

# 4 life changing brands for everyday heroes

## **Who doesn't need toilet paper? Or more importantly.. Access to a toilet.**

**Brand:** Who Gives a Crap

**Website:** <https://au.whogivesacrap.org>

**Country:** Australia

**Where to buy:** online (you can even get subscriptions!)

**Why:** We make super-soft, 100% recycled toilet paper, and we donate 50% of profits to build toilets in the developing world. Good for your bum, Great for the world!

### **Fun facts:**

- To date we've donated over \$2.6 million dollars to charity and saved a heck of a lot of trees, water and energy.
- As part of their crowdfunding campaign, one of their founders sat on a toilet for 50 hours to raise money

<https://www.indiegogo.com/projects/who-gives-a-crap-toilet-paper-that-builds-toilets#/>

### **The real deal:**

- 2.3 billion people (roughly 40% of the world's population) don't have access to a toilet.
- Around 289,000 children under five die every year from diarrhoeal diseases caused by poor water and sanitation. That's almost 800 children per day, or one child every two minutes. Luckily, toilets are proven to be a great solution—they provide dignity, health and an improved quality of life. And in case that wasn't enough, it's been shown that a dollar invested in sanitation yields \$5.50 in increased economic prosperity. Toilets are magical!

## **Being a woman can be tough. Period.**

**Brand:** Wā Collective

**Website:** <https://wacollective.org.nz>

**Country:** New Zealand

**Where to buy:** online or instore in NZ

**Why:** Started by Olie who put a shoebox on the wall of Massey University where people could put tampons and pads in, and other people could take them out. Upon deciding this approach was an ambulance at the bottom of the cliff, and only helping on the surface, Wā Collective shifted to become a system that was designed to free people from it, instead of keep them in it. Smart. That's when we started to grow.

### **Fun facts:**

- You can watch Olie's TedX talk here:  
<https://www.youtube.com/watch?v=vwWwya59QYc&t=795s>
- With flowing joy we launched our full business and impact model on International Women's Day 2018.

- Every premium quality Wā menstrual cup sold subsidises Wā Cups for students in need
- Wā cups are ethically crafted, zero waste produced with full material traceability

**The real deal:**

- Olie began to question the system in NZ. In November 2016, through conducting the first research of its type in NZ, she found out both Papatūānuku and our people were struggling to afford the cost of how we manage menstruation (this is called period poverty). Of 1000 menstruating students we found:
  - 30% had skipped class because of a lack of access to menstrual products
  - Kiwis use enough disposable menstrual products each year to wrap the circumference of the globe (aussie must be way more!!)
  - 50% of ovulators are still too embarrassed to talk about periods openly

**Giving back with your body and hand wash. Life changing personal care.**

**Brand:** thankyou.

**Website:** <https://thankyou.co>

**Country:** Australia

**Where to buy:** Coles & Woolies (major supermarkets)

**Why:** There's a darkness in our world. 767 million people live in extreme poverty.

It's made darker by the fact that in this same world, extreme consumerism exists.

Each day as consumers, we give billions of dollars to the world's largest multinationals for everyday products. Together, we think it's time to bring the light.

**Fun facts:**

- It started with an impossible idea: a bottle of water that exists to help end the World Water Crisis. That idea has now grown to over 55 products, from personal care products to nappies and baby care.
- For 5 years, the major supermarkets in Australia had said no to Thankyou. Then one day we launched this video and thousands of people began petitioning to the supermarkets. Two LEGENDARY helicopter pilots, Peter and Geoff, donated their time to fly these signs above the head offices of those two supermarkets and in record-breaking time, both said yes. Video: <https://thankyou.co/about>

**The real deal:**

- We are Thankyou, a social enterprise that commits 100% of our profit to end global poverty.
- Today, you can find us in over 5,500 outlets in Australia, including all major supermarkets.
- The Thankyou consumer movement has raised millions of dollars to get safe water, toilets and child and maternal health programs to hundreds and thousands of people in need.
- Given over \$6.2 million to fund water access, sanitation & hygiene. Empowering 857,000 people around the world as of February 2019

**Jandals, flip flops.. Or dare I say it.. Thongs**

**Brand:** Subs

**Website:** <https://www.subs.nz>

**Country:** New Zealand

**Where to buy:** Online

**Why:** With an estimated 5.2 trillion pieces of plastic in the world's oceans, of which 269,000 tons float on the surface. After being in the footwear industry for 7 years we realised we were in a position to do something about this, and the idea was born to create a product that could sustain the reduction of plastic in our ocean ecosystems, and recycled plastic in general, by using that plastic as footwear.

**Fun facts:**

- We aim to prevent and reduce plastic waste by transforming it into high-performance, recycled plastic flip-flops.
- Subs flip-flops are super comfy to wear, highly durable, upcyclable and environmentally friendly!
- For every pair of jandals sold, they pledge to remove half a kilogram of plastic from the oceans. And when the jandals themselves wear out, customers can simply send them back to Subs. They'll be ground up into pellets and go through the whole manufacturing process again. It's a completely circular process. "Although we haven't had any sent back yet – perhaps we've made them too well," Andrew jokes.

**The real deal:**

- There are five main concentrations of plastic in the ocean, known as the 'gyres', the largest being estimated twice the size of Texas. Plastic pieces outnumber sea life in 'Great Pacific Garbage Patch' by 6 to 1.
- Hundreds of thousands of sea turtles, whales and other marine mammals and more than 1 million seabirds die each year from ocean pollution, and plastic ingestion, or entanglement in plastic debris.
- By purchasing a pair of Subs' jandals you will remove one kilo of marine debris from the ocean.
- I have had mine for a year and a half and they are still going strong!! Honestly the best pair of jandals I have ever owned.