

Helpsy

HI, WE'RE HELPSY.

Helpsy's mission is to **keep clothes out of the trash, provide honorable work**, and earn growing profits.

We are a **Certified B Corp** and **Public Benefit Corporation**.

We are proud to meet high standards of verified social and environmental performance.



Helpsy Operates 3 Lines of Business



Collect

30 MM lbs/yr
1,200 locations
10 states



Source

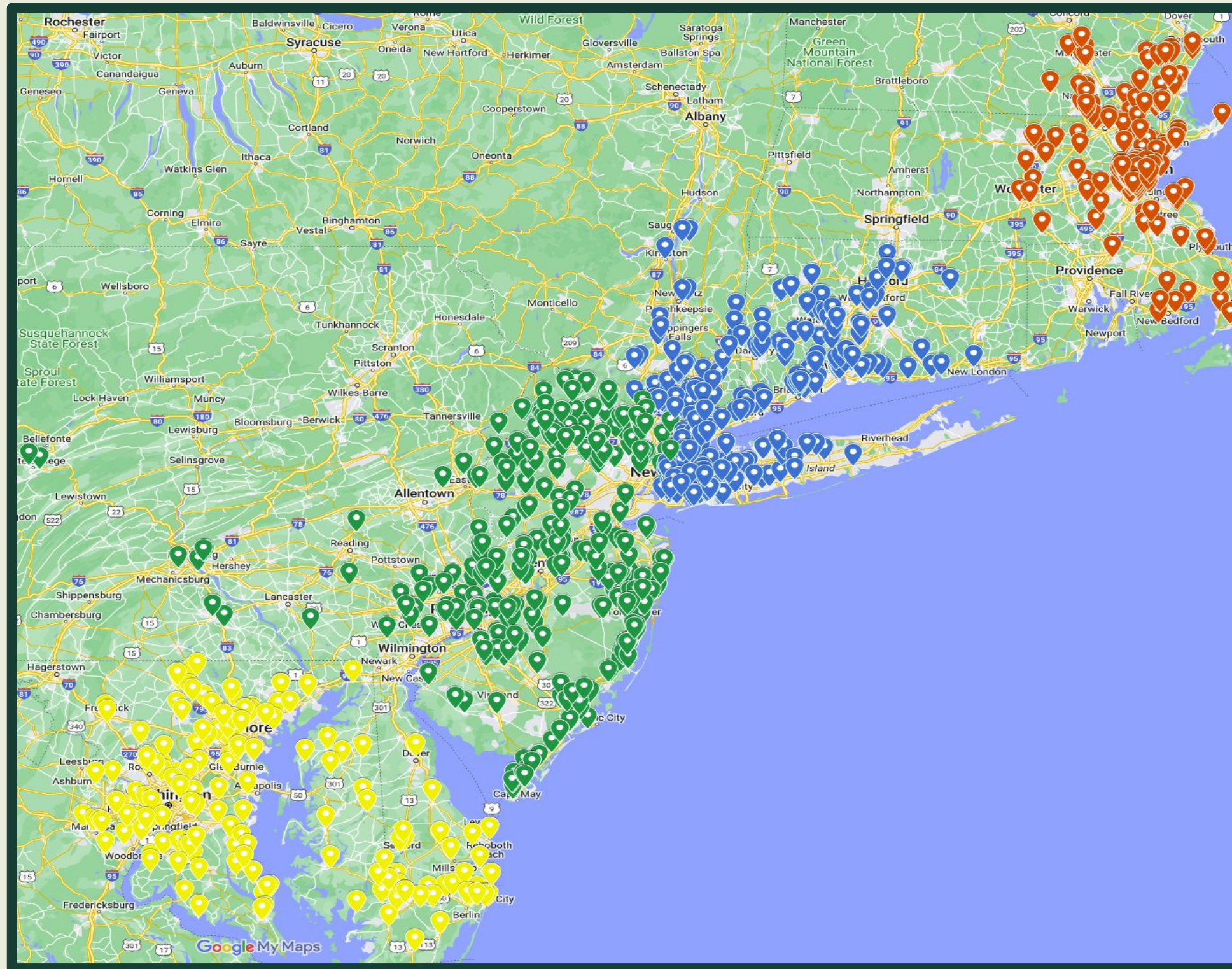
Proprietary sorting tech
Supply 6,000 thrift stores
and resellers



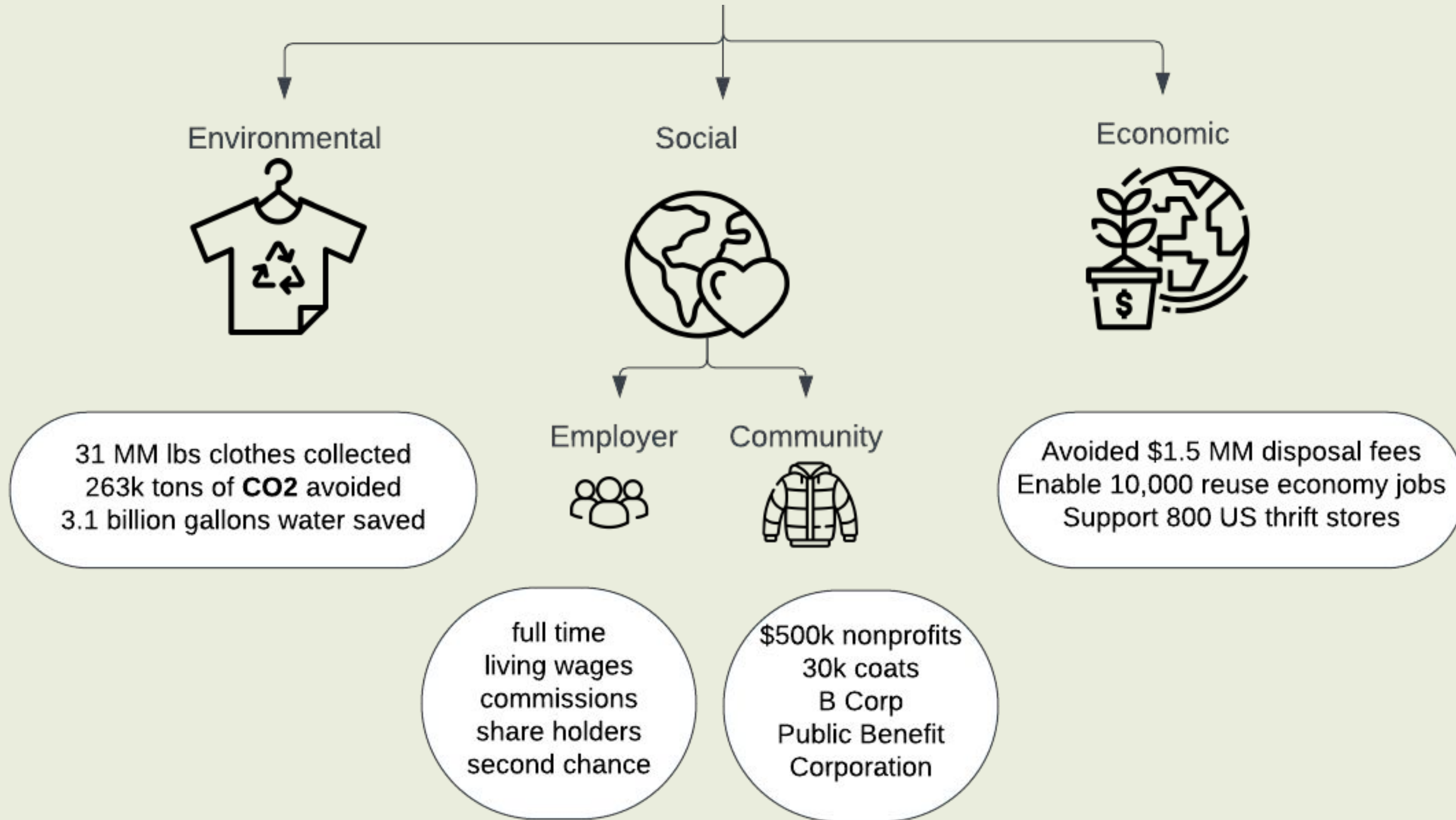
Trading

12 MM lbs/yr brokered
Used clothes, shoes,
toys, household items

Helpsy Collects from 1,200+ Locations in 10 States



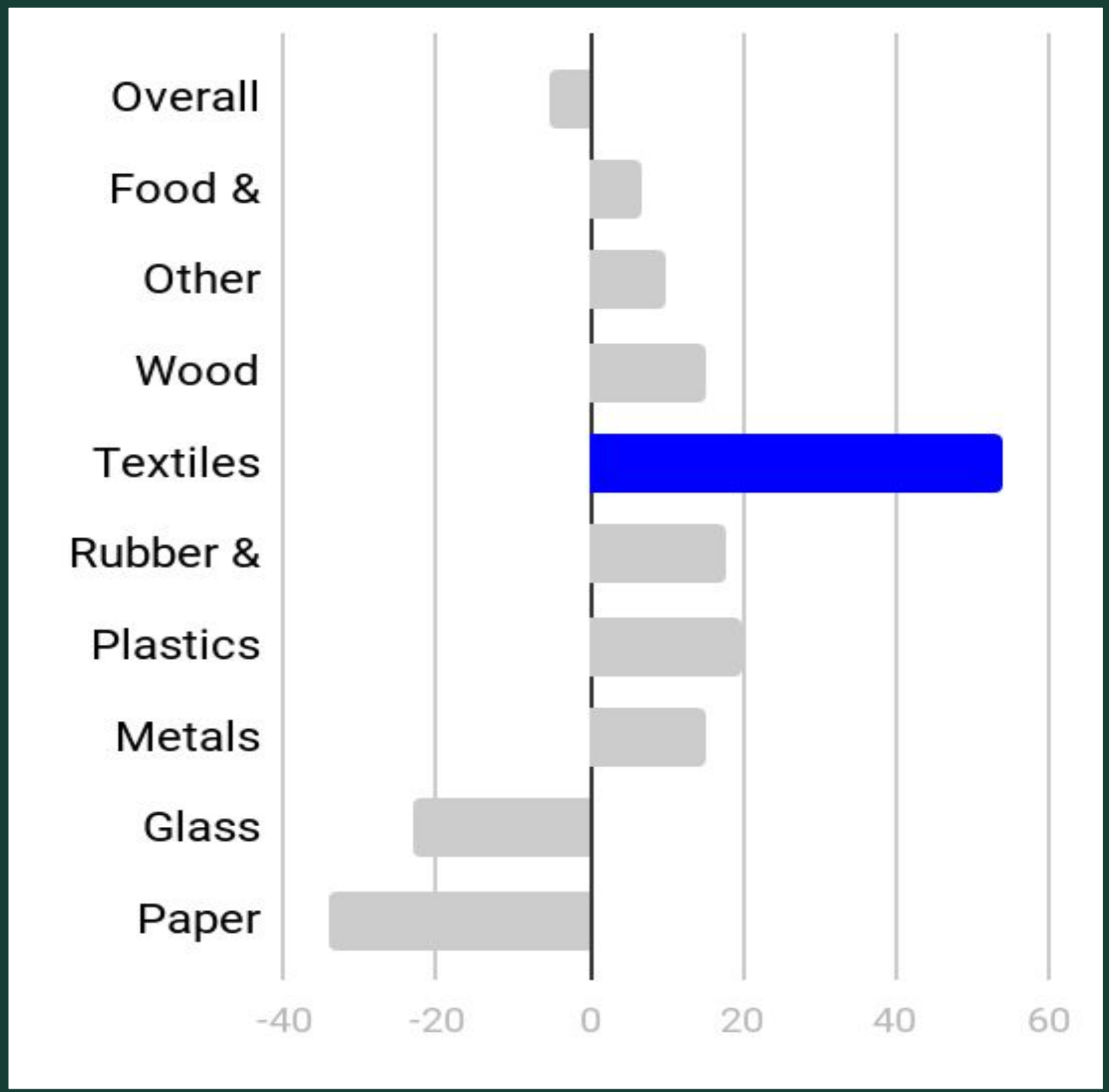
Why We Do What We Do



Textile Waste Problem

Textiles are the Fastest Growing Waste Stream

85% of clothes end up in the trash



Starting a Municipal Program

Clothing Collection Methods for Municipalities

revenue generating



Bins

DPWs, Municipal Sites, Parks, parking lots, Schools, etc



Clothing Drives

Can be stand alone or in conjunction with existing events such as HHW, Paper Shredding, etc



Home Pickups

convenient service offered to residents



Starting a Municipal Program

- Sign Municipal Agreement
- Pick collection services a la carte
- We provide digital marketing materials



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

What Happens to the Clothes?

Helpsy Focuses on Finding Best Next Use

The most sustainable clothes are clothes that already exist

- 95% of the clothes we collect are sold for reuse or recycling.
- 5% unusable, contaminated
- A growing % is being sorted at our HQ in New Jersey and sold domestically to thrift stores and resellers
- The majority are sold to bulk customers and graders. It is a global market and we have many domestic partners.
- We even buy back plus size, coats



Source: [SMART: Secondary Materials and Recycled Textiles](#)

Project Warmth

Helpsy gives back to people experiencing clothing insecurity in the communities we serve by donating thousands of warm, functioning winter coats to local organizations.



Thank you!

Any questions?
Please reach out to:

nicole@helpsy.co

Bonus Slides

Community Outreach

We work with you to spread the word about textile recycling to your community.

Some of these materials include:

- A press release
- Social media posts to announce the launch of home pickups
- Home Pickup FAQ Sheet
- Acceptable items sheet
- Black and White flyer suitable for printing



COLLECT
Helpsy

+



**Recycle Your Clothes For FREE
with Helpsy Home Pickup Service**

Schedule your home pickup today at helpsy.co/bricknj

Current Municipal Partnerships

Massachusetts:

- Arlington
- Attleboro
- Billerica
- Boston
- Brookline
- Cambridge
- Chelsea
- Easton
- Georgetown
- Hopkinton
- Ipswich
- Lynn
- Malden
- Medford
- Newton
- Salem
- Tyngsborough
- Watertown
- Westborough
- Worcester

New Hampshire:

- Bow
- Exeter
- Hampton
- Hooksett
- Manchester
- Pembroke

New Jersey:

- Brick
- Island Heights
- Palisades Park
- Toms River

New York:

- Putnam County
- Westchester County

Connecticut:

- Norwalk
- Stamford
- Trumbull

Examples of Municipal Programs

Massachusetts Programs:

Boston: Started 2021

- **477k lbs**
- HPUs, 56 bins, drives

Cambridge: Started 2021

- **496k lbs**
- HPUs, 25 bins, drives

Watertown: Started 11/2021

- **102k lbs**
- HPUs, 2 bins, drives

New Jersey Programs:

Brick:

- **21k** in ~10 months
- HPUs, 2 bins, drives

Toms River:

- **120k** in ~12 mo
- HPUS, 20 bins

New York Programs:

Westchester County: Started 12/2021

- **67k lbs**
- 2 bins, drives

