



Welcome Morris County  
September 26th, 2024  
Helpsy Tour

# Introductions



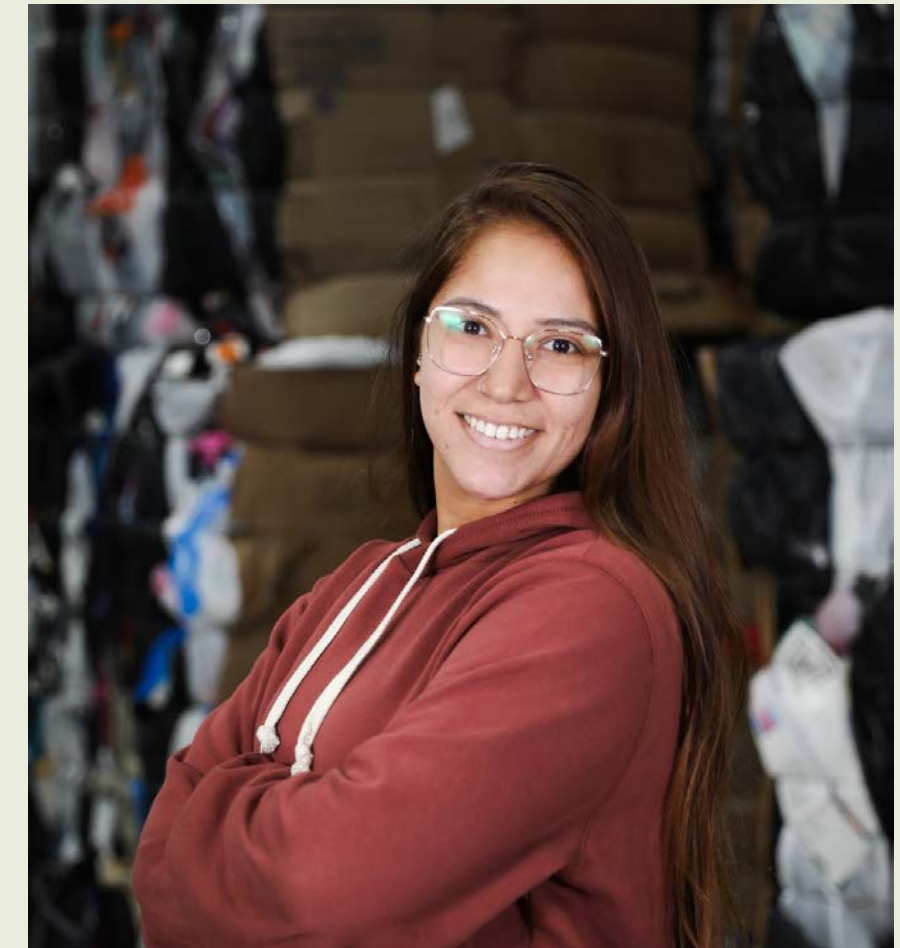
**Lisa Sciannella**  
chief of staff



**Karen Bretas**  
regional manager NJ/PA



**Nicole Pellagrino**  
senior relationship  
manager



**Barbara Benelli**  
director of sorting and  
fulfillment



# Agenda

**10:00 AM - 10:30 AM** MCMUA welcome

**10:30 AM - 11:15 AM** Presentation/ Q+A

**11:15 AM - 12:00 PM** Warehouse Tour

**12:00 PM - 1:00 PM** Wrap up, lunch and networking





# Hi, we're Helpsy

Nicole

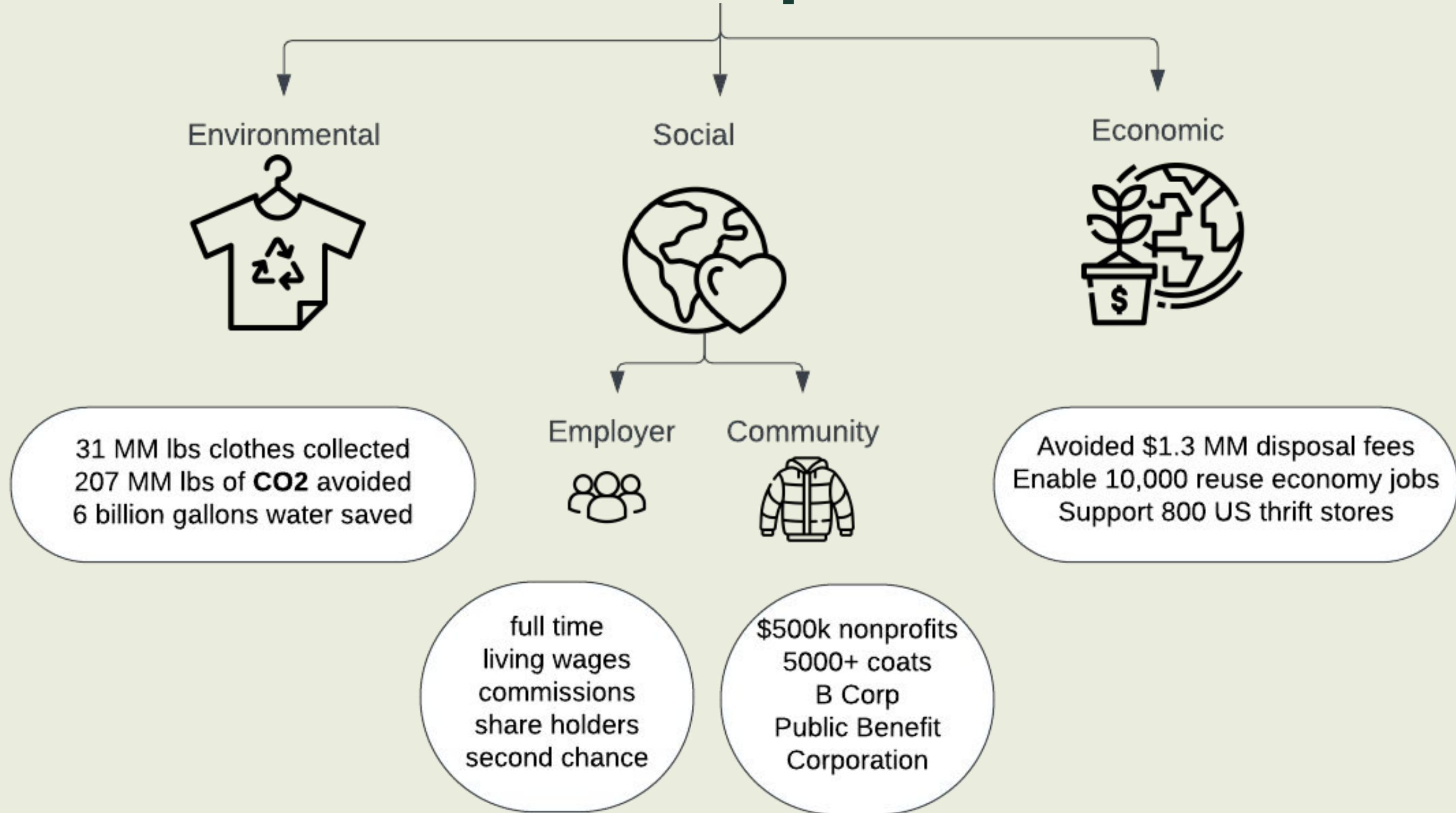
Helpsy's mission is to **keep clothes out of the trash, provide honorable work,** and earn growing profits.

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

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



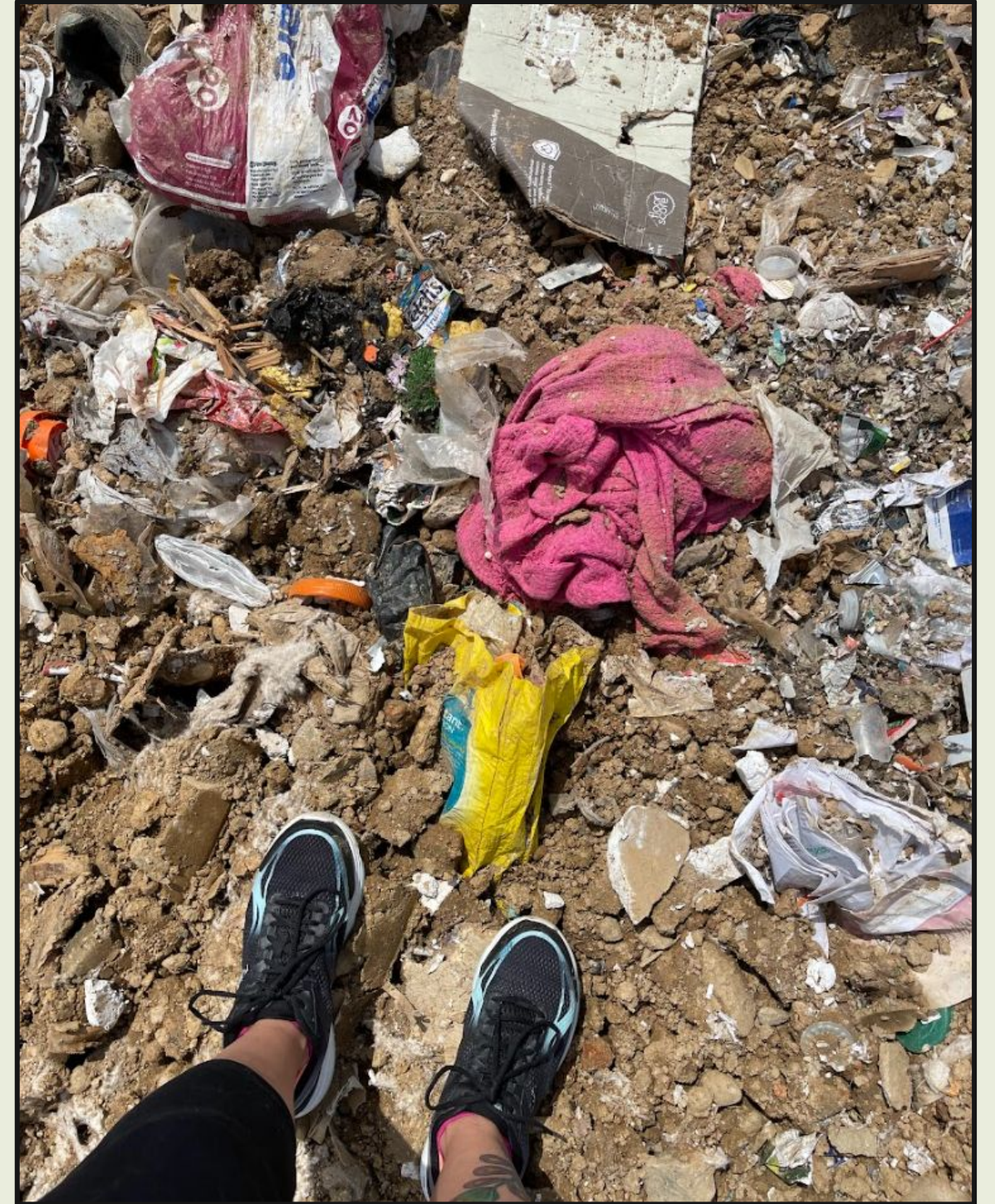
# Why We Do What We Do + 2023 Impact





# Textile Waste Problem

- In the US, we discard 104 lbs textiles per person per year (EPA, 2018)
- Per capita, textile waste grew 55% between 2000 and 2018 (NIST, 2021)
- Textile production reached ~100 MM metric tons in 2020, ~2x in last 20 years (Niinimaki, 2020)
- More than half fast fashion produced is disposed of in under 1 year (RRS, 2020)
- 85% ends up in municipal waste stream (EPA, 2018)

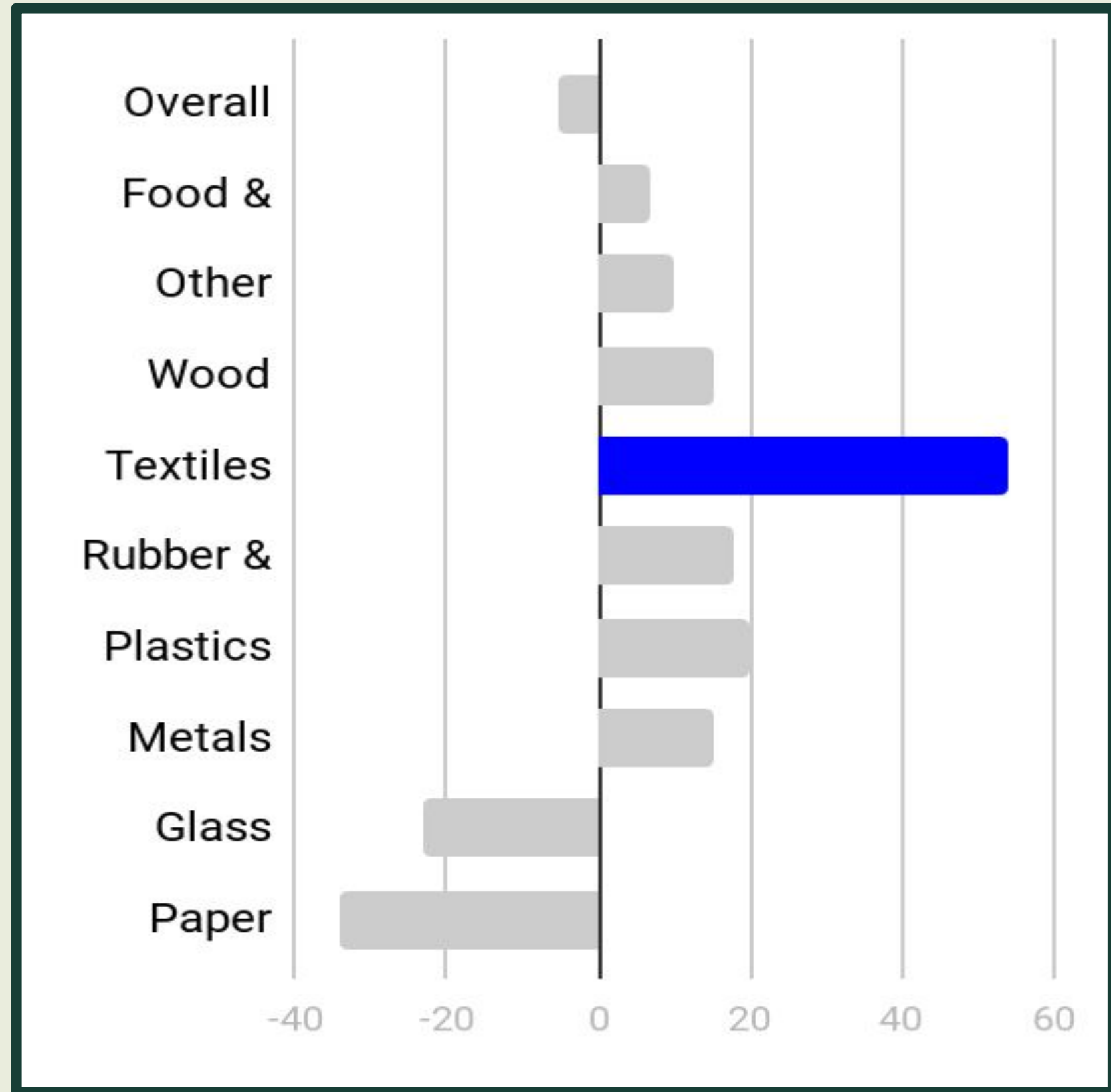


May 2023, MD landfill  
Photo Credit: Helpsy



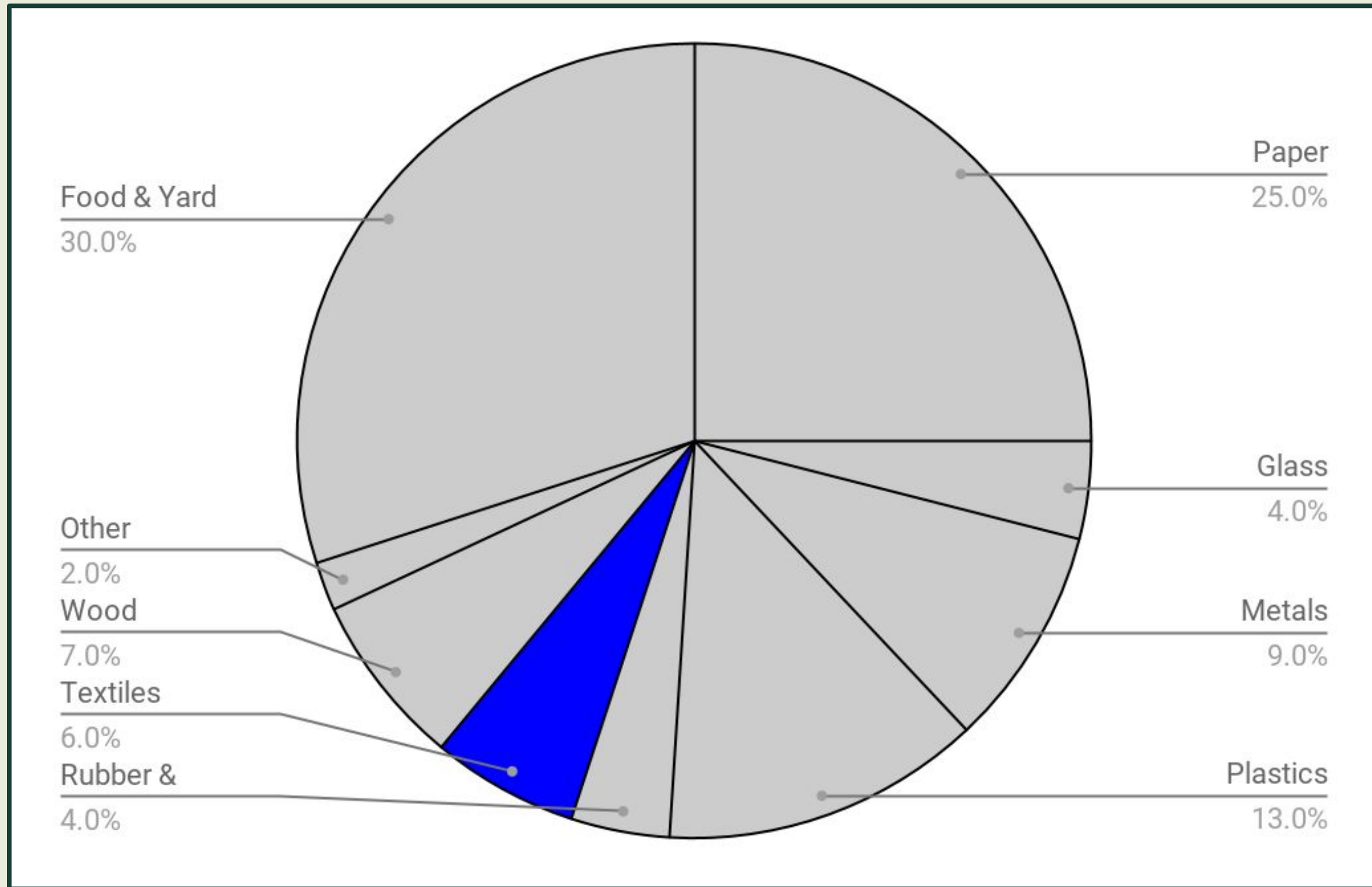
# Textiles are the Fastest Growing Waste Stream

Karen





# Textiles are 6% of Municipal Waste



Source: EPA



# How Helpsy tackles textile waste problem



# Helpsy Operates 3 Lines of Business



## Collect

31 MM lbs/yr  
1,300 locations  
10 states



## Source

Proprietary sorting tech  
Supply 6,000 thrift stores  
and resellers



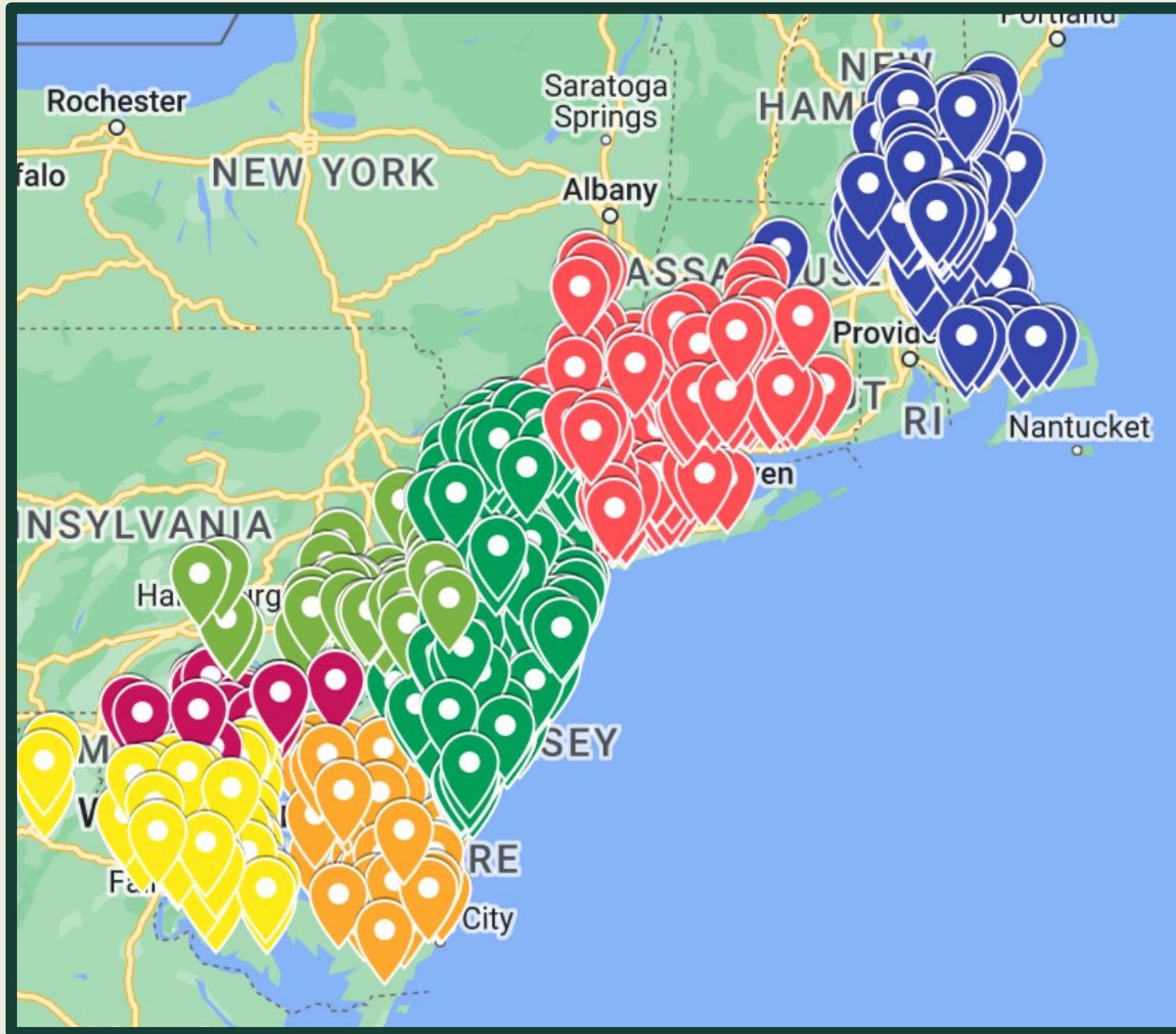
## Trading

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



# Helpsy Collects From 1,000+ Locations in 10 States

Lisa





# Clothing Collection Needs to be Convenient



Bins  
The classic collection method.



Clothing Drives  
Fundraising opportunities for community organizations.



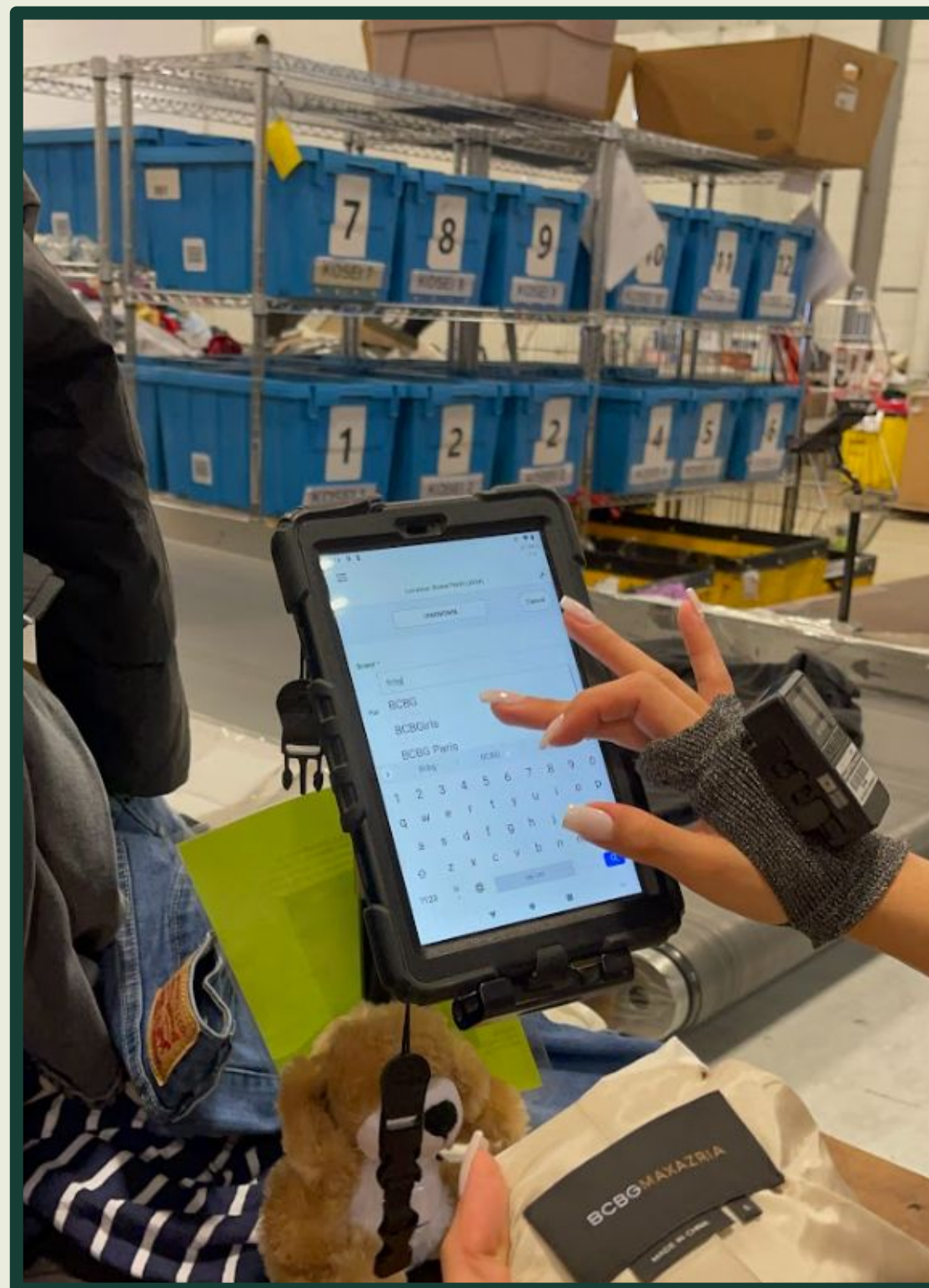
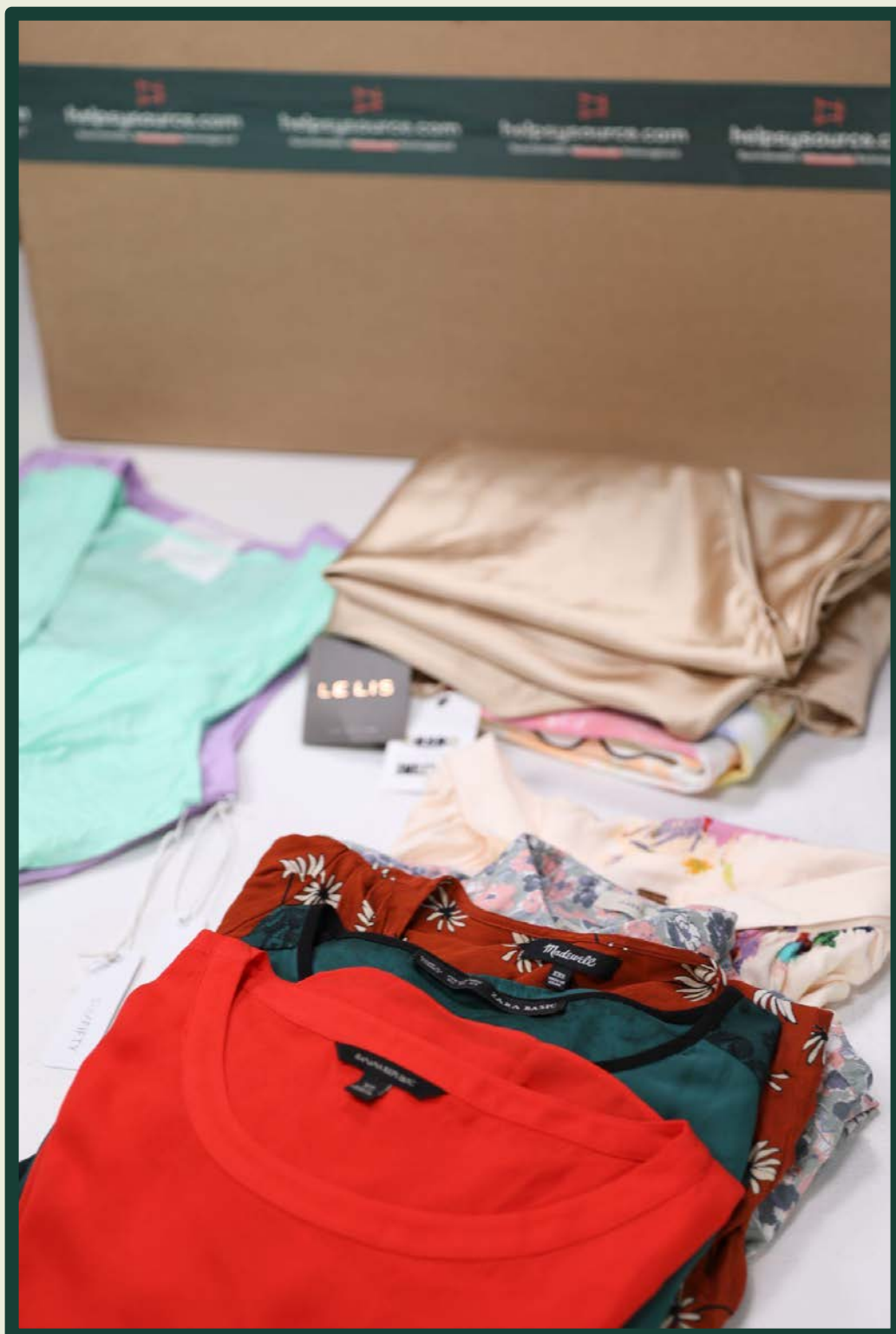
Home Pickups  
Free service offered in select municipalities.



Thrift Stores  
Pickup of excess or unwanted clothing + sell curated inventory



# Helpsy Source: Supplying Branded Inventory



- Proprietary Tech
- Rich brand + damage data
- Sort by brand and condition
- Thrift and reseller inventory
- Extends useful life + ensures best next use of garments
  
- Coats: Project Warmth



# Helpsy Trading

- Brokering
- Used goods
  - Textiles
    - clothing, shoes
    - rags
  - Nontextiles
    - brica, books
    - luggage, baby, etc
- We work with
  - Large thrift stores
  - Smaller collectors
  - Wiper rags manufacturers
  - Sorters + graders



# What Happens to the Clothes?



# What Happens to Used Clothing?

85% end up in municipal waste stream (trash, landfill, incinerator)

However 95% could be reused as clothing or something else:

45% reuse apparel



30% wipers



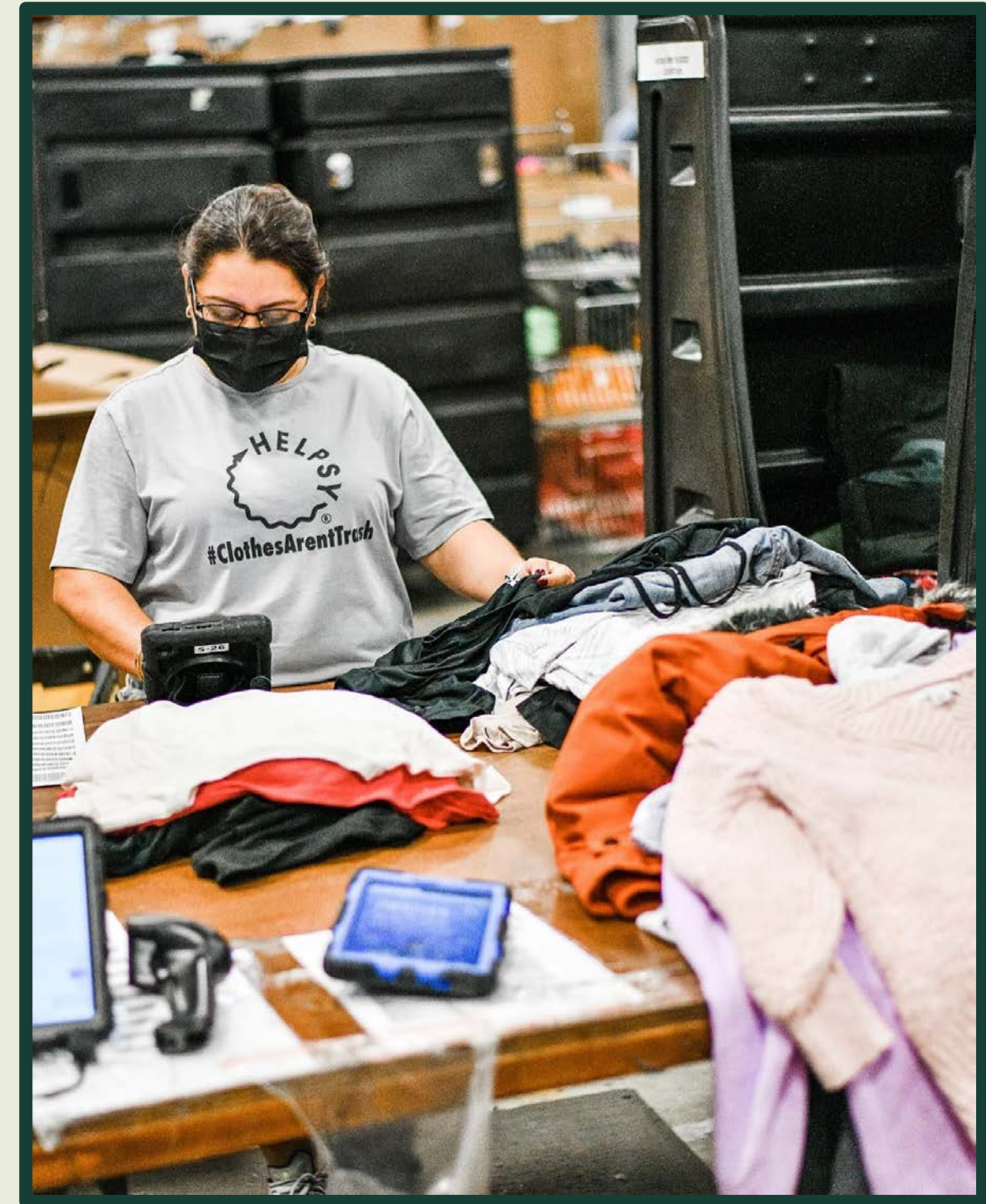
20% insulation





# Helpsy focuses on Reuse

- A growing % is being sorted at our HQ in New Jersey
- Of the clothes we sell, 90% are sold to bulk graders and thrift stores
- Global market, many domestic partners
- Buy back plus size, coats



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



# We want to talk to you about

- Collection Opportunities
  - bins + recycling events... Beyond Textiles
  - home pickups
  - educational + fundraising
  - marketing materials
- Public Education Surrounding Textile Waste
  - visit us for tours in Eatontown
  - classroom visits
  - STEAM lessons, CCSS
- Project Warmth 2024/2025
  - Local organizations
  - Request coat donation + start a coat collection
- Anything else! We're passionate and love to talk





# Thank you!

Any questions?  
Please reach out to:  
[lisa@helpsy.co](mailto:lisa@helpsy.co)  
[nicole@helpsy.co](mailto:nicole@helpsy.co)  
[karen@helpsy.co](mailto:karen@helpsy.co)



# Bonus Slides



# Helpsy Supports a Circular Economy for Textiles

- convenient collections
- local sorting facility
- domestic resale
- education + collaborative partnerships



Oct 2023 Industry Insights Panel in Eatontown, NJ  
Photo Credit: Helpsy



# Credential/Thrift

+

# Source



J. Crew Women's Secondhand Wholesale  
Clothing  
\$200.00 USD  
UNITS PER BOX: 40



# Mechanical Recycling





# Mechanical Recycling

- used for carpet padding
- mattresses
- stuffing/etc





# Chemical Recycling

- polyester feedstock
- most innovators in this space are working to scale up ♻️
  
- can come from post industrial sources, hospitality industry
- end of life linens, etc





	<b>Credential</b>	<b>Thrift</b>	<b>Sorted by Brand</b>	<b>Recycling</b>
<b>Description</b>	Unsorted from bins, drives, HPUs	Sorted by a thrift store or Helpsy, rejected	Helpsy Source, premium accounts + brands	Post Industrial, manufacturers, brand equity
<b>Typical Quantity</b>	40k lbs at a time	40k lbs at a time	40 units - 50,000 units	varies
<b>Typical Buyers</b>	sorter, graders, thrift store chains	sorter, graders, down cyclers	domestic thrift stores, online resellers	carpet padding manufacturer, etc
<b>Typical Pricepoint</b>	\$\$	\$	\$\$\$	Helpsy charges a fee to cover processing + transit
<b>Notes</b>	sold in bales	sold in bales	sorted by Helpsy by brand and condition, B2B model	support textile waste ban, polyester feedstock



# Fiction # 1

“Most clothing does not go in the trash,  
it goes to charity.”



# Fiction # 2

“Nobody wants my old clothing and my unwearable textiles will just get thrown away anyway.”



# Fiction # 3

“Technology is advancing rapidly, and companies can recycle my clothes using chemical processes. In fact, I can buy clothes that are made with recycled textiles already”



# Social Impact in the Community



- Sorted, donated and delivered **5,000 coats** this winter
- Paid more than **\$500k** charities and municipalities for bin placements, clothing drives, purchased materials, and as donations
- Welcomed 300+ guests to Helpsy warehouse tours or other events last year
- As a B Corp, we are proud to meet high standards of verified social + environmental performance
- Providing a much needed service to residents that municipalities do not provide



# Economic



- Saved municipalities **\$1.3 million in waste disposal fees**
- Supported **thousands of jobs** in the reuse economy
- Helpsy operations support thousands of full-time jobs at Helpsy and our customers.



# Waking Up to the Problem and Opportunity

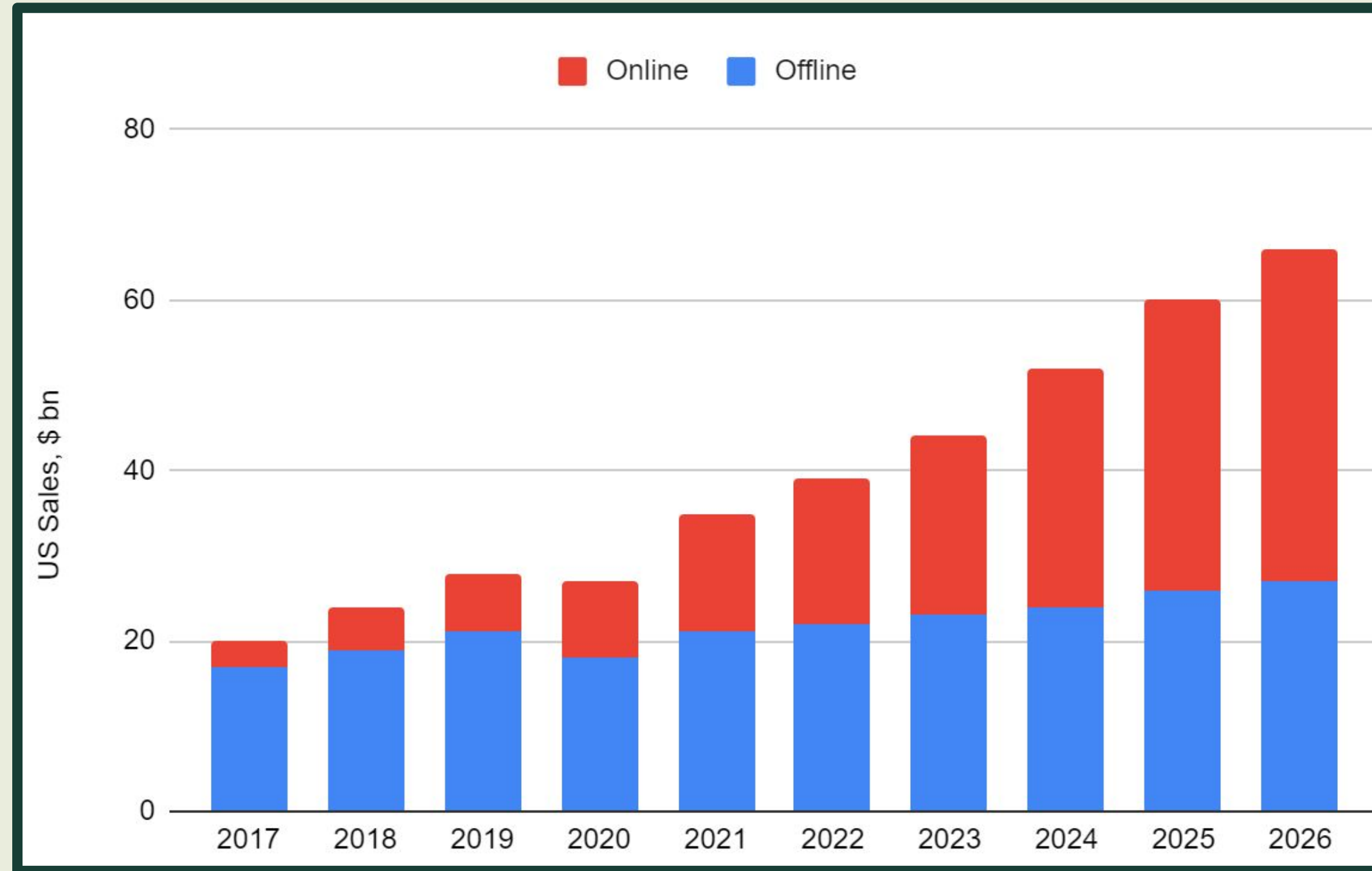


- **Massachusetts banned textiles from the trash**
- European Union, California, and New York are considering **Extended Producer Responsibility** laws
- **Brands** are getting serious about sustainability and resale
- Consumers are flocking to **secondhand** stores
- **New technologies** enable reuse and recycling



# Clothing Resale is Growing 15% per Year

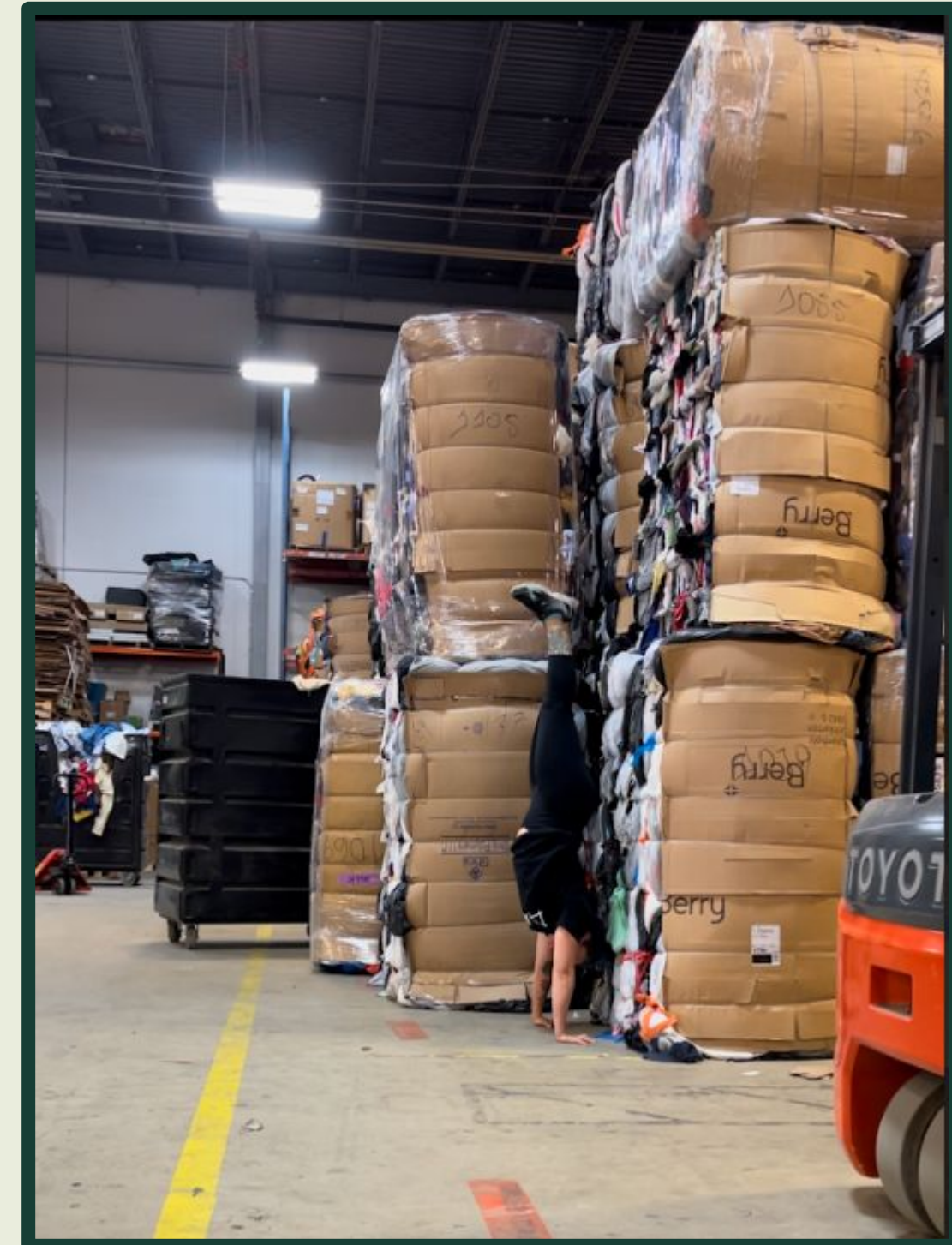
The most sustainable clothes are the ones that already exist





# As a Municipality You Can

- Host Clothing Drives
  - Stand alone clothing drives
  - Combined with HHW or Paper shredding
  - Earth Day
  - Fall + Spring are great times to host
- Host bins
  - municipal parking lots
  - recycling centers
  - transfer stations
  - schools
  - parks
- Offer residential home pickups
  - Sign a Helpsy agreement and allow residents to sign up for home pick up appointments





# Current Municipal Partnerships

## Massachusetts:

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

## New Jersey Programs:

### Brick:

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

### Toms River:

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

## 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





# News + Outreach



- Faces of Philanthropy
- Awarded 2 MASS DEP Grants
- Fashion for Good: Sorting for Circularity
- Keynote speaker at Duke
- Local news stories Boston + Philadelphia
- TEDx Talk at Sustainable Packaging Coalition, Sept 2023
- MassRecycle Outstanding Business, 2023
- NYSAR3 Recycling Leadership Award in Private Sector, 2023
- NIST + ASTM International: Workshop on Identifying Standard Needs to Facilitate a Circular Economy for Textiles, speaker Oct 2023
- NYSAR3 Panelist, Nov 2023
- NERC Panelist, Nov 2023
- #49 of 100 Impact Companies
- Real Leaders Podcast