



## CHARITY POT FACT SHEET

### What is the Charity Pot?

The **Charity Pot** is a luxurious hand and body lotion, made with fair trade cocoa butter and fragranced with ylang ylang and tagettes essential oils. Retailing for \$19.95, every penny (excluding the taxes) from the sale of each pot goes directly into a fund to be donated to worthy causes.

### Which causes will the Charity Pot fund?

LUSH is looking to support a variety of charities, non-violent direct action groups and other worthy causes. The main areas we seek to fund are animal protection, the environmental conservation, and humanitarian causes, but any group will be free to nominate themselves for funding by emailing LUSH at [charitypot@lush.com](mailto:charitypot@lush.com). We are also actively encouraging our staff and customers to recommend to us groups they support or admire.

### How does LUSH choose which groups/projects to fund and how much to give?

Once we have identified potential groups to support, we start investigating. We find out more about their ethos and get a feel for the work they do. First and foremost we need to ensure that they have no links to animal testing. Our strong anti-animal testing policy does not just apply to our products and ingredients; it extends all the way to the organisations we are willing to support.

We like to support individual projects rather than offering core funding where possible. This way we know exactly where our money is going. If we like what we have learned about a group or organisation, we then initiate contact. We work with the group to identify potential projects for LUSH to support. An ever-changing selection of the groups we have funded will be featured on the Charity Pots, to raise awareness of the work they do and act as examples of the types of projects we are looking to fund. We intend to issue reports on the money raised for the Charity Pot fund, along with updates on the good use it's been put to.

**The following are the first groups and projects LUSH will fund and those that will appear on the first batch of Charity Pot lids:**

#### WaterCan

WaterCan is a registered charity that is dedicated to providing clean drinking water to the world's poorest people. Since its creation in 1987, WaterCan has assisted more than one million people in 32 developing countries. WaterCan currently supports

projects in Africa .In order to maximize health benefits, all WaterCan projects include three important and inter-related components appropriate water systems, sanitation facilities, and hygiene education.

### **UNICEF: Unite for Children, Unite for Aids**

UNICEF has launched an international 5-year campaign to bring the world's attention to the global impact of HIV/Aids on children and young people. The campaign's most urgent aim is to achieve measurable progress for children based on internationally agreed goals in four key result areas:

- prevent mother-to-child HIV transmission
- provide pediatric treatment
- prevent infection among adolescents and young people
- protect and support children affected by HIV/AIDS

### **TreePeople**

A Charity Pot donation will be made to this hard-working nonprofit that is helping nature heal Los Angeles. Started by teenagers in the early 1970's TreePeople has planted more than 2 million trees in neighborhoods, school campuses, mountains and park woodlands. TreePeople inspires communities to care for the city forest around them.

### **Amazon Conservation Team**

The Amazon Conservation Team partners with indigenous peoples across Amazonia to conserve biodiversity, traditional culture, and health. Operations in Brazil, Colombia, and Suriname have helped over two dozen tribes map, manage, and protect their territories. Through the Shaman and Apprentice program, ACT preserves knowledge of natural, indigenous medicine

### **International Foundation for Animal Welfare (IFAW)**

The International Fund for Animal Welfare works to improve animal welfare, prevent animal cruelty and abuse, protect wildlife and provide animal rescue around the world. From stopping the elephant ivory trade, to ending the Canadian seal hunt and saving the whales from extinction, IFAW works to create solutions that benefit both animals and people.

### **Clean Ocean Action**

Clean Ocean Action (COA) is a broad-based coalition of over 150 business, community, conservation, environmental, fishing, boating, diving, student, surfing, women's, and service groups. These "Ocean Wavemakers" work to clean up and protect the waters of the New York Bight. The groups came together in 1984 to investigate sources, effects, and solutions of ocean pollution. LUSH will be donating towards COA's Beach Sweep program gathers community volunteers that give their time and effort to clean up the surrounding beaches. The program has resulted in millions of pieces of debris removed from New Jersey's waterways.

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LUSH Fresh Handmade Cosmetics can be found in over 400 locations worldwide with 29 LUSH locations across Canada and 45 in the U.S, online at [www.lush.com](http://www.lush.com) or by calling 888.733.lush. For further information, digital images or product samples, please contact the LUSH Press Office

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