

## Donation of Cloths to Needy 'Gift of Comfort'



### Partners



Project Category	: Image Building Project
Project Title	: Donation of Cloths to needy – Lions Club of Gothatuwa New Century Leo partnering with Unilever - Comfort Sri Lanka and Cleanamatics (Laundry Service)
Date	: During the month of December 2024 and 1 <sup>st</sup> Phrase of donation on 25 <sup>th</sup> December 2024
Lions District	: District 306 C1
Club	: Lions Club of Gothatuwa New Century Leo
Region	: 2 B
Zone	: 1
Project Chairperson	: Lion Savini Gurusinghe MAF
Total Value of the Project	: Rs 9.75 Mn

## Description:

The Lions Club of Gothatuwa New Century Leo successfully completed the first phase of its Cloth Donation Initiative in collaboration with Unilever (Comfort) Sri Lanka and Cleanamatic Laundry Service. This milestone event took place on December 25, 2024, in celebration of Christmas Day at the Sucharithodaya Child Development Centre in Pannipitiya.

Unilever (Comfort) Sri Lanka spearheaded this project as part of a campaign aimed at promoting its brand while contributing to a charitable cause through a pilot CSR initiative. The company sought our partnership to facilitate the cleaning process for the donated clothing. The project unfolded in five key stages:

1. **Collection Process** – Unilever entrusted the collection process to its agent company, 'Sky Lanka Solutions'. Donations were gathered through various channels and publicity, including:
  - Media promotions via Sun FM radio channel
  - Social media campaigns
    - Unilever (Comfort Sri Lanka) and Lions Club of Gothatuwa New Century Leo official Facebook and Instagram pages.
  - Banners displayed at select locations and supermarkets
  - Mobile collections from apartment complexes
  - Dedicated collection bins at selected locations and supermarkets
    - Surapathi Super Katunayake, Nawam Mawatha Office Complex, Prisca Super Kiribathgoda, 7 Super Horana, Arpico Super Centres – Dehiwala, Battaramulla, Hyde Park Corner and Wattala and KANDY showroom in Kadawatha
  - A partnership with 'PickMe' app to transport collected clothes free of charge.
  - WhatsApp campaigns through groups known to Unilever staff and Lions Clubs members
2. **Sorting Process** – Sky Lanka Solutions managed the sorting, ensuring only high-quality, reusable garments were selected for donation. Total count of approximately 11,000 clothes were collected after sorting.

(A summary of three sorting reports sent to laundry attached at the end)
3. **Cleaning Process** – The Lions Club of GNCL, in collaboration with Cleanamatic Laundry Care, handled the cleaning process. Previously, we executed a similar initiative with Cleanamatic, supported by Lion Anjula, our own club member employed there. The sorted clothing was delivered to the laundry facility in Biyagama by the agent, where Unilever provided Comfort washing liquid for the process. Initially, 5,000 pieces were

cleaned free of charge for their partnership and also the pilot was decided to donate 5000 garments, but as collections exceeded expectations, Cleanamatic graciously agreed to launder an additional 5,000 garments at a nominal fee of Rs. 100 per piece (a significant reduction from their standard rate of Rs. 250 per item). They were cleaned, dried, ironed and arranged in boxes and bags.

4. **Storage Process** – The Lions Club of Gothatuwa New Town arranged storage for both collected and cleaned clothing. Lion Dhanushka secured IOC Gothatuwa as a storage site, while Lion Dileka organized an additional space at Sign Tech (Pvt) Ltd.
5. **Distribution Process** – Our partnering organizations entrusted us with the selection of beneficiaries. In honor of Christmas, we decided to provide clothing as gifts to children in need. As this was the pilot phase, the Sucharithodaya Child Development Centre in Maharagama was chosen among other child care centres. The center housed both children and adults, and upon securing permission, we visited on Christmas Day. (Total of 93 - 45 Children and 48 Adults)

Category	Quantity	Sizes
Children :		
Male (15)	15	S : 3, M :5, L : 4, XL : 3
Female (30)	30	S : 5, M : 10, L : 12XL : 3
<b>Total Children</b>	<b>45</b>	
Adults :		
Male	10	
Female	38	
<b>Total Adults</b>	<b>48</b>	
<b>Overall (Children + Adults)</b>	<b>93</b>	

Rather than simply distributing garments, we sought to create an engaging and dignified experience for the recipients. To simulate a shopping experience, we set up a temporary clothing store at the center, allowing individuals to choose outfits to their liking. This concept was especially well-received by young girls and adults residing at the facility. Caretakers and their families who had houses near the childcare centre were also invited to participate and choose cloths.

In compliance with legal restrictions, we refrained from photographing the children or sharing images on social media. The day was enriched by joyful interactions, including singing sessions, creating a warm and festive atmosphere for everyone involved.

We were also delighted with the participation of Officials of Unilever, Staff of Sky Lanka Solutions, Region Chairperson of Region 2B, Zone Chairperson and members of Lions Club of Gothatuwa New Century Leo with their families.

### Costing of the Project

Item #	Description	Value (Rs Mn)
1	Expenses by Unilever (Comfort) as per the confirmations given by the Unilever Officials – Media channel advertising, vehicles, cloth store, collection bins, banners and patents, expenses on outsources staff for collection, sorting, branding and flyers, social media boosting etc (Bills will not be submitted by Unilever for their payment to the agent due to non-disclosure of agent rates to public – Agent ‘Sky Lanka Solutions’)	8.00
2	Sponsorship by Cleanamatics (Laundry Service)	1.25
3	Sponsorship by Lions Club of Gothatuwa New Century Leo (For Laundry Service)	0.50
	Total Value	<u>9.75</u>

After Project Video published on Social Media

<https://www.facebook.com/share/v/16UtTGqKtr/?mibextid=wwXlfr>

### Designs of Branded Truck, Collection Bins and Cloth Store for approval

Branded Truck Design - with partners Unilever logo, Lions International logo, Lions Club of GNCL logo and Cleanamatic (laundry service) logo



**Branded Cloth Collection Bins Designs - with partners Unilever logo, Lions International logo, Lions Club of GNCL logo and Cleanamatic (laundry service) logo**



**Branded Cloth Store Design – with partners Unilever logo, Lions International logo, Lions Club of GNCL logo and Cleanamatic (laundry service) logo**



## **Publicity and Promotional Campaigns**

The collection was publicly announced during the month of December 2024.

- a. Media promotions via Sun FM radio channel
- b. Social media campaigns –
  - i. Unilever (Comfort Sri Lanka) official facebook page
  - ii. Lions Club of Gothatuwa New Century Leo official Facebook page
  - iii. Lions Club of Gothatuwa New Century Leo official Instagram page
- c. Banners displayed at select locations and supermarkets
- d. Mobile collections from apartment complexes
- e. Dedicated collection bins at selected locations and supermarkets
- f. A partnership with 'PickMe' app to transport collected clothes free of charge.
- g. WhatsApp campaigns through groups known to Unilever staff and Lions Clubs members

### **a. Media promotions via 'Sun FM' radio channel**



### **Commercial Script 01**

Have pre-loved clothes you no longer use?

Join Comfort's **Gift of Comfort** and give your clothes a second life! Your donations will bring warmth and smiles to those in need.

Visit Comfort Sri Lanka's Facebook page to know the drop-off locations.

Together, let's make a difference—because every piece matters!®

Partnered With

Lions Club of Gothatuwa New Century Leo,

Lions International - District 306C1

And

Cleanamatic Laundry Care.

Comfort fabric Conditioner - New look for longer

## Commercial Script 02

This season of giving

### **Gift of Comfort**

Donate your Pre-loved clothes and bring smiles to those in need

Every piece matters 

**"Gift of Comfort"** is a heartfelt initiative by Comfort aimed at collecting pre-loved clothes to support those in need.

Guided by our brand purpose, 'long-lived clothes,' this program gives second life to garments by cleaning and preparing them for distribution to less fortunate communities.

Drop off your gently used clothes at:

Surapathi Super in Katunayaka, Prisca Super in Kiribathgoda, and 7 Super in Horana.

Or visit Arpico outlets in Dehiwala, Battaramulla, Hyde Park, and Wattala.

Partnered With

Lions Club of Gothatuwa New Century Leo,

Lions International - District 306C1

And

Cleanamatic Laundry Care.

It's more than just a clothes drive—it's about spreading warmth, care, and sustainability by reducing waste and fostering a spirit of giving.

## **b. Social Media Campaigns**

### **Facebook pages of Unilever (Comfort Sri Lanka)**



#### **Links**

<https://www.facebook.com/share/p/16QnKzC7cB/?>

<https://www.facebook.com/share/p/16MSbQUN5i/?>

<https://www.facebook.com/share/p/16HggQ6ezk/?>

### **Lions Club of Gothatuwa New Century Leo official Facebook and Instagram pages**



#### **Links**

<https://www.facebook.com/share/p/19LfzWRjyR/?>

<https://www.facebook.com/share/p/1NG9eGixUm/?>

<https://www.facebook.com/share/p/16MSbQUN5i/?>

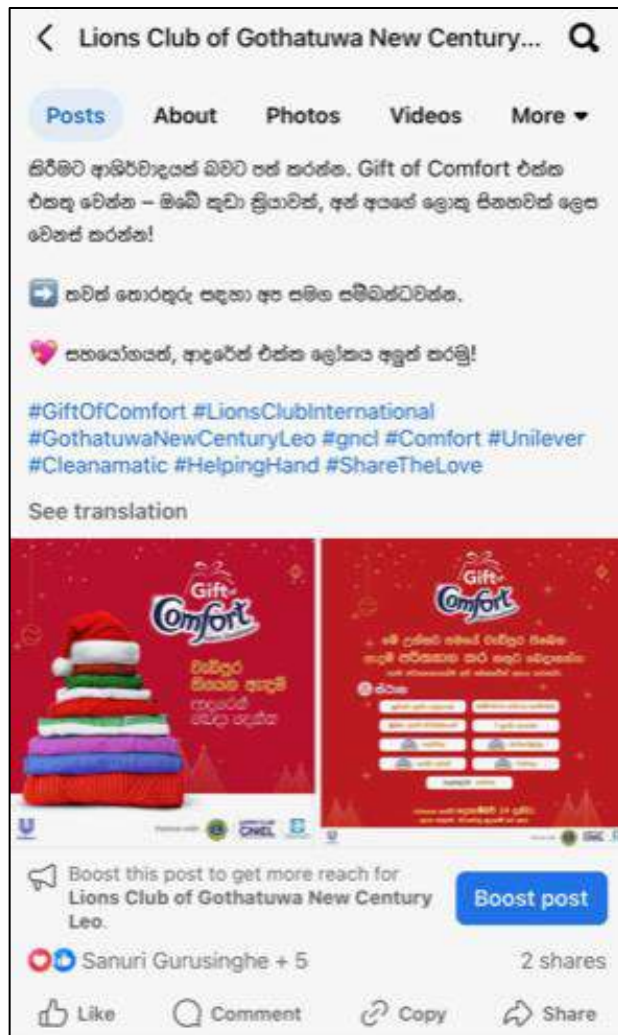
### **After Project Video published on Social Media**

<https://www.facebook.com/share/v/16UtTGqKtr/?mibextid=wwXlfr>



## Images of Social Media Campaigns





## Flyers

**Gift of Comfort**  
Fabric Conditioner

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- APOL - ඔත්තරපිල්ල
- APOL - හයිඩ් පාර්ක්
- APOL - වත්තල
- KANDY - තව්වත

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Partner with  **LIONS CLUB GNEL** 



**Gift of Comfort**  
Fabric Conditioner

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Unilever

Partner with

LIONS CLUB  
**GNCL**  
Gift of Comfort

CLEANMATIC  
Innovation in Hygiene

**c. Banners at Selected Locations**



**d. Cloths Collection Bins Installed at Selected Locations (Super Markets)**



- e. Giving prior announcements and notifications, collection from selected apartments through branded trucks and Vans





**Photos of the Cloth Donation Project – 1<sup>st</sup> Phase at Suchathirodaya Child Care Centre, Pannipitiya on 25<sup>th</sup> December 2025**

***Note : Photos of Children were not published as requested by Department of Probation and Child Care Services***





















## Letter Requesting Permission to Sucharithodaya Child Care Center, Maharagama



**LIONS CLUB  
OF  
GNCL**  
GOTHATUWA NEW CENTURY LEO  
LIONS INTERNATIONAL  
DISTRICT 306 C 1, SRI LANKA  
[www.gothatuwaolions.org](http://www.gothatuwaolions.org)

23<sup>rd</sup> December 2024

Commissioner  
Department of Probation & Child Care Services  
Western Province

Dear Sir/Madam,

**Request of Permission to Donate Cloths to Sucharithodaya Child Care Centre, Maharagama on 25<sup>th</sup>  
December 2024 at 10.00am**

We, Lions Club of Gothatuwa New Century Leo, District 306C1, Lions International, carry out a CSR project partnered with Multinational Company, Unilever Sri Lanka to donate the used cloths which are in good standards we collected from the public. As the pilot project we have collected more than 5000 pieces in good standards after sorting. These cloths will be donated to needy people after cleaning, drying and ironing process, through the Cleanamatic Laundry Service who also have partnered with us for this project.

We are happy announce that we have selected an orphanage for the first phrase of this donation, **Sucharithodaya Child Care Centre, Maharagama**. We will be installing a cloth store in the premises on 24<sup>th</sup> December 2024. On the next day (25<sup>th</sup> December, Christmas Day) we will be hanging the cloths, which we allowed the children, adults and caregivers of this childcare centre given an opportunity to visit this store and select 3-4 cloths suitable to them, allowing each to visit the store for approx. 15 mins. So that there won't be any rush or disturbance to the children/adults. The purpose of this type of a process is that the children/adults will be given an opportunity to select suitable cloths by themselves. Caregiver and our activation team may assist children to select suitable cloths for them.

There will be no mass media coverages, and we make sure that we will not publicize any photos on social media with faces of the children/ adults in the childcare centre.

We seek your support and approval for this worthy cause while looking forward for a favourable reply.

Thank You

Project Chairperson  
Lion Savini Gurusinghe (Contact : 0775360225)

**President** - Lion Sudaththa Ariyasena E – sudaththa@gmail.com M - +94 712380380  
**Secretary** - Lion Sajeeewa Mendis E – sajeewamendis95@gmail.com M - +94719692324  
**Treasurer** - Lion Gevindu Weerathunga | **Membership Chairperson** - Lion Sameera Amarathunga  
GNCL Secretariat | 92/6, Duwawatta Road, Kotikawatta E mail – info@gothatuwaolions.org

***"Where There is a Need, There is a Lion"***

**Permission granted by Commissioner Department of Probation and Child Care Services, Western Province**

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 2024.12.23


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 ගොනුවි.

**සුවිරෝදය ළමා සංවර්ධන මධ්‍යස්ථානයේ නේවාසික දරු දැරියන්ට ඇදුම් ලබා දීමට අවසර ඉල්ලීම.**

උක්ත කරුණට අදාලව බිබ් විසින් යොමු කර ඇති 2024.12.23 දිනැති ඉල්ලීම් ලිපිය හා බැඳේ.

02. ඊට අදාලව 2024.12.25 වන දින ළමා සංවර්ධන මධ්‍යස්ථානයේ නේවාසික දරු දැරියන්ට ඇදුම් ලබා දීමේ වැඩසටහනක් පැවැත්වීමට අනුමැතිය ලබා දෙමි. මෙහිදී සියලු දරු දැරියන්ගේ පූර්ණ ආරක්ෂාව සැලසෙන අයුරින් මෙම වැඩසටහන පැවැත්වීමට කටයුතු කරන ලෙස කාරුණිකව දන්වා සිටිමි.

03. නවද, දරුදරුවන්ගේ අනන්‍යතාවය හෙළි වන පරිදි ඡායාරූප ගැනීම, වීඩියෝ කිරීම, සමාජ මාධ්‍ය වල පළ කිරීම හෝ එවැනි කිසිදු කටයුත්තක් සිදු නොකිරීමට වග බලා ගන්නා ලෙස ද වැඩිදුරටත් දන්වමි.

  
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 බන්තරමුල්ල

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 01. කොමසාරිස්තුමිය, පරිවාස හා ළමාරක්ෂක සේවා දෙපාර්තමේන්තුව (බ.ප.) - කා.දැ.ගැ.ස.  
 02. කළමනාකාරතුමිය, සුවිරෝදය ළමා සංවර්ධන මධ්‍යස්ථානය - දරු දැරියන්ගේ පූර්ණ ආරක්ෂාව සැලසෙන අයුරින් හා දරු දැරියන්ගේ අනන්‍යතාවයට ගැටලුවක් ඇති නොවන පරිදි ආයතනයේ නීති රීති වලට යටත්ව මෙම වැඩසටහන පැවැත්වීම සඳහා

## Letter from Cleanline Linen Management (Pvt) Ltd



Cleanline Linen Management (Pvt.) Ltd.

10<sup>th</sup> January 2025

### Project gift of comfort

We are pleased to partner up with you on the gift of comfort charity project in December 2024. As for the initial discussion, we will provide you 5000 items, as our contribution from Cleanamatic.

We would like to highlight that the initial estimated cost as Rs. 1,250,000/= ( 5000 pcs x Rs 250 avg per pc rate). As, Subsequently agreed Cleanamatic will launder the rest of the 5000pcs, where we will be compelled to charge you Rs.100 per pc at a concessionary rate and the balance will be paid by the GNCL (Gothatuwa New Century Leo Lions Club).

Hence, we also take this opportunity to convey our appreciation for partnering with us to make this a successful event, and looking forward to collaborating on many more fruitful projects.

Yours Sincerely,

Shafraz Nuwalz  
Marketing manager  
Cleanamatic (Pvt) Ltd



No 05, Rheland PL, Colombo 03, Sri Lanka.



info@cleanline.lk



(+94) 11 257 6050



www.cleanline.lk

**Reports by Sky Lanka Solutions on collection, sorting and handing over to the Laundry**

**Summary of the sorting**

Category	Count
Over 18 years	
Male	2,278
Female	3,387
Male – Office Wear	152
Under 18 years	
Male	530
Female	1,671
Under 5 years	
Male	1,157
Female	1,627
School Uniforms	259
<b>Total count after sorting</b>	<b>11,061</b>



## Report 01



*Comfort*

### Comfort Activation for Christmas

Date	Description	Type	Nos
20/12/2024	Over 18 years old	Men	440
		Women	1075
		Men - Office	75
	Under 18 Years old	Boy	134
		Girl	345
	Under 5 Years old	boy	348
		Girl	350
	School uniform	unisex	84
	Total count		2851

Name >

Signature >

## Report 02



### Comfort Activation for Christmas

Date	Description	Type	Nos
23/12/2024	Over 18 years old	Men	1593
		Women	1837
		Men - Office	67
	Under 18 Years old	Boy	362
		Girl	1200
	Under 5 Years old	boy	677
		Girl	1085
	School uniform	unisex	151
	Total count		6972

Name :- Sky Lanka Solutions  
Signature :-

## Report 03



### Comfort Activation for Christmas

Date	Description	Type	Nos
24/12/2024	Over 18 years old	Men	245
		Women	475
		Men - Office	10
	Under 18 Years old	Boy	34
		Girl	126
	Under 5 Years old	boy	132
		Girl	192
	School uniform	unisex	24
	Total count		1238

Name :- Sky Lanka Solutions

Signature :-