliers screened, 76% currently measure their water use with 64% of those having set water reduction targets.



Of the suppliers screened, 44% currently measure the amount of waste generated through their operations with 28% of those having a recycling programme aimed at reducing waste.

These initial findings represent the first step in our journey towards greater visibility of the environmental impact of our supply chain. They will act as a benchmark against which we will measure future progress.

Animal welfare

We take animal welfare seriously which is reflected in our Animal Welfare Policy. This has been developed in consideration of the Five Domains of Welfare:

- 1 Free from hunger and thirst
- 2 Free from discomfort
- 3 Free from pain, injury and disease
- 4 Free to express normal behaviour
- 5 Free from fear and distress

At JoJo, you will not find any silk, fur, feathers, angora, mohair, or horn buttons in our products.





Our People

Our commitment to ethical trade

Ethical trade is at the heart of our commitment to responsible business and we believe that fashion should never come at the cost of human dignity or workers' rights.

This section outlines the steps we are taking to ensure fair, safe, and respectful working conditions. From supplier engagement to transparent auditing and capacity-building programs, our ethical trade initiatives are designed to promote long-term, positive change for the people who make our products.

Key progress in 2024

- **70 Audits carried out** in our Tier 1 manufacturers with 81% considered 'compliant'
- **Became members of the ETI at Foundation Stage**, beginning work on progression to full membership
- Launched our first standalone **Responsible Sourcing Handbook**, clearly outlining our approach to ethical and sustainable practices
- Engaged with our suppliers on trips to India in June and January to discuss our targets and progress
- Refined our data tracking, allowing us to dive deeper into understanding the outcomes of our audits by region and product groups

Our focus for next year

- Improve our supplier **onboarding process**
- Continue to **map our suppliers**, improving our working knowledge of our Tier 2
- Successfully graduate to **Full ETI Membership**
- Refresh our team **Responsible Sourcing Training** as a requirement for our Technical and Commercial teams
- Enhance our **Responsible Sourcing Handbook** to make sure it continues to be relevant and useful

Our ethical trade initiatives are designed to promote **positive change** for the people who make our products.



Our policies

Our **Code of Conduct** is drawn from the core ILO (International Labour Organisation) conventions and accompanying recommendations and are aligned to the ETI Base Code.

It is available [here](#). It is supported by the following stand-alone policies;

- Migrant Labour Policy
- Child Labour Policy
- Agency Labour Policy
- Homeworkers Policy
- Wage Retention Policy

In addition, we have a **Cotton Sourcing Policy** which is held in our Responsible Sourcing Handbook.

This specifies that we do not permit the use of cotton sourced from the Xinjiang Autonomous Region (XUAR) of Western China, Uzbekistan, Turkmenistan, or Syria. Suppliers must take steps through their supply chain to identify the country of origin of the cotton bought.

Our approach

JoJo is committed to working in accordance with the UN Guiding Principles on Business & Human Rights.

Our Modern Slavery Act Statement identifies the steps taken to understand and address risks of labour abuse in our own business and our suppliers. Available on our website and linked [here](#).





Building a fair supply chain

At JoJo, we do not own any of our factories, this is common for many retailers in our field and allows us to work closely with specialist manufacturers who have the skills, equipment and experience to produce our products to the best standard.

We always aim to build long relationships and when we onboard a new factory this is with a long-term view. We put a lot of work into assessing a new factory before production is confirmed, and this is followed through after approval in our continuous improvement approach.

When working with a new supplier, it is important to us that they understand our expectations and we support them through onboarding and beyond.

Communication is key and this starts with a **Welcome Meeting** where our process is explained and our **Responsible Sourcing Handbook** is shared.

New factories are assessed for several key points, including;

- Adherence to our Code of Conduct
- Technical standards
- Environmental stewardship

This is a process that is continuously evolving and improving.

Auditing and accountability

In 2024 we sourced own label goods from 8 countries, predominantly in China and India.



Portugal
1 factory

Poland
1 factory

Turkey
6 factories

India
13 factories

Cambodia
1 factory

Pakistan
1 factory

Sri Lanka
4 factories

China
44 factories

2024 overview

This year we **audited 70 of our factories** which accounted for 98% of the factories on our approved list

- **81% of our factories were considered 'compliant'** based on the findings in the audit
- **13 factories were rated higher risk** and we have been working closely with them to understand the reasons behind issues and on how best to address them
- Of the non-compliances raised, **52% were for health & safety** which varies in severity but is usually straightforward to resolve
- **29% were for working hours**, which is fairly common in manufacturing, but must always be voluntary, not excessive and paid in accordance with local laws
- No instances of forced labour, child labour or discrimination were observed
- **We stopped trading with 29 factories**, the majority of reasons were commercial (17 sites) and factories that couldn't or did not wish to meet our standards (4 sites)



ETI membership

JoJo is committed to upholding high standards of ethical trade and human rights throughout our supply chain.

In 2024, we became Foundation Members of the Ethical Trading Initiative (ETI), marking the start of a two-year journey toward full membership. This affiliation has provided us with valuable resources, including regular deep-dive discussions on key topics, opportunities to connect with industry peers, and support for our ethical trading strategy. These tools have strengthened our approach and enhanced our impact across our global supply chain.

The Ethical Trading Initiative (ETI) is a leading alliance of trade unions, Non-Government Organisations (NGOs) and businesses, working together to advance human rights in global supply chains.



Our community

Without the talent and dedication of our amazing colleagues, we wouldn't be able to get our exceptional JoJo product into our customers' hands. That's why we focus on **attracting and retaining great people**, creating a **culture built on inclusivity** and passion and **prioritising the well-being of our teams**. At the end of the year we had 500 employees working across our offices and retail stores in the UK and Ireland. Our people and the environment in which we work are all essential to our continued success. From encouraging sustainability and inclusivity to promoting a healthy work life balance, we want everyone at JoJo to feel supported and able to shine.

Key progress in 2024

- We introduced a **series of surveys for new starters**, sent at key milestones during their first 18 months
- We implemented a **new recruitment platform** which allows us to have clearer and more aligned recruiting practices across the business

Paid volunteer days include

- Our product team spent the day volunteering with the Toy Project. This was a fantastic team bonding day as well as an opportunity to give back.
- One of our Designers took on the role of judge for a charity run fashion competition.
- Our Content Writer visited their local primary school and delivered a career talk to inspire the next generation.

Our focus for the next year

- **Drive greater participation in the volunteer day programme** by facilitating opportunities for teams and employees – team bonding and community building all in one!
- **Employee voice and engagement** – roll out new engagement surveys and listening tools to capture feedback and shape actions around what matters most to our people.
- Review our talent management process and **investigate an opportunity for adapting** recruitment practices to remove possible bias e.g. blind recruitment.
- Review and improve our **career paths process**, allowing people to clearly see the path ahead of them at JoJo and take ownership of their career growth and development.
- Increase our internal learning and sharing through our **fireside chat programme**
- Drive greater participation in the **apprenticeship programme** for our employees across retail and head office roles





Promoting equality, diversity, inclusion and wellbeing

Our people are at the heart of what we do

- At JoJo, we believe that every employee holds equal value and should enjoy the same rights and opportunities, regardless of their ethnic origin, gender, age, beliefs, sexual orientation, gender identity or disability
- Our aim is to create an inclusive workplace where individual differences are respected, supported and celebrated and where all employees feel a genuine sense of belonging within the team and the wider organisation
- We value diverse perspectives and recognise that a range of experiences and skills contribute to our collective success
- We regularly review and refine our processes to ensure they support diversity and inclusion and enable all employees to contribute meaningfully and feel included in every part of working life at JoJo
- Our Equality, Diversity and Inclusion (EDI) Policy is supported by annual training for all employees across every site

Additional, in-depth EDI training is provided for managers and the People Team to strengthen awareness and build confidence in inclusive leadership.

Business ethics and employee conduct

Our Employee Handbook outlines what's expected of all JoJo team members in the workplace. It's supported by a range of training and policies designed to promote a respectful and inclusive culture.

We also have a dedicated whistleblowing policy and procedure in place to ensure employees feel safe to speak up if something isn't right. We're pleased to report that there were no incidents raised under this policy in 2024.

How we show up for our team

Measuring engagement: new starter feedback

We introduced a series of surveys for new starters, sent at key milestones during their first 18 months. These help us understand how supported our new joiners feel, what's working well, and where we can improve their experience as they settle into life at JoJo.

Supporting work life balance

Hybrid working and flexible core hours remain key to how we support work life balance for our office teams. We continue to review and evolve our approach to ensure it meets both business and individual needs.

Championing mental health

Through our partnership with the Retail Trust, all employees have access to **24/7 wellbeing support**, including online therapy, a confidential helpline, and financial aid. In 2024, team members made use of these services. We also have a group of trained Mental Health First Aiders throughout the business.

Celebrating great work

This year we tested Huggg – an employee recognition platform. In total, our teams sent **711 Huggg gifts to employees across our retail and head offices** recognising their hard work to a value of £12,691. Huggg gifts can be as small as a cup of coffee to something much more generous.

Creating safer, healthier workplaces

Our dedicated in-house Health & Safety team ensures that best practices are followed across all environments – from shop floors to head offices. **Every employee receives training tailored to their role**, so they understand how health and safety applies to their day-to-day work and how to keep themselves and others safe.



Talent management

Recruitment and career progression

Talent management is about attracting, recruiting, developing and retaining employees, and doing it right is key to our success.

In 2024 we implemented a **new recruitment platform** which allows us to have clearer and more aligned recruitment practices across the business.

This was accompanied by refreshed leadership training on **best practice recruitment**, which is aimed at giving candidates the best and most transparent recruitment experience and bringing people into the business in roles where they are set up for success.

Apprenticeships are a valuable development tool across both our office and retail teams. When an employee expresses interest in formal learning alongside their role, our Learning and Development team works to find the right opportunity to support their goals.

Looking ahead, one of our key focus areas for 2025 is refreshing our career pathways. This is aimed at giving employees a clear view of how they can grow within the business so they can own and drive their career development.

Early careers programmes in 2024 saw us introduce a more structured approach to our school and university placement programmes. These range from one-week internships for school students to several month placements for university students.

Looking ahead, we're excited to build out a clearer early careers pathway programme that helps interns see what a future at JoJo could look like. These programmes are not only a great way to give back but also a valuable opportunity to attract and inspire the next generation of talent.

Learning at JoJo

External training – apprenticeships

In 2024, 14 employees took part in apprenticeship programmes, supporting their growth through formal, role-related training.

Recent apprenticeships included:

- Retail Management
- Digital Learning Practitioner
- Operational Management
- Women in Leadership
- Software Engineering
- Project Management

E-learning – a new platform

This year, we transitioned to Upskill, our new learning platform. This change was made to improve the quality of training and offer more engaging, interactive learning experiences for our teams. The Learning & Development team launched 18 new courses through Upskill, covering a wide range of topics including:

- Health and safety
- Sexual harassment awareness
- Excel training
- Induction content
- Core management skills

The platform also enables us to deliver tailored training, both role-specific and company-wide, ensuring learning stays relevant and accessible.



Action for Children

At JoJo, we believe children should be children, with all the support they need. That's why we're incredibly proud to be partnered with Action for Children – helping to create more safe and happy childhoods. Action for Children is a vital lifeline, providing practical and emotional care and support to vulnerable children, young people and families. Throughout the year, our teams raised money in a number of fun and creative ways! In total, we raised **£6,067.22**.

Putting the 'fun' in fundraising

- **Christmas with Action for Children**

We raised a whopping £2,012.86 for Action for Children over the Christmas period, via our Secret Santa appeal in stores, giving trees in the offices and toy sample sale

- **Skydiving**

One of our team took the ultimate leap of faith, jumping out of a plane at 15,000ft above the Gower Coast which raised an amazing £1,006.25

- **Sample & bake sales**

Throughout the year we ran multiple internal events with raised £2,505.50. Our teams got to try some tasty treats too!

Boycott your bed

One of our team joined a group of Action for Children volunteers to sleep out under the stars for the night in October, raising an impressive **£542.61** to help support their work.

This event took place in Headlands, an independent special school in Penarth run by Action for Children, that offers day and residential placements to young people aged 7–19 who may have experienced difficulties in their lives and are likely to face further challenges as they mature.

Starting this year, we also pledged a fixed donation of **£60,000 per annum** outside of other fundraising activities, and we're excited to take our partnership on into 2025!

Reloved

In August 2024 we ran a donation scheme called JoJo Reloved, collecting **54 boxes of donated pre-loved baby and children's clothing** items and arranging redistribution to family centres and baby banks across the UK.

Working with partners **Action for Children** and **Little Village**, we were able to support vulnerable families whilst reducing textile waste.

In 2025 we will look into how we can expand the scheme and give used clothes another life.

Barnardo's

At the end of 2024, we donated 1,088 items of sample stock to Barnardo's which raised an incredible **£3,957.96**.

Fashion & Textile Children's Trust

Hosted FTCT, one of our smaller charity partners at our Halloween bake off to raise awareness for their charity. We also held several sample sales and raised over **£1,000** for them throughout the year.





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