



New Brunswick
Association For
Community Living

Association du
Nouveau-Brunswick
pour l'intégration
communautaire

Cash For Clothes

Fundraising Guide

*Supporting persons with an
intellectual disability and
their families since 1957*

*Au soutien des personnes ayant
un handicap intellectuel
et de leurs familles depuis 1957*



Cash For Clothes

Fundraising Guide

The New Brunswick Association for Community Living
www.nbacl.nb.ca www.facebook.com/nbacl.ca www.twitter.com/nbacl
1-866-622-2528



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INTRODUCTION

Thank you for your interest in The New Brunswick Association for Community Living's (NBACL) fundraising initiative *Cash for Clothes!* You and your community are one step closer to organizing a fun filled event that helps you reach your fundraising goal. At the same time, you are helping to support New Brunswick children and adults with an intellectual disability and their families, and reducing your community's environmental impact.

NBACL has prepared this fundraising guide to help make your event successful. This guide has been specifically designed to provide you with some basic fundraising guidelines and tools that your group can use to help reach your fundraising goal.

Once you have reviewed the fundraising guide and established that this fundraiser is right for your group, contact us to register your group and receive your promotion kit, which has everything to assist you with organizing and promoting your event in your community. This kit is designed to make your clothing drive as easy and as successful as possible.

We look forward to working with you!

Catherine Smith — *Business Development Coordinator*

For questions, please contact us:

By Email: businessdevelopmentcoordinator@nbacl.nb.ca

By Telephone: 1-866-622-2548 (option 1)



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ABOUT US

The New Brunswick Association for Community Living (NBACL) is a provincial nonprofit organization that works on behalf of children and adults with an intellectual disability and their families. We work to ensure that people with an intellectual disability, with the support of their families, have the option to choose the supports they need to live meaningful lives and participate in their communities as valued and contributing members. It is estimated that 22,000 New Brunswickers have an intellectual disability.

NBACL receives over 200 requests for support every month. However, we are not able to respond to all requests due to a lack of funding. We rely on fundraising initiatives like the Community Collection Program to support the work we do in helping to change lives and communities. Through the Community Collection Program, you can donate used clothing and household items which are converted into funds. These funds allow us to continue programs (such as the Family Support Program) which make a positive impact in the lives of children and adults with an intellectual disability.

A component of our work involves delivering 2750 garbage bags (50600pounds) of used clothing along with 17,710 pounds of small household items every week to a partner organization as a means of sustaining our financial resources to continue supporting those with an intellectual disability. This equates to NBACL being able to redirect at least, 3,552,120lbs of waste from going to our landfills each year!



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ABOUT CASH FOR CLOTHES

Cash for Clothes is NBACL's fundraising program for community groups across New Brunswick. This program provides new ways to fundraise without asking for money or selling anything. Cash for Clothes is a great way to raise money for your organization while at the same time supporting a local nonprofit organization in funding vital programs for those in need.

Think about it: you would be asking for items that people no longer need, raising funds for your community's cause, supporting a local nonprofit organization, and reducing the communities environmental impact. This creates a powerful incentive for people to donate and support. It's a win-win for everyone!

WHO CAN PARTICIPATE?

This is an ideal fundraiser for schools, churches, community groups, sports teams and organizations that need to raise funds for their cause.

IS IT CUSTOMIZABLE?

You can make your Cash for Clothes fundraiser as big as you want by using the tips and guidelines featured in this fundraising guide.

The more you **PROMOTE**
The more you **COLLECT**
The more you **RAISE**



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HOW IT WORKS

Cash for Clothes is a great fundraiser because it's simple!

- 1.) You collect re-usable clothing through clothing drives.
- 2.) We come to you and collect the items on a scheduled date.
- 3.) We provide you with funds.

The sky's the limit! You can raise as much as you want by asking for items your friends and neighbors no longer want!
\$400....\$700.....\$1000.... or more, you decide.

Last year's style, that ugly sweater, old shoes, boots, coats, blankets, linens, drapes, and towels. You name it, we need it!



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ACCEPTABLE ITEMS

Men's, women's and children's clothing such as:

- Belts
- Blankets
- Dresses
- Linens
- Pants
- Purses
- Shirts
- Shoes
- Shorts
- Sweaters
- Towels



UNACCEPTABLE ITEMS

- House hold items
- Furniture



*The above list is valid for Cash for Clothes Fundraisers.
For complete list of acceptable and unacceptable items for house hold pick
up and BOB (Big Orange Bin) donations please visit our website.*



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RESPONSIBILITIES

When hosting a Cash for Clothes clothing drive for your cause, it is important to stay organized and motivated. Appointing a team leader will help ensure that everything will run smoothly. The team leader will be the contact for the media, facilitate communication between NBACL and your group. Appointing a team leader will help ensure that problems do not arise.

Responsibilities the fundraising group must uphold:

- Setting realistic and achievable fundraising goals;
- Spreading the word about your Cash for Clothes fundraiser;
- Being informed and reinforcing the importance of the event to members of your group and the public;
- Collecting and storing items until pickup date; and
- Coordinating with and communicating clothing collection dates and preferred pickup date, time and location with NBACL's Business Development Coordinator.

Responsibilities NBACL agrees to uphold:

- Scheduling/sending a truck to pick up clothing;
- Sending a cheque, based on the amount of clothing collected;
- Facilitating communication between your fundraising group and NBACL; and
- Providing your group with the promotional kit and resources.



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METHODS

There are many different methods your group can choose to obtain the donations of clothing:

- 1.) Hold a clothing drive event:
 - A one day event where the community drops off bags of clothing to you.
- 2.) Continually collect bags of clothing for a one month period:
 - Individuals gradually bring donations to you.
- 3.) Hold a competition or offer an incentive:
 - Competition between grade levels in a school, sport teams etc.

The list is endless and you can be as creative as you like!



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THE NEXT STEP

Select a date:

When selecting a timeline for your Cash for Clothes fundraiser, it is important to give your team and community enough time to clean out their closets and deliver the bags to your collection location. It is also important to remember that people procrastinate if given too much time.

If you are hosting a clothing drive event:

Advertise 2 weeks prior to the drop off date & issue a reminder closer to the day of the event.

Continually collect bags of clothing over a period of time:

Allow drop off for 3-4 weeks, max.

Select a location:

When hosting the clothing drive event it is important to be in a central location that is visible to the public. There also needs to be enough room for the NBACL truck to pull in and out and load the bags.

If you are collecting the bags over a period of time ensure that you have enough storage space available before NBACL comes for the pickup.

Arrange a pickup:

Please contact NBACL to arrange a pickup date. A few weeks notice is required depending on location of pickup.



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SUCCESS STORIES

Saint John Sun life Financial

“Working with NBACL allowed the advisors at Sun Life to host a successful office clothing drive to raise funds for NBACL. The drive was not only successful but it allowed us to clear out and make space in our homes and have an easy drop off for the office.” -Cody Hobart- *Financial Advisor- Sun life Financial*

Pizza Hut Wanderers U14 Premiership Boys Soccer Team

“We picked the clothing drive because there was no start-up cost or over-head, it was 100% profit. The best part it was serving two purposes; helping the boys go to out of town tournaments and at the same time giving back to their community by supporting NBACL and their mission.” - Lynn Akmens— *Mother of soccer player*

Tide Head School

“Tide Head School (THS) is hoping to launch the kick off for their second clothing drive towards the end of March. This is a project not so much about fundraising for the school but rather-- providing support & awareness for the NBACL, promoting student leadership, encouraging community involvement and in the end some assistance for a special project. Last year, THS used the proceeds to support literacy at the school and they also chose to make a donation to the Children’s Wish Foundation.

Tide Head School did an amazing job with the clothing drive and the project was very successful. In 2014, they collected over 500 bags in only 2 days of drop off (it’s important to note only 46 students attend THS). The collection process was a full school initiative, as was promoting awareness about the campaign/clothing drive in the community. All things considered, the clothing drive was a project where everyone involved came out ahead.”

- Aysleigh Lefurgey—*Community Schools Coordinator (Campbelton/Dalhousie/Tide Head)*





Pizza Hut Wanderer's U14 Premiership Boys Soccer Team receiving a donation of \$792 from NBACL for their efforts. Pictured with the team (centre) is NBACL Executive Director, Krista Carr.



From left: Audrey Ronalds, community engagement coordinator for the Anglophone North School District and NBACL Board Member, Cindy Courier, community schools coordinator for the district and Dianne Cormier Northrup, President of the NBACL Board of Directors. Preparing for Spring Cleaning with Meaning clothing drive for the district.

Photo: Jennifer Bishop/The Northern Light



Students from Janeville Elementary having a blast at their spring clothing drive.



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