

# Mission-Driven Textile Recycling:

Boost Revenue, Honour Donations, Lead with Stewardship



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**Society of  
Saint Vincent de Paul**

*Annual National Formation*

*June 20, 2025*

**NACTR**

THE NATIONAL ASSOCIATION FOR CHARITABLE TEXTILE RECYCLING

**ANRTC**

ASSOCIATION NATIONALE DU RECYCLAGE TEXTILE POUR LES  
CAUSES CHARITABLES



# Agenda

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- About NACTR
- Honouring Donations
- Leading with Stewardship
- Boosting Revenue
- Textile Reuse & Recycling
- Other Thrift Activity



# NACTR

THE NATIONAL ASSOCIATION FOR CHARITABLE TEXTILE RECYCLING

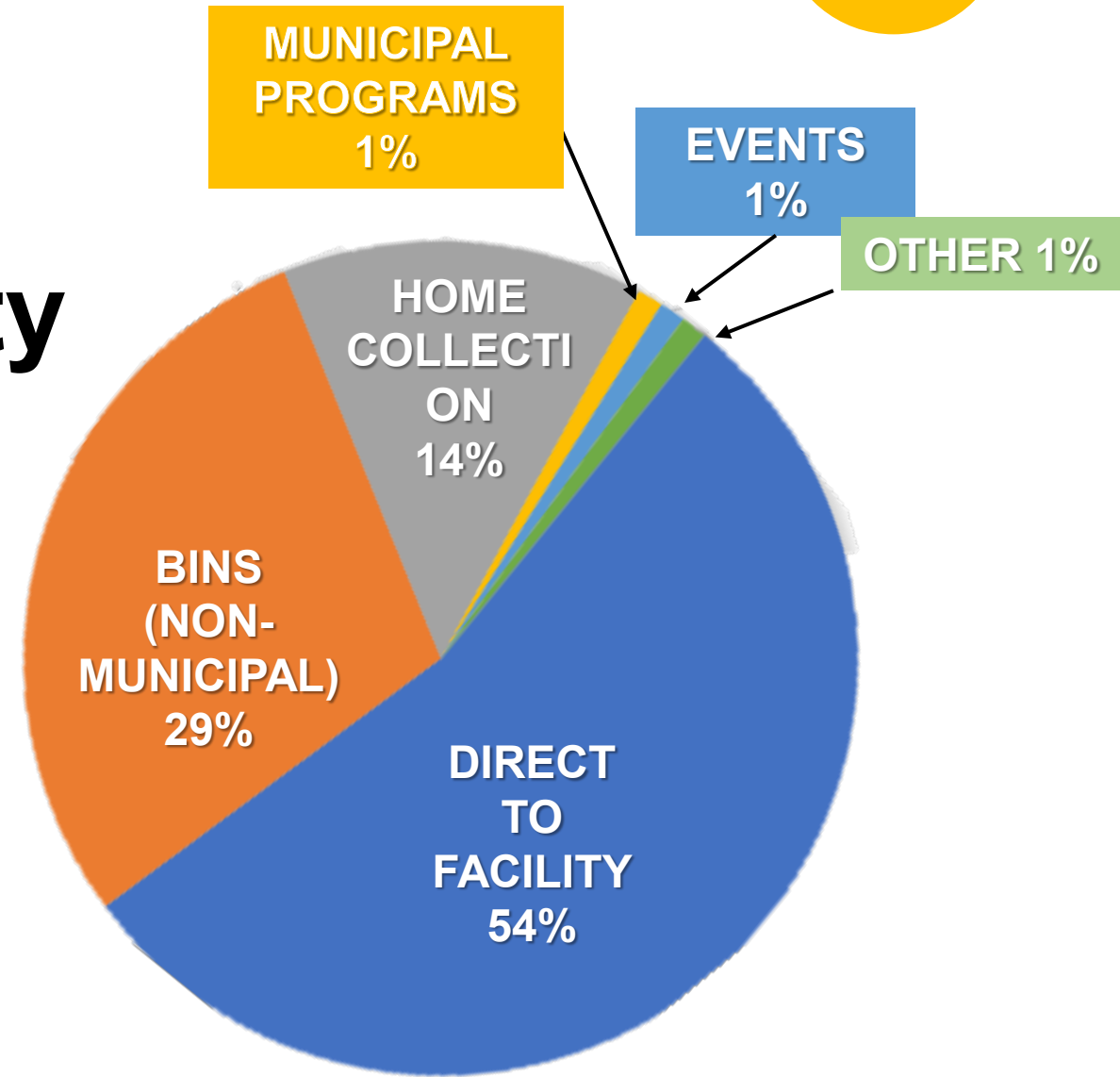


Society of  
Saint Vincent de Paul



# NACTR Member Activity

Over 100,000  
Textile Tonnes  
Diverted in 2024





# Government Engagement

## Provincial Level

- Waste Management Regulations
- Extended Producer Responsibility (EPR)
- Education and Outreach

## Federal Level

- Trade and Import Regulations
- Policy and Regulation
- Research and Development Funding



# Notable Statistics

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- 3.9% - 11% of Canada's landfills are comprised of textile waste
- 95% of this waste has recoverable value





# Donor Behaviour



## General Social Giving Statistics

- 55% of people who engage with nonprofits on social media end up taking some sort of action.
- 59% of those people donate money.
- 53% volunteer.
- 52% donate clothing, food, or other personal items.
- 43% attend or participate in charitable events in their community because of social media.
- 40% subsequently purchase a product that benefits that charity.

[2023 Charitable Giving Statistics, Trends & Data: The Ultimate List of Charity Giving Stats | Nonprofits Source](#)



# Honouring Donations

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**Respecting the Donor's Intent**







# Honouring Donations

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**Dignified Handling  
of Donations**





# Honouring Donations

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**Avoiding Waste and Dumping**

**Explore Recycling Alternatives**





# Lead Stewardship

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Building Trust  
Through  
Communication

Transparency

Responsibility  
and  
Accountability

**Genesis 2:15 (NIV):** *"The Lord God took the man and put him in the Garden of Eden to work it and take care of it."*



# Lead Stewardship

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Ethical Decision-Making

Culture of Stewardship Across Teams

Maximizing Impact

**Caring for Creation:** reflecting commitment to environmental stewardship in line with Catholic social teaching.



# Break Out Session Part 1

What qualities or actions define a highly valued donor within your community?

How do you engage or recognize donors who support your reuse and recycling efforts?

How are you best leading with Stewardship for your organization?



# Break Out Session Part 2

## Original:

*What qualities or actions define a highly valued donor within your community?*

## Opposite:

What makes a donor relationship less effective or harder to sustain in your community?  
– What causes disengagement or weakens trust?

## Original:

*How do you engage or recognize donors who support your reuse and recycling efforts?*

## Opposite:

Where are we missing opportunities to engage or recognize reuse/recycling donors?  
– What actions or touchpoints are being overlooked?

## Original:

*How are you best leading with Stewardship for your organization?*

## Opposite:

What is the biggest area for growth in leading with stewardship you perceive?



# Boost Revenue

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**Bric (Household  
Items)**



**Unsellable Clothing**



**Credential  
(Unsorted Clothing)**



**Computers &  
Electronics**



**Metal**



# Textile Reuse & Recycling

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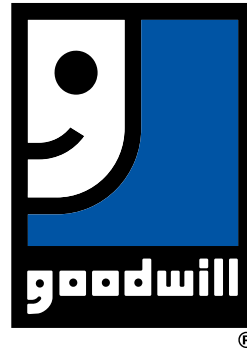
**Clothing Donations  
AKA  
Textile Recycling**

# Thrift Activity



**\$184.9 million Fiscal 2024**

**Estimated 5.26%  
of revenue is generated  
through recycling sales**



**Goodwill Great Lakes**

**\$52 million Fiscal 2024**



**\$804 million Fiscal 2024**

**Estimated 30%  
of revenue is generated  
through recycling sales**

# Additional Resources



- National Donation Site Locator
- Community Led Reuse Initiatives
- Textile Diversion Publications
- And More....



THE NATIONAL ASSOCIATION FOR CHARITABLE TEXTILE RECYCLING

Please complete the  
evaluation form

Merci de remplir le  
formulaire d'évaluation



# Thank You



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