



What's Up Dog?

The clothing company with a greater purpose

We all need clothes. But not all of us have clothes. Updog Clothing is changing that. For every shirt you buy, they ask that you donate one, and it will be given to a person in need.

Junior Josh Marks helped get Updog started this summer.

“The idea has been there for a while now, but we needed a whole team on board before the ball was to get rolling. We all own way too many clothes, and getting rid of them is tough, and the idea of giving them away to a company to make a profit off of them doesn't sit well with me; I wanted them to go to people who actually needed them. As a result we made Updog Clothing,” Marks stated about the creation of Updog.

They have already sold over 50 shirts and received over 50 donations. People heard about the start of Updog and immediately wanted to help.

“A handful of friends have donated more than 5-10 items each, so before I even got to 30 sales I had almost that amount of donations,” said Marks.

And he plans for that number to keep rising. Why? Because clothing is

a necessity many go without. When you donate an article of clothing to Updog, you are clothing a person in the Ukraine and Lesotho.

“Lesotho because of its connection with Wittenberg. We've seen many pictures from there and although African countries are aiming to be sustainable on their own accord, we thought we may be able to help spread a little bit of joy through your guys' donations,” explained Marks. “In terms of Ukraine, we spoke with a few charities that help European countries in need and Felsted Aid (aka UK-AID) were the most interesting. They drive from London to Ukraine to deliver clothing to those still affected by the Chernobyl Disaster.”



Donations in the US will be sent with students at Wittenberg University to people in Lesotho, which has the highest death rate from HIV per capita in the world, and 360,000 orphans in a country of just 2,000,000 people. And the Ukraine is also suffering. UK donations will be picked up from Updog Clothing's warehouse, passed on to UK-aid, who will distribute them to children in Ukraine still suffering the effects of the Chernobyl Disaster.

But there are more ways than one to get involved with this incredible organization. Aside from buying a shirt and donating one of yours, you can offer some constructive criticism to help Updog improve.

“Updog Clothing has thick skin; we can take it if you tell us our website sucks, as long as you explain why you think it sucks, we won't mind, and we'll try and change it and improve. Message us via the 'contact us' page on our website and let us know your thoughts,” explained Marks.

Not only that, you can also help them spread the word. Soon Updog will be handing out stickers you can put on your laptop or car to help them advertise. And if you want to purchase a shirt or learn more about this company, visit updogclothing.com.



Updog Clothing is special. They aren't focused on the amount of profit they make, but rather the amount of good they can do in the world.

“When you give your unwanted clothes to a well-known, national company you have no idea if it will end up in your local store or out in Idaho. We're not trying to make a profit off of your clothes, but instead you're literally putting them onto the backs of people in need and making them happy. We think that's a pretty neat aspect of the brand,” Marks said.

The Hero Project thinks that's pretty neat too. So thank you Updog Clothing for using your passions to change the world.



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