

# Website Overview

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“Re-Clothe NY”

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**TEXTILE RECOVERY**  
**#ReClotheNY**

A Partnership Between



# www.nytextiles.org

- Most important website features:
  - List of acceptable materials
  - Featured collectors
  - Drop-off locations search
- Other website features:
  - Events & pledges
  - Media Tool Kit
  - Other take-back programs



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# List of Acceptable Materials

As long as it's clean, dry, and odorless – it's okay!



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#### Drop off:

- ✓ Clothing
- ✓ Underwear
- ✓ Coats
- ✓ Shoes/Boots
- ✓ Sneakers
- ✓ Belts
- ✓ Purses/bags
- ✓ Hats
- ✓ Stuffed animals
- ✓ Linens
- ✓ Pillows
- ✓ Curtains/Drapes
- ✓ Towels
- ✓ Rags

#### In condition:

- ✓ Ripped
- ✓ Stained
- ✓ Missing buttons
- ✓ Broken zipper
- ✓ One of a pair
- ✗ Dirty
- ✗ Damp
- ✗ Has odor

Click [here](#) for the complete list

## Acceptable Materials

Not just clothes and footwear that are wearable –

- Torn
- Worn
- Stained
- Missing buttons
- Broken zippers
- One of a pair

Other textile items such as linens, stuffed animals, rags, and pillows

Emphasize the need to check with individual collectors to determine which items from this list they will accept

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# Textiles Survey & Featured Collectors



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# Survey for Textile Collectors

- Allows for more informed decision-making about textile donation
  - For-profit/non-profit status
  - Trade association membership
  - Charity evaluation status
  - Recovery methods (reuse, recycling, or both)
  - Items accepted
  - Whether items are sorted
  - Information about collection bins



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## Featured Collectors

The collectors featured on this page have completed our [textiles survey](#) and have allowed us to share their responses, so that you have access to the information you need to make informed decisions about textile recovery options.

- [Cyntex](#)
- [Goodwill of the Finger Lakes](#)
- [GrowNYC](#)
- [Hearts for the Homeless](#)
- [Rescue Mission](#)
- [Rock Solid Provisions](#)
- [Society of St. Vincent DePaul](#)
- [St. Pauly Textile](#)
- [Trans-America Textile Recycling](#)
- [USAgain](#)

## Incentive for Taking Survey

Every business or organization that takes the survey and allows us to make their responses public gets put in the spotlight on the Featured Collectors page.



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# Searchable Locations Database



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# Collection Locations

- Over 2,000 drop-off locations in our database
- Search by zip code
  - Filter results by collecting organization



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## Textile Recovery Locations » Search Results

Organization:  ▼ Distance:  ▼

Click on an organization to view that organizations profile, or click on a location to view details, hours and a map.

If you operate textile collection bins or a donation center that you would like to have included in our database, please email [nysar3textile@gmail.com](mailto:nysar3textile@gmail.com).

Organization	Location	Address	Distance
<a href="#">St. Pauly Textile</a>	<a href="#">Town of Hurley Transfer Station</a>	1043 Dug Hill Rd. Hurley, NY	2.06 mi
<a href="#">St. Pauly Textile</a>	<a href="#">Pointe of Praise</a>	243 Hurley Ave. Kingston, NY	2.63 mi
<a href="#">Rock Solid Provisions</a>	<a href="#">Upstate Onsite Fleet Maintenance</a>	625 Washington Avenue Kingston, NY	2.83 mi
<a href="#">Rock Solid Provisions</a>	<a href="#">Olympic Diner</a>	620 Washington Ave. Kingston, NY 12401	2.88 mi
<a href="#">St. Pauly Textile</a>	<a href="#">Hurley Reformed Church</a>	11 Main St. Hurley, NY	2.91 mi
<a href="#">Salvation Army</a>	<a href="#">Salvation Army Family Store</a>	884 Ulster Ave. Kingston, NY 12401	3.84 mi
<a href="#">St. Pauly Textile</a>	<a href="#">Kings Fire Church</a>	865 Neighborhood Rd. LakeKatrine, NY	3.86 mi



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# Importance of Web Tools

- Locations search, collector information and list of acceptable materials work together to make textile recovery accessible and convenient



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# Other Website Features



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## Events and Community Pledges



*Textiles collected at the 2014 NYSAR<sup>3</sup> Conference in Cooperstown.*

Local collection events taking place on and around America Recycles Day (Nov. 15th):

- **Onondaga County** is holding a special textile collection event at the local mall.
- The **St. Lawrence Environmental Management Council**, the **Local Living Venture** and the **Salvation Army, Massena**, have

## Add an Event or Pledge to the List!

We keep track of all events and activities related to/supporting the campaign on an Events & Pledges page



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## Media Tool Kit

Looking for ways to participate in this campaign? We've developed a set of documents designed to help you bring the issue of textile recovery to the forefront in your community. The media advisory and news releases are formatted as templates so that you can easily fill in your own information.

1. Media Advisory
2. News Release - Event Summary
3. News Release - Campaign Kickoff
4. News Release - All Purpose (no special event)
5. Talking Points
6. Fact Sheet
7. Letter to the Editor
8. Common Practices
9. Media Placement Tipsheet
10. Radio PSA
11. Guidance for Recycling Coordinators
12. Re-Clothe NY Logo



## Media Tool Kit/Webinar

If you attended our Webinar you already know all about the great resources included in the Media Tool Kit

In case you missed the webinar, the Tool Kit documents as well as the slides from the webinar and a YouTube recording are available through the [www.nytextiles.org](http://www.nytextiles.org).



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# Other Take-back Programs

- **Manufacturer/retailer take-back**
  - H&M, North Face, Patagonia, Puma, Nike
- **Online programs**
  - **threadUP**
    - Can receive shopping credits or cash for like-new clothes
  - **Yerdle**
    - Earn credits by giving away clothes and household items which can be used to claim items from others



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# Other Links and Resources



- Our partners, CTR and SMART
- Private and non-profit sector collaboration
- “The Life Cycle of Secondhand Clothing”
  - Borrowed from CTR
- Important documents
  - Local Resolution Supporting Textile Recovery Campaign, Bin Best Management Practices
- Textile Recovery in the News



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# Stay in touch!

[nysar3textile@gmail.com](mailto:nysar3textile@gmail.com)

[www.nytextiles.org](http://www.nytextiles.org)



[www.facebook.com/NYSTextileRecovery](https://www.facebook.com/NYSTextileRecovery)



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