

Connecting Albertans with Disabilities  
to Meaningful Employment.



®

EDMONTON & AREA SCHOOLS

Donation Drive Toolkit  
In Support of Goodwill Industries of Alberta

[goodwill.ab.ca](http://goodwill.ab.ca)

# Partner With Goodwill

## Why Goodwill?

When you donate to Goodwill, you help create meaningful employment for Albertans with disabilities. Your donations will be sent to our retail stores, where they will be processed, priced and sold.

The revenues from our stores stay in your community and go towards employment programs for Albertans with disabilities.

**We look forward to working with you to ensure you maximize the potential for your event and are successful in achieving your donation goals!**

## What is a Donation Drive?

Hosting a donation drive is a great way to educate students about sustainability and how to give back to their community.

It is also a great way to protect the environment by supporting the reuse of goods by diverting them from the landfill.

**Goodwill provides all the necessary support needed to collect donated items at a convenient location.**

### WE PROVIDE

- Customized posters.
- Donation bins.
- Goodwill truck.
- Newsletter and SchoolZone messaging.

### YOUR SCHOOL PROVIDES

- Location.
- Volunteers.

### SOCIAL MEDIA TIP!

Do you know your city's hashtag? Use **#yyc** if you live in Calgary, **#yeg** if you live in Edmonton or **#ShPk** if you live in Sherwood Park!

# Timetable

## Checklist for a Successful Donation Drive

### 3-4 WEEKS PRE-EVENT

- Pick a date!
- Fill out your application.
- Put together a student committee with a lead staff member or parent volunteer.
- Contact us at [bhawryluk@goodwill.ab.ca](mailto:bhawryluk@goodwill.ab.ca) or call 780.944.1414. 80801.

### 2 WEEKS PRE-EVENT

#### ORGANIZE SITE & EQUIPMENT

- Will your donation drive be inside the gym or outside? If outside and the Goodwill truck has been requested, be sure there is a safe place for the truck to park.

#### ADVERTISE & PROMOTE

- Distribute posters (samples included in this package).
- Advertise on your community's website, electronic newsletter and Facebook page.
- Send out invitations through email.
- Promote your donation drive online through social media.
- Create a contest or challenge like a pizza party for the class that brings in the most donations.

### VOLUNTEER TIP!

We need the number of **donors**, not donations, counted. All of the donations will be weighed and your team will be given a total once the event is over!

# Timetable

## Checklist for a Successful Donation Drive

### 1 WEEK PRE-EVENT

- Keep promoting and send reminders!
- Encourage students & families to pre-collect and prepare items at home.
- Confirm donation bin drop-off location.
- Connect with volunteers and review their roles.

### VOLUNTEER ROLES

- Volunteers to promote and advertise throughout the school.
- Volunteers to man the drive.
- Volunteers to count donors.
- Volunteers to help set up and clean up post-event.

### SPREAD THE MESSAGE

#### SCHOOLZONE & NEWSLETTERS

We would be more than happy to help create a message to send to parents and guardians for SchoolZone or other school newsletters to promote your donation drive.

#### ENGAGEMENT

We'd love to come out and speak to your students about how they are making a difference in their community by donating to Goodwill.

# Timetable

## Checklist for a Successful Donation Drive

### DURING THE EVENT

- Donation location is set up, including bins and/or Goodwill truck.
- Continue to promote the donation drive via social media. Are you following us on Twitter, Instagram and Facebook? We'll help keep the momentum going with our followers.
- HAVE FUN!!!!

### AFTER THE EVENT

- Clean up the donation site.
- Unless a Goodwill truck is on site, load the bags into volunteer vehicles and bring to your nearest Goodwill. When you arrive at one of our donation centres, our staff will be able to unload.
- Tell us your success story so we can share it!
- Thank everyone for participating.

### SOCIAL MEDIA TIP!

As you plan your donation drive, be sure to encourage others to find their 'why' - that is, their own unique reason for taking part.

You can join the conversation online by using **#FINDYOURWHY** to share stories, videos and images of your items and the reason for donating them.



# Donation Guidelines

## Donating Do's and Don'ts

All donated items from the Donation Drive must be in good, clean, sellable condition.

We do not repair, refinish or reupholster. Goodwill has developed a Smart Donating Guide to outline what we can and cannot accept.

### WE CAN ACCEPT:

- Books, movies and music
- Clothing, accessories, jewelery, shoes of all kinds — men's, women's and children's
- Home décor and accessories
- Household goods
- LED & LCD TV's, stereos & other small electronics
- Linens
- Most sporting equipment
- Small countertop appliances
- Small tools
- Toys and games

### WE CANNOT ACCEPT:

- Building supplies
- Car parts
- Chemicals
- Children's items such as cribs, playpens, car seats, swing sets or walkers; due to Health Canada regulations these items cannot be re-sold in our stores
- Console or tube TV's
- Firearms and ammunition
- Gas or propane-powered tools, machinery or equipment
- Mattresses, bedframes, pillows and duvets
- Pianos
- Upholstered furniture, or furniture that is soiled or damaged
- Windows blinds
- Wet or soiled clothing

# Donation Locations

## EDMONTON & AREA

**BEVERLY**  
11714-34 St. NW  
780.944.0059

**PALISADES**  
12800-137 Ave. NW  
780.944.0399

**WEST END**  
10004-169 St. NW  
780.944.0062

**DUGGAN**  
3901-106 St. NW  
780.944.2799

**PARKVIEW**  
9423-149 St. NW  
780.944.2503

**SHERWOOD PARK**  
130 Athabasca Drive.  
780.464.3854

**EDWARDS**  
375-91 St. NW  
780.450.1597

**STRATHCONA**  
7808 Gateway Blvd. NW  
780.437.7156

**SPRUCE GROVE**  
98 Macleod Ave.  
780.960.4061

**LYMBURN CENTRE**  
7552-178 St.  
780.487.0478

**SOUTHSIDE**  
8759-51 Ave. NW  
780.944.0243

**ST. ALBERT**  
2530, Tudor Glen Market  
780.458.5960

**MANNING**  
600 Manning Crossing  
780.944.1041

## CALGARY & AREA

**AIRDRIE**  
306, 800 Veterans Blvd.  
NW  
403.252.1514

**DEER VALLEY**  
1140-137 Ave. SE  
403.271.5825

**TRANS CANADA**  
1440-52 St. NE  
403.235.6445

**BOW TRAIL**  
3825 Bow Trail SW  
403.455.3980

**MACLEOD TRAIL**  
10426 Maceleod Trail SE  
403.225.2258

**VARSITY**  
4625 Varsity Dr. NW  
403.235.6445

**CHINOOK**  
5707B Macleod Trail SW  
403.252.1514

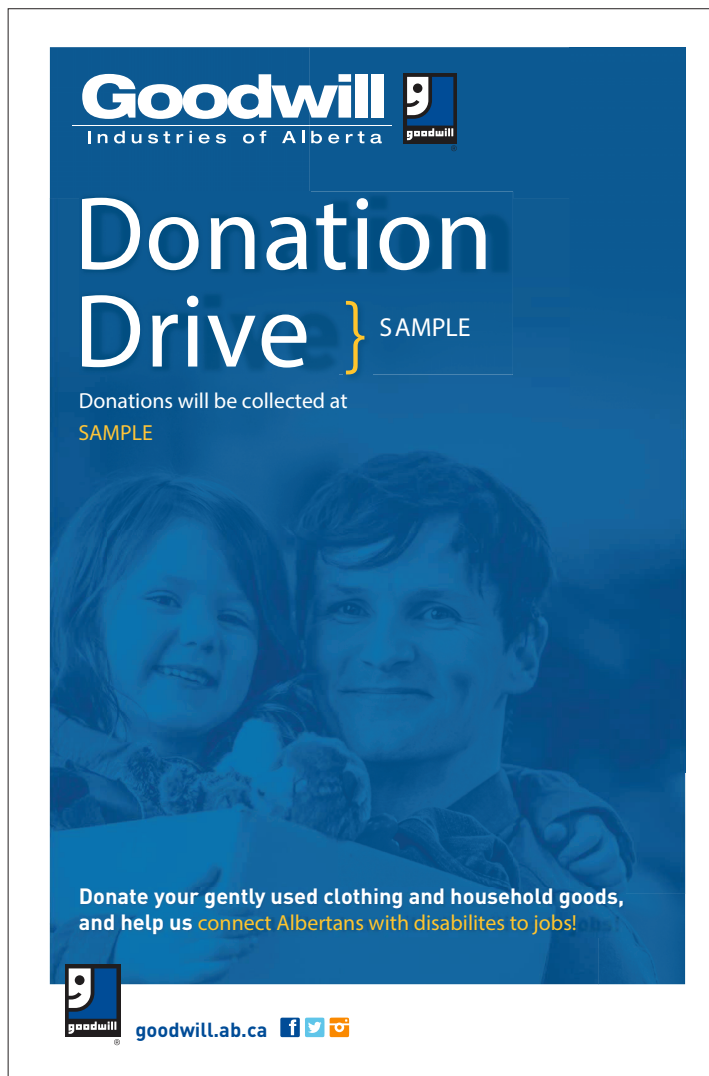
**STADIUM**  
10, 1941 Uxbridge Dr.

## GRANDE PRAIRIE

**GATEWAY POWER CENTRE**  
10940-100 AVE.  
780.402.6398

# Promotional Materials

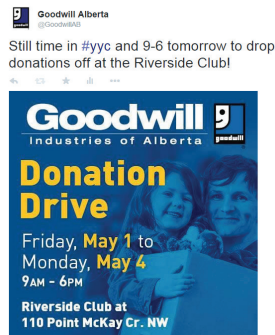
## CUSTOM POSTERS:



## SOCIAL MEDIA & WEBSITE PROMOTIONS:

Custom posts on our website with your event information as well as social media promotions.

<b>Date Here</b>	<b>Your Donation Drive</b>
	City:
	Event Address:
	Information about your donation drive





# Donation Drive Application

School, Business, Organization or Community: \_\_\_\_\_

We are a (please check)

Business/Organization:  School:  Community Group:

Event Location Address or Bin Drop-off location: \_\_\_\_\_  
\_\_\_\_\_

Primary Contact: \_\_\_\_\_

Phone Numbers: Main: \_\_\_\_\_ Cell: \_\_\_\_\_

Email Address: \_\_\_\_\_

Date(s) of Drive: Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

Goodwill Truck Requested? Yes:  No:

Duration of Truck Needed? Whole Event:  Pick Up Only:

Goodwill Donation Coordinator On site? Yes:  No:

Number of Bins Requested? \_\_\_\_\_

Indoor or Outdoor Event: Indoor:  Outdoor:

Posters Required: Yes:  Quantity: \_\_\_\_\_ No:

Social Media Accounts: Twitter: \_\_\_\_\_ Instagram: \_\_\_\_\_

Facebook: \_\_\_\_\_

Does your school want a presentation or Goodwill team members at the event? Yes:  No:

If yes, discuss details with Donation Coordinator.\*

Additional Information/Special Requests:

## For Internal Use Only:

Notes & Instructions: