

# Prom Ally CIC

*Prom Ally offers the free loan of prom dresses and suits to school children, sixth form students and college students who otherwise couldn't afford one. All outfits are used and either purchased from charity shops or donated directly.*

## CHALLENGE

Prom Ally CIC works to tackle poverty and social inclusion for disadvantaged teenagers. We also work to tackle sustainability in the fashion industry and keeping garments out of landfill for as long as possible.

## SOLUTION

We offer the free loan of a prom dress or suit to teenagers struggling financially to ensure they're not left out of their school prom or leaving do due to their families situation

## REVENUE

The money made through this website would go back into the CIC ensuring we can keep it open and accessible to all who need it.

## IMPACT

This money will ensure we can keep helping young people in financial hardship as well as encouraging the re-using, re-cycling and renting of clothing resulting in keeping as many garments out of landfill as possible.



**10 years**  
Duration



**3%**  
Cost of Capital



**£2,361**  
Turnover



**£50,000**  
Amount invested



**Blended**  
Product type

