Hats off to you: Clothing Donation

Starting a clothing drive at your school is a great way to help reduce consumption. Here are some tips:

- **Choose a day** (or week) for your clothing drive and a collection place that can accept the quantity of goods you are expecting (a room at the school, warehouse, garage, or storage facility).
- **Recruit some volunteers** who will help you sort and pack the clothing.
- **Market the clothing drive**: Email notices, hand out flyers, put up posters, announcements, etc.
- **Send out the list** of the needed items from your recipient.
- **Check** with your recipient whether they only accept clean gently-used or new items only. Also advise donors to be culturally sensitive.
- **Collect!**
- **Sort, fold and pack** the clean clothing into boxes or bags labeled: Mens, Womens, Boys, Girls, Infants, Bedding, Stuffed animals, Shoes, School Supplies, and Miscellaneous (whatever doesn’t fit into the other categories).
- **Call the organization** who will be receiving your school’s clothing donations to coordinate drop off.
Steps for Running a Successful Community, School or Workplace Clothing Drive

1. Getting Started

- Learn as much about Goodwill® as you can. Or, better yet, go to http://locator.goodwill.org to find your local agency; that Goodwill may be able to help you with your drive.

- Recruit co-workers, neighbors and friends to help organize the drive. You will need someone to assist with planning, promoting and collecting donations.

- Select the type of donation drive you will organize:

  **Neighborhood Clothing Drive**
  - Determine how many vehicles you will need for the collection day and how far you can travel to collect donations.
  - Create a schedule that allows enough time to promote the clothing drive, and identifies a single collection day and hours of collection.

  **School or Office Clothing Drive**
  - Locate a high-traffic area for clothing collection (e.g., building lobby, lunch room or main conference/assembly area).
  - Receive approval from school or business officials to hold the clothing drive at their location and obtain written agreement to allow on-site promotion.
  - Create a schedule that allows enough time to promote the clothing drive before and during a one- or two-week period of donation collection.
  - Secure large collection bins, attach collection signs with details of the clothing drive, and place them in designated locations.

Powered by Goodwill, the Donate Movement focuses on the positive impact donating has on people and the planet.

Through the simple act of donation, you help keep unwanted clothes out of landfills, thus preserving the environment. By donating to Goodwill, you give those items a second life, and in turn help to provide job training, youth support services and more for people in your community.

Learn more about the impact donations make on the community and the environment at donate.goodwill.org.
2. Getting the Word Out

- Promote your donation drive at least one week in advance.
- Include information about Goodwill in announcements and fliers so people know about the benefits their donations will have on their community. A great way to do this is by calculating the impact of your donation at [http://donate.goodwill.org/](http://donate.goodwill.org/).
  
  - For neighborhood clothing drives: Distribute fliers door to door and post announcements in central community locations. Ask people to leave their donations in front of their homes, safety permitting.
  
  - For school and office clothing drives: Announce the school or company’s commitment to Goodwill by displaying *Family Circle* and Goodwill Back-to-School Clothing Drive announcement posters around the building(s) or campus. Make school P.A. announcements or send e-mails to encourage participation. Set up fun competitive contests or goals for students or staff. Consider hosting a party or having prizes for the winning team.

3. Donation Collections and Drop-Off Sites

- Collect donations on the designated date and deliver them to your local Goodwill donation center. The closest donation center can be found easily at [locator.goodwill.org](http://locator.goodwill.org).
  
  - For school and office drives: Check donation bins regularly to keep the area organized. You may find that an early Goodwill drop-off is necessary.

- After all donations have been collected, weigh and record the total poundage and share these results with the attendant at the Goodwill donation center.

- Make sure that the Goodwill donation center attendants are aware that your donations are part of the *Family Circle* and Goodwill Back-to-School Clothing Drive.

4. Recognition

- Remind those who donated that their donations fund Goodwill’s job-training programs, employment placement services and other essential community-based programs that help people in their community who have disabilities, lack education or job experience, or are having other difficulties finding work.

- Be sure to thank everyone for their generous donations, and send out announcements with the total amount of clothing collected.
And if you love the idea enough, consider setting up a **permanent used clothing closet** at your school where students can contribute old clothes and look for some to take.

A few schools have taken the initiative with this simple yet impactful project. One beautiful example of a successful clothing closet is displayed at Big Picture High school. Senior Kayla Olson staffs the onsite Clothing Closet available for students of Big Picture. Students marvel that “It’s like walking in a store”. They report that the Closet is very organized and well-stocked, and the notion that although they might not have these clothes at home, knowing they can find them at school is very empowering. The Clothing Closet at Big Picture started as a student run project, and now includes professional clothing selections. Nancy Pappas, an Internship Developer, reports, “We’re quite proud of this opportunity to give a resource to kids.” Their motto is “Take what you need, and need what you take.” Though the emphasis is helping those who lack access to clothing, the clothing closet also has remarkably positive environmental effects.

To understand how reusing clothes can help the environment, take a look at some of the facts and figures regarding apparel consumption’s impact from the *World Resources Institute* below:

Fast-changing trends and low prices have allowed people to consume more. The average consumer is now purchasing 60 percent more items of clothing compared to 2000, but each garment is kept half as long.
As consumer spending increases, especially in emerging economies, the clothing industry’s environmental impact could expand greatly.

### Increases in environmental impact if 80% of emerging markets achieve Western per capita consumption levels

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<th></th>
<th>2015</th>
<th>2025²</th>
<th>% Change</th>
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<tr>
<td><strong>CO₂ emissions</strong></td>
<td>1,714</td>
<td>3,030</td>
<td>+77%</td>
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<tr>
<td><strong>Water use</strong></td>
<td>141</td>
<td>170</td>
<td>+20%</td>
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<tr>
<td><strong>Land use</strong></td>
<td>38</td>
<td>41</td>
<td>+7%</td>
</tr>
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¹Rest of world maintains its current levels of per capita consumption.
²Estimated.

Source: World Bank; McKinsey analysis

It Takes 2,700 Liters of Water to Make One Cotton Shirt

Enough Water for One Person to Drink for 2½ Years

Source: National Geographic
Polyester Production is Carbon Intensive

POLYESTER PRODUCTION FOR TEXTILES IN 2015

RELEASED ABOUT

706B kg of GHGs = 185 COAL-FIRED POWER PLANTS' ANNUAL EMISSIONS

Source: MIT

Historic and Projected Spending on Apparel in Key Markets

Source: Planet Retail (2014)

Resource Consumption Set to Triple by 2050

Source: OECD; Fischer-Kowalski et al. 2011
Or make shopping bags out of old T-shirts.

Field Trip Destinations:

- Milton Dalton Henry Elementary School in San Bernardino has opened a clothing closet for the students and the community. See below link for more information. May be an interesting place to check out.
  - ***Currently is out of operation, but contact the local library clothes closet 9094730406 (Rachel is the contact) to see if you can come visit the library’s closet
- Salvation Army-- look at amazing fashion you can put together with old stuff.

Resources for Students, by Students
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