



## dress to give

Dali Schnofelder, 18, and her brother, Finn, 15, are keeping thousands of children in school each year with their streetwear shop, NALU.

*Their shop is based in the bustling town of Canggu, Bali, where they sell shirts, socks, shawls and more. For every four of their products sold, they donate one school uniform to a child who needs one. Dali says they personally deliver these uniforms to children each year.*

**Why did you and Finn start NALU?** Our parents are both chiropractors and were volunteering in India in 2011. They took Finn and me along and before we knew it, India became our second home. We became fast friends with the children and wanted to visit every summer.

One year on our return visit, we noticed most of my friends weren't at school

anymore. I then discovered in that area of India, the government only pays for a child's uniform up until the age of 12. Because uniforms are compulsory and most families can't afford to buy their child one, many children drop out. This results in them working in factories or staying at home until they're married and have kids of their own. So we decided to do something about it.

**How did NALU become a reality?** Finn drew a small sketch which we printed out on a shirt and sold in Canggu where we were growing up. It took us roughly two months to sell eight shirts. The next 40 sold within a month and the next 800 within three days at an event. The

more people heard about us, the more we grew.

**Is there a meaning behind your name?** Nalu means wave in Hawaiian and we chose it because like a wave, we wanted to have a ripple effect throughout the world.

**How many children have been helped by NALU?** Since starting, we've donated over 10,000 uniforms.

**Where are your school uniforms going?** Mostly to India. That's where we started and where most of our giving partners are based. We've also given uniforms to children in Indonesia and Kenya.



**How are they made?** They're made by local women in India. At first, we found a school uniform factory that charged \$2 per uniform, but the kids we were trying to keep in school were the ones working in that factory. Eventually, local women from a village stepped up and wanted to help. They found a woman in Mumbai who knew how to sew and would teach them. For most of these women, they've never had jobs – usually it's the men who make the money. Now, it's a different atmosphere, particularly for mothers whose children can stay in school.

**What's been a highlight for you on your giving trips?** Handing out my first school uniform in India. The student's name

was Pretty and she was about to turn 13. This meant giving up her schooling and staying at home until her marriage was arranged. But this all changed when she received her new uniform.

*I remember her eyes brimming with gratitude and her joyous smile – this uniform wasn't just a piece of clothing, it was the key to the rest of her independent life.*

She's since graduated high school and is now in college studying to become a teacher so she can help others attain an education.

**You're moving towards making toxin-free streetwear. Can you explain that for us?** With every item we make, roughly 150ml of petrochemical poisons and toxins are absorbed into the earth and they never really leave. We didn't want to harm the planet or our bodies, so we searched for the cleanest factories and found them in India. For products that aren't yet 100% organic, we use recycled factory offcuts so no new waste is created.

**How are you spreading the word about NALU?** Finn and I spoke at the United Nations in 2017 and recently did a TEDX Talk in Canggu. They were both powerful moments for us.