

# Goodwill Clothing Drive Information Package

Thank you for your interest in holding a clothing drive to support your local Goodwill. Creating a donation drive is a great way for a group of community-minded people to clear out their unwanted items while enabling the creation of more jobs in the community. It is also a good way to protect the environment by supporting the reuse of goods and diverting them from the landfill. Revenues raised through the sale of the merchandise fund Goodwill's core mission: to recycle donated goods to create opportunity for meaningful work.

A donation drive provides groups or companies with a mutually beneficial way to inspire teamwork and give back to the community. Contributing to Goodwill provides corporations with an opportunity to meet their corporate social responsibility goals - which will benefit and inspire employees, customers and shareholders.

## What is in this package?

- How to PLAN your clothing drive.
- How to PROMOTE your clothing drive.
- How to FINISH your clothing drive.
- Printable posters to promote your clothing drive
- A list of things that CAN and CAN NOT be donated during a drive.
- FAQ sheet

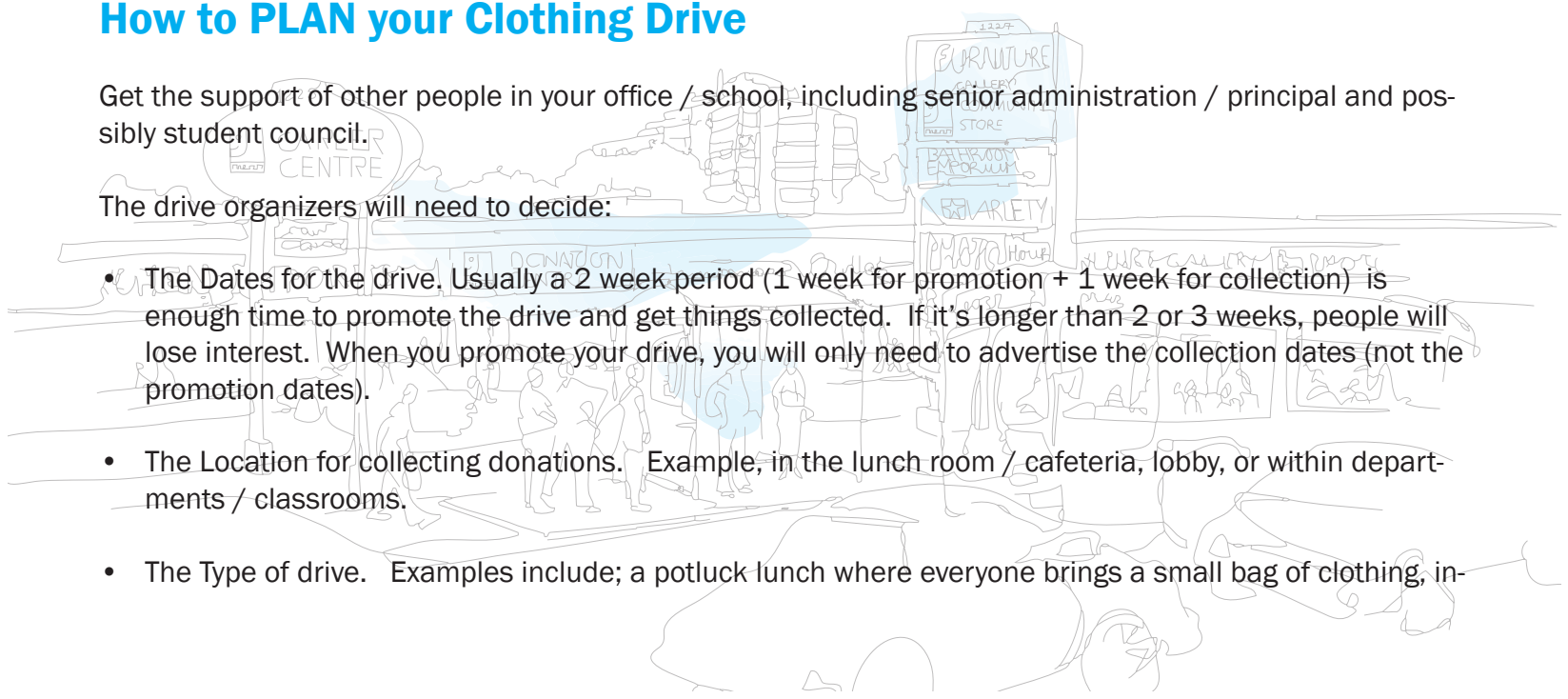
If you have any questions or suggestions, please give us a call.  
519-850-9000 x2222.

## How to PLAN your Clothing Drive

Get the support of other people in your office / school, including senior administration / principal and possibly student council.

The drive organizers will need to decide:

- The Dates for the drive. Usually a 2 week period (1 week for promotion + 1 week for collection) is enough time to promote the drive and get things collected. If it's longer than 2 or 3 weeks, people will lose interest. When you promote your drive, you will only need to advertise the collection dates (not the promotion dates).
- The Location for collecting donations. Example, in the lunch room / cafeteria, lobby, or within departments / classrooms.
- The Type of drive. Examples include; a potluck lunch where everyone brings a small bag of clothing, in-



Inviting your customers to bring in items, or a challenge between departments / classes. If you are doing a challenge, you will need a separate donation spot for each department / class

- Targets. The Goodwill appreciates every donation no matter the size, but setting your own targets can be motivating and fun! Examples of targets are; one grocery bag of used clothing from each person, or build a 6 foot mountain of bags of clothing.
- Recognition for the team that wins (if there is a challenge) – Decide if it will be a pizza lunch, casual day, recognition in newsletter.
- Roles and responsibilities of the organizers. Who is doing what, and when.

Review your PLANS with the principal / appropriate administrators.

## How to PROMOTE your Clothing Drive

A week or more BEFORE the drive:

- Put up posters. Use the printable posters in this package or make your own.
- Circulate a motivational e-message.
- Employee paycheques could include info about the clothing drive.
- A Company newsletter could announce the drive (be sure to take a picture of all the clothes you collect for the next edition !)
- The dates on your promotion material should indicate the dates of collection (not the promotional period leading up to the drive)..

The day BEFORE the start of your clothing drive

Set up donation areas in designated locations. If you have access to a large box or bin you can use it to receive bags of clothes, otherwise, you can outline a donation space on the floor with masking tape, with a poster on the wall above the taped space.

DURING the drive:

- Make announcements or send reminder messages.
- Have fun with it!

## How to FINISH your Clothing Drive

On the LAST day of the drive:

- Thank everyone for participating
- Announce the results. Example; how many bags of clothes were collected, how high was the mountain of bags, who are the winners (if there was a challenge).
- Load the bags into your car(s) or van(s) and bring them to your nearest Goodwill. Ask the entire group to help load the vehicles – many hands make light work. When you arrive at the Goodwill Donation Centre, staff will be available to help you unload your vehicle. Check on-line at [www.goodwillindustries.ca](http://www.goodwillindustries.ca) to find the location and hours of your closest Goodwill Donation Centre..
- Tell us about your success so we can share it with others! Send to Marie Claire Bilyk – [mbilyk@goodwillindustries.ca](mailto:mbilyk@goodwillindustries.ca)



## FAQ

Organizing a Clothing Drive for your local Goodwill

### What will you do with all the clothes we donate?

Our Mission is work...Goodwill recycles donated goods and provides employment services to create opportunity for meaningful work, promoting dignity and independence for people who need it most.

Your donations will be sold and help us to:

- Help people overcome barriers and gain access to work
- Support the environment through recycling
- Provide access to affordable goods
- Strengthen communities through work

When is the best time to organize a clothing drive?

You can organize a clothing drive at any time that is convenient for your organization / school.

### How long should the clothing drive last?

We recommend that your clothing drive last two to three weeks (1 week for promotion + 1 week for collection) - longer periods typically cause people to lose interest in the event.

### Should we set a donation goal for our clothing drive?

You do not have to set a specific target for your clothing drive; however, doing so can often be a useful tool to motivate and generate interest among participants. Your local Goodwill is grateful for all donations, no matter how big or small.

### Does my local Goodwill need to be contacted before we start the clothing drive?

You are only required to contact Goodwill if you are thinking of using donations of clothing as a promotional tool for your organization / school. For example, if your school plans to offer a discounted price for a product or service in return for a clothing donation, this must be authorized by the CEO of the Goodwill in advance. Please call 519-850-9000 and ask to speak with Michelle Quintyn.

### How can we generate interest in the clothing drive?

A number of suggestions on how to generate interest in your clothing drive are provided in our Clothing Drive Information Package. Some examples include: at one area school, the class that donated the most clothing got to tape their principal to the wall! Other clothing drive ideas include "dress-down days", community lunches, or the building of "mountains" of bags of clothes. Remember to take pictures of your event and send us the news of your success.

### Where should the clothing be collected?

You should find a visible/prominent location to set up clothing drive areas, such as the lunchroom / cafeteria, the front lobby, or main entrances. If you have access to a large box or bin you can use it to receive bags of clothes, otherwise, you can outline a space on the floor with masking tape with a poster on the wall above the taped space.

## How should individuals package their donated items?

Individuals should bring their donated items in a tied plastic bag.

## What type of donations does Goodwill need most?

Goodwill's needs change from month to month; however, it is important to remember to donate gently used items, not broken or ruined items. Clothing, shoes, toys, sports equipment, books, jewelry, CD's, and small, non-breakable household items are good items to donate during a drive. Furniture and breakable items are not suitable for a clothing drive because they are too big and could get broken, but you can bring such items to Goodwill on your own. The Clothing Drive Info Package contains a more thorough list of items you can and can not donate.

## Should we keep track of the amount of clothing donated during the clothing drive?

Goodwill does not need a record of how much clothing has been donated during your clothing drive. If your organization / school is running a challenge as part of your clothing drive, it is important that you have your own form of measurement available in order to update your tally.

## Can we accept money donations on behalf of Goodwill? Is Goodwill a registered charity?

Goodwill does accept cash donations. We are registered as a charitable organization with CRA and are able to issue tax receipts for donations of \$5 or more. Any receiptable cash donations must indicate name and address of the donor, to facilitate mailing a receipt.

## Can we get a tax receipt for donated items?

Yes! When you drop off your donated items, tell the Donor Greeter that you would like a tax receipt mailed to your school / org. To be eligible for a tax receipt, the total value of all items must be over \$50.

## Once the clothing drive is complete, how do we get the donated clothing to the nearest Goodwill?

It is your groups responsibility to bring the donated clothing to the nearest Goodwill. Ask everyone to help load the bags into a few cars or vans - many hands make light work! When you arrive at a Goodwill Donation Centre, staff will be available to assist you with unloading your vehicle. Check on-line at [www.goodwill-industries.ca](http://www.goodwill-industries.ca) to find the location and hours of your closest Goodwill Donation Centre..

## Who should we contact if we have any questions?

You can contact Goodwill Corporate Office at 519-850-9000 x2222 and speak to Marie Claire Bilyk.

## Can our group come to Goodwill for a tour? Or can Goodwill come to us?

Goodwill does organize class/company tours. They are fun, informative, and VERY popular, so you will

need to book several months in advance. For more information about our tours, call 519-850-9000 x 2222 and speak to Marie Claire Bilyk. It is possible to have a Goodwill speaker come to your location for a presentation about Goodwill to make the clothing drive process more real to your participants.

## Does Goodwill welcome volunteers?

Yes! We have a variety of rewarding roles and responsibilities for our growing team of friendly volunteers. Please contact us for more info 519-850-9000 x 2222.

## Items you can NOT donate:

- Any products that do not meet current safety standards including recalled items
- Baby items - most car seats, walkers, baby gates and other infant items that don't meet current safety standards
- Air conditioners
- Ammunition
- Appliances - white goods
- Batteries
- Blinds
- Box Springs
- Building materials - suggest going to Habitat for Humanity
- Chemicals
- Console stereos or TVs
- Damaged furniture
- Damaged items
- Doors - wood or glass (Habitat)
- Dryers
- Electric blankets
- Electric shavers
- Encyclopedias
- Flammable items
- Gas containers
- Gasoline
- Gasoline operated items
- Glass - not framed
- Guns
- Helmets
- Household chemical items
- Mattresses
- Mechanical beds
- Medicine
- Metal desks - over 4' wide or deep
- Microwaves over 5 years old
- Mirrors - not framed
- Oil
- Paint
- Pesticides
- Propane cylinders
- Propane operated items
- Sofa Beds
- Syringes
- TVs over 5 years old
- Tires
- Toilets
- Waterbeds and accessories
- Weapons
- Windows

## Items you CAN Donate during a Drive

Clothing - Outerwear - Footwear  
Gently used for men, women & children

Accessories  
Belts, purses, jewellery, scarves, gloves, hats

Fabrics  
Linen, towels, curtains, blankets, area rugs

Recreational  
Toys, games, sports equipment, books, audio, video, musical instruments, CDs, videos (with manufacturer's label intact), DVDs

Electronics  
Electrical or battery operated in working order: digital equipment, MP3s,

Household  
Non-breakable, small items

Items you MUST Donate on your own time:

Computer Equipment  
Computer towers, keyboards, mice, monitors, fax machines, printers, scanners, laptops

Recreational  
Children's wagons, bicycles

Household  
Breakable kitchen items (dishes, pots & pans, utensils), home decor, tools, small appliances and vacuum cleaners in good working order, textiles, furniture, glassware, lamps, framed mirrors

Electronics  
Electrical or battery operated in working order: digital equipment, TVs, stereos, radios, VCRs, DVD players, cameras, motorized and regular wheelchairs.

Antiques  
Fragile collectibles - Giftware

Large furniture may be donated at the Horton & Wellington Retail & Donation Centre - 255 Horton Street.

