



**Bras for Africa Initiative
3 March 2025**

We have been approached by a local resident, Jane Lane to be a collection point for new and used bras to support ZABRA, an initiative to send lightly used bras to Africa. This would be for a short period of time up to 3rd May.

ZABRA is a small charity with Jeanette Kruger mobilising everything and everyone around the world, finding homes for the bras. They are not registered, and therefore work under the auspices of the Footprints Foundation, a charity doing amazing work in South Africa and other places, founded by Bob Holt OBE. For more details, please visit [ZABRA - AfreeBra initiative facebook.com](https://www.facebook.com/ZABRA-AfreeBra/). Old Town Belles Women's Institute are supporting this initiative, as are Salisbury Soroptimists.

All bra donations are sorted by the charity and its partners and then given to various UK charities who are then responsible to onward transportation to Africa. Should we receive a lot of donations, Jane has assured that these will be collected in a timely manner and stored elsewhere.

Please see attached proposed communications should Wroughton Parish Council wish to support this.

Recommendation:

- 1. Councillors discuss whether they are happy to support the initiative and a collection bin being placed in the foyer of the Ellendune Community Centre.**
- 2. Should they wish to support this initiative, Councillors consent to the Community Projects Officer liaising with Jane Lane to ensure the campaign donation point is labelled, publicised and managed appropriately.**

**BRA COLLECTION POINT – ELLENDUNE COMMUNITY CENTRE, BARRETT WAY, WROUGHTON
UNTIL 3 MAY 2025**

Please support ZABRA – Afreebra initiative to send new and lightly used bras to Africa. Drop off your bras at the collection point in the Ellendune Community Centre.

The project is designed to raise self esteem with usable donations being transported to partner organisations in Africa.

Below Founder of Rural Smile Foundation Abubakar Ahmed (C) and Founder of ZABRA Jeanette Kruger with donations(R)





Collecting pre-owned and new bras
for women who can't afford their own.