



Recycling for a better world

INFORMATION PACKAGE



The easiest Earth-friendly way to raise serious cash for your organization with no investment, & nothing to sell!



Who We Are and What We Do

Goodthrift is a green, socially-conscious company that recycles used clothing, shoes, and household textiles. We help organizations raise funds by organizing used clothing drives to help support their programs activities. The program is easy, effective, and very successful. It gives community members, students and their families a hands-on experience in recycling and learning environmental awareness.

What is Clothing Recycling?

Clothing recycling is reusing wearable clothes and giving them a second life. When you look at how devastating it is to the environment to throw out your clothes with your kitchen or household trash, and the enormous expense required to produce one cotton t-shirt or pair of jeans, it's clear that the need to repurpose our clothing is dire.

It takes....

- Around 1,800 gallons of water to grow enough cotton to produce just one pair of regular ol' blue jeans.
- A whopping 713 gallons of water to grow the cotton required for an ordinary cotton shirt. The production of a single t-shirt also pumps an additional 3.6 kg of CO2 into the atmosphere. A recycling process reduces these quantities by between 90 and 95 percent!
- A shocking 1,096 gallons of water is required to produce 1/2 pound leather.

Landfill space is finite. According to EPA estimates, more than 26 billion pounds of apparel, footwear and other post-consumer textiles were trashed in 2010, nearly 85 percent of which ended up in the landfill. Of the billions of tons of textiles that are discarded each year, as much as *95 percent* can be repurposed (re-worn, reused or recycled!

What is a "Used Clothing Drive"?

The program consists of organizing a "Used Clothing Drive," in which members, their families, neighbors and community donate their gently used, unwanted clothes, shoes, purses, accessories and linens-- Basically, anything made of fabric or leather. Our company buys them and pays the organization by the pound.

Your organization is encouraged to get not only its members involved, but also neighbors and other communities, in order to ensure a better outcome that will translate to more funds raised. The more clothing, shoes and items donated to the Used Clothing Drive, the more cash for the much-needed activities will be received! Unlike waste companies that pay 2 cents per pound, Goodthrift pays **\$0.10 per pound** for donated items.

Benefits to the organization

- Increase environmental awareness by educating the community about the importance of recycling and reusing resources.
- Help families clean out their closets and donate items they no longer need while supporting your organization.
- Run for a month (or more), giving families and the community ample time to clear out their closets and donate
- Take the hassle out of fundraising, as it's an easier fundraiser than most traditional fundraisers (Rummage Sales, Car Wash, Bake Sales etc)
- Not entail any sales, merchandise, or handling of cash!

Benefits to the environment

According to the EPA, the US sends about 13 **billion** pounds of textile waste to landfills and incinerators every year. Not only does this create an environmental disaster, it also puts a huge strain on taxpayers, the

sole funders of municipal waste management programs.

On top of the environmental and economical waste, 95% of the discarded textiles are reusable, and disadvantaged people locally and in developing countries are in dire need of them.

Our program is designed to convert these three losses into three gains:

- Prevent the clothing from entering the solid waste stream and polluting our environment.
- Put less demand on the clothing industry to produce more new clothes, shoes and textiles, thereby saving billions of gallons of water and other natural resources as well, and reducing CO2 emissions that occur when these items are produced.
- Get the clothing and shoes to people who will reuse them. This in turn creates jobs, and provides them with "new-to-them" clothing which they could not afford otherwise.
- Save much needed tax-dollars that normally go toward disposal and waste management programs.
- Pay out to your organization for every pound collected to support your mission which fund programs and activities!

How it Works

1. Submit your Used Clothing Drive Fundraiser Application.
2. If approved, we'll send you a 40' container to fill with bags of gently used clothing and shoes from your organization's members.
3. Once the container is full, we send a truck to collect the donations.
4. Approximately 5-7 weeks after the items are picked up, your organization receives a check based on the total weight.

To get started, all you have to do is complete and submit the Used Clothing Drive Application and email or fax it to us. The Application contains the information that will go on the fliers, such as the contact person, physical address, the location of the drop-off site, and the address to send the check.

Once we receive your completed Application, we will process it. If approved, and your organization is in our container delivery zone, Goodthrift will rent and deliver to your host site a 40' cargo container that will be your Used Clothing Drive donation receptacle.

The delivery time depends on the container rental company, and the driving conditions that day. We will let



you know the date and approximate time, and the driver will call you 30 minutes prior to arrival to your site. After your approval, we'll also send digital flier designs for you to print up based on the information you submitted on the Sign Up sheet, and start the design process for the complimentary fliers to distribute to your community.

In addition, if your organization would like to borrow large format vinyl banners to advertise the event and are willing to return the banners to us or one of our other clients, we will loan two vinyl banners to hang and use for announcing your drive. We will send them to you free of charge, and only require that the return shipping costs be deducted from your final profit check before we cut it, and that they be sent either back to our

company or to another organization having an Used Clothing Drive fundraiser. This is optional, and you can state on your application form if you would like to borrow them or not.

Due to logistics that are outside of our control, the marketing materials may arrive after your container. In this case it is imperative to create a back up poster to hang on the container to use temporarily until the banner arrives. This can be done very inexpensively, using an 88¢ poster-board from Wal-mart and markers, or other methods to temporarily specify the purpose of the container.

What to Collect

Here is a comprehensive list of what the donors should put in the 13-gallon (or bigger) trash bags to fill the container:

- All styles, sizes and types of clothing, such as shirts, t-shirts, tops, sweaters, coats, shorts, pants, jeans, sleepware, pajamas, for men, women, children and babies.
- Accessories such as bags, purses, belts, hats, and backpacks.
- Household textiles, such as comforters, blankets, quilts, featherbeds, sheets, pillow cases, curtains, towels, and bath mats.

“Pre-Collection”-- a great Way to Get a Head Start!

Having a “Pre-collection” is an amazing way to start your drive before the marketing materials and (if applicable) the container arrives.

Most organizations will start collecting as much as a month in advance and then, by the time they submit the Sign Up Sheet and the container arrives at their location, they're already halfway to their goal of a full container!

It's a good idea to get other organizations or groups involved and make it a joint effort. If you are a PTA, notify other groups in the district and council. If you're a sports team, see if others in your league would be interested in collecting clothes with you, and give them a portion of the profit as a thank-you.

Regardless of the nature of your organization, you and your team of volunteers can also contact local churches, etc, and ask them to hang a poster for you, as well as email your flier to their congregation or mailing list, post on their website, and pass out fliers after their Sunday service. It's also vital to pass out fliers to the residences in the neighborhoods/residences around the host site. We tell you exactly how in our *Ultimate Success Guide*, which is also brimming with many other effective ideas!

On Site Container Delivery and Installation Requirements

It important to confirm that it is possible for our container rental partners to deliver and remove a container to your location. Some venues may require a permit or special permission from the city or county. Please ensure with the landlord or property owner that you are allowed to host a cargo container at the host site that you chose.

Container Term

Goodthrift is happy to pay for the delivery, pick up, and first month's rent of your cargo container. In most cases, this is ample time to fill the container. Some groups have filled their container in two weeks!

If you need to extend the rental term after that, any subsequent rental fees are deducted from the profit check that your group receives. This way, the fundraiser pays for itself and your group pays nothing out of pocket!

Securing the Container

If your container is not hosted in a secluded area, off your organization's premises, we highly recommend that you keep the container locked when it is unattended. The best way to do this is to purchase an inexpensive round disc lock from any major hardware or home improvement store.



Round disc locks retail for about \$7.99.

“What if our organization has no host site for the container?”

If your organization is not able to host a cargo container on-site, we recommend contacting other venues that may be able to host for your organization. Any place with an adequate-sized parking lot, that a 53' trailer can maneuver (to deliver and remove the container), can host the container.

Facts:

Corporations have funds dedicated to non-profits

Corporations donate not just money, but space and goods to benefit local non-profits

Corporations want to boost their public image through cooperation with local schools, clubs and non-profits

Corporations benefit from three things when they help your school organizations:

- Public image improvement
- Tax deductions from their donations
- Client traffic generated from your event/fundraiser. It increases their sales: When people drop off their donations, they will remember the milk, bread or cereal, and buy them from the host store.

Below is a checklist of venues that we recommend contacting if you need to host your container off-site. It helps to know someone who works at one of these venues, it will shorten your way to the key person who makes decisions about hosting requests:

- Big box retailers / supermarkets / department stores
- Community / Civic Centers
- Target
- Costco
- The Home Depot
- BJ's
- Kmart / Sears
- IKEA
- Pets Mart
- Fry's electronics
- Wild Oats
- Sprouts Farmers Market
- Kroger's
- Safeway
- Major restaurants & fast food chains
- Schools in the area
- Malls & shipping centers
- Gas stations
- Macy's
- Gyms and fitness clubs
- Wal-Mart
- Sam's Club
- Lowe's
- JC Penney
- Kohl's
- Old Navy
- Best Buy
- Whole Foods Markets
- Trader Joe's
- Fresh & Easy
- Meijer's
- Albertson's
- Shopping plazas
- Churches
- Libraries

“What if our organization cannot secure a host site, or does not need a container?”

As mentioned previously, some remote and rural areas are outside of our container delivery zones. If this is the case with your area, do not despair-- we can still work with you, and have some creative suggestions that will help you secure a drop-off site where people can leave their donations:

- Empty/unused classrooms
- Empty/unused portables
- Empty/unused barn
- Large storage shed

This is also applicable to cities that are not allowed to host a cargo container in their city. Once you've collected a minimum of 3000 bags, which is the approximate equivalent of a full container load, just give us a call and we'll arrange the pick-up --but don't stop there, keep collecting! It's just more money for your cause. Storing the donations on your own has the advantage of no deadline to me, no pressure to fill a container, and nothing will be deducted from your profit check if you are unable to fill it in a month.

Pick Up Process

After you've completely filled the container, from the floor to the ceiling, with the top of the stacked rows touching the ceiling, and the rows started at the back of the container and ending at the doors, please send us pictures of the container on the inside and while standing a few feet away with the doors open. Once our management confirms that the container is completely full according to these specifications, we will send a truck to collect the items, and your organization will receive a check 5-7 weeks after that based on the total poundage. The profit your organization makes will range from \$1,500-\$3000+, depending on the weight of the full bags!

If items are placed correctly, (we have an illustration to show you how to achieve this) the container can house an average of 3,000 13-gallon (or larger) full trash bags of clothing. If your organization applies and follows our *Ultimate Success Guide*, you should be able to raise this amount fairly quickly. Rest assured, this fundraising program is possible no matter how big or small your organization.

For example, a school with 500 students can easily collect enough donations to fill a container if the 5,000 fliers are distributed to the students, staff, teachers and residences around the school. If each family hands out the fliers to their neighbors, co-workers, family and friends, and they donate at least one bag each, this will produce phenomenal results!

When the container is completely full, send us pictures of the container. These will be reviewed by our management, and once it's confirmed the container is completely full, we will then send a truck. The truck cannot be sent without authorization from our management, and authorization is not given until the pictures of a full container are sent.

Pick up wait times can vary depending on location. Once the container is confirmed to be full, any extra time needed to arrange the pick up is not deducted from your organization's profit check.

On the day of the Pick Up, Goodthrift will send a truck to pick up the collected items. The donations will need to be loaded on the truck by your volunteers, and the container should be completely empty and clean, as it was upon arrival.

You will need at least six volunteers to load the donations from the container to the truck. The more volunteers, the better! Make sure your volunteers are able to stay 4-6 hours, as it can take that long to load the truck. The more people on board, the faster and easier this will be!

The container will then be removed by the container company.

If you held your Used Clothing Drive Fundraiser without a container, all you have to do is give us a call when you have 2,000 full bags, and send a picture of the bags.

What a Full Container Looks Like

In closing, Goodthrift is highly excited about this opportunity and looks forward to a long-term mutually beneficial relationship. We are always ready to assist in making the event a successful one, and are here to help every step of the way.

We welcome any questions, comments and feedback about the program that may come up!

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