

Friends of
ALMA

49%
OF USED
TEXTILES END
UP IN THE BIN.
WHAT IF OURS
DIDN'T?

Purim
DISCO
Glow

Our first-ever family Glow Disco. Costumes. A fancy dress parade. Live glow braiding. Face painting. Glitter tattoos. Food. Music — for Alma families and anyone you'd love to bring along.

A JOYFUL VISION FOR ALMA'S COMMUNITY

Inside Alma

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What could you become

—
without
buying
anything
new?

Start with what you already have.
Add one unexpected detail.
Or pass it on and see what happens.





WHEN VALUE FINDS A LOOP

Right now, it still feels calm. There is time, there is a plan, and there is that familiar idea that “we’ll sort the costume soon.” And then, somehow, next week arrives. The costume from last year is slightly shorter than memory suggested, the accessory is missing, and the parade is tomorrow. It feels small. Harmless. Another click. Another quick fix.

But zoom out for a moment. **In the UK, 49% of used textiles still end up in the bin**, according to WRAP (2024). Nearly half of the items that have already been worn, used, loved or outgrown are discarded into general waste. In a culture that talks constantly about upcycling, recycling and sustainability, that statistic remains stubbornly real.

Purim happens to be about reversal. About turning something ordinary into something unexpected. What if, instead of replacing what already exists, we redirected it? A costume today, a bike tomorrow, books next term. When items move between families instead of out of the community entirely, the value attached to them stays closer to home. *And that’s where waste becomes value.* So here’s how we keep value in the loop.

How it works

Alma ReLoved is a dedicated WhatsApp space for passing things on within our community — simply, directly, and with purpose.

- 1. Join** the Alma ReLoved WhatsApp group via the Alma community.
- 2. Post** a photo and short description of the item you'd like to pass on, and suggest a donation (or leave it open for the buyer).
- 3. Comment** if you're interested. The seller confirms.
- 4. Donate** via the Friends of Alma online shop.
- 5. Collect** directly between families.



You're also welcome to post requests — sometimes what you're looking for is already here. Purim might be the starting point. The loop is here to stay.

Don't buy more.

Pass it on, Join the loop.

[Click here to join Alma ReLoved.](#)

Shop With Meaning

How small habits quietly turn into impact.

The Bakery; In the first five weeks, bakery orders have generated over **£200 back into the school**. At this pace, that's around **£2,000 across the year** — simply from bread and baked goods many of us already buy.

As you know, we work with a local bakery manufacturer called **JustBaked**, and our systems are already connected. They offer a wide range of breads — sliced loaves, sourdough, rolls, pitas, sweet bakes and more. We've recently added **fresh mini pitas and jam rings** to the Alma shop, and we can add anything else from the Just Baked website.

If there's something you would normally buy elsewhere and it's listed there, tell us and we'll add it:

foa@almaprimary.org

Nothing changes on your table.

More comes back to the school.

If more families choose Alma for their weekly bakery orders, that £2,000 is just the starting point.



Chocolate rugelach



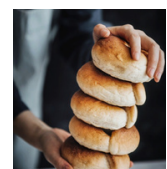
Rye bread



Challah: plain (medium or large)
Challah rolls



Bagels: plain, poppyseed or onion



↑ **[Browse the Alma Shop.](#)**

Next Up

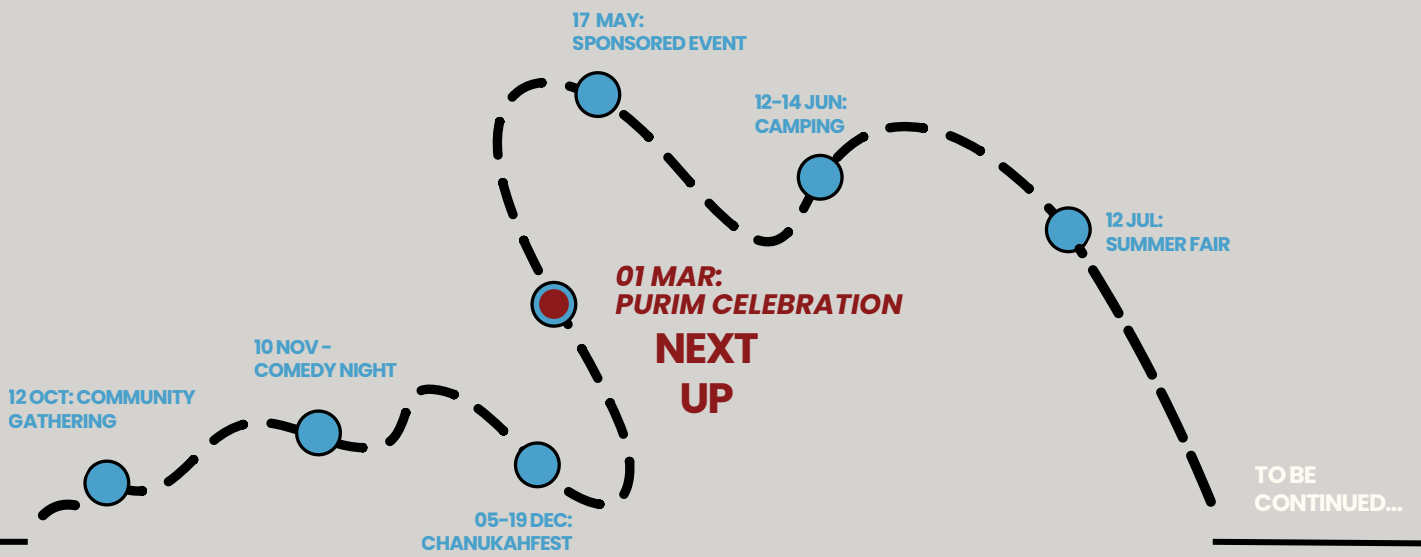
→ Book early in *The Alma Shop* to help us plan the glow.



→ **Click here to secure your tickets.**

Roadmap

Because every journey needs direction.



→ **Save the dates**

and join us as we shape the year together.

Created with love by the FOA – in collaboration with Shimakesit.
We believe in design that builds community, in words that spark action,
and in small steps that lead to big change.

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You're invited to be part of the story.

