

Clothing Donations

YOU and our generous community donated 250,566 pounds of clothing, shoes, and accessories in 2025 - enough to fill 6 semi-trucks from top to bottom! By choosing to donate with purpose, you fueled the mission of Purpose Brands 414 to men, women, and families in NWA and around the world.



Community Outreach

By sharing PB414's mission in 2025, with your friends and family, YOU extended the joy of PB414 to over 45,000 social media followers, to 4,800 UofA and JBU students through events like Shop Our Closet and university donation drives, and to 71,244 individuals who came in store to purchase with purpose.

Volunteer Community

YOU invested 15,584 hours of your time and talents through volunteering to propel the mission of Purpose Brands 414 forward by tagging, steaming, cleaning, merchandising, modeling, event support, Spring & Fall Flip preparation, and so much more! This was a 34% increase in 2025 because you chose to serve with purpose.



10 Partner Organizations



YOU generously gave \$52,791 in 2025 to support Purpose Brands 414's 10 nonprofit partner organizations through Partner of the Month donations at the register—a testament to how everyone's little together makes a lot! All processing fees are covered by PB414 ensuring each partner organization receives 100% of your "tip" as a direct donation. And an additional \$22,000 was given to each partner from PB414 in 2025.

Lifting Community through Jr. Partners

YOU gave families \$35,367 worth of clothing, shoes, and accessories at no cost to them through gift certificates in 2025. This avenue of generous giving is another very impactful way you gave hope and dignity to those facing immediate needs.



Team Investment

Giving dignity and hope extends to everyone — including every PB414 team member — through our commitment to their personal and professional flourishing. In 2025, we invested \$125,495 in leadership development and missional equipping to strengthen and empower our team. PB414 members represent diverse ages and backgrounds, united by a shared dedication to stewarding all that's been entrusted to us.

