



R.J. McCarthy
school uniforms



Why School Uniforms

2010

Our Mission: To create the world's highest quality school uniforms in a socially responsible way

Why school uniforms?

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Enhanced school safety

Uniforms help increase safety in schools

<u>How</u>	<u>Description</u>	<u>Benefit to your school</u>
Improved Intruder Identification	➤ Enable staff and administrators to easily identify an intruder	✓ Improves the safety of students with the early and easy detection of intruders
Reduction of Theft	➤ Decrease the likelihood of theft or vandalism of expensive or trendy clothing	✓ Improves students' sense of safety within the school and reduces the potential for aggressive behaviour
Reduction of Violence	➤ Reduce the potential for violence resulting from aggressive behaviour between conflicting social groups	✓ Reduces impact of social differences, and likelihood of violence ✓ Improves the learning environment while keeping students safe
Reduction of Gang Activity	➤ Reduce the ability for gang expression and identity in schools	✓ Decreasing a gang's ability to identify itself will deter gang existence in schools ✓ Reduces a gang's ability to intimidate non-members and grow through identification and promotion

“Over a five year period, the honour roll doubled and gang activity and cliques all but disappeared. Fights, feuds and other violence became negligible and students took more ownership of their school. They treated each other better, and felt more secure and happy”

– Principal of uniformed school for five years

Significant cost savings

Parent testimonials indicate significant savings on annual clothing costs when students attend a uniformed school

“Did the adoption of uniforms at your child’s school result in annual cost savings on clothing?”

“I was amazed at how much I saved on school clothing for the entire school year since our son’s school adopted uniforms”

– Parent of uniformed student for two years

“We have saved hundreds of dollars this year alone on clothing purchases! Thank you uniforms”

– Parent of uniformed student for two years

“I can buy more for less. I love our school’s uniform!”

– Parent of uniformed student for four years

“We don’t have to worry about keeping up with the latest fashion trends for everyday school wear...my son was ecstatic that we could splurge on some really trendy items for strict weekend use!”

– Parent of uniformed student for three years

“Uniforms cost us less money, and are durable...I wish we had always had them in our school”

– Parent of uniformed student for four years

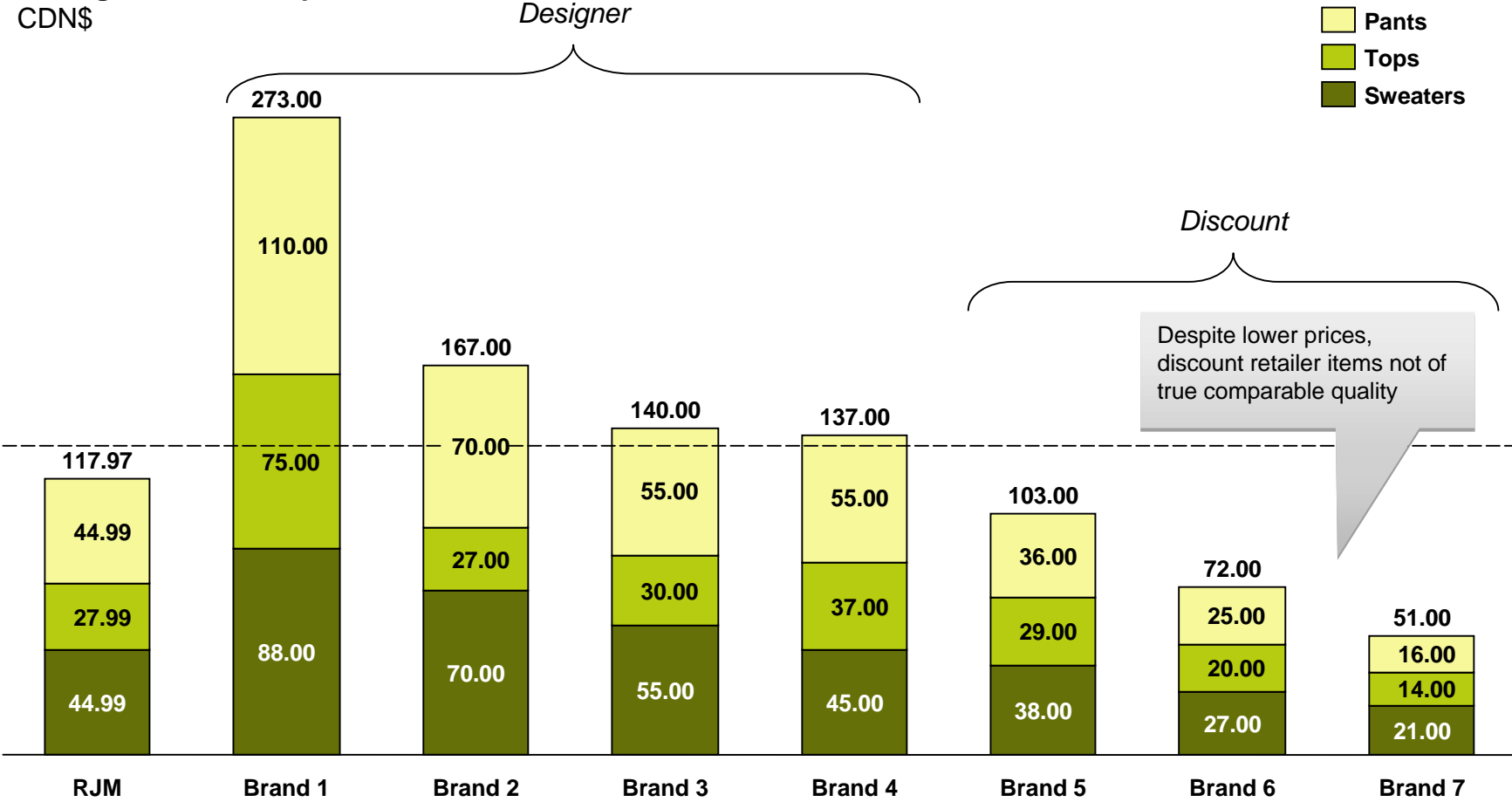
“Has anyone checked out what it costs to outfit a 13 year old girl in the latest trendy fashion wear...sure glad our school has uniforms!”

– Parent of uniformed student for one year

Significant cost savings

Uniforms provide value to families given significant price advantage over designer brands and comparable price to several leading national brands

Average Cost of Comparable Items
CDN\$



1 - Assumed two major clothing competitors, based on price and quality, exist – designer clothing and discount clothing
 2 - Analyzed pricing of comparable designer and discount products to RJM uniform items, see Footnotes/Assumptions
 3 - Prices of competitor pants represent average price across 5 items, per competitor, comparable to RJM products (eg. Jeans, khakis)
 4 - Prices of competitor tops represent average price across 5 items, per competitor, comparable to RJM products (eg. Polos, Oxfords)
 5 - Prices of competitor sweaters represent average price across 5 items, per competitor, comparable to RJM products (eg. Sweaters, Hoodies)

Significant cost savings

Our analysis indicates significant cost savings per school year due to uniform use

How Did We Calculate Cost Savings?

PRICE SAVINGS

- Price advantage over major designer labels
- Comparable prices to other national branded

Average Price Savings of 10-15%

QUANTITY SAVINGS

- Less variety throughout school-year
- No need to update wardrobe with changing fashions and seasons

Average Quantity Savings of four bottoms, six tops, and three sweaters per year

Ignore weekend clothing, given same need for uniformed and non-uniformed students

Ignore summer clothing, given same need for uniformed and non-uniformed students

Include cost of weeknight attire for uniformed students

ELEMENTARY

Annual School-Year Cost Savings

\$180



Average Annual Uniform Savings vs. Cost of Non-Uniform Option (average of discount & designer prices)



SECONDARY

Annual School-Year Cost Savings

\$400



Average Annual Uniform Savings vs. Cost of Non-Uniform Option (average of discount & designer prices)



Source: RJM Analysis

Less peer pressure

Uniforms reduce potential peer pressure by eliminating the need for students to keep up with fashion trends and to wear the most expensive clothing

FASHION TRENDS



- Fashion differences create social divides and distractions
- Students are consistently strained to keep up with changing fashions and trends

FINANCIAL STATUS



- Alienation due to financial differences is real
- Peer pressure and discrimination due to financial differences has a negative impact on academic performance
- Students can make judgments about income based on the kinds of clothes one wears; this is removed with uniforms

UNIFORMS:

- ✓ Reduce discrimination due to financial and economic issues
- ✓ Reduce peer pressure resulting from the need to own the trendiest and most expensive clothing
- ✓ Create an environment of inclusion and equality
- **When everyone wears a uniform, everyone is equal and the focus is on personality and character, not fashion and money**

True academic focus

Uniforms help increase academic performance

What	Description	Benefit to your school
Focus	<ul style="list-style-type: none"> ➤ Illustrate academics and learning as a top priority ➤ Reduce social distractions and improve self-confidence 	<ul style="list-style-type: none"> ✓ Help students focus on learning and academic priorities, rather than fashion trends
Discipline	<ul style="list-style-type: none"> ➤ Teach valuable lessons in order and discipline 	<ul style="list-style-type: none"> ✓ Instill values of order and discipline, and enable a more productive learning environment
Professional Environment	<ul style="list-style-type: none"> ➤ Prepare students for future professional standards of work environment 	<ul style="list-style-type: none"> ✓ Help students develop the habits required for success in the workplace

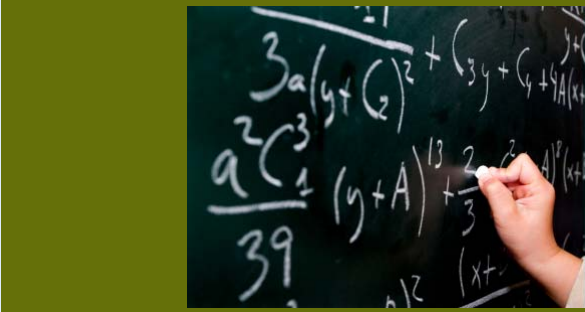
Testimonials

"I am a strong supporter of uniforms. I see a real difference in student demeanour, student behaviour, and focus on work"
 – Principal of uniformed school for six years

"Detentions, drug use, vandalism, and student theft have declined since we introduced uniforms in our school"
 – Principal of uniformed school for ten years

"The senior citizens in the neighbourhood think we've cleaned up the school"
 – Principal of uniformed school for eight years

"Uniforms have helped increase discipline, and have improved our student's ability to focus in class"
 – Principal of uniformed school for eight years



Strong school Spirit & Pride

Uniforms contribute to improved school spirit and pride

How Description Benefit to your school Testimonials

Pride & Spirit	➤ Enhance the identity of the school	✓ Improve learning environment in a fun and dynamic way
	➤ Increase pride with consistent uniform, logo, and school brand	✓ Increase student commitment to school

Unity & Belonging	➤ Create a source of identity among students	✓ Develop a stronger, more collaborative learning environment
	➤ Create the foundation for a strong sense of community	✓ Improve teamwork and social interaction

“Uniforms have been a great equalizer for our students, and have been wonderful both in terms of unity and discipline within our school”
– Principal of uniformed school for 12 years

“Uniforms have helped our school rediscover its identity. Students proudly wear their school uniforms”
– Vice Principal of uniformed school for 12 years



Major time savings

Customer testimonials indicate significant time savings for parents and students when students attend a uniform school

“Did the adoption of uniforms at your child’s school save time for your family?”

“I was amazed at the amount of time our family was able to save each and every morning! Thank you uniforms!”

– Parent of uniformed student for two years

“We are no longer perpetually late for school...and work! Uniforms have been a huge time saver for our family!”

– Parent of uniformed student for eight years

“On Sundays, I no longer have to stress about preparing my daughter’s wardrobe for the week!”

– Parent uniformed student for four years

“Laundering uniforms is so quick and easy that my 13 year-old son can do it”

– Parent of uniformed student for six years

“Sure did! No more battles about what to wear!”

– Parent of uniformed student for three years

“We actually have time to sit and eat breakfast together now... uniforms took the guesswork out of getting ready for school every morning!”

– Parent of uniformed student for five years

Major time savings

Our analysis indicates significant time savings per school year due to uniform use

How Did We Calculate Time Savings?

LESS DAILY PREPARATION

Uniforms provide time savings for parents and families during mornings, evenings, and weekends given simplified wardrobe

LESS SHOPPING

Uniforms provide time savings for parents and families throughout the school-year given lack of need to shop with changing fashions and seasons (e.g. fall, winter, & spring)

ELEMENTARY

Daily Time Savings
Minutes

13

Total Time Savings
(Weekday Preparation Only)

Weekly Time Savings
Hours

1.20

Total Time Savings
(Weekdays and Weekends)

Annual Time Savings
Days

7.20

Total Time Savings
(Preparation & Shopping)

SECONDARY

Daily Time Savings
Minutes

10

Total Time Savings
(Weekday Preparation Only)

Weekly Time Savings
Hours

0.75

Total Time Savings
(Weekdays and Weekends)

Annual Time Savings
Days

6.70

Total Time Savings
(Preparation & Shopping)

Source:
RJM Analysis

Making schools leaders

Implementing a school uniform policy will turn your school/board into an example of community leadership

UNIFORMS DEMONSTRATE YOUR:

- Desire to help families save significant money and significant time over the course of each school year
- Strong, concrete commitment on the part of school leadership to focusing the school on academics
- Practical approach to being ahead of the trend toward school uniforms
- Ability to act as a natural catalyst within the community for creating an enhanced academic and social culture



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quality school
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in a socially
responsible way

visit us online at www.rjmccarthy.com