



**COTTON:ON FOUNDATION
FIELD REPORT
2021**

Acknowledgement of Country

The Cotton On Group is proud to be an Australian born business on First Nations land. We Acknowledge our Global Support Centre is located on Wadawurrung Country. We pay our respects to Wadawurrung people and value their continuing connection to land, waters, language and traditions.

We also Acknowledge all other Aboriginal and Torres Strait Islander people as the original custodians of the land upon which we live and work. We honour and pay our respects to Elders past, present and emerging and extend that respect and appreciation for the thousands of years they have cared for and preserved this country's lands, waters and culture.

Photographer - Daniel Anthony

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Forward

Since day one, the purpose of the Cotton On Group has been to make a positive difference in people's lives, and *The Good* is our journey to do exactly that. It's a movement to create meaningful change and channel our focus on the things that matter most, across the areas of Ethical Sourcing, Sustainability, Partnerships, People and through the work of the Cotton On Foundation.

The inaugural Good Report, launched in December 2021, is a look back at the history of *The Good* and marks the beginning of Cotton On Group's formal commitment to the annual reporting of our work to make a positive difference. Take a moment to check out the report here.

This report, the Cotton On Foundation Field Report, delves into detail about the amazing impact Cotton On Foundation made in 2021, only possible with your support.



Mission Statement

A quality education gives every child the potential to change their world.



Year in Review

If 2020 was a year defined by our COVID-19 response, 2021 was defined by our efforts to look forward. Lessons were learned and questions were raised, as the world starts to adjust to the new normal:

How do we best prepare for the return of students to classrooms?

How do we keep parents involved in their child's education?

How do we make sure social, emotional and mental health is prioritised, along with physical health?

As always, our incredible team across the globe has explored and responded to these questions, and many more, with versatility and innovative solutions. This report focuses on just some of their amazing achievements, supported by the wider Cotton On Group team, and of course, by our customers.

In this report, we also present our new Five Year Vision; our commitment to making a meaningful impact in our supported regions and communities across the globe. This impact will focus on three key areas we have identified as essential to achieving our purpose: to make a positive difference in people's lives. These areas (or pillars, as they will be known) are Holistic Education, Mental Health and Environment.

Importantly, our purpose, vision, and these three new pillars have been developed in alignment with the greater goals of the Cotton On Group. You can read more about the Group's dedication to create meaningful change in our inaugural *Good Report*.

We can't wait for you to learn more about our vision, and to take you on the journey as it comes to life.

So please, read on! Here is just a short snapshot of the year that was...

- 11,172 students in Uganda and Thailand completed another year of home learning
- We distributed social and emotional learning packs across South Africa and Uganda
- We partnered with UNICEF to support the distribution of one million doses of the COVID-19 vaccine
- Face masks were once again the hero product of 2021, raising an incredible \$10,656,902 AUD
- We partnered with local Aboriginal and Torres Strait Islander organisation Strong Brother Strong Sister, and Australian youth mentor program LifeChanger

TIM DIAMOND
General Manager,
Cotton On Foundation

What We Achieved

54 scholarship students in Uganda & Thailand graduated



13,659 students & 439 teachers supported at 24 COF supported schools across Uganda, Thailand & South Africa



4 schools completed in Uganda & Thailand for 1,650 students



729,165 school meals distributed in Uganda, Thailand & South Africa



1,224 Nutrition Mission participants in Uganda, Thailand & South Africa

Committed \$300,000 to a local partnership with Strong Brother Strong Sister, supporting young Aboriginal & Torres Strait Islander people in the Greater Geelong region (Wadawurrung Country)



\$21.8 million AUD raised

2,746 sanitary pads distributed in Uganda & South Africa



691 supervised births at the 3 supported health centres in Uganda

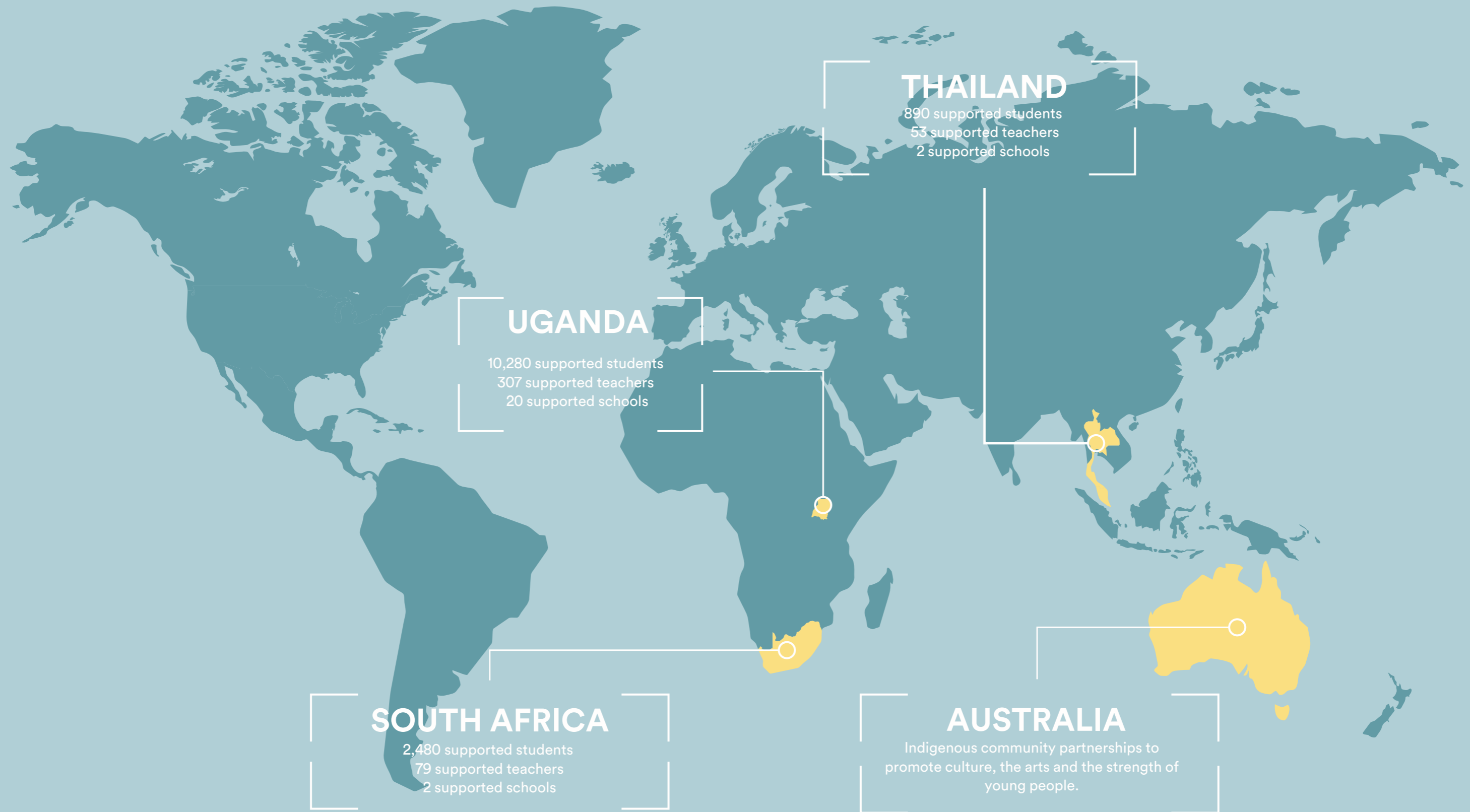


11 new large-scale water tanks installed in Uganda



146 students completed Retail Academy in South Africa

Where We Work





UGANDA

*"SCHOOL IS THE HAPPIEST
AND BEST PLACE TO BE,
IT COMES WITH LOTS OF FRIENDS,
FUN AND A FUTURE.
WE KNOW AND BELIEVE THAT OUR
EDUCATION IS OUR FUTURE."*

- CHRISTINE APIOT

*EDUCATION PROGRAM MANAGER,
COTTON ON FOUNDATION UGANDA*

*"IN THIS YEAR OF DUALITY,
UNCERTAINTY WAS RIFE BUT OUR
SOLIDARITY AS A UNIT
SAW US THROUGH."*

- DOREEN MUSIMENTA

*HR BUSINESS PARTNER,
COTTON ON FOUNDATION UGANDA* ¹⁹



SCHOOL AGRICULTURE PROGRAM



STUDENTS RECEIVE SCHOOL SUPPLIES



FOOD AND SEED PACK DISTRIBUTION



*ADOLESCENT SEXUAL REPRODUCTIVE HEALTH AND RIGHTS WORKSHOP
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FOOD AND SEED PACK DISTRIBUTION



CONSTRUCTION OF BUSIBO KINDERGARTEN

Impact Highlights

1.



Home Learning

Our home learning program was designed to promote the continuation of learning through lockdowns and to keep the student, parent and teacher communities connected.

This was achieved through the distribution of learning materials, broadcast radio programs on local radio, home visits by teachers, village learning groups, the use of tablets, and most recently, through a newspaper learning program in partnership with New Vision.

These activities have kept the spirit of learning alive in Cotton On Foundation supported communities.

MORE THAN 20,200 HOME LEARNING PACKS AND TOOLKITS DISTRIBUTED

2.



The Manny School Farming Project

Under the Manny Senior School farming program, Mbuye Agricultural College trained and guided 44 high school students in animal husbandry for bees, pigs, dairy cattle and chicken, as well as crop cultivation for maize, melon, cabbage and tomato.

The training manual was redesigned to suit home learning, allowing the 44 students to put their skills into practice while learning from home.

The program represents a great pathway into self-sustainability skills for the participating students.

44 STUDENTS TRAINED IN ANIMAL HUSBANDRY BY MBUYE AGRICULTURAL COLLEGE

3.



Seed and Food Distribution

Throughout lockdown in Uganda, food security was a big consideration for our supported communities.

Families were not only provided with food, but also with seeds they could plant to see them through the pandemic and into the future as resilient, sustainable communities.

Each food pack for a household included 25kg of maize flour, 10kg of beans, 2kg of salt and two bars of soap.

2,750 FOOD AND SEED PACKS DISTRIBUTED

Impact Highlights

4.



Introduction of Adolescent Sexual Health Program

In partnership with Naguru Teenage Information and Health Centre, 10 health workers from our supported healthcare centres and one Cotton On Foundation team member were trained in delivering youth-friendly health services as part of our new Adolescent Sexual Reproductive Health and Rights program.

The program nurtures safe zones for young people to share and learn from both peers and health workers, building a culture of trust between adults and the youth.

10 HEALTH WORKERS AND ONE COTTON ON FOUNDATION TEAM MEMBER TRAINED ON BETTER DELIVERY OF YOUTH-FRIENDLY SERVICES

5.



Parental Engagement in Learning

For all their negatives, lockdowns have provided an excellent opportunity for parents to get involved in their children's learning, especially in the early childhood development (ECD) stage.

This has set a new standard for parents to be their children's first teacher - not only in terms of values and culture, but also in their formal education pathway.

1,718 ECD TOOLKITS DISTRIBUTED TO PARENTS, TEACHERS AND STUDENTS

6.



Strong Partnerships - Oxygen Plants and PPE

In a difficult year, we stood with everyone in Uganda to fight the spread of COVID-19.

We supported the Masaka, Rakai and Lwengo COVID-19 task forces through the distribution of PPE for frontline workers, plus the donation of two oxygen plants to Masaka Regional Referral Hospital through our partnership with UNICEF.

116,426 PIECES OF PPE DISTRIBUTED TO FRONTLINE WORKERS

SOUTH AFRICA

"I OFTEN TELL THE LEARNERS
THAT I WORK WITH,
'DO IT ONCE AND DO IT WELL'.

LEARNERS NEED TO GRASP
THAT SOMETIMES A ONCE-
IN-A-LIFETIME OPPORTUNITY
WILL COME BY. YOU DON'T ALWAYS
GET THE CHANCE TO GIVE IT
A SECOND SHOT.

THE KEY IS, THEY NEED TO BELIEVE
IN THEMSELVES. THAT'S MY NUMBER ONE
GOAL, BUILDING SELF-BELIEF."

-SEBENZILE MKHIZE

PATHWAYS COORDINATOR,

COTTON ON FOUNDATION SOUTH AFRICA /13



NEW SPORT FIELD AT ETHEKWINI PRIMARY SCHOOL



EDUCATOR AT SOCIAL EMOTIONAL LEARNING WORKSHOP



ARTIST'S IMPRESSION OF DR. J.L. DUBE HIGH SCHOOL



ARTIST'S IMPRESSION OF DR. J.L. DUBE HIGH SCHOOL

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SCHOOL BREAKFASTS AT DR. J.L. DUBE HIGH SCHOOL



NUTRITION MISSION PROGRAM AT ETHEKWINI PRIMARY SCHOOL

Impact Highlights

1.



Social and Emotional Learning Toolkits

The third school term opened following a time of unrest in KwaZulu-Natal, home to our two supported schools in South Africa. This prompted the bolstering of our social and emotional learning (SEL) program to include as many opportunities to engage with learners and educators as possible.

SEL workshops on debriefing trauma were offered to the educators, and additional social workers were stationed at the schools. Cotton On Foundation produced a SEL toolkit which has been an invaluable resource for social workers, educators and learners

18,200 SEL TOOLKITS DISTRIBUTED TO LEARNERS, AND 750 DISTRIBUTED TO EDUCATORS

2.



Nutrition Mission 50th Program

The Nutrition Mission Program in South Africa is an eight-day educational course that provides the school community with reliable and practical nutritional guidance.

In celebration of our 50th Nutrition Mission cohort, we adapted the program for the Ethekewini Primary School Grade 7 learners.

Students learned all about the importance of a colourful diet, before they cooked a variety of delicious meals.

1,161 NUTRITION MISSION PARTICIPANTS IN SOUTH AFRICA SINCE 2017

3.



Retail Academy

The Cotton On Foundation Retail Academy is a five-month training program designed to inspire, develop and train Grade 12 learners in employment and employability skills.

Comprising theory and practical components, the academy empowers learners by exposing them to the broad array of career opportunities within the retail industry, while teaching them general workplace expectations and etiquette. More than 140 past and present students from Dr JL Dube High School covered a range of topics from interview skills and visual merchandising to resilience and personal accountability.

COTTON ON GROUP SOUTH AFRICA EMPLOYED 13 RETAIL ACADEMY GRADUATES AS CHRISTMAS CASUALS

Impact Highlights

4.



KwaZulu-Natal Relief

South Africa experienced a spate of looting, arson and violence in July. The community of KwaMashu was devastated as the riots and looting resulted in food shortages and impacted access to services.

In response, Cotton On Foundation organised a 10-week emergency response program, including weekly food packs, monthly sanitary pads, daily breakfast and SEL support to ensure the wellbeing of learners, their families, educators and support staff at our supported schools.

23,991 FOOD PACKS DISTRIBUTED

5.



Back to School 2021

Students in South Africa returned to school in February 2021. Since South Africa first introduced COVID-19 lockdown restrictions at the end of March 2020, learners have been taught on a rotational system, alternating the days they attend school. At Cotton On Foundation supported schools, we have worked to ensure PPE is available to assist in implementing strict health and safety protocols, so that as many of the 2,487 supported children as possible can attend school each day.

Learners and educators across both supported schools received Back to School packs that included a backpack, water bottle, three face masks, an exercise book and stationery.

2,487 STUDENTS RETURNED TO SCHOOL IN 2021

6.



Dr JL Dube High School

Plans for a brand new, updated Dr JL Dube High School are complete and a master contractor has been appointed. Construction started in December 2021 and is set to conclude in December 2023.

The beautiful new school will boast 42 classrooms, a teachers' space with meeting rooms and toilets, a student study zone, state-of-the-art sport facilities, a Pathways hub and much more!

ONCE COMPLETE, DR JL DUBE HIGH SCHOOL WILL CATER TO 1,280 LEARNERS



THAILAND

"THE OVERWHELMING KEY TO A CHILD'S SUCCESS IS THE POSITIVE INVOLVEMENT OF PARENTS.

BESIDES, CONNECTING HOME AND SCHOOL MAKES US A GREAT COMMUNITY OF LEARNERS DURING THIS PANDEMIC TIME."

*-BWY AAH PAW
KINDERGARTEN TEACHER,
BWE K'LAR LEARNING CENTRE*



RENOVATIONS AT BWE K'LAR LEARNING CENTRE



FOOD PACK DISTRIBUTION TO COMMUNITY MEMBERS



NUTRITION MISSION PROGRAM



DRY FOOD EMERGENCY DISTRIBUTION

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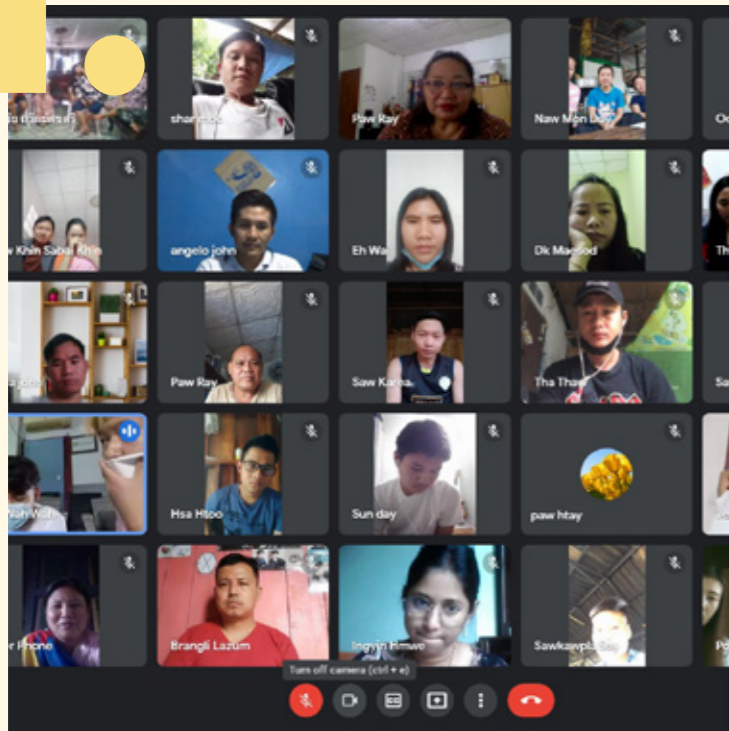
NUTRITION MISSION PROGRAM



THE GARDEN AT BWE K'LAR LEARNING CENTRE

Impact Highlights

1.



Teacher Development

2021 saw teachers in Thailand undertake eight different types of training to keep them engaged, equipped and ready to continue the quality education journey at Cotton On Foundation supported schools.

Topics of the training sessions included child safeguarding, computer skills (Excel, Microsoft Office, Google Meet), library management, social and emotional learning, nutrition, how to deliver Thai language lessons to migrant children, design and delivery of home-based learning worksheets and instructional coaching.

23 TEACHER TRAINING WORKSHOPS HOSTED

2.



Digital Literacy

In this day and age, one of the most useful skills we can give teachers is IT training. With up-to-date skills, teachers in Thailand have been able to continue their classes online without missing a beat.

Teachers have been trained in Microsoft Office, Google Meet, Google Drive and online meeting apps.

40 TABLETS SHARED WITH GED STUDENTS TO FACILITATE ONLINE HOME LEARNING

3.



Nutrition Mission

With six years of experience under our belts, we're excited to have finally rolled out the Nutrition Mission program in Thailand.

While schools remained closed in 2021, teachers who are visiting homes to deliver home learning materials are now also being trained in the principles of the Nutrition Mission.

Going forward, teachers will work closely with parents to further expand the program.

57 TEACHERS AND 11 PARENTS COMPLETED NUTRITION MISSION TRAINING

Impact Highlights

4.



Dry Food Emergency Distribution

Our team in Thailand pride themselves on being active members of their community. During the pandemic, they partnered with locals to deliver food packages to COVID-positive patients.

2,539 DRY FOOD PACKS DISTRIBUTED

5.



Greening Bwe K'Lar Learning Centre

Students have been heavily involved in turning Bwe K'Lar Learning Centre into a green oasis by planting food for their school meals.

The exercise has had many positive physical and mental impacts for students and the wider school community.

*35,365 SCHOOL MEALS PROVIDED AT
BWE K'LAR LEARNING CENTRE*

6.



Hygiene Packs

One of the key priorities for the Cotton On Foundation team in Thailand was keeping the supported community safe, happy and healthy so they could return to school for the new academic year in 2022.

To achieve their goal, 124 hygiene packs were created and distributed to boarding students at Bwe K'Lar Learning Centre.

*124 HYGIENE PACKS DISTRIBUTED TO BOARDING
STUDENTS AT BWE K'LAR LEARNING CENTRE*



AUSTRALIA

*"WELLBEING IS CRITICAL FOR YOUNG PEOPLE.
IT GROUNDS US, IT DRIVES US,
IT GIVES US IMPORTANT CONNECTIONS.
WELLBEING FOR US ALSO CONNECTS US
TO IMPORTANT ELEMENTS
OF OUR BELONGING AND IDENTITY.
CONNECTIONS TO OURSELVES, OUR CULTURE
BUT ALSO OUR COUNTRY
AND OUR COMMUNITIES KEEPS
OUR WELLBEING. WE HAVE SEEN THE IMPACTS
OF THESE CONNECTIONS TO WELLBEING
AND THE IMPORTANT OUTCOMES
THAT THEY CREATE IN 2021."*

*- CORMACH EVANS,
FOUNDER & MANAGING DIRECTOR,
STRONG BROTHER STRONG SISTER₂₁*

Photographer - Bernie Price



YIRRKALA SCHOOL GRADUATES



THE MULKA PROJECT



C-BATE PROGRAM PARTICIPANTS



LEARNING ON COUNTRY

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WELLBEING WORKSHOPS



STRONG BROTHER STRONG SISTER

Impact Highlights

1.



Learning on Country

A challenging year in community, the Learning on Country program has adapted with ongoing support for Yirrkala School students by connecting them with Elders and Rangers on-country for weekly activity to support their cultural knowledge and wellbeing.

These activities contribute towards students' Certificates in Conservation and Land Management, as well as Maritime Studies and Applied Languages.

One of the highlights for the students was the hunting activity surrounding the Maritime excursions!

2.



New Partnership with Strong Brother Strong Sister

In 2021, Cotton on Foundation partnered with local organisation Strong Brother Strong Sister to reach more Aboriginal young people and children across the Wadawurrung community.

After ongoing COVID restrictions, the return to in-person programs has been crucial for young people – the team has reported excellent outcomes including improved social and emotional health and wellbeing, as well as deeper connections to their identity, belonging and culture.

3.



The Mulka Projects Homelands Music Workshops

This year, The Mulka Project has adapted to the challenges of COVID-19 and pivoted in their approach to delivering creative workshops.

By investing in a mobile sound engineering set-up, the Mulka team has been able to get out to remote Homeland communities to engage and inspire the next generation of musicians and music producers.

Impact Highlights

4.



Successful C-BATE Workshops

C-BATE stands for Community Based Aboriginal Teacher Education. Throughout 2021, 15 Teacher Education students have been working hard to prepare for enrolment in accredited courses, and several of these students will be ready for Tertiary Pathways in 2022.

5.



Wellbeing Workshops

For the Yirrkala community, 2021 has been one of the most challenging years in a long time, so their wellbeing workshops were needed more than ever.

Yolngu Elder Djalinda Yunupingu has continued working regularly with teachers, students and their families to help them through this time, and to prepare and look forward to 2022.

6.



LifeChanger

2021 saw us launch a partnership with LifeChanger foundation, an organisation doing incredible things in the wellbeing space in Australia and New Zealand.

Based in Melbourne, this Australian foundation is working to maximise the potential of all young people by providing the resources, skills, education and pathways they need to develop a positive self-identity to live their best life, using expert facilitation and trained community mentors.

Graduates

Class of 2021 - Uganda

Congratulations to all of the scholarship students who graduated in 2021

Ainembabazi Patience
Certificate in Nursery Teaching (ECD)
St Mary's Kyamaganda

Asiimwe Lawrence
Bachelor of Arts with Education
Kyambogo University

Bakkabulindi Alex
Certificate in Automotive Mechanics
St. Charles Lwanga Butende Vocational Institute

Jjingo Simon
Certificate in Fashion and Design
St. Charles Lwanga Butende Vocational Institute

Kasibante Vicent
Certificate in Accounting
St. Charles Lwanga Butende Vocational Institute

Kasozi Joseph
Bachelor of Vocation Studies in Agriculture with Education
Kyambogo University

Kiyimba Ronald
Certificate in Bricklaying and Construction
St. Charles Lwanga Butende Vocational Institute

Kwarikiriza Aron
Certificate in Electrical Installation
St. Charles Lwanga Butende Vocational Institute

Kyampiire Sharon
Certificate in Nursery Teaching (ECD)
St Mary's Kyamaganda

Lubega Antonie
Certificate in Primary Teaching
Rakai Primary Teachers' College

Lunyolo Viola
Certificate in Nursery Teaching (ECD)
Rakai Primary Teachers' College

Magembe Eria
Certificate in Electrical Installation
St. Kizito Technical Institute

Muguzi Paul
Certificate in Woodwork
St. Charles Lwanga Butende Vocational Institute

Muhwezi Joash
Certificate in Hairdressing
St. Kizito Technical Institute

Mukasa Derrick Ssenkubuge
Certificate in Woodworking and Design
St. Kizito Technical Institute

Mutabazi James
Bachelor of Travel and Tourism Management
Makerere Business School

Mwesigye Alex
Bachelor of Arts with Education
Makerere University

Nabbuye Teopista
Certificate in Secretarial Studies
St. Agnes Biikira Vocational School

Nabukenya Jane
Certificate In Nursery Teaching (ECD)
Rakai Primary Teachers' College

Nabuufu Sylvia
Certificate In Primary Teaching
Rakai Primary Teachers' College

Nakabiito Sarah
Bachelor of Procurement and Logistics
Makerere Business School

Nakaggwa Grace
Certificate in Nursery Teaching (ECD)
Rakai Primary Teachers' College

Nakakinda Christine
Certificate in Nursery Teaching (ECD)
St Mary's Kyamaganda

Nakalule Violah
Certificate in Fashion and Design
St. Charles Lwanga Butende Vocational Institute

Nakalyango Costania
Certificate in Nursery Teaching (ECD)
St Mary's Kyamaganda

Nakavuma Bridget
Certificate in primary teaching
Rakai Primary Teachers' College

Nakawunde Pauline
Certificate in Nursery Teaching (ECD)
Rakai Primary Teachers' College

Nakayenga Susan
Certificate in Nursery Teaching (ECD)
Rakai Primary Teachers' College

Nakibukka Zaina
Certificate in Nursery Teaching (ECD)
Kabukunge Primary Teachers' College

Nakintu Sauya
Certificate in Nursery Teaching (ECD)
Rakai Primary Teachers' College

Nakiyemba Josephine
Certificate in Nursery Teaching (ECD)
Rakai Primary Teachers' College

Namawanda Joan
Certificate in Automotive Mechanics
St. Kizito Technical Institute

Nambejja Justine
Bachelor of Arts with Education
Makerere University

Namubiru Josephine
Certificate in Primary Teaching
Rakai Primary Teachers' College

Namuli Noerena
Bachelor of Arts with Education
Uganda Martyrs University (Nkozi)

Nangooba Specioza
Certificate in Secretarial Studies
St. Agnes Biikira Vocational School

Nasuuna Violah
Certificate in Nursery Teaching (ECD)
Rakai Primary Teachers' College

Ndawula Geofrey
Certificate in Automotive Mechanics
St. Charles Lwanga Butende Vocational Institute

Ssekajugo Vianey
Bachelor of Arts with Education
Kyambogo University

Ssekiwunja Derrick
Certificate In Bricklaying and Construction
St. Charles Lwanga Butende Vocational Institute

Ssentongo Steven
Certificate in Plumbing
St. Charles Lwanga Butende Vocational Institute

Ssenyonga John Baptist
Bachelor of Industrial and Fine Art
Makerere University

Tumusiime Beatrice
Certificate in Hairdressing
St Anne Vocational School Masaka

Scholarships Uganda

Congratulations to all of the students who were awarded a scholarship in 2021

Achileo Mpagi - University

Ahimbisibwe - University

Alex Kiweewa - Vocational

Alex Lukyamuzi - University

Alice Nakato - Vocational

Allen Nambejja - Vocational

Allon Mutaawe - Vocational

Ambrose Mwesigwa - University

Asimwe Gordon - University

Benidictor Nabina - Vocational

Blick Luyima - Vocational

Brian Lukyamuzi - University

Bridget Namugabo - Vocational

Bwanike Godfrey - Vocational

Caroline Nakimbugwe - Vocational

Caroline Nalubega - Vocational

Caroline Nalukwago - University

Charles Ssengonzi - University

Christine Nyiransaba - Vocational

Claire Nalunjoogi - Vocational

Cranmer Mutatina - Vocational

Darausi Tumulonde - Vocational

Deborah Kankooowa - Vocational

Denis Luwaga - University

Dickson Mawanda - University

Disan Ssabyanzi - Vocational

Dorah Namatovu - Vocational

Doreen Nakaseeta - Vocational

Edward Muzale - Vocational

Edwin Mugumya - University

Elisha Muhawe - Vocational

Elizabeth Namukisa - Vocational

Emmanuel Bisere - Vocational

Emmanuel Sekawunde - University

Emmanuel Ssenteza - University

Eunice Ahimbisibwe - Vocational

Evas Nakasagga - Vocational

Flavia Namugabo - Vocational

Flavia Wanyana - University

Francis - Vocational

Frank Mwanje - University

Gloria Kyomugisha - Vocational

Gloria Nakavuma - Vocational

Gonzaga Tayebwa - Vocational

Goreth Nakanoni - University

Gorreth Nakanoni - University

Hamuzah Ssemakula - Vocational

Harriet Namata - Vocational

Hellen Nandawula - Vocational

Henry Nsikombi - University

Henry Ssemujju - University

Ibrah Kirangwa - Vocational

Ibrahim Ssentongo - Vocational

Iguitious Kamwine - Vocational

Innocent Ssenabulya - Vocational

Irene Nakkazi - Vocational

Isaiah Rwamwozo - University

Jackline Nannono - Vocational

Janet Nnamutunzi - Vocational

Javira Tabula - Vocational

Joan Nakiwala - Vocational

Joan Namugerwa - Vocational

Joan Nanteza - Vocational

John Baptist Tumwekwase - Vocational

Joseph Biryomumaisho - Vocational

Joseph Ddumba - University

Joseph Kafeero - Vocational

Josiah Atwine - Vocational

Jude Ssali - Vocational

Judith Nambaziira - Vocational

Judith Nazziwa - Vocational

Julius Ssekimbegga - University

Justine Nakizito - University

Kakooza Mugagga - University

Katoga Ivan Cosma - University

Kawooya Jorex - Vocational

Keneth Gabona - Vocational

Kitayimbwa Shanon - University

Kobusheshe Ronas - University

Lawrence Matovu - Vocational

Lawrence Mugabi - Vocational

Lilian Nakalema - Vocational

Linda Kyomukama - Vocational

Lugemwa Vicent - University

Lydia Namuddu - Vocational

Lyton Nanyunja - Vocational

Margret Nakate - Vocational

Margret Namaganda - Vocational

Maria Kirabo - University

Mary Asimwe - Vocational

Matia Kaggwa - University

Mawanda Shafic - University

Mercy Patricia Nambejja - University

Merida Nakaye - Vocational

Milly Mulungi - Vocational

Mugisha Amos - University

Muhimbise Ferediana - Vocational

Mukisa Lamech - University

Mulema Peter - University

Musaasizi Yoweri - Vocational

Nabunje Ritah - University

Nakabuubi Suzan - University

Nakavuma Ruth - University

Nakinsige Josephine - University

Nakisekka Brenda Peace - University

Nalubega Gertrude - Vocational

Naluwaga Shanitah - University

Naluwugge Faridah - University

Namugenyi Shamat - University

Ntalazi Benon - University

Omach Brian - Vocational

Passy Nalugo - Vocational

Patrice Besigye - Vocational

Patricia Naddunga Makame - University

Patricia Nambajjo - Vocational

Paul Kalema - Vocational

Paul Mickey Ssenono - University

Peter Twesigye - Vocational

Pouline Kyomuhangi - Vocational

Praise Amutuhaire - University

Rashidah Nabasumba - Vocational

Rashidah Namugabi - Vocational

Raymond Ssemwogerere - Vocational

Rebecca Mutoni - Vocational

Remegious Ssendi - Vocational

Richard Lwebuga - University

Richard Sseruwuge - Vocational

Robert Lukwago - University

Ronald Sseruwuge - Vocational

Ruhara Benon Kembabazi - Vocational

Ruth Nakibinge - Vocational

Samuel Kalyango - University

Samuel Luyiga - Vocational

Samuel Muhumuza - Vocational

Saphan Ssebuuma - University

Scovia Nandawula - Vocational

Shadia Rehema Nabadda - Vocational

Shallon Nakate - Vocational

Sharon Nanyunja - Vocational

Shukulah Namujjuzi - University

Ssebulime Gaddafi - University

Ssegawa Geoffrey - Vocational

Ssekyanja Henry - Vocational

Steven Ssenono - Vocational

Sudaice Mutyaba - Vocational

Sudaice Ssemakula - Vocational

Sumaiah Namulindwa - University

Sylvia Nassuuna - Vocational

Tonny Joga - University

Tracy Awor - Vocational

Ursher Nakawombe - Vocational

Vennensio Sserwadda - Vocational

Vianne Nakasakya - Vocational

Vincent Kayenga - Vocational

Viola Namatovu - Vocational

Viola Nanyunja - University

Watson Ssenyange - Vocational

Yosam Kajura - Vocational

Ziporah Nasasira - Vocational

Graduates

Class of 2021 - Thailand

Congratulations to all of the scholarship students who graduated in 2021

Somphop Phransupho
English, Chiang Mai Rajabhat University

Ei Shwe Sin
Nursing, Chiang Mai University

Ingyim Hmwe
Int. Business Management, Naresuan University

Ma Mi Mi Ko
Language Arts Reasoning, Mathematics Reasoning,
Sciences and Social Studies, GED Online Course

Kyin Tara
Nursing, Assumption University of Thailand

Naw Monday Paw
Accounting Level 1 and 2, Nay Lin Aung Finance and
Accountancy Academy

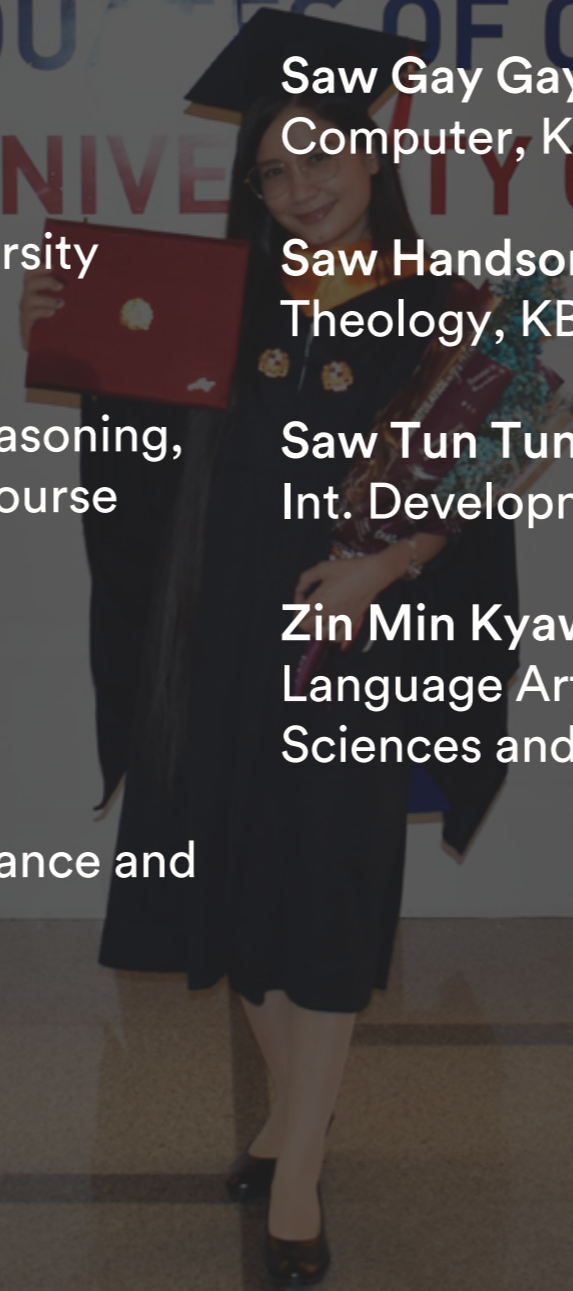
Naw Mu Ju Ju
Accounting Level 1 and 2, Nay Lin Aung Finance and
Accountancy Academy

Saw Gay Gay Oo
Computer, KCSYG

Saw Handsome
Theology, KBTS/YGN

Saw Tun Tun Win
Int. Development, Mae Fah Luang University

Zin Min Kyaw
Language Arts Reasoning, Mathematics Reasoning,
Sciences and Social Studies, Self-study



Scholarships Thailand

Congratulations to all of the students who were awarded a scholarship in 2021

Angkana Pamnonheran
Early Childhood Education, Northern College

Arkapyu
Computer, Mae Sot Technical College

Aung Kyaw Moe
Global Business, Khon Kaen University

Aung Thein Oo
Global Business, Khon Kaen University

Eh Ta Mu
International Relations and Development, Rangsit University

Jirawat Archasamakkee
Higher Vocation Certificate, Rajamangala University of
Technology Lanna Tak

Kamonrak Kokiadkamon
Public Health, Khon Kaen University

Khu Doh Soe
International Affairs, Rangsit University

Montira
Accounting, Kamphaeng Phet Rajabhat University

Nanthawan Krobkrong
Science and Anthropology, Naresuan University

Naw Moo Law La
Music Education, Payap University

Naw T' Kaw Paw
International Affairs, Khon Kaen University

Naw Ta Mu La Paw
Education, Asia-Pacific International University

Pyae Kant
Global Business, Khon Kaen University

Pyunyika
Factory Mechanic Branch, Mae Sot Technical College

Rubby Wongphruksasakun
International Business, Rangsit University

Samsor
Sociology and Anthropology, Thammasat University

Som Ying Trakanchatthai
Public Health, Khon Kaen University

Suchathip Litteraphat
Public Health, Khon Kaen University

Tiraphat
Computer, Payap University

Velkuthip
Environmental Science, Chiang Mai University

Zin Min kyaw
International Marketing, Khon Kaen University

น.ส น่อแม่ใจ (Panjo)
Public Health, Khon Kaen University



Financials 2021

\$21,815,875 AUD

Total funds raised in 2021

\$21,207,158 AUD

Funds raised from product sales

An amazing
13,251,464
products sold

A Cotton On Foundation product was sold every

2.5
seconds

2,775,853

masks purchased,

which raised

\$10,656,902 AUD

1,040,585

water bottles purchased,

which raised **\$1,143,693**

AUD

5,781,689

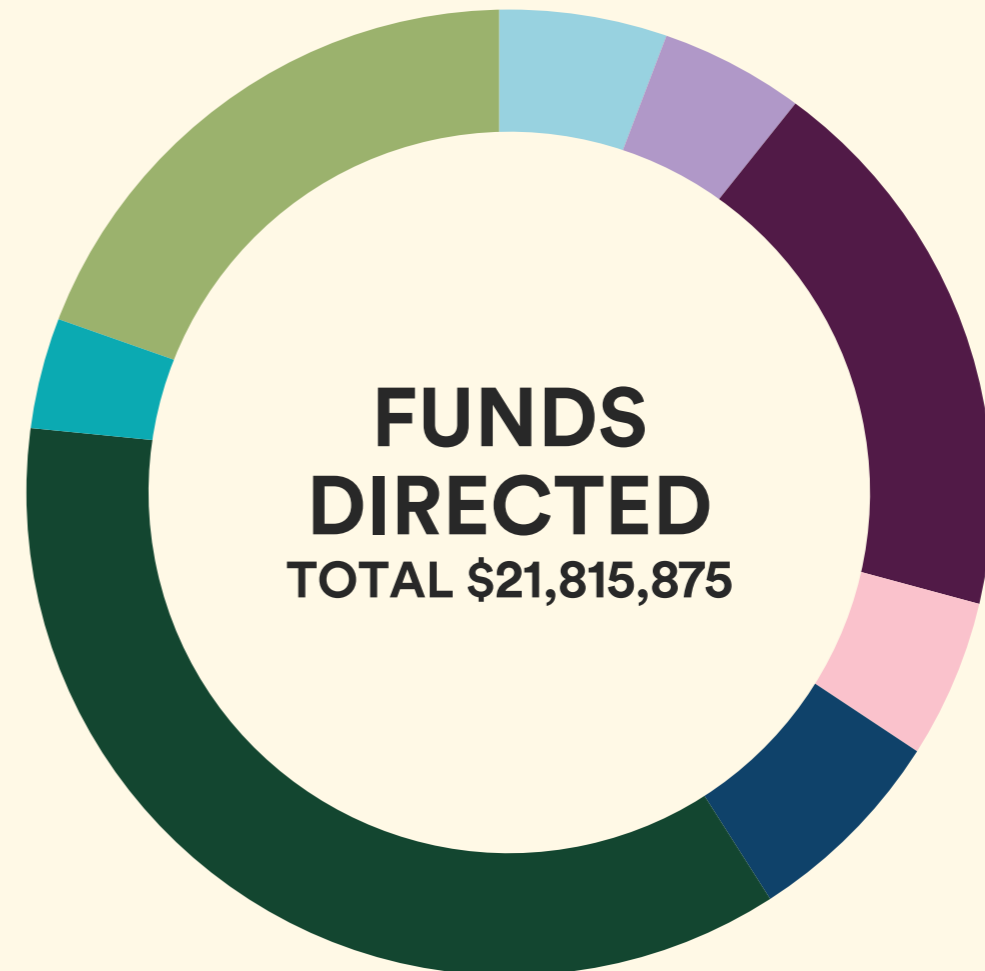
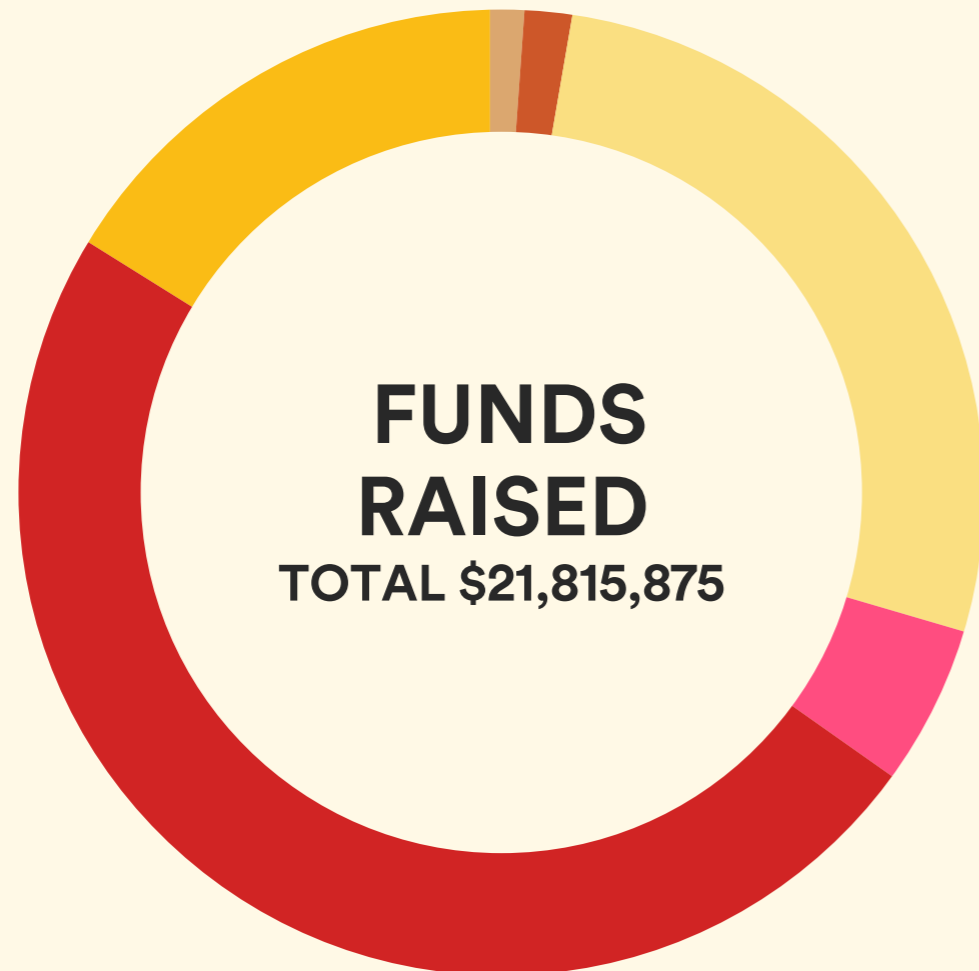
tote bags purchased,

which raised

\$5,864,985

AUD

Financials 2021



- Masks \$10,656,902 (50.3%)
- Team Giving \$412,833 (1.9%)
- Water \$1,143,693 (5.4%)
- Donations \$195,884 (0.9%)
- Tote Bags \$5,864,985 (27.7%)
- Essentials \$3,541,578 (16.7%)

- Uganda \$7,812,457 (35.8%)
- Admin \$1,080,627 (5.0%)
- South Africa \$1,479,172 (6.8%)
- Local Project Management \$1,237,090 (5.7%)
- Thailand \$1,113,837 (5.1%)
- Other (UNICEF, SBSS, LifeChanger, Stars) \$4,311,038 (19.8%)
- Future Projects \$4,060,390 (18.6%)
- Australian Indigenous Project \$721,264 (3.3%)

2021 Lessons

We are committed to continuous improvement in our work. The lessons we have learnt in 2021 will inform our ongoing work, enabling us to make the greatest impact possible.



COVID-19 Response

The measures put in place to support children through the pandemic and help them adapt to home-based learning should be continued and embedded in all aspects of our projects.

These include:

- Strong relationships between teachers and parents
- Psychosocial support for children
- Social and emotional learning techniques built into lessons
- Parent committees leading parent engagement (peer education)

Psychosocial support needs are not limited to children. Accessible training should also be provided for COF teams, parents, teachers and students.



First Nations Partnerships

A year of disruption and challenges in First Nations communities taught us that as a good partner we must:

- Listen and understand the changing needs of communities
- Offer partners flexibility in the way they use their funding
- Allow partners to adapt their approach to have the greatest impact



Digital Divide

It is possible to bring technology into education in all settings. COVID highlighted what we already knew in the digital space - to be competitive in today's world, students need access to digital tools and the knowledge to use them effectively. We supported scholarship students globally with laptops and IT workshops, and used tablets to connect senior students to digital learning across villages in Uganda and Thailand.



Scholarship Targeting

For the first time, in 2021 we undertook home vulnerability assessments for scholarship applicants in Uganda. The results allowed us to better understand the level of support required by each student, resulting in a more equal distribution of scholarships and giving us the ability to offer more scholarships to students in our supported communities.



Employability Workshops

Prior to 2021, we held employability workshops with activities like resume writing, job search and interview skills for students in their final year of secondary school. This year we introduced them for scholarship students in their final year of education and they were incredibly well received. The students reported feeling much more prepared to enter the world of work and gained the confidence required to nail any interview.

Case Study - UNICEF

At the height of the pandemic, 290 million children globally were not in school due to COVID-19. It was projected that 24 million would never return.

A partnership with UNICEF to help combat this statistic was a natural fit – Cotton On could engage and mobilise their 18,000 team members to raise funds, while UNICEF could deliver on the ground.

In 2021, Cotton On became one of the first retailers globally to partner with UNICEF to help deliver 1 million doses of the COVID-19 vaccine to the world's most vulnerable communities, to support children getting back to school.

Through the hard work of our team and generosity of our customers, our six-week campaign saw customers take 1.42 million actions (products sold) to support the partnership.



The campaign raised \$2.4 million AUD

through the sale of Cotton On Foundation products, supporting the delivery of 1,037,198 vaccines.

These vaccinations will help protect frontline healthcare workers and teachers across the globe, as we continue working to get as many kids back in the classroom as soon as we can.

Team sentiment has also been incredibly positive, which is reflected in the sales results. The role of team members encouraging customers to purchase Foundation products is key to success.

The value alignment between Cotton On and UNICEF, and the opportunity to create impact for vulnerable communities, was the driving force behind the success of this partnership.



COTTON ON FOUNDATION 2021 FIELD REPORT

"THROUGH OUR FOUNDATION'S UNIQUE FUNDRAISING MODEL, WE HAVE SUPPORTED VULNERABLE COMMUNITIES FOR THE PAST 14 YEARS. THE IMPACT OF THIS PANDEMIC HAS BEEN FELT RIGHT ACROSS THE WORLD AND WE'RE PROUD TO BE PART OF THE SOLUTION BY HELPING COMMUNITIES GET BACK ON THEIR FEET."

*- PETER JOHNSON,
COTTON ON GROUP CEO*



The Road Ahead



From day one, the Cotton On Foundation has stood up against inequality. Fourteen years later and over \$140 million AUD fundraised, our commitment to creating positive change is stronger than ever.

**Driven by our teams. Ignited by our customers. Hands-on. Full of heart
We advocate for a world where everyone can reach their full potential.
We work with local communities and partners to tackle some of the
biggest challenges facing young people today.**

**Our mission is to deliver real and lasting impact across three key areas:
Education, Mental Health and Environment.**

**Breaking down the barriers to education by delivering more schools, more classrooms,
and more pathways to employment. Supporting mental health and wellbeing through projects
that empower a community of safe and happy people.**

**Amplifying climate-positive initiatives to protect the place we all call home, for now and
for generations to come. Imagine a world where everyone has limitless opportunity to thrive.
Now let's make it happen.**

We are the force for a better tomorrow

Purpose

We exist to make a positive difference in people's lives

Vision

Empowering this generation to create a world where everyone can thrive

Mission

We are the force for a better tomorrow

**Our 5-Year
Fundraising Goal**

**Raise
\$150 million
AUD**



Holistic Education

Purpose

Through the delivery of quality education from early childhood to further studies, we will nurture active citizens and contribute to a world that dispels inequity and prejudice.

Goal

To provide education and pathways to meaningful employment for 100,000 young people

Activity We Will Deliver

- **Infrastructure** - develop functional, sustainable and inspiring schools and classrooms
- **Teacher development and training** - deliver ongoing professional development of educators
- **Quality education** - promote holistic educational outcomes
- **Keeping girls in school** - ensure school is a safe space, free of barriers that prevent girls from participating
- **Student Wellbeing** - prioritise the physical, social and emotional wellbeing of students in all we do
- **Pathways** - increase opportunities for meaningful employment
- **Basic necessities** - facilitate the provision of clean water, nutritious food and healthcare



Mental Health

Purpose

We will collaborate with experts to deliver activities that support optimum mental health, while promoting resilience and the discovery of identity, to empower a global community of safe, happy and healthy people.

Goal

To reduce stigma, and increase access to mental health services for young people

Activity We Will Deliver

- **Promotion** - use our platform to reduce stigma, share resources and advocate for the improvement of mental health and wellbeing for young people
- **Prevention** - support partners to strengthen early interventions, including early detection and early treatment
- **Treatment** - partnering with experts to improve access to formal mental health services for all young people
- **Connection to culture** - support cultural activities and workshops to foster connection to identity for Aboriginal and Torres Strait Islander youth



Environment

Purpose

We are committed to joining forces with those who are delivering powerful, measurable, sustainable impact to protect our oceans, land and wildlife - to create a tomorrow we can all be part of, and proud of.

Goal

To protect, preserve and restore earth's natural assets

Activity We Will Deliver

- **Oceans conservation activity** - partner to preserve oceans, protect reefs and marine wildlife to maintain diverse ecosystems
- **Land conservation activity** - partner to create opportunities for carbon removal through reforestation programs and protect biodiversity
- **Wildlife habitat protection** - partner to conserve wildlife and restore degraded habitats
- **Regenerative farming** - undertake regenerative, sustainable and innovative farming practices
- **Indigenous land management** - support Indigenous land management practices

In Loving Memory

While 2021 was a year of great impact it was also a year touched by great sadness, with the loss of three colleagues from our Ugandan team to COVID-19. Betty, James and Alfred remain much loved members of the Cotton On Foundation family and will be remembered by all who knew them.

In their dedication to serve others, all three made a permanent mark on our supported communities in Uganda. Their legacy will live on through all of us who were lucky to call them friends, and through their families, who will always be part of the Cotton On Foundation community.

Words of Memorial from the Cotton On Foundation Team



Alfred Etukuri

“Alfred, I can’t stop myself from smiling when I think about you, you were so kind to everyone, very considerate, caring and an amazing teacher and orator.

I always looked forward to your congratulatory messages, you always spoke from the heart. Your baby girl was born, she has really missed meeting and being loved by such an amazing dad but I know you are watching her from heaven. You will always be missed!”



Betty Nassaka

“Whenever I think of Betty, I remember her energy!

She was such an amazing coordinator, she didn't have the word impossible in her language and I always said, if you want something done fast, give it to Betty.”

“Betty advocated so much for anything she believed is worth doing.”



James Candisi

“There are people that come into your lives that have pure hearts and big smiles and you want to bottle their energy up and let it go little by little when you feel a bit sad.

James was one of them. He was kind, he was generous, he was a beautiful human being.”



Thank you.

COTTON:ON FOUNDATION