



# Who We Are

**HI, WE'RE HELPSY.**

We're the largest textile collection company in the Northeast US.

Unlike most used clothing businesses we have an environmental mission:  
to keep clothes out of the trash.

**We believe that the tragedy of clothing filling our landfills and incinerators  
needs to stop.**

To fight this battle, we work with partners large and small to change the statistic  
that 85% of clothes currently end up in the trash.

# In 2021, we turned 29 million pounds of direct-from-consumer unwanted clothes into:

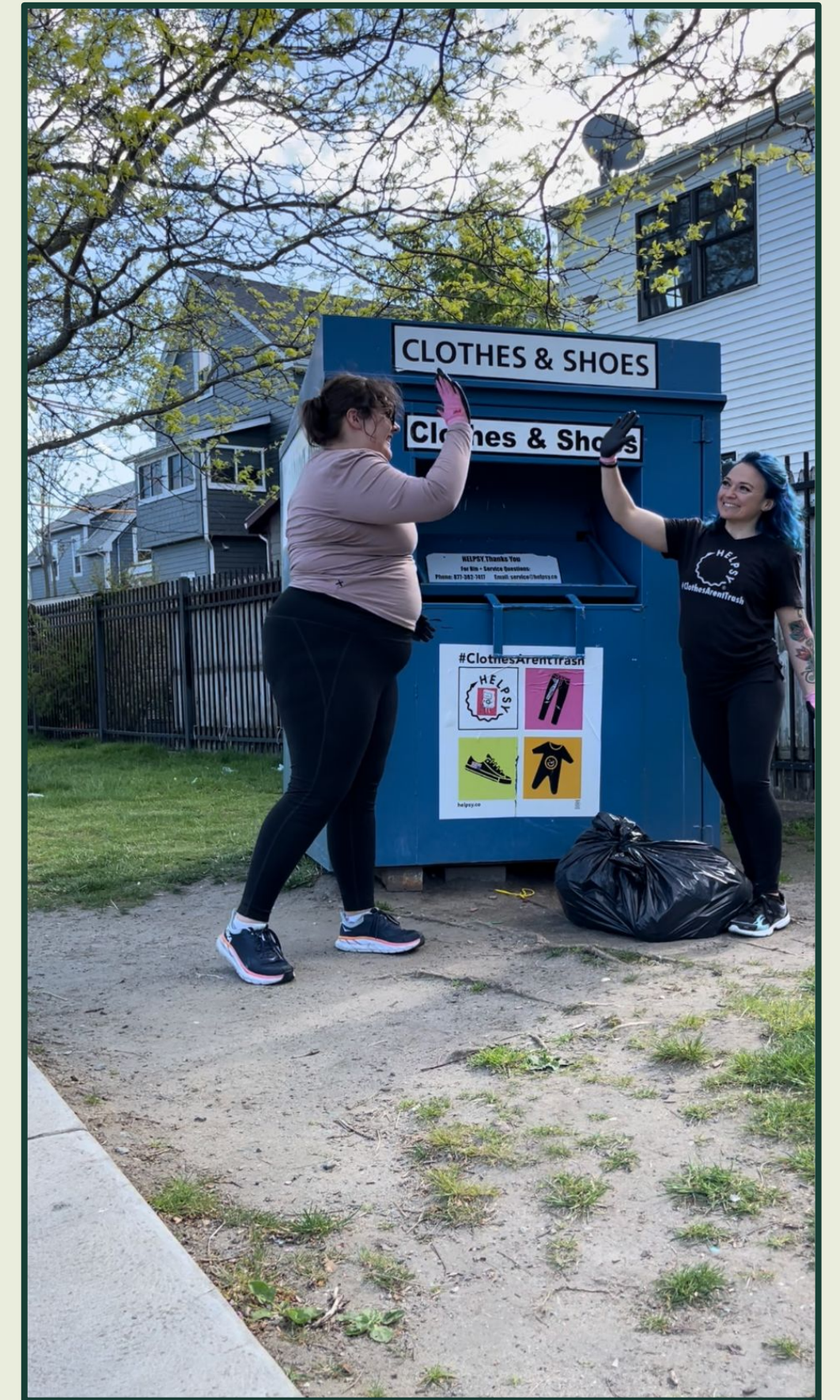
- \$400,000 paid to municipalities and non-profits
- \$1.16 million in municipal waste expenses avoided
- 560 million pounds of CO<sub>2</sub> emissions avoided
- 14 billion gallons of water saved





# We are proud to be

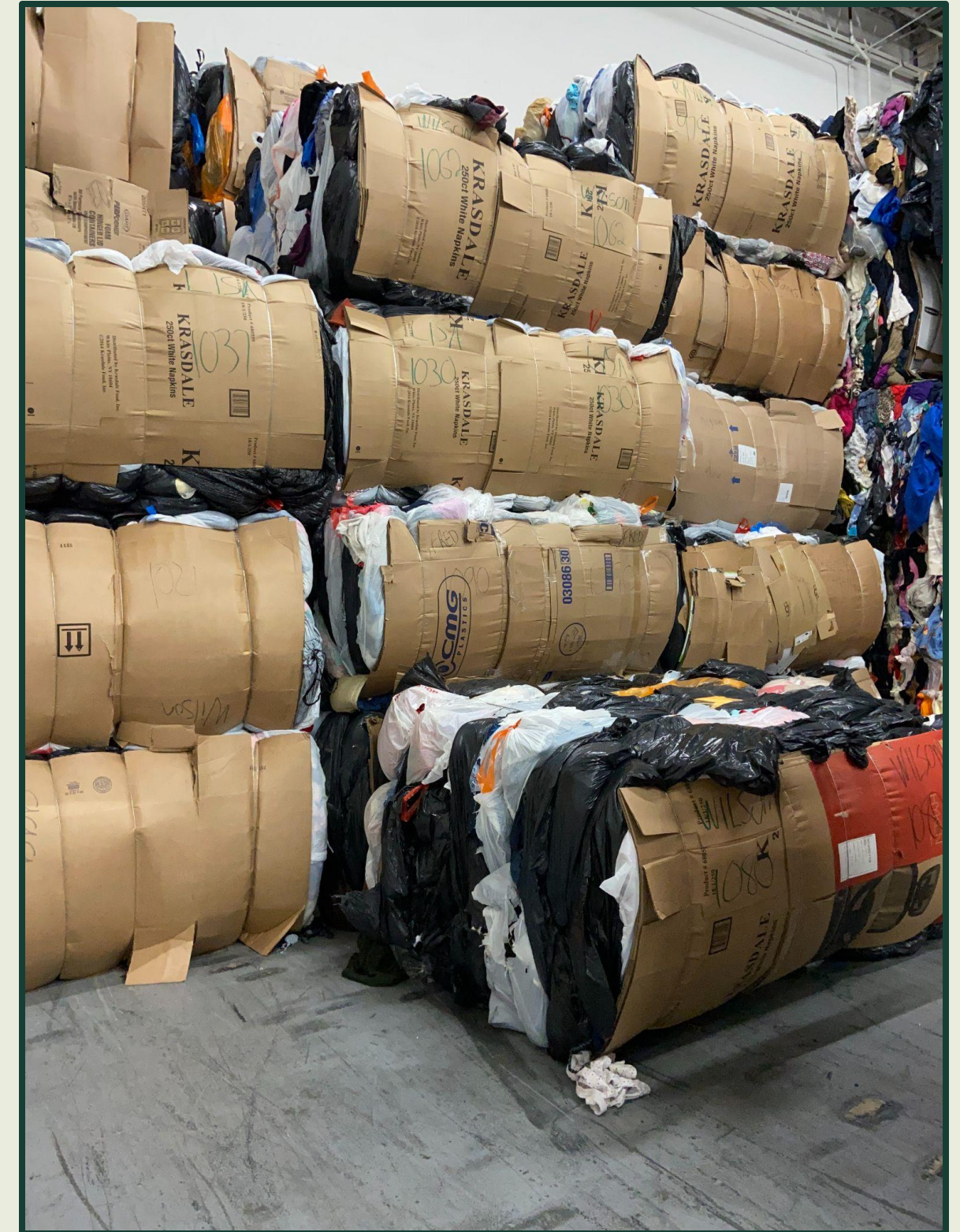
- The only vertically integrated Certified B Corporation in clothing collection.
- Intentionally employ workers from all backgrounds including veterans, the formerly incarcerated, those whose English is a second language, people of color, and immigrants.
- A company that offers all of our employees living wages and stock options.





# How does **Helpsy** operate?

- A fleet of 35 trucks and a team of 47 friendly drivers
- Four warehouses in NY, NJ, MA, & PA and nine depots in IL, MD, MI, OH, SC, VA, & VT
- Round the clock customer service



# The Textile Waste Problem

# Solving the “Crisis of Stuff”



The average American discards over **100 pounds** of clothes and shoes per year.

**85%** goes to the landfill and incinerator.

We fix this by making clothing reuse more **convenient and compelling.**

Our **bins, drives,** and **home pickups** are all over the Northeast.



# The Challenge of Clothing Surplus



“As a former volunteer with the Red Cross, I’ve seen first-hand how generous, but misguided people, clean out their closets to offer piles of clothing after a natural disaster. The reality is, these well-intentioned donations result in a **mountain of clothes** that can’t be processed.”

-Reverend Nathan Ives, from St. Peter’s/San Pedro Church in Salem, Massachusetts, understands the common misunderstanding associated with clothing collection.



# Where do the clothes go?

The best thing we can do for a garment is to keep it wearable for as long as possible.

All of our sorting happens domestically by folks paid living wages.

**95%** of what Helpsy collects is reused, upcycled, or recycled.

- **20%** is recycled into things like industrial rags through our recycling partners.
- **75%** is reused
  - **Middle tier** - 80% of it is sold to customers in North America.
  - **Highest tier** - resold through our direct to consumer secondhand site, Helpsy Shop.



The advertisement features the Helpsy logo at the top. Below it, the text "NEW LOOK, NEW BUSINESS." is followed by "BIG IMPACT" in large, bold letters. A central photograph shows a smiling woman with long brown hair, wearing a blue and white patterned shirt, standing in front of a "RECYCLING CENTER" sign. She is holding a cardboard box filled with clothing. A teal circular callout on the left contains the text: "Your clothing recycling helps us create the circular economy. We couldn't do it without you." The website "www.helpsy.com" is displayed at the bottom right of the image.

# Making Clothing Collection User Friendly



# What We Accept

Textiles in any condition (torn, worn, stained, missing buttons, broken zippers, etc) as long as they are **dry** & **odorless**.

## Clothing

- Tops (t-shirt, blouses, shirts, tank tops)
- Sweaters
- Sweatshirts
- Dresses
- Outerwear(coats, jackets, blazers)
- Bottoms (pants, slacks, jeans, sweatpants, skirts, shorts)
- Suits
- Pajamas
- Intimates (slips, bras, underwear, socks)
- Baby clothing

## Footwear (in pairs)

- Shoes
- Heels
- Flats
- Sandals
- Flip Flops
- Boots (all varieties)
- Sneakers
- Cleats
- Slippers

## Accessories

- Hats
- Bags (pocketbooks, backpacks, duffle bags, totes)
- Belts
- Gloves
- Ties
- Scarves
- Bathrobes
- Jewelry

## Linens

- Sheets/pillowcases
- Blankets
- Comforters
- Curtains/Drapes
- Aprons
- Dish cloths
- Cloth napkins
- Table linens
- Quilts

## Other

- Luggage
- Sports jerseys
- Stuffed animals



# Collection Methods



Bins  
The classic collection method.



Clothing Drives  
Fundraising opportunities for community organizations.



Home Pickups  
Free service offered in select municipalities.



# Helpsy Gives Back

- Project Warmth
  - Projected to give away 50,000 coats to organizations working with underserved populations in winter of 2022-23.
- Clothing Drives
  - Facilitated 340 school and community clothing drives as fundraisers in 2021.
- Community Affiliate Program
  - Started a new program that gives 5% of the sales, made through Helpsy Shop, to our partner organizations as fundraisers in 2022.





# Helpsy + Needham Community Council

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- Since partnering in November 2021, Needham Community Council and Helpsy have diverted **29,775 lbs** of **textiles** from the landfill.
- Textile collection assists Needham Community Council with their inventory management and fundraising efforts.
- Helpsy pays Needham Community Council per pound for textiles collected which helps to support funding for their mission.



“THERE IS NO SUCH THING AS AWAY.  
WHEN WE THROW ANYTHING AWAY IT MUST GO SOMEWHERE.”

— ANNIE LEONARD, CREATOR OF 'THE STORY OF STUFF'



# Thank you

Questions? Contact [nicole@helpsy.co](mailto:nicole@helpsy.co)