

How To Fundraise with Fashion

Ella's  Closet



Fundraising with Fashion



How can we help you?

At Ella's Closet we turn gently used fashion into a powerful tool for good.

When people donate pre-loved women's clothing to our store, they can choose to direct a portion of the proceeds to a registered local charity, non-profit, or school of their choice.

Get your organization on the list today!

What do we accept?

From designer labels to everyday brands, we accept gently used clothing and accessories that are in top-notch condition.

Our focus is on quality, so you can rest assured that your consignments will be in great hands and on their way to finding a loving new home.

How to contact us

📞 780-594-5777 ext. 2

✉️ ellascloset@steppingstonessociety.ca

🌐 steppingstonessociety.ca

📘 /ellascoldlake

📷 /ellascoldlake

🕒 10-5 Mon-Sat, 10-6 Thu



Raising money for your cause is as easy as 1, 2, 3

Raising funds for your cause can be as simple as leveraging your existing network and resources. Here are a few suggestions to help you get started:

1. Utilize social media: Share Ella's Closet Facebook posts on your organization's page, accompanied by a personalized message highlighting how the funds raised will support your cause. Encourage your followers to donate their gently used clothing at Ella's Closet as soon as possible.

2. Connect with your email list: Reach out to your volunteers, supporters, and parents via email. Inform them of your partnership with Ella's Closet and share your cosignor number. Let them know that all they need to do is contact Ella's Closet, and the rest will be taken care of.

3. Spread the word: Include information about Ella's Closet in your internal and external newsletters. Remind your stakeholders about this ongoing fundraising opportunity, especially as seasons change and wardrobes are updated.

By following these simple steps, you can effectively engage your network and raise funds for your cause in no time.

Frequently Asked Questions from Donors

Who is Ella?

Our store is named after Dr. Ella Margaret Savage to pay tribute to her. We are owned and operated by the **Stepping Stones Crisis Society**, which was formerly known as the **Dr. Margaret Savage Crisis Centre**.

How is this a consignment store if it depends on donations?

At Ella's Closet, we partner with local registered charities, non-profit organizations, and schools in Cold Lake to turn gently used items into cash.

Donors can designate their donation to a specific consignor of their choice. The donor's information is recorded in our Donation Agreement and the designated consignor will be informed of the donation.

When and where can I drop off my donations?

Donations to Ella's Closet are accepted any time during our business hours.

You will be asked to fill out a donor agreement at the time of donation, and to indicate your "charity of choice".

Mondy, Tuesday, Wednesday, Friday, Saturday: 10-5

Thursday: 10-6

Closed on Sundays & Stat Holidays.

How much money from the sale of my donations will go to my selected consignor?

Donations are on a 21-day cycle at Ella's Closet. We will display donations for 14 days at regular price and then an additional 7 days at a discount.

Regardless of which price they sell for, 25% of the sale price of any sold items will be forwarded to your consignor of choice at the end of the 21-day term.

What happens to my donations that don't sell?

Once the 21-day term is complete, unsold donations will be transferred to the **Stepping Stones Crisis Society** when required for the women who make use of the emergency shelter.

All other items will be forwarded to **Orbiting Trends Thrift Store**, where the funds will be 100% donated to the **Stepping Stones Crisis Society**.

What if my donations smell like smoke, pet dander or perfume?

Donations that have a strong odor from smoke, pets or perfume can not be assigned to a Consignor Account.

Due to the additional costs and time incurred with laundering such items, they may only be donated in support of **Stepping Stones Crisis Society**.

Donor FAQ Continued

What items do you accept?

Gently used ladies clothing, handbags, footwear and jewellery in excellent, clean condition.

What sells best? Our clientele love high quality, name brand clothing, especially brands that aren't at our fingertips in Cold Lake.

What items do NOT meet the criteria for display?

We do not display items with permanent stains that take away from the integrity of a garment. This includes stains often left behind from anti-perspirant and ring around the collar.

Similarly, we have quality assurance with regards to zippers, buttons, hemlines, etc.

We do not typically carry items that are not in line with current fashion trends. We may make exceptions for specific vintage items but will be at the discretion of Ella's Closet at the time of the donation.

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Frequently Asked Questions from Recipients

How does our organization qualify to be a recipient at Ella's Closet?

You must be a Registered Charity, Non-Profit Organization or School located in Cold Lake.

We **may** be able to make exceptions for groups with an address outside of Cold Lake. Please speak to our associates if you would like to be considered as a recipient from outside of Cold Lake, reach out to: ellascloset@steppingstonessociety.ca

How can our organization assist with the success of Ella's Closet?

1. Volunteer referrals: If your organization has volunteers who are interested in supporting Ella's Closet, you can refer them to us. Time is always a valuable gift and volunteering at Ella's Closet is a great way for your team to help make a difference.

2. Facebook support: Sharing posts from the Ella's Closet Facebook page is an easy way to show your organization's support. The more you share, the more visibility and success we can achieve together.

3. Promotion: Let others know about Ella's Closet and our mission.

Recipient FAQ Continued

How will Ella's Closet help our organization?

We can assist your organization in two significant ways:

Fundraising: In these challenging economic times, many of your supporters may not be able to make monetary donations. Ella's Closet provides an alternative by allowing them to turn their gently used items into funds for your organization. This way, they can still contribute and feel good about it, while your organization can use these funds for your initiatives.

Information Hub: Ella's Closet aims to be the go-to source of information for the non-profit sector in Cold Lake. If your organization, group, or school has an upcoming public event, let us know by email or Facebook, and we'll help spread the word. Collaboration always leads to successful outcomes!

So reach out today!

ellascloset@steppingstonessociety.ca

How and when will we receive cash donations from Ella's Closet?

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At the end of each quarter, our office will prepare a cheque in the amount of 25% of the proceeds from items assigned to your organization's consignment account.

We will provide you with a list of names of those who made donations so that you may issue tax receipts where applicable and send your own acknowledgements.

