

Year in review: 2021 impact

[Message from the Director]

I'm incredibly proud of Collective Fashion Justice's first year as a registered non-profit. About a year ago, the term 'total ethics fashion system' had just been coined, and today, we can look back on a year packed full of successful work to see this system brought to life, more and more each day.

For now, Collective Fashion Justice runs almost wholly on the dedication and drive of people volunteering their time towards a total ethics fashion system. Long-term, our work will expand and deepen as we are able to employ people to dedicate more time to our mission, but our grass-roots sensibilities will remain. The work is only getting started.

Our two year strategic plan was ambitious, and we have already pushed hard at our objectives, as you'll see.



Emma
Hakansson

The people behind CFJ:

Founding director:

Emma Hakansson

Board of directors:

Joshua Katcher, Sel Burek, Unique Vance, Kirsten Leiminger

Regular volunteers:

Pablo Barnes, Charlotte Brownlee, Dasha Romanowski, Bella Holgate, Ayelén Arantxa Gallardo Cubas

Freelancers in 2021:

Pablo Barnes, Dasha Romanowski, Grace Moore, Edvard Hakansson, Samantha Alice, Abdourahamane Ly, Phil America, Abe Wynen



Over 1,250 hours
volunteered

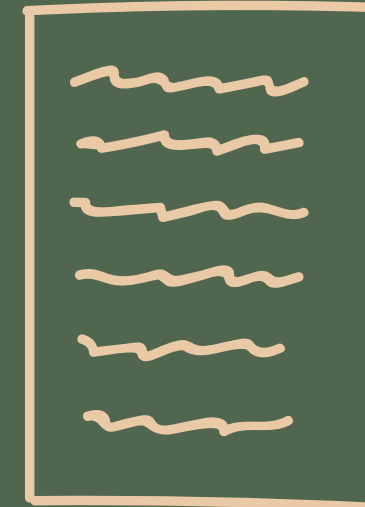
People contributed editing, accounting, photography, music production, graphic design, film editing, writing, social management, event organisation, videography, mathematics, colour grading and other skills to CFJ.

Objective 1: Get animal supply chains on the map

The immense harm that fashion's animal supply chains cause humans, non-humans and the planet is little known and discussed within the fashion industry, even in ethical and sustainable spaces. In the past 12 months, we've shaken that up.



Over 7,500 followers
562,232 impressions
57,485 likes



Work in Vogue Business,
WWD, Earth Island Journal,
Luxiders, The Age and more



Over 1,800 backlinks
166 referring domains
100 countries viewing
28,000 page views



CFJ resources referenced
at and provided across
4 universities in the U.S.

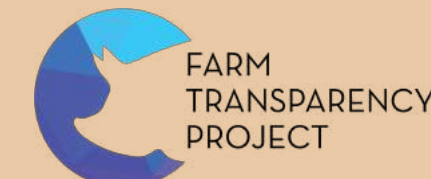
Objective 2: Collaborate diversely, strengthen allyship

We're proud to have engaged and worked with a wide and diverse range of charities, organisations, political parties and councils, in order to work towards a total ethics fashion system.

This year, CFJ has also joined the Asia for Animals Coalition Network, and the global Kangaroo Protection Alliance, so that we can bring fashion work further into the animal protection movement.



good on you®

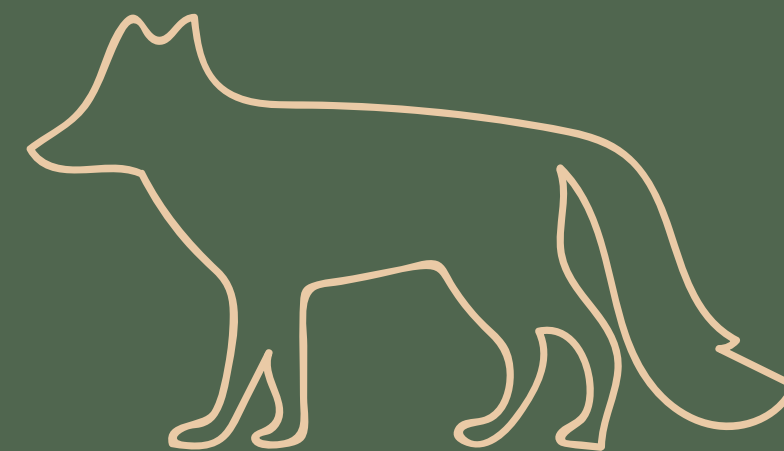


Objective 3: Begin the transformation of fashion

Our first two objectives help to strengthen our third and ultimate objective, to transform the fashion industry into one which holds total ethics. The below achievements show that our efforts to transition the fashion industry away from injustice are working, no matter how long we must go on.



Consultation with GANNI, Versace, Citizen Wolf and more
+2 wool-free commitments



Over 1,000 signatures
as well as meetings with
councils to ban fur



2 wins, 2 nominations and
2 selections for our film
across international festivals



Consulted on the writing
of a responsible textile
purchasing Bill now
passed into NYC law

2021 and ongoing campaigns



The Shear Destruction report, downloaded over 2,000 times, is a part of our ongoing wool campaign



Our polling shows Melbournians want a fur ban, and our work with AJP is making it happen



Our work on the #DropCroc campaign from Kindness Project will continue until Hermès bans exotics



In late 2021 we began ongoing work with She's A Crowd to collect data about violence in the industry

2021 and ongoing campaigns



The 'Who Killed for Our Clothes' campaign will be growing in 2022, in both education and action efforts



CIRCUMFAUNA, our environmental data initiative, launched in 2021 and new statistics will be released in 2022



In 2021 we submitted testimony for inquiries and Bill proposals relevant to our goals, and continue to



We created and printed educational booklets in 2021, and resources will continue to be made and released in 2022

Funding



Under \$15,000AUD

spent on work by individuals, largely for our short film, as well as our free booklet, and video/copy edits

~\$10,000AUD

spent on expenses related to our short film, fur testing, polling and campaigning, booklet printing, web hosting, subscriptions, free postage of resources to education facilities, etc.

Over \$27,000AUD

worth of funding from partners – other non-profits and charities, and ethical brands

Over \$2,000AUD

raised through our proof of concept, total ethics knitwear collection

~\$1,000AUD

raised through regular and one-off donations from the public

Imagine
what we
could do with
more substantial
funding and support!

Thank you for your support

We are incredibly grateful for every single individual who supports our ongoing work.

If you would like to help us increase our impact in 2022, please consider:

- Donating to our organisation once, or on an ongoing basis
- Getting in touch as an organisation or individual keen to support our mission
- Sharing our work with your community

Here's to a total ethics fashion system, coming soon.

