Haseru Life Highlights Impact of Towel Donation Program Supporting Women and Children

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Haseru Life has drawn attention to the ongoing impact of its towel donation program, which has provided hundreds of towels to nonprofits assisting women and children in need. Through this initiative, known as the Give-Back Program, the company donates one towel for every five purchased, extending access to practical, eco-friendly essentials to local shelters and safe havens. This effort combines community support with sustainable practices, reflecting a commitment to broader social and environmental responsibility.

The towel donation program operates on a straightforward model where customer purchases directly drive contributions. For every five bath towels sold, one is donated to selected nonprofit organizations focused on supporting women and children. This structure allows participation from buyers to translate into tangible aid for families facing challenges. Since launching the initiative, the program has resulted in the donation of 817 towels, demonstrating sustained impact through customer engagement.

These donations provide recipients with 100% cotton towels designed for efficiency and durability. The products feature characteristics that align with resource conservation, requiring less water for washing and less energy for drying compared to conventional options. By sharing these items, the program helps

nonprofits equip individuals with tools that promote hygiene and comfort while encouraging habits that reduce overall consumption of water and energy.

The initiative stems from roots in social work, where helping others forms a core principle. Haseru Life, founded with this background, developed the Give-Back Program to broaden the reach of its products beyond individual use. The towels, crafted from natural cotton with a breathable weave, offer practicality in various settings, including everyday home routines and travel scenarios. Distributing them to shelters and safe havens addresses immediate needs while introducing sustainable alternatives to communities.

Meera Subramanya, founder of Haseru Life, describes the program's foundation. "The towel donation program allows extension of practical support to those who benefit most from reliable essentials," Subramanya said. "Customer involvement has enabled these contributions, demonstrating how everyday purchases can aid nonprofits serving women and children."

Local organizations received towels that support daily hygiene for residents, particularly in environments where access to quality linens can make a difference. The lightweight and compact design of the donated items suits the constraints often found in shelter settings, providing versatility without demanding excessive storage space.

Sustainability remains integral to the approach. Haseru Life's towels incorporate features that facilitate quicker drying and reduced resource use, qualities that extend to the donated products. This alignment ensures that aid delivered through the program carries forward principles of environmental care, helping recipients adopt practices that conserve water and energy over time.

Subramanya elaborates on the collaborative aspect. "Through the Give-Back Program, collective efforts result in meaningful assistance to safe havens and shelters," Subramanya said. "This model supports ongoing donations to organizations dedicated to women and children, building on achievements like those in 2025."

The program's structure encourages continued engagement, as each set of purchases contributes to future donations. Nonprofits benefit from consistent inflows of towels that meet practical demands, from personal care to facility needs. This steady support aids operations focused on family stability and individual well-being.

Haseru Life maintains operations centered on eco-friendly production and community-oriented initiatives. The company produces 100% cotton bath sheets and hand towels engineered for compactness, quick drying, and

multi-purpose use in travel, camping, and daily life. As a woman-owned business with origins in social work, Haseru Life integrates sustainability with efforts to assist vulnerable populations through structured giving programs.

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For more information about Haseru Life, contact the company here:Haseru LifeMeera Subramanya(551) 252-5511haserulife@gmail.com30 Walsh DriveMahwah NJ 07430United States

Haseru Life

Our mission at Haseru Life is to help you save resources daily with our 100% cotton bath sheets. Convenient, versatile, light, and absorbent.

Website: https://haserulife.com/

Email: haserulife@gmail.com

Phone: (551) 252-5511