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PUTTING USED KIDS CLOTHES IN THEIR PLACE: SHARON SCHNEIDER AND GOOD KARMA CLOTHING FOR KIDS

by **admin**

If you're a parent, you'll know how quickly children go through their clothes. Sharon Schneider is trying to help reduce the quantity of discarded children's clothes in the world, while also cutting the costs of being a parent with a young child through her entrepreneurial endeavors.

How Sharon Schneider, a Determined Green Entrepreneur and Good Karma Clothing for Kids are Reducing Textile Waste

Schneider's social enterprise, Good Karma Clothing for Kids, allows parents with young children to subscribe to a service which sends them gently worn, good quality baby clothes. As the child grows, parents can send back clothes which have been outgrown, and in turn they receive new clothes in a size that will fit their child.

One of the main benefits for parents is that the service is incredibly time- and cost-effective. Not only can parents avoid spending hours trawling the stores searching for baby clothes to fit their child, but they can also save money. Additionally, the service is environmentally friendly, as it reduces the volume of high-quality clothes sent to landfill and instead repurposes those clothes, giving them to families who will make use of them.

Good Karma Clothing for Kids is therefore attempting to tackle the problem of excess trash and resource consumption simultaneously. Schneider claims that, "babies go through seven sizes of clothing in the first two years", and after all these clothes are outgrown, many of them are thrown away as waste instead of being recycled or donated. Schneider's service ensures that these clothes are reused by different families, and only disposed of when they are no longer usable.

About This Entrepreneur for a Change: Sharon Schneider

Schneider studied at the University of Toledo and the University of Pennsylvania. After her

studies, she went on to work with charitable organizations, including the Pew Charitable Trusts and Foundation Source. For a long time, she has been interested in philanthropy and the development of consumerism, and especially the concept she refers to as "collaborative consumerism."

Schneider's inspiration for Good Karma Clothing for Kids hit her after her baby niece was born, and she was packing up some of her daughter's old baby clothes. She felt there was a need for a central headquarters which could collect and dispense gently worn baby clothes so that everybody could access them. This resulted in her creation of Good Karma Clothing for Kids, which won the COMMON Pitch NYC award.

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Chief Evolutionary Officer at Entrepreneurs for a Change

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Lorna Li is a business coach, entrepreneur and Amazon rainforest crusader, with a passion for green business, social enterprise, and indigenous wisdom. She helps changemaking entrepreneurs harness the power of the Internet to reach more people and make a bigger impact, while designing the lifestyle of their dreams. She is an Internet marketing consultant to changemakers, and works with innovative tech startups, sustainable brands, social enterprises & B-Corporations on SEO, SEM & Social Media marketing.
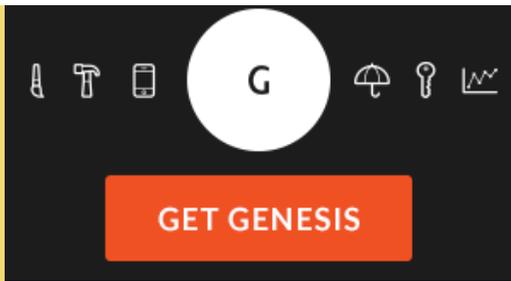
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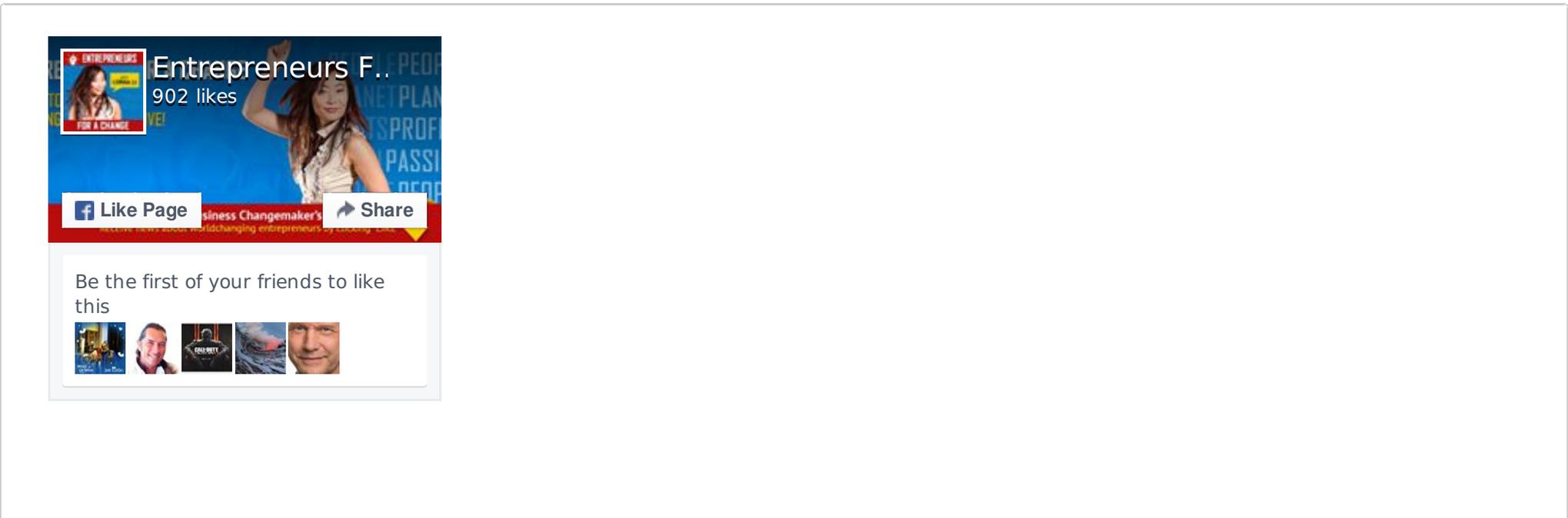
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" Tara Kekaha from Oakland was about to launch a new online business promoting sustainable tourism and accommodation. She trying to determine what kind of website she needed to power her business, in addition to the best way to name it. I can't say enough about Lorna's expertise in this field. So many options and routes to take when you're starting out. I'm starting my new

this field. So many options and routes to take when you're starting out. I'm starting my new business and have questions about choosing a domain name — Do hyphenated names work? How do I choose what domains to purchase? What types of names are going to be successful for SEO? Does .co work as well as .com? She clearly has a lot of experience and (I'm sure) has saved me a lot of time, work, and worry. It's good to know there's someone there who cares about changing the world, being green, and has all that experience to boot."

– Tara Kehaka, Consultant at Mountain Sobek Travel

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ABOUT ENTREPRENEURS FOR A CHANGE

Entrepreneurs for a Change is a podcast, community, and resource for entrepreneurs who are changing the world and the way we do business. We are about business for good, not business as usual. We are about making impact, while making profit. We are about loving our work, rather than hating our jobs. We area bout designing a business that supports our lifestyle rather than wo that takes over our lives. We are here to show you how you can have passionate work and adventure in life, though the mentorship of entrepreneurs who are already doing it

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