



Bra Drive Campaign 2018

A PROJECT BY THE
INNER WHEEL CLUB OF KINABALU RAFFLESIA

IN COLLABORATION WITH

neubodi.

Research has shown that an average woman owns 10 bras and yet only wears two, with most of the bras just sitting in drawers, untouched for a long time. And while this is so for many of us ladies, there are many underprivileged women in countries such as Cambodia, Nepal, India and Africa who do not know the comforts of warm clothing and bras. Most of these women are victims of domestic violence, slavery and sex trafficking with no access to such items. To them, these are luxuries far beyond their reach!



President Heken Morgan with the ladies from IWCKR and their sandwich board

In collaboration with Neubodi, a Malaysian lingerie brand founded in 2008, the Inner Wheel Club of Kinabalu Rafflesia (IWCKR) is happy to support the Neubodi Bra Drive 2018 Charity Campaign. This Campaign which involves the collecting of second-hand bras was first organised by Neubodi Malaysia in 2013, with the aim of helping the underprivileged women in Cambodia, Nepal, India and Africa. With the bras collected, these women have started up small businesses in the second-hand clothing market with the much sought-after bras and this has enabled them to earn a sustainable income.

To mark IWCKR's 1st Anniversary, the **IWCKR-Neubodi Bra Drive Campaign 2018** was launched on Saturday 29 September 2018 at the ITCC Penampang Shopping Centre by Inner Wheel District Chairman, Dtk Nancy Ho. It was a very successful event and among the guests present that afternoon were Ms Estee Ong, the General Manager (Retail & Operations) of Neubodi Malaysia, IIW PBD Lucy Tokuzip, District VC Gillian Lee, President Rosario Yong and ladies of Inner Wheel Club of Kota Kinabalu and the Director of Club Service Project Ms Sawinder Kaur Nijjar and members of the Rotary Club of Penampang. Kudos to the Organising Chairman Janet Gunsalam and her committee for a job well done!



With Inner Wheel KK Ladies and Rotary Club of Penampang

For this Bra Drive Campaign 2018, IWCKR hopes to not only spread greater awareness on the plight of these underprivileged women to the public, but will also be donating a percentage of the total bras collected to the less privileged womenfolk in rural Sabah through PACOS, a community based organisation dedicated towards supporting indigenous communities in Sabah. The remainder of those bras which are in good condition will be sent to Neubodi for onward shipment to Nepal, the selected venue for this year's Campaign. The poor conditioned bras will be recycled by LIFE LINE CLOTHING into bio-fuel to power generators used in factories. So, what better way to do this and to help the environment at the same time, then to encourage women of all ages to declutter their wardrobes and donate their pre-loved and/or new bras... all for a good cause!

The IWCKR-Neubodi collection bins are located at two of the fairly frequented shopping malls in the suburbs of Kota Kinabalu and at the lobby of Wisma Wanita, where new and used bras which are in relatively good condition can be deposited.



BRA GALORE!!!

In keeping with our Inner Wheel Theme for 2018-2019... **“Empower & Evolve”**, it is hoped that this Campaign will not only empower these women by giving them a means of earning an income and giving them the courage and confidence to face the world, but also enable them to provide better futures for their children.



Presenting a memento to our DC Datuk Nancy Ho

Donation from public



