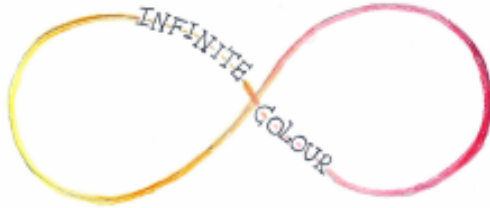


Giving Nation entrepreneurs use fashion to fund local hospice

Year 8 students at Keswick School in Cumbria chose to run a project in aid of their local Hospice, Hope Valley. After much debate they settled on a social enterprise making and selling a range of tie-dye clothing and jewellery and 'Infinite Colour' was born.



'I feel like we really have a solid base now to build on and achieve more things as a team and individually.'

Student

Having invested their £50 in basic materials and learnt the art of t-shirt design, the marketing team worked hard to spread the companies' message. They had a particularly successful **social media campaign** which resulted in their products being stocked by a local clothing outlet in Cockermouth.

In their first month of trading the **business turned a profit** of more than £200 with half of this being donated to the Hospice and the rest reinvested into more stock.



As a result of their success and the resulting press interest students were invited to be the first ever students to participate in '**Start up Britain**' a national campaign aimed at inspiring and accelerating British enterprises.

In 2013 their efforts were recognised in the national Giving Nation Social Action Awards held at HM Treasury, where the students were presented with a £500 charity donation.

'It seems quite daunting and challenging at first but the hard work you put in will reap the rewards for your school and the students involved.'

Liz Swainson, teacher

