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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 **Public Benefit Corporation.**

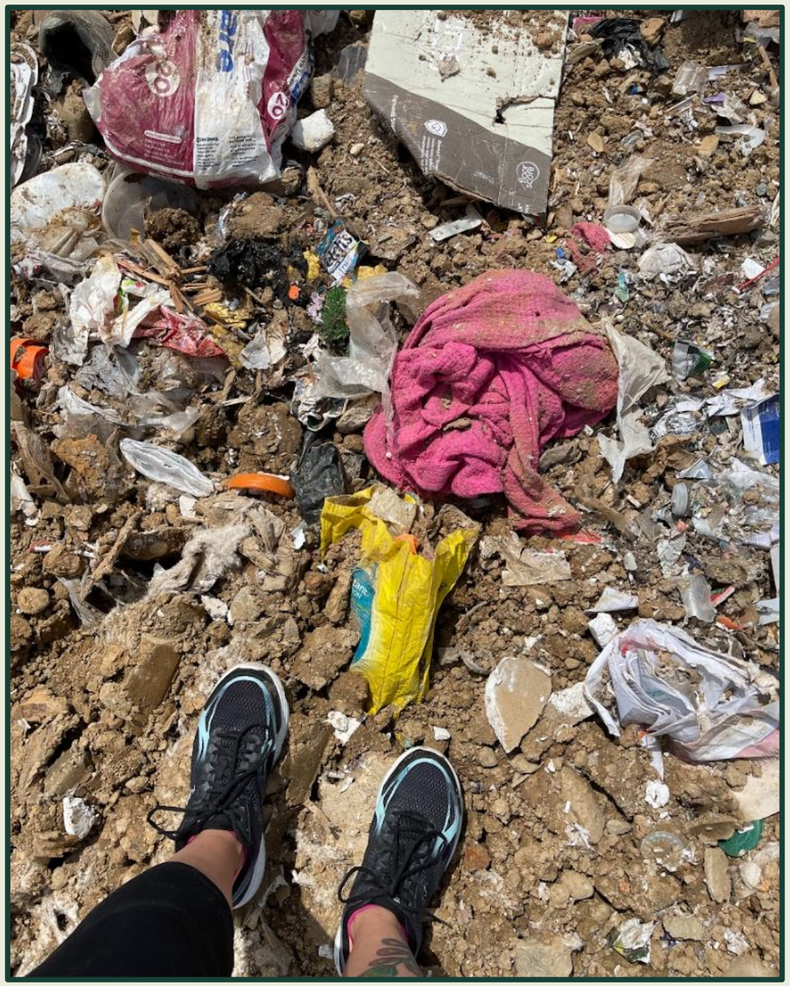
We are proud to meet high standards of verified social and environmental performance.



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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)

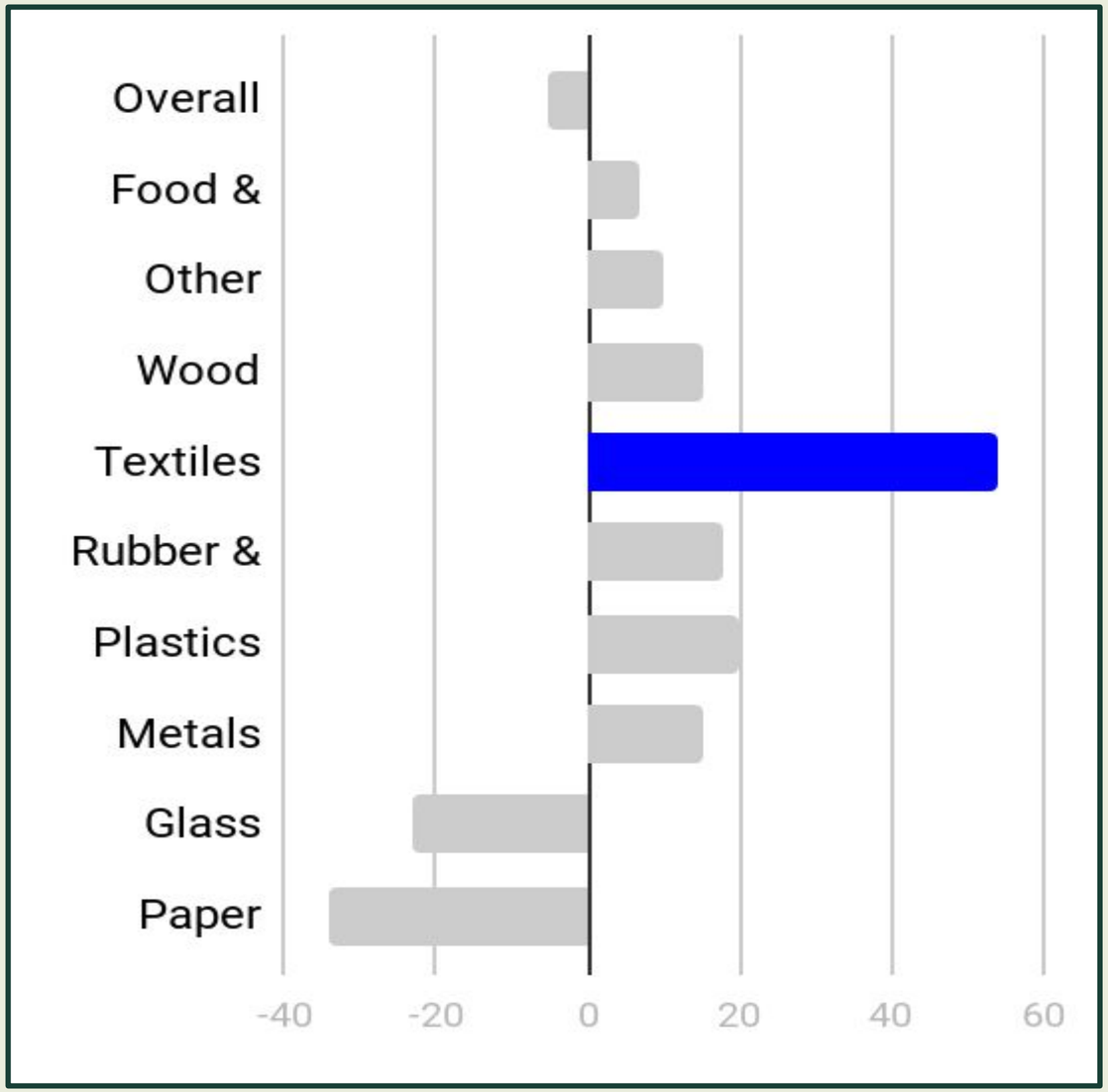


May 2023, MD landfill
Photo Credit: Helpsy

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Textiles are the Fastest Growing Waste Stream

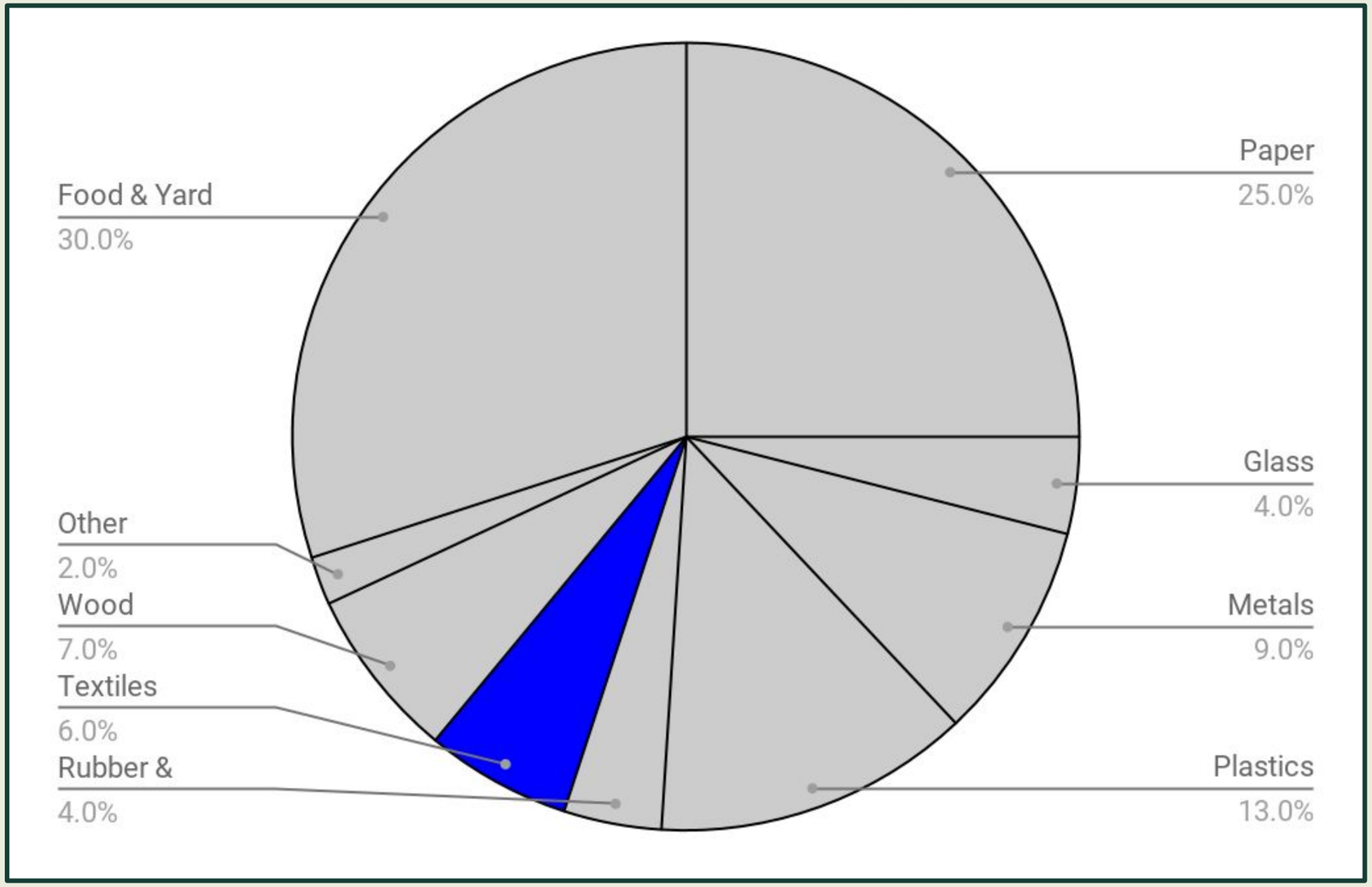




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Source: EPA From 2000-2017, % Change in Per Capita Generation

Textiles are 6% of Municipal Waste

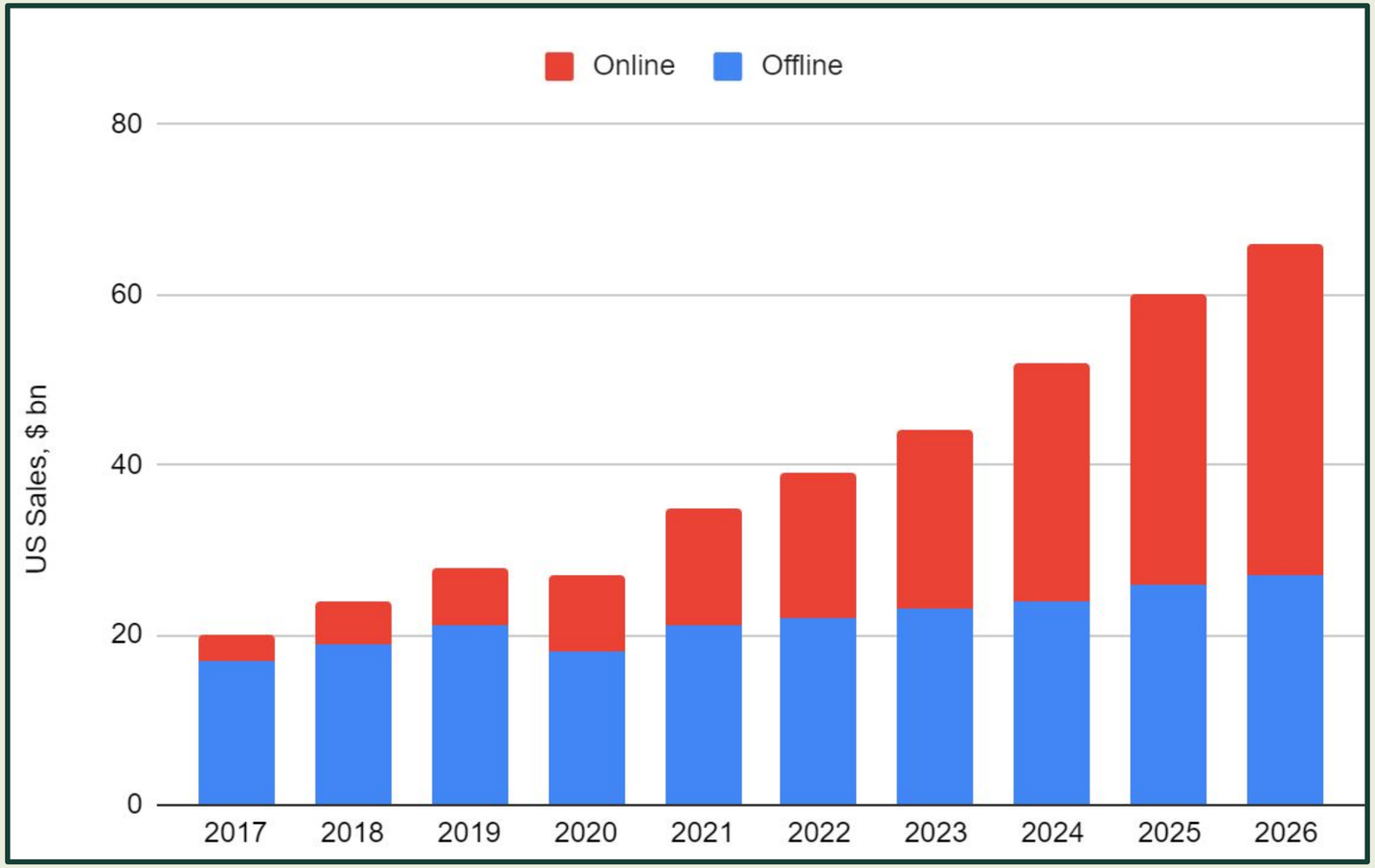


Source: EPA

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Clothing Resale is Growing 15% per Year

The most sustainable clothes are the ones that already exist



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Source: thredUP

Common Misconceptions

Fiction #1: “Most clothing does not go in the trash, it goes to charity.”



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- Charities handle at most 10% of discarded clothing.
- Charities sell the clothing to fund their missions.
- They usually do not have the storage space or manpower to handle sorting the donations.
- Matching clothing by condition, size, and season with local people who need it is **hard work**!
- Thrift stores create their own waste streams as they only sell 25% of inventory.

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Common Misconceptions

Fiction #2: “Nobody wants my old clothing and my unwearable textiles will just get thrown away anyway.”



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Common Misconceptions

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- There is a demand for used clothing in good condition of all sizes and styles.
- Unwearable items have some value as raw materials.
- Industry research asserts that 95% of all used clothing is reusable or recyclable and only 5% is unusable due to mildew or other contamination.

Common Misconceptions

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”



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- Reuse should be the preferred path ahead of recycling.
- A lot of innovation in the space for chemical textile to textile recycling but no one is doing this at scale, yet.
- From an environmental POV, these processes can involve high energy usage and contribute to GHG emissions.
- Often times, clothing that is advertised as “made with recycled content” is using rPET made from plastic bottles rather than textiles.

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



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source: SMART, 2024

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

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