



# DEWITT REFERRAL CENTER BUSINESS RECOMMENDATIONS & RESOURCES

Completed by:  
Kelly Carr  
Travis Kraus  
Kriti Anand

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**OUTREACH.UIOWA.EDU**

outreach-engagement@uiowa.edu 319.335.0684



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**Iowa Initiative for Sustainable Communities**

Provost's Office of Outreach and Engagement

The University of Iowa

111 Jessup Hall

Iowa City, IA, 52241

Email: [iisc@uiowa.edu](mailto:iisc@uiowa.edu)

Website: <http://iisc.uiowa.edu/>

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## PROJECT BACKGROUND & GOALS

The Iowa Initiative for Sustainable Communities (IISC) program, housed in the Provost's Office of Outreach & Engagement at the University of Iowa, partnered with the East Central Intergovernmental Agency (ECIA) for the 2016-17 and 2017-18 academic years. The partnership served a dual purpose- to complete community-based projects across Eastern Iowa and to provide enhanced learning experiences for University of Iowa students. Through the partnership, over two hundred undergraduate and graduate students collaborated with community leaders on 22 projects in the five-county region, which includes Cedar, Clinton, Delaware, Dubuque, and Jackson Counties.

The City of DeWitt and the DeWitt Referral Center responded to ECIA's call for project submissions, seeking assistance with inventory management and resale of donated items at the DeWitt Referral Center, as well as marketing the retail aspect of the organization to the community. This report is the result of the collaborative efforts of the City of DeWitt city administrator, staff of the DeWitt Referral Center, and IISC staff, with support from a University of Iowa graduate assistant working towards a master's degree in business administration.

Based on consultation with the DeWitt Referral Center Director and City of DeWitt City Administrator, the following goals for this project were established by the UI project team:

GOAL 1: Increase public awareness of the DeWitt Referral Center, including the Center's mission, activities, and available services

GOAL 2: Increase thrift store sales (to provide more financial support to the food pantry)

GOAL 3: Maximize available building space and improve organization of merchandise to increase efficiency in accepting, storing, and rotating inventory, to promote sales, and to promote employee health and safety

GOAL 4: Reduce costs and staff effort to arrange for disposal of unaccepted donation items (to maximize funds available to support the food pantry and staff time to devote to other activities)

GOAL 5: Maximize the customer experience for both the thrift store and food pantry services

## DEWITT REFERRAL CENTER BACKGROUND & EXISTING CONDITIONS

**Existing conditions were determined by the UI project team via online research, in-person observations, and interviews with the DeWitt Referral Center staff.**

**Organization Summary:** The DeWitt Referral Center (the Center) is a non-profit organization governed by the Concerned DeWitt Citizens Board of Directors. The Center first opened in 1975. The Center's thrift store accepts donations of and sells clothing, furniture, household, and miscellaneous items. Profit from the store goes to buy food for the food bank or to help with emergency assistance for eligible clients.

*Mission Statement:*

The DeWitt Referral Center is a non-profit organization that serves residents of the Central Clinton Community School District who qualify financially. The Center provides a thrift store of clothing, furniture and miscellaneous items. We also provide food to clients within the service area. We give emergency assistance for rent, utilities, and prescription medicine on a limited basis. If we are unable to help someone, we refer them to the proper agency. We also provide extra milk for qualifying students of the district and juice for needy kindergarten students for snack time. Assistance in paying registration fees is also available for children who wish to participate in summer sports.

**Online Presence:** The Center has a Facebook page, but does not have a website.

**Layout/Separation of Activities:** The food pantry and thrift store are housed in the same building, with one entrance being used for both thrift store and food pantry customers. There are dedicated areas for food storage, but not necessarily to receive food pantry services separate from the service area for thrift store customers. There are some food items, such as bread, intermingled with retail space.

There are two retail spaces in the building, set-up in a free-flow layout: the primary space is found immediately upon entering, with the checkout register opposite the entry door, and a secondary space is in southwest quadrant of the building.



**Hours of Operation:** Operating hours for all activities are Monday-Friday 8:00AM - 5:00PM.

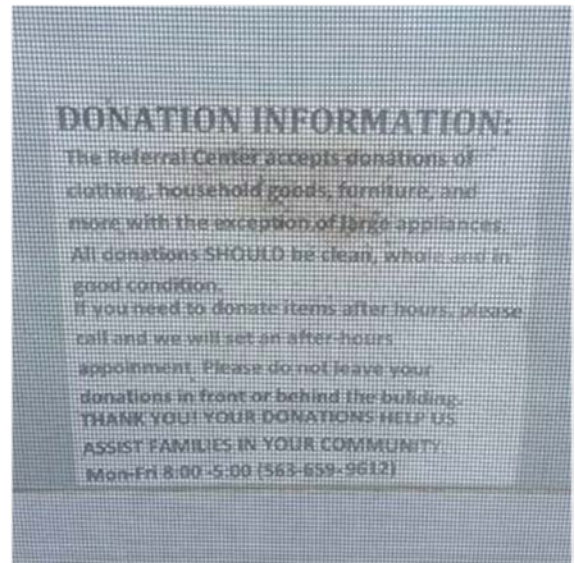
**Use of Surveillance:** Neither interior nor exterior video surveillance is used.

**Donation Policy & Procedures:** There is some donation policy signage on the exterior doors. The signage is difficult to read and only readable when close-up.

According to the Center's staff, unaccepted items are frequently (almost daily) donated or dumped in or outside of the premises, resulting in the following:

- Disposal costs
- Scarce square footage space taken up by these items
- Significant staff time and effort spent arranging for disposal of these items

The Salvation Army picks up donations that have not or will not be sold twice a week.



**Inventory Storage:** Storage space is scarce and there are not ample storage systems to organize and support stored merchandise in a safe and tidy fashion. The floor of the donation intake room can quickly fill up with items awaiting pickup from the Salvation Amy, resulting in possible tripping hazards. Items and boxes may also be stacked in a manner that may result in objects falling over, potentially creating additional safety concerns. The donation intake area has two large 4-shelf units and two hanging-style rack units. The hanging racks that take up a 16' wall are not as well utilized as the 4-shelf units, as the need for hanging space is more limited than the need for vertical shelf space.

In addition, a loft and additional space outside of the Community Action office are used for storage, but are difficult to access. In particular, the loft is difficult to navigate due to the short ceiling height.



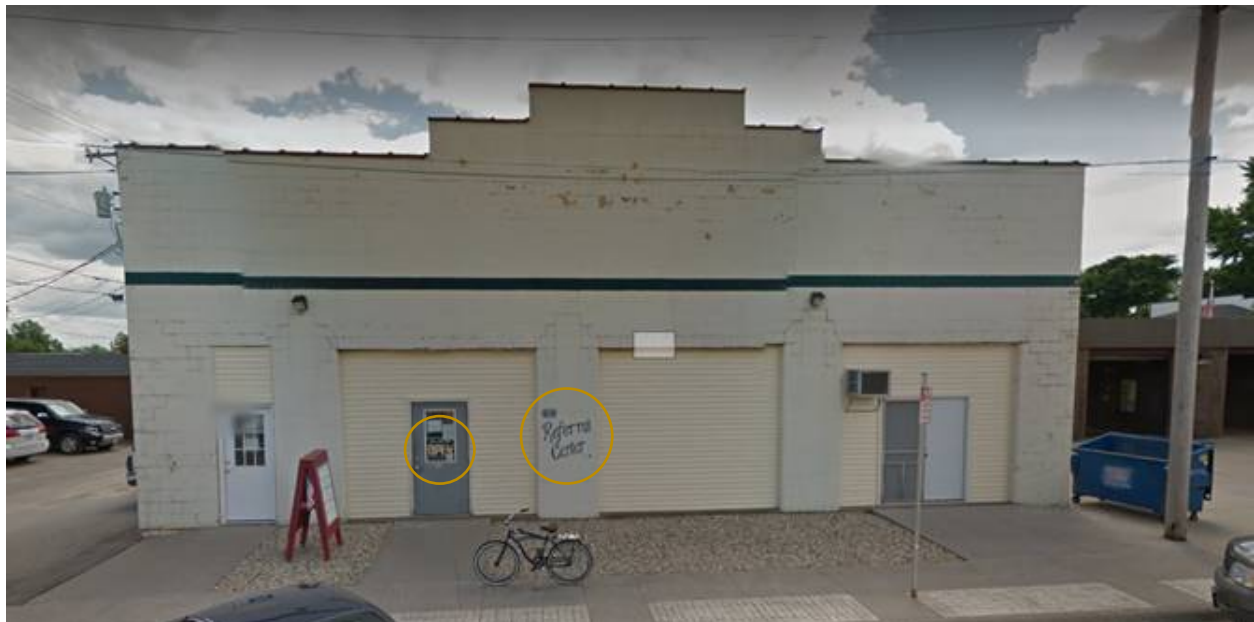
**Merchandising Strategy:** In the retail space, the merchandise is mostly grouped together by category; however, within the first 10 feet of the store entrance you will find children's clothing to the left, women's to the right and then again find women's and children's items in the secondary retail space, instead of being all grouped together.

Some clothing merchandise is organized by color, some by size. There are size indicators on some displays, but not all. There is some informational merchandise signage to indicate item type, but not on each display unit.



**Other:** Based on observations by the UI project team and information relayed from multiple Center staff members, it appears that the Center's activities are not as widely known by the community, as they could be, due to a number of factors: the lack of building signage; the name "The DeWitt Referral Center" does not include descriptors of "Food Pantry" or "Thrift Store"; and that the organization is known by a variety of titles, such as "The Referral Center", "Concerned DeWitt Citizens".

The building has limited external signage: "The Referral Center" in relatively small print and at eye-level. The exterior paint shows chipping, cracks, and fading. A mural on the west side of the building is also badly faded. There is no landscaping. Apart from an "OPEN" sign, there is no other permanent visible informational or directional signage from a street or sidewalk view.



The interior of the building shows significant signs of age and disrepair. There linoleum flooring that shows signs of scratching and staining. Some walls show signs of water damage. Many of the mobile and fixed displays are mismatched and show signs of disrepair and age (i.e. scratched, faded in color, or broken). The primary retail space is fitted with a drop tile ceiling. With the exception of a window on the front door, there are no other windows in the primary or secondary retail spaces. All lighting is fluorescent. The staff put forth a strong effort to make the space clean, organized, and attractive, despite these factors that are mainly related to the age of the building and the absence of any renovations.

## RESEARCH METHODOLOGY

Research to inform the recommendations contained herein began with a web search for like-organizations via Google, using search terms such as "thrift store food pantry" and "thrift store food bank". Results included websites for numerous organizations, country-wide, that operate both a food pantry and thrift store. Fourteen organization's websites were assessed and nine were prioritized for further research and analysis based on the criteria of likeness to the DeWitt Referral Center. Seven of the nine organizations responded to requests for information.

Further research of the seven organizations included a thorough review of their website and any other areas of presence online. Follow-up questions were developed and answered via phone interviews with the organizations' management. A report of each organization is contained in the next section.

Additional research on retail-related best practices was also conducted via web searches on Google. Search phrases included, but were not limited to: "visual merchandising best practices", "increase retail store sales", "retail store stockroom organization", "retail store appearance", "store layout and merchandise display", "retail store surveillance importance", "thrift store best practices". Dozens of search results were obtained and assessed for relevance. A complete list of resources is included in the retail best practices research section below, and excerpts are noted in the recommendations section as support for the suggested actions.

## BENCHMARK ORGANIZATIONS

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### SUMMARY OF FINDINGS

- 5 of 7 organizations use surveillance cameras. Of the organizations that do not use surveillance, one is located next to a police station, and the other is enclosed by a security fence and gate that is locked when business hours end.
- All organizations have different thrift store and food pantry hours, including those housed in the same building.
- All organizations have thrift store and food pantry descriptors in their organization name (or in their communication and signage), or a separate name for their thrift store.
- All organizations have a website and at least one social media account.
- All organizations have some separation of thrift store and food pantry services (different buildings, separate entrances and services areas within the same building, or use the same entrance but still have a dedicated service area for the food pantry customers).
- All organizations have donation policies that are indicated on their website and on-site signage.
- 6 of 7 organizations only accept donations during business hours; the one that does not strongly enforce this still prefers to receive donations during business hours only.
- 6 of 7 organizations cited that they struggle with limited storage space; however, many utilize vertical storage systems and plastic tote bins or stackable boxes to maximize vertical space.



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ARNOLD FOOD PANTRY & THRIFT STORE  
ARNOLD, MISSOURI



**Online Presence:** Arnold Food Pantry & Thrift Store operates a website (<https://www.wefeedthehungry.org/>), Facebook Page, and Twitter account.

**Organization Summary:** The Arnold Thrift Store & Food Pantry is a 501(c)(3) charity, assisting families and individuals in need who reside in Arnold and portions of Imperial and Fenton. The pantry distributes supplemental food, household necessities and toiletries donated by the community. In addition, the pantry accepts back-to-school supplies for its clients, and shares any overabundance of food items with other area food pantries. When able, the pantry provides information on other charities, agencies, or persons that may be able to provide additional assistance.

**Layout/Separation of Activities:** The food pantry and thrift store are housed in the same building. There is a separate entrance and area for each function. The Manager of the thrift store cited safety concerns as the main reason to separate these functions. Staff work in either the food pantry or the thrift store and receive different training.

**Hours of Operation:** The thrift store and food pantry have differing operating hours.

*Thrift Store:*

Monday, Wednesday, Friday 9:00AM – 3:00PM; Tuesday, Thursday 9:00AM – 6:00PM; Saturday 10:00AM – 1:00PM, Closed Sunday

*Food Pantry:*

Monday – Friday 8:00AM – 3:00PM; Saturday, Sunday 8:00AM – 12:00PM

**Use of Surveillance:** Interior and exterior surveillance is used. Depending on the incidence and the surveillance evidence available, cases of theft and waste dumping may be turned in to law enforcement.

**Donation Policy & Procedures:** In addition to signage at their donation location, the following information regarding donations is posted on their website:

#### ABOUT THE THRIFT STORE

**Open to the public 6 days** The Thrift store is a local favorite for those seeking great buys at low prices. The Pantry Thrift Store is stocked full of bargain priced merchandise.

Merchandise includes not only gently used items but new items generously donated by area businesses.

ALL earnings from the Thrift store benefit the Arnold Food Pantry, providing assistance to those facing hunger and food insecurity and in our communities for over 30 years.

#### SHOPPING

The Thrift store carries a variety of merchandise, including:

- Clothing, shoes, and accessories for all ages and sizes.
- Housewares.
- Home décor items for every area of the house, inside and out.
- Collectibles.
- Furniture and appliances.
- Childrens toys, games and bicycles (Many brand new!).
- Books, CD's and videos.
- New, overstock, irregular, or mildly damaged items.
- Holiday items for all seasons.
- Large greeting card selection.
- Party supplies.

The Thrift Store is *unable* to accept

- Mattresses, Pads and Toppers
- Bed Pillows
- Encyclopedias
- Paint
- Televisions
- Computers and Computer Monitors
- Furniture-some exceptions for smaller pieces, Please call us if you have any questions about an item you wish to donate.

#### HOW TO HELP

Please support the Arnold Food Pantry:

- **Shop the Thrift Store;** your purchases help fund the food pantry.
- **Volunteer;** Volunteers are needed to cashier, help sort, price, stock and store donations. Retail experience always a plus!
- Tell your friends and family about the Thrift store.
- **Donate new or *gently used* items** for resale in the Thrift store. We ask that you *do not* drop off tems such as non-working electronics and appliances, clothing with damage or stains, games/puzzles missing pieces, or any items unsuitable for resale. It costs the pantry money to dispose of these items; money that is desperately needed to help our neighbors facing hunger.
- **If you own a business,** we welcome overstock, discontinued, and irregular items.

Donations are only accepted during business hours at a donation intake entrance. They have recently started taking down the donor's name and phone number and will take a quick look at the condition of the item(s) with the donor present. It was noted that this has helped to be able to return any items dropped off accidentally (such as identification cards). In the event that items are in extremely poor condition, they will call the donor and ask that they come back to pick up the item(s).

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TRADED TREASURES A THRIFT BOUTIQUE & FOOD PANTRY  
RIPON, WISCONSIN



**Online Presence:** Traded Treasures Thrift Boutique & Food Pantry operates a website (<http://tradedtreasures.com/>), Facebook page, and Instagram account.

**Organization Summary:** Traded Treasures & Community Food pantry became a 501(c)(3) non-profit organization in 2013. From 2006-2013 they were known as “The Community Thrift Store and Food Pantry” – a ministry of Ripon Community Church. Their mission is to feed the hungry and help those in need. Cash donations and thrift store sales provides the food for their pantry. Customers include mothers and children who are victims of domestic abuse, families struggling to put food on the table and clothes on their children, and senior citizens on a fixed income trying to make their dollars stretch every month. In addition to provide groceries to their customers, the provide the following: food, clothing, furniture, and household supplies, at no charge, to victims of flood and home fires and others (on an emergency basis); back-to-school backpacks full of school supplies for children of food pantry customers; Christmas presents for children under 17 of low-income families.

**Layout/Separation of Activities:** The food pantry and thrift store are housed in the same building. The thrift store is accessed through the front of the building, where thrift store donations are also accepted. At the rear of the building is a parking lot and an entrance to the lower level food pantry. The food pantry and thrift store are not open at the same times. The director of the organization cited the desire to provide privacy to their food pantry customers as the reason for this.

Prior to operating out of their current building, they opted to close the thrift store on Mondays when the food pantry was open. They trialed this for six months prior to making permanent changes to the thrift store hours. After the six month trial, they determined that their weekly and monthly thrift store sales were not impacted and permanently changed the thrift store hours. Again, privacy for the food pantry customers was cited, as well as to avoid any potential feelings of discomfort for those picking up food amongst those who are shopping.

**Hours of Operation:** The thrift store and food pantry have differing operating hours.

*Thrift Store:*

Tuesday, Wednesday, Friday: 10:00AM – 5:00PM; Thursday 10:00AM – 6:00PM; Saturday 10:00AM – 2:00PM; Closed Sunday and Monday

*Food Pantry:*

The food pantry is open the first four Mondays of each month from 10:00AM – 3:00PM and on the fourth Wednesday of each month from 6:00PM – 7:00PM

**Use of Surveillance:** Surveillance is not used; however, the building is next door to a police station. They do have some issues with dumping, but less so than at their previous location.

**Donation Policy & Procedures:** In addition to signage at their front door where donations are accepted, the following information regarding donations is posted on their website:

## Ways You Can Help Those In Need

- Donate your new or gently-used clothing, furniture, and household items to be sold in the store. You can also sponsor the mission financially by giving as an individual, a family, or as a business. Your donations are tax-deductible. Ask for a receipt when you drop off.

Donations are only accepted during business hours. They accept virtually all donations with the exception of broken items and infant items (such as car seats and high chairs, for safety reasons). They do spend considerable time and effort disposing of items that they cannot sell, but choose to be less selective when taking in donations.

**Merchandising Strategy:** They position the thrift store as a “boutique” and noted that the public perception of the store is very positive. They achieve this by subscribing to many visual merchandising strategies, such as creating unique display opportunities and staging.





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SECOND HELPING THRIFT STORE (FLATHEAD FOOD BANK)  
KALISPELL, MONTANA



**Online Presence:** Flathead Food Bank operates a website (<http://www.flatheadfoodbank.com/index.php>), and Facebook page.

**Organization Summary:** The Flathead Food Bank is a non-profit community organization. Their main purpose is to serve as a food collection and distribution system. They voluntarily participate in the CSFP program that serves and/or delivers government commodities to seniors on a monthly basis. The Flathead Food Bank operates Second Helpings Thrift Store to sustain their mission of feeding the community. They work with many other agencies to provide services to their customers, including: United Way, Salvation Army, Agency on Aging, Lighthouse Christian Home, Flathead Youth Shelter, Sinopah House, Community Kitchen, and more. They also operate Backpack For Kids and Holiday Meals programs. In addition to their main food pantry, they have three additional food pantries.

**Layout/Separation of Activities:** The food pantry and thrift store are in the same building complex, but are in separate suites (next door to each other).

**Hours of Operation:** The thrift store and food pantry have differing operating hours.

*Thrift Store:*

Monday – Saturday 10:00AM – 5:00PM, Closed Sunday

*Main Food Pantry:*

Tuesday, Thursday 7:30AM – 5:45PM

**Use of Surveillance:** Interior and exterior surveillance is used. They have some issues with waste dumping and are considering putting up a fence with a donation slot to deter and prevent dumping.

**Donation Policy & Procedures:** Signage of “not accepted items” is posted on the store exterior. In addition, the following information regarding donations is posted on their website:

**Make a Donation** We collect donations of clothing, household items, furniture, appliances, books, and other goods appropriate for a retail setting. We cannot accept mattresses, explosives, toxic waste, weapons, poisons, tires, pharmaceuticals, or any other items that pose a danger to our staff, volunteers, and customers. For questions and clarification, please call Second Helpings at 752-SAVE or download our brochure [here](#).

They prefer to accept donations only during business hours, but have not made this a firm policy. They are assessing options (as mentioned under Use of Surveillance) to prevent and deter items from being left outside of business hours. They have a donation intake door at the rear of the building that is staffed during business hours.

**Inventory Storage:** Second Helpings Thrift Store experiences storage space difficulties, particularly during the summer months when the volume of donations is highest. The food pantry provides them with banana boxes that are easily stacked. They try to take advantage of all vertical space available.

**Other:** The manager shared that they have an excellent recycling program to help aid with their disposal of items.



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EAST BAY FOOD PANTRY & THRIFT SHOP  
BRISTOL, RHODE ISLAND



**Online Presence:** East Bay Food Pantry & Thrift Shop operates a website ([www.eastbayfoodpantry.org](http://www.eastbayfoodpantry.org)), Facebook page, and Twitter account.

**Organization Summary:** Easy Bay Food Pantry & Thrift Shop is a 501(c)(3) non-profit organization. Their mission is to “engage, educate, and empower the East Bay in creating a hunger-free community.” They make food available to anyone in need in East Bay with their food programs grounded in their Access Nutrition Initiative, providing healthy food choices and nutrition education to address inequalities of access to healthy foods. They also operate a thrift shop with all proceeds benefiting the food pantry. One of their food programs is called “Fresh Food Fridays” where they offer fresh food, such as produce and bread to customers every Friday.

**Layout/Separation of Activities:** The food pantry and thrift store are house in the same building. Both the thrift store and food pantry are accessed through the same entrance. At the edge of the thrift store area, where their register is located, is a waiting area for the food pantry which is located in a separate area from the thrift store. The operations manager noted that for a time they would only open the food pantry when the thrift store was closed, in order to provide privacy and anonymity to their customers. However, over the years they have had both the thrift store and food pantry open at the same time as concerns about privacy have waned.

**Hours of Operation:** The thrift store and food pantry have differing operating hours.

*Thrift Store:*

Tuesday 10:00AM – 3:00PM; Wednesday 10:00AM – 5:00PM; Thursday, Friday 10:00AM – 4:00PM, Saturday 10:00AM – 3:00PM; Closed Sunday and Monday

*Food Pantry:*

Wednesday 10:00AM – 5:00PM; Friday 10:00 – 3:00PM (for Fresh Food Friday)

**Use of Surveillance:** Interior and exterior surveillance is used; however, they have considerable issues with dumping and have not enacted measures to sufficiently curb this issue.

**Donation Policy & Procedures:** In addition to signage at their front door, the following information regarding donations is posted on their website:

### DONATIONS ARE ALWAYS APPRECIATED

Give back to the community with your tax deductible donations. We accept donations of clothing, shoes and accessories for the whole family, furniture, housewares, home décor, small appliances, linens, tools, antiques and vintage treasures. Donations must be in clean, working and sellable condition. We inspect all furniture donations. We cannot accept furniture that is broken, ripped, stained, torn, moldy or malodorous because we have no way to repair it.

All donations must be dropped off when we are open. Items left when we are not open not only present a safety hazard for our neighbors, but often need to be discarded after being exposed to the elements. Please help us keep our costs down and our neighbors happy by donating only during business hours. We do not accept donations of large appliances, old computers, TVs, video & cassette tapes, mattresses, baby equipment and stuffed animals.

Donations are only accepted during business hours.

**Merchandising Strategy:** They had a dedicated “Thrift Store Coordinator” who focuses on the merchandise display strategies. All of their clothing is tagged with color-coded barbs to help track when an item has gone on the floor and how long it has been there. For example, in January, everything will be tagged with a blue barb; in February, all items tagged with blue barbs will be discounted.

**Storage Solutions:** A series of shelving systems are used to keep items off the floor. Items are also placed in plastic tote bins. Excess inventory is picked up by an organization (similar to the Salvation Army) on a weekly basis. They place “for free” items in bins within the store filled with items that they feel they can’t sell but that someone may want as a way to limit items for disposal.



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QUARTER MAYBE MORE STORE (THE FELLOWSHIP CUP)  
MOUNT PLEASANT, IOWA



**Online Presence:** The Fellowship Cup, which includes the Quarter Maybe More Store, operates a website (<http://thefellowshipcup.org/>), and Facebook pages (for both Fellowship Cup and Quarter Maybe More Store).

**Organization Summary:** The Fellowship Cup provides food, clothing, and shelter to the under-served of Henry County. Their services include a food pantry, community lunches, clothing closet, rooms of visiting family, and more. The Quarter Maybe More Store helps sustain the ministry of The Fellowship Cup, whose main purpose is the food pantry.

**Layout/Separation of Activities:** The Quarter Maybe More Store and the food pantry are housed in separate buildings, across the street from each other. The Executive Director noted that it is helpful to keep both operations separate because the pantry is a free service while the thrift store is a business that requires payment (though they do offer items to those in need at a discount).

**Hours of Operation:**

*Thrift Store:*

Monday – Friday 9:00AM – 5:00PM; Saturday 9:00AM – 12:00PM; Closed Sunday

**Use of Surveillance:** Exterior surveillance is used. They will turn evidence over to law enforcement when episodes of dumping occurs. This has helped to curb unwanted and unacceptable items for being dumped. The Executive Director noted that this measure has cut down 90% of issues due to dumping. Along with their “unaccepted items” signage, they also indicate that surveillance is being conducted.

**Donation Policy & Procedures:** In addition to signage at their donation intake area listing unaccepted items, the following information regarding donations is posted on their website:



Shop for clothing, furniture, and household items.

Hours: 9:00-5:00 pm Monday-Friday

**Drop-Off hours 9:00 am -4:30 pm Monday-Friday**  
9:00-12:00 pm on Saturday

**Drop-Off Hours 9:00 am-11:30  
am Saturday**

112 N Jefferson St. Mt Pleasant

Donations are accepted in the back alley of the Quarter Maybe More Store. Please note the alley is a one way headed north.

The income from the Quarter Maybe More Store helps sustain the ministry of The Fellowship Cup. The Fellowship Cup's main purpose is the food pantry, which has served record numbers in 2011.



Donations are only accepted during business hours at a donation intake area in the rear of the building.

**Other:** Excess inventory is discounted or offered free of charge to reduce disposal costs.



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OPEN CUPBOARD FOOD PANTRY (& THRIFT SHOP)  
CLINTON, NEW JERSEY



**Online Presence:** Open Cupboard Food Pantry and Thrift Shop operates a website (<http://opencupboardfoodpantry.org/index.html>) and Facebook page.

**Organization Summary:** Open Cupboard Food Pantry is a private non-profit 501(c)(3) agency serving northern Hunderton County. In 2002 the pantry opened a thrift shop to defray the cost of the increase rent and utilities, with any extra income dedicated to buying groceries. Today Open Cupboard Food Pantry encompasses over 5,000 square feet of space including offices, food storage, intake areas, a client area, and a thrift shop with 2 handicapped-accessible dressing room. The shop accepts contributions of clean, gently-used or new clothing, books, and household items.

**Layout/Separation of Activities:** The food pantry and thrift store are housed in the same building. Both the thrift store and food pantry are accessed through the same entrance. At the rear end of the building is a dedicated area for the food pantry and for food pantry customers to receive service. There is a donation intake location accessed in the back of the building that is monitored during business hours.

**Hours of Operation:** The thrift store and food pantry have differing operating hours. Service at the food pantry is available by appointment only.

*Thrift Store:*

Tuesday 9:30AM – 1:00PM and 4:30PM to 7:00PM; Wednesday 9:30AM – 2:00PM; Thursday 9:30AM – 1:00PM; Friday 4:30PM – 7:00PM; Saturday 10:00PM – 1:20PM; Closed Sunday and Monday

*Food Pantry:*

Tuesday 9:30AM – 11:30AM and 5:00PM – 6:30PM; Wednesday 9:30AM – 12:30PM; Thursday 9:30AM – 12:30PM; Friday 4:30PM – 6:30PM; Closed Saturday, Sunday, Monday

**Use of Surveillance:** The volunteer who was interviewed noted that surveillance cameras are in place, however, she was unsure if they are operational. The volunteer noted that there is large signage saying that donations are only accepted during business hours. They do still have some issues with dumping, but not significantly.

**Donation Policy & Procedures:** In addition to signage at their front door and intake location, the following information regarding donations is posted on their website:



**We accept donations of clean, gently-used or new items during our regular hours of operation.**

#### **A NOTE ABOUT THRIFT SHOP DONATIONS**

**Due to space limitations and safety issues, we do not accept donations of:**

- Baby furniture (cribs, playpens, car-seats, high chairs, etc.)
- Cassette tapes
- Company logo items
- Decorative jars or cans containing food or candy
- Electronics (TVs, computers, printers, etc.)
- Large furniture
- Large luggage
- Off-season holiday items
- Textbooks
- Readers Digest books
- Encyclopedias
- Toys, stuffed animals
- Used mattress pads or bed pillows

Although we cannot ordinarily accept large pieces of furniture, items of special interest *may* be accepted through prior arrangement with the shop manager. Please call the office at [\(908\) 730-7320](tel:9087307320), extension 3.

**Please do not leave donations after hours!**

Donations are only accepted during business hours.

**Merchandising Strategy:** The volunteer interviewed shared that they use the same hangers for all items and that they organize their clothing merchandise by color. She noted, however, that they often receive complaints from customers about this organization method and of having difficulty finding items in correct sizes. All of their clothing is tagged by color code to help track when an item has gone on the floor and how long it has been there. They rotate their inventory every 6 months, or so.

**Storage Solutions:** They have limited storage space, but use vertical shelving systems and plastic tote bins to maximize space.



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FAUQUIER COMMUNITY FOOD BANK AND THRIFT STORE  
WARRENTON, VIRGINIA



**Online Presence:** Fauquier Community Food Bank and Thrift store operates a website (<http://fauquierfoodbank.org/>) and Facebook page.

**Organization Summary:** Fauquier Community Food Bank and Thrift Store is a 501(c)(3) organization serving Fauquier County residents. Their food bank provides USDA Commodities, Senior Commodity boxes, pantry services, some personal supplies, and firewood, when available, to registered clients. In addition to providing good, they have information on other social services and help connect those in need to those services.

**Layout/Separation of Activities:** The food bank and thrift store are at the same property, but in separate buildings. The donation intake location is also housed at a separate building on the property.

**Hours of Operation:** The thrift store and food bank have differing operating hours. Service at the food bank is available by appointment only.

*Thrift Store:*

Monday – Friday 9:00AM – 5:00PM; Saturday 9:00AM – 2:00PM; Closed Sunday

*Food Bank:*

Monday – Friday 12:00PM – 4:00PM

**Use of Surveillance:** Surveillance is not used, however, the entire property is surrounded by a security fence with a gate that is locked when business hours end. They had some issues in the past with waste dumping outside of the fence. In response, they put up signage stating the dumping is illegal, combined with the assistance of increased law enforcement patrol around the area. After a short duration of time using these measures, it has become, virtually, a non-issue.

**Donation Policy & Procedures:** In addition to signage at their intake location, the following information regarding donations is posted on their website:



We happily take donations (household or monetary) dropped off at our warehouse on property. Large items can be arranged for pickup within the Warrenton city limits, scheduled within a week's notice.

We assist in estate sales (after the auction's completion), helping with clearing the merchandise from that location and moving it to our location for sales.

We carry a variety of seasonal clothing, jewelry, pictures/frames, books, furniture, small appliances, household items, home décor and seasonal items. Sales from these items provide monetary support for the Fauquier Community Food Bank.

We also carry a variety of vintage clothing and antique furniture. Be sure to stop by and see our ever-changing inventory!!

Donations are only accepted during the following hours:

Tuesday – Friday 9:00AM – 3:00PM; Saturday 9:00AM – 1:00PM; Closed Sunday

**Storage Solutions:** They utilize vertical shelving units, in addition to plastic tote bins and boxes to store their inventory.

**Other:** When asked about the strategy behind their layout of activities, the Executive Director was adamant about separating the thrift store and food bank in order to provide privacy to their food bank clients. She noted that even within their food bank area, they do not call anyone for service by name, instead using a number system to protect privacy.

## RETAIL BEST PRACTICES RESEARCH

### STORE INTERIOR DESIGN, CURB APPEAL, VISUAL MERCHANDISING, STORAGE, SECURITY

Numerous retail best practices-related online resources were reviewed to help form many of the recommendations indicated below. Excerpts from those resources are noted corresponding to each relevant recommendation. Below is a full list of the resources reviewed:

<https://smallbiztrends.com/2017/10/improving-retail-customer-experience.html>  
<https://www.shopkeep.com/blog/how-to-increase-sales-in-retail#step-1>  
<https://smallbiztrends.com/2013/09/give-your-brick-and-mortar-store-curb-appeal.html>  
<https://www.shopkeep.com/blog/10-steps-to-a-better-looking-retail-store-on-a-shoestring>  
<https://smart-retailer.com/growyourbiz/displaydesign/optimize-your-retail-store-design-and-increase-sales/>  
<http://insight.getvms.com/curb-appeal>  
<https://www.shopify.com/retail/120057795-how-to-create-retail-store-interiors-that-get-people-to-purchase-your-products>  
<https://www.retailcustomerexperience.com/articles/report-consumers-influenced-by-a-retailers-physical-appearance/>  
<http://www.thematworks.com/store-appearance-is-critical-to-retail-sales/>  
<https://zenmerchandiser.com/visual/importance-of-the-retail-signage-for-your-store/>  
<https://retailminded.com/stockroom/>  
<http://blog.retailresource.com/retail-resouce-news/organize-your-stockroom-with-retail-display-fixtures/278>  
<http://www.thirddegreeadv.com/why-retail-design-is-important>  
<http://smallbusiness.chron.com/importance-video-camera-surveillance-workplace-11657.html>  
<http://smallbusiness.chron.com/importance-having-website-48042.html>  
<https://www.shopify.com/retail/120040003-visual-merchandising-101-how-to-create-store-designs-with-high-converting-displays>  
<http://smart-retailer.com/growyourbiz/displaydesign/redesign-for-more-profit/>  
<https://fitsmallbusiness.com/visual-merchandising-guide/>  
<https://www.slideshare.net/Shopventory/5-ways-23205366>  
<https://www.retaildoc.com/retail-101/retail-merchandising>  
<https://visualretailing.com/blog/2017/8/7-inspiring-visual-merchandising-tips-from-leading-experts>  
<https://www.retaildoc.com/blog/10-insights-merchandising>  
<http://smallbusiness.chron.com/merchandise-items-thrift-store-75615.html>  
<http://makinglemonadeblog.com/thrift-store-secrets-revealed-exclusive-peek-at-savers-thrift/>  
<https://www.shopify.com/retail/120058499-5-types-of-signage-no-retailer-can-afford-to-ignore>  
<https://fitsmallbusiness.com/planning-your-store-layout/>  
<https://www.thebalance.com/reasons-small-business-website-2948414>

## RECOMMENDATIONS AND ACTION STEPS

Based on analysis of benchmark organizations and retail-related best practices research, the following recommendations are offered:

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### **RECOMMENDATION 1:** HIGHLIGHT THE CENTER'S THRIFT STORE AND FOOD PANTRY ACTIVITIES AND PROVIDE SOME SEPARATION BETWEEN THESE ACTIVITIES WITHIN THE BUILDING

**Justification or Support for Recommendation:** *Benchmark Organizations Summary of Findings*

- 7 of 7 benchmark organizations have some separation of thrift store and food pantry services (different buildings, separate entrances and services areas within the same building, or use the same entrance but still have a dedicated service area for food pantry customers). *Reasons cited include employee safety, as well as privacy and discretion for food pantry clients.*
- 7 of 7 benchmark organizations have thrift store and food pantry descriptors in their organization name (or in their communication and signage), or a separate name for their thrift store.

**Goals met:** 1, 2, 3, 5

**Action 1:** Add Food Pantry and Thrift Shop/Store to all forms of the Center's communications (e.g. online, building signage)

*Example:* Refer to as "The DeWitt Referral Center Food Pantry & Thrift Shop"

**Sub-Action:** Create a marketing plan to promote the thrift store, highlighting that it is open to the public, and that purchases help to support the food pantry

*Examples:* Add signage to the building exterior, advertise via print and social media channels, update any print materials currently used, update Facebook page and other areas of online presence

**Action 2:** Create a dedicated area for food pantry clients to receive service upon entering the building to increase privacy and enhance customer experience

**Sub-Action:** Switch the contents of the smaller food pantry room with the Community Action office and surrounding area and make that space a food pantry client service area (still use the main entrance for both thrift store and food pantry clients) *See layout example under RECOMMENDATION 3*

**Sub-Action:** Offer seating for food pantry clients waiting for service

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## RECOMMENDATION 2: ENHANCE CURB APPEAL AND EXTERIOR SIGNAGE

### Justification or Support for Recommendation: *Retail Best Practices Research*

Excerpts from research resources:

"A home with curb appeal looks inviting from the street, with fresh paint, attractive landscaping and a well-maintained appearance making you want to go inside. The same concept applies to your retail store and with eCommerce growing by leaps and bounds, curb appeal is more important than ever in attracting customers to a brick-and-mortar location." – [Rieva Lesonsky](#)

"One local study found that 70 percent of first-time sales were based on curb appeal, which means a business lacking in curb appeal could be leaving a major amount of money on the table." – [Velocity Merchant Services](#)

"More than two-thirds of consumers say they have avoided a place of business based on its external appearance. Consumers decide whether or not they will shop at your store based on its presentation from the street." – [Retail Customer Experience](#)

"Outdoor signage is arguably the most important kind in physical retail because it's what gets customers in the door, the largest hurdle to beginning a relationship." – [Humayun Khan](#)

**Goals met:** 1, 2, 3, 4, 5

**Action 1:** Repaint exterior walls and doors

**Action 2:** Paint or install signage (identity and instructional)

**Sub-Action:** Obtain permit(s) for signage

**Action 3:** Add landscaping

**Action 4 optional:** Add fencing around the intake room door to create a barrier/deterrent for waste dumping, to add visual appeal

Example:



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### RECOMMENDATION 3: REORGANIZE THE STORE LAYOUT AND OPTIMIZE INTERIOR STORE DESIGN

#### Justification or Support for Recommendation: *Retail Best Practices Research*

Excerpts from research resources:

"Optimizing your retail store design will definitely help increase customers and help build customer loyalty, so they keep coming back." – [Smart Retailer](#)

"Good retail design presents a business's physical space in the best possible way in order to maximize sales. Your space should be clean, well-lit, free of clutter, easy to move through, and clearly present the services you offer." – [Third Degree](#)

"Grouping products with other similar items will give your customers additional reasons to buy more items from you. But grouping products also has a more utilitarian justification: it saves shoppers time. They don't need to wander around your entire retail store trying to mix and match things." – [Humayun Khan](#)

"Today's thrift store shopper expects much of what they see at the mall or chain store in their thrift Store: a clean store, quality merchandise, well-organized displays, value for their money, convenience, and a friendly and attentive staff." – [Mark Mitchell & Rob Montgomery](#)

"Americans shop the way we drive—we have a tendency to turn right when we enter a store. About 90 percent of customers do this, traveling around your store in a counter-clockwise pattern. So it's important to merchandise the area directly to the right of your store entrance with care. This is where you'll want to place your top profit-making products." – [Smart Retailer](#)

**Goals met:** 2, 3, 5

**Action 1:** See RECOMMENDATION 1, Action 2

**Action 2:** Conduct a building-wide clean-up (e.g. clean thoroughly, de-clutter)

**Action 3:** Install new and efficient ceiling fans in the primary retail space

**Action 4:** Update the drop ceiling

*Example:* Cover ceiling tiles with fabric or wall paper, paint ceiling tiles, or replace ceiling tiles





**Action 5:** Repaint interior walls, doors, and trim

**Action 6:** Use matching hangers for clothing merchandise

**Sub-Action:** Purchase matching hangers (possibly purchase/use nicest hangers for women's items and then use current hangers of the same style and color for other clothing categories)

**Action 7:** Organize shoes and clothing by size, using size indicator tags or signage at each display



**Action 8:** Update and add merchandise and directional signage



**Action 9:** Place high-profit or high-demand items on the right side of the store, upon entering (see *layout example*)

**Sub-Action:** This may require rearranging the orientation of the clothing racks and other display units

**Sub-Action:** Leave the first five feet, or so, of the store uncluttered to allow for a "decompression zone". The [decompression zone](#) is where your customer makes a mental shift from the outside world to your store environment. Store design experts agree that this area should be open and inviting, and free of overpowering displays and signage clutter.

**Action 10:** Group merchandise by category (women's with women's, children's with children's, as much as possible)

**Action 11:** Purchase updated shelving display unit(s) (priority: replace men's items display unit in secondary retail space because of sharp edges on existing unit)

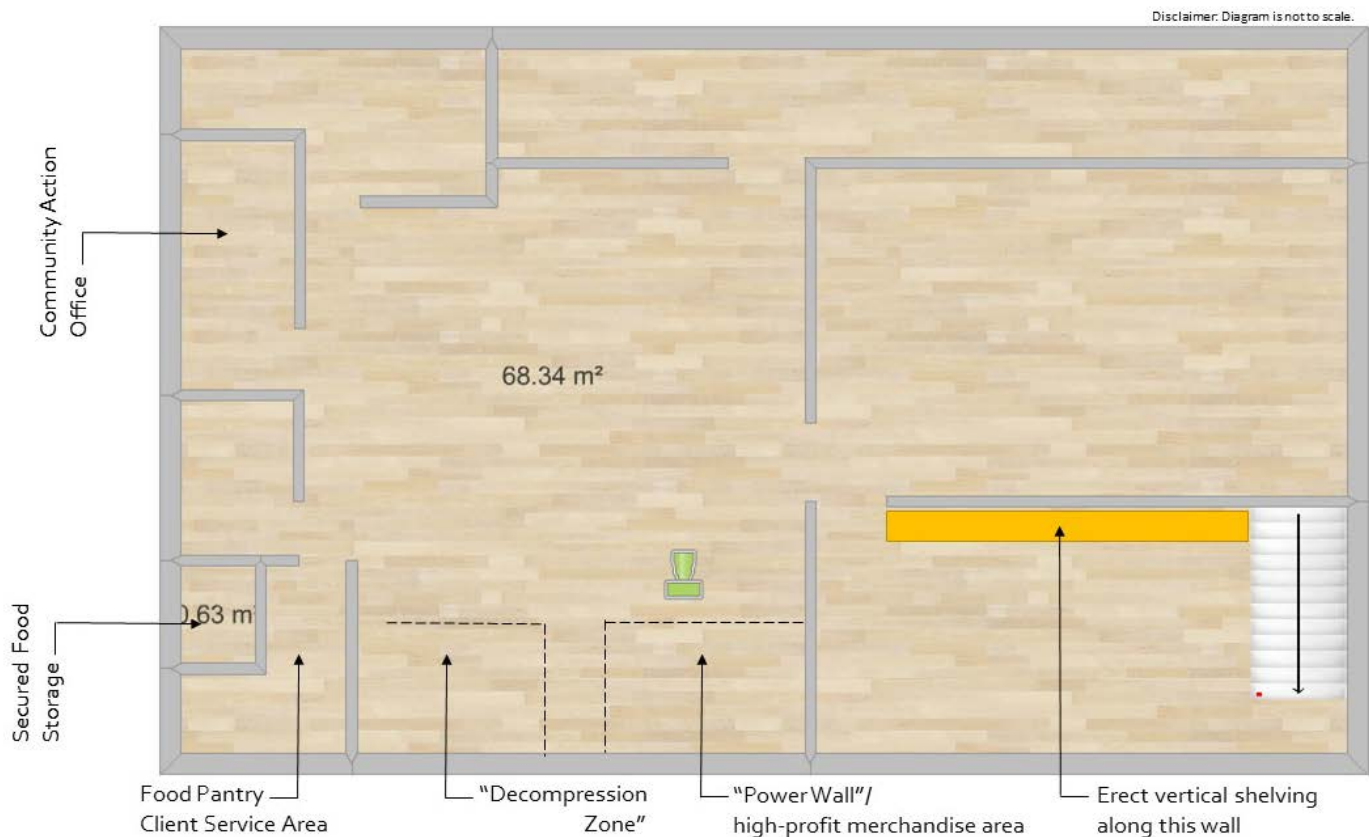
**Action 12:** Ensure that there are at least three feet of pathway space between display units to meet ADA requirements

**Action 13:** Thoroughly clean and/or update flooring

**Action 14:** Update interior lighting fixtures

**Action 15:** Train staff and update any training documentation to include new merchandise display procedures

*Layout Example:*



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**RECOMMENDATION 4: ADD STORAGE SYSTEMS (SHELVING, RACKS, STORAGE BINS) AND CREATE STORAGE PROCEDURES**

**Justification or Support for Recommendation:** *Retail Best Practices Research*

*Excerpts from research resources:*

*"By keeping your stockroom neatly organized, your store will be more productive in replenishing merchandise, locating products in the back while customers are waiting and keeping products from getting misplaced or damaged. The goal should be to have a clear, visible home for all categories of merchandise as well as store accessories that include hangers, holiday decor, receipt rolls and much more." – [RetailMinded](#)*

*"Using bins to identify various things is a clean, organized way of keeping your stockroom from getting cluttered. By identifying these bins with labels, you help control the chaos of inventory just piling up without a place to go." – [RetailMinded](#)*

*"Take advantage of the height your stockroom offers and have shelves available for use. These shelves should be neatly organized with categories of product that are easily recognized by signs and clear, clutter free organization. Identify the category areas with visible signage that all associates can easily read." – [RetailMinded](#)*

*"The clutter of a stockroom not only throws you into the anxiety of disorganization, but it causes potential for an employee accident." - [RetailResource](#)*

**Goals met:** 2, 3

**Action 1:** Erect high capacity shelving units/additional high capacity shelving units in storage areas (particularly to replace the hanging items storage unit in the donation intake room on the south wall)

**Action 2:** Purchase plastic totes to maximize storage capacity and add labels provide visual guiding of inventory



**Action 3:** Purchase portable garment rack(s) for hanging clothes



**Action 4:** Purchase portable shelving units for items awaiting pickup from the Salvation Army or other storage placement

**Action 5:** Create and post a drawn-up layout of the storage area's organization for employees to easily reference

**Action 6:** Purchase a sturdy step ladder for safe access to upper storage areas

**Action 7:** Train staff and update any training documentation on changes to storage/organization procedures

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## RECOMMENDATION 5A: ASSESS POSSIBLE DONATION POLICY CHANGES

**Justification or Support for Recommendation:** *Benchmark Organizations Summary of Findings*

- *6 of 7 benchmark organizations' policies include that donations may only be made during business hours and they take various actions to follow-up on donations made that do not comply with policy. 1 of 7 indicated that they only prefer to receive donations during business hours.*

**Goals met:** 3,5

**Action:** Create and disseminate a survey (e.g. via Facebook, in-store, mailer) to assess how firmly restricting donation hours may impact the volume of quality donations

**Sub-Action:** Assess responses to inform action taken for RECOMMENDATION 5B

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## RECOMMENDATION 5B: DEVELOP AND PROMOTE CLEAR DONATION POLICIES AND PROCEDURES

**Justification or Support for Recommendation:** *Benchmark Organizations Summary of Findings*

- *7 of 7 benchmark organizations have donation policies (varying degrees of detail) that are communicated via a website and on-site signage.*

**Goals met:** 3,5

**Action 1:** Develop a clear list or description of accepted items and not accepted items (including any exceptions) and instruction on how and when to donate

*Example:* Refer to donation policy sections of benchmark organizations

**Sub-Action:** Create and post **highly** visible policy signage on the building and promote policy through online presence areas, and possibly advertisements

*Note:* Consider including language noting the potential for safety hazards and costs incurred when items that cannot be accepted are dumped or donated, and penalties for illegal dumping

*Examples:*



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## RECOMMENDATION 6: INSTALL EXTERIOR SECURITY CAMERAS

**Justification or Support for Recommendation:** *Benchmark Organizations Summary of Findings*

- *5 of 7 benchmark organizations use exterior surveillance. However, of the organizations that do not use surveillance, one is located next to a police station, and the other is enclosed by a security fence and gate that is locked when business hours end.*

**Goals met:** 3,4

**Action 1:** Research, purchase, and install a system that fulfills the Center's needs

**Action 2:** Create signage to notify that surveillance is being conducted

**Action 3:** Develop a process for follow-up when dumping violations occur

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## RECOMMENDATION 7: CREATE A DEWITT REFERRAL CENTER WEBSITE

**Justification or Support for Recommendation:** *Benchmark Organizations Summary of Findings, Retail Best Practice Research*

- *7 of 7 benchmark organizations have a website and use at least one form of social media.*

*Excerpts from research resources:*

*"Increasing visibility is one major factor that makes having a website important. Even if people have heard about your company, they may want to carry out research online first, before leaving the house." – [Charles Jackson](#)*

*"These days, almost any small business should have a website. With costs being extremely low at the entry level, it's becoming difficult to imagine a reason for any company of any size not to have a website. Many user-friendly, free and open-source content-management systems are available to assist with Web design, so it is even possible to build a basic small business website without a professional Web designer." – [Charles Jackson](#)*

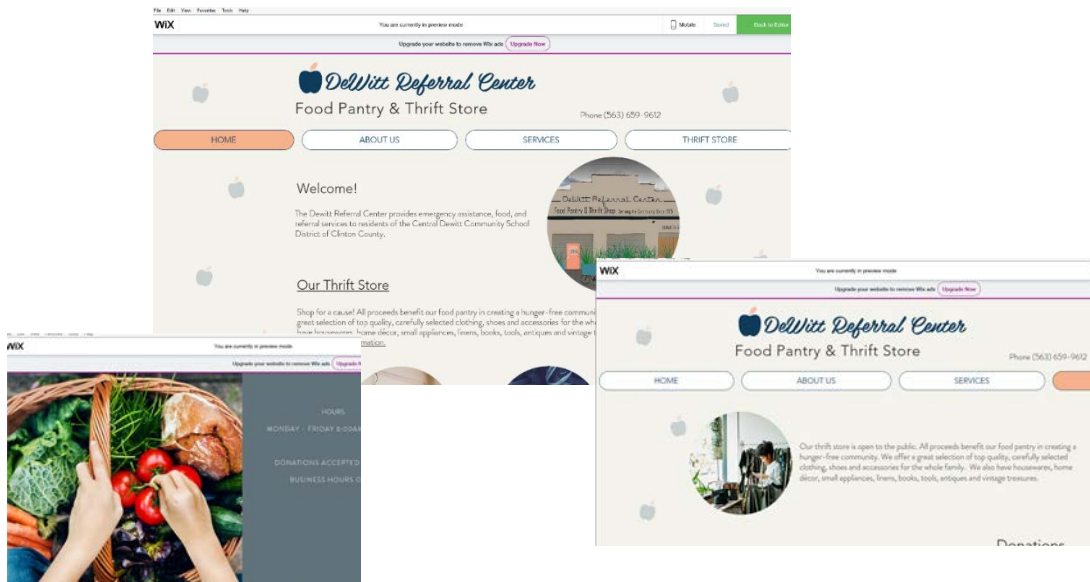
*"Having a business website gives you an automatic online presence. Think of it as an online billboard. Instantly you have another chance to introduce people to your products and services and another way for people to find you." – [Susan Ward](#)*

**Goals met:** 1, 2, 4

**Action 1:** Develop, launch, and maintain a website

**Sub-Action:** Create content that includes an organization description, basic information (hours, location, donation policy and procedures), explanation of activities, messaging about the Center's value and value of supporting the Center, etc.

Example: Go to wix.com; sign in with email [referralcenter@outlook.com](mailto:referralcenter@outlook.com) and password *referralcenter*; click "Manage & Edit Site"; click "Edit Site". A free Wix account has been created, with an unpublished, simple website example for the Center. To deactivate this account, sign in to wix.com, go to "Account Settings" and follow the instructions listed under "Deactivate Your Wix Account", which includes deleting the example website.



## ADDITIONAL RECOMMENDATIONS FOR CONSIDERATION

- Consider setting different food pantry hours from thrift store hours, as is the case with all benchmark organizations
- Consider renaming the Center to provide a better description of services
  - Example: *DeWitt Food Pantry & Thrift Store*
- Research alternative recycling options such as selling stained/worn textiles, and other opportunities to generate money through recycling, salvaging, and decommissioning

## IMPLEMENTATION

Following a review of this report, the Center's Board of Directors should consider, select, and prioritize the recommendations and actions proposed herein. Upon confirmation of selected actions to move forward with, a thorough implementation plan should be developed. The plan may include a budget, timeline, account of resources available, proposed fundraising activities, proposed volunteer support, a plan for marketing of efforts (including involvement of the press), and an assessment plan to evaluate the effectiveness of changes enacted.



## APPENDICES

### VISUAL MERCHANDISING TIPS AND TRICKS

- Regularly move your products around; moving a product from its regular shelf location to a featured end cap has been proved to lead to an average sales increase of 25%  
<https://www.retaildoc.com/retail-101/retail-merchandising>
- Feature your best merchandise at the front of the store as shopper interest wanes the further they go into the middle of a store <https://www.retaildoc.com/retail-101/retail-merchandising>
- Put sale items in the back so thrifty consumers have to move through your store to get to them <https://www.shopify.com/guides/ultimate-guide-to-pop-up-shops/visual-merchandising-101>
- Group like with like; Grouping like products with like products gives your customers additional reasons to buy more items from you, but it also has a more utilitarian reasoning behind it, namely that it saves them time from looking around and trying to mix and match things <https://www.shopify.com/guides/ultimate-guide-to-pop-up-shops/visual-merchandising-101>
- Encourage impulse purchases. According to research, impulse buying accounts for almost 80% of all purchases. This can be done by strategically placing items around your register, and also by grouping items into a scene to show customers how they can wear certain products together. <https://visualretailing.com/blog/2017/8/7-inspiring-visual-merchandising-tips-from-leading-experts>
- Change your displays monthly <https://www.retaildoc.com/blog/10-insights-merchandising>
- Follow the rule of three: try to get into the habit of grouping products, mannequins, and props in threes. According to the e-commerce service provider [Shopify](#), shoppers are more likely to stop when they see symmetrical or balanced designs. You can create such designs by grouping items in threes, encouraging shoppers to take notice of your products. <https://mannequinmall.com/blogs/posts/20-merchandising-tips-tricks-you-need-to-to-use>
- Use mannequins for apparel. Rolling racks and pegboards are useful for storing apparel products, but they lack the same visual appeal found in mannequins. This allows shoppers to see exactly how the item looks on the human figure, at which point they'll feel more comfortable buying it. <https://mannequinmall.com/blogs/posts/20-merchandising-tips-tricks-you-need-to-to-use>
- Keep aisles clear, uncluttered, and make them as wide as possible
- Keep prices visible

## PRODUCT OPTIONS

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### RECOMMENDATION 3

#### Action 4 Ceiling Update

Lay-in Ceiling Tiles

<https://www.homedepot.com/p/Ceilume-Stratford-Feather-Light-White-2-ft-x-4-ft-Lay-in-Ceiling-Panel-Case-of-10-V1-STRATF-24WTO/300269415>

Fabric for Covering Ceiling Tiles

<http://www.joann.com/burlap-fabric/prd23682.html#start=1>

Plus a Spray Adhesive [https://www.amazon.com/3M-Fabric-Adhesive-Orange-Weight/dp/B0048KL4WQ/ref=pd\\_bxgy\\_328\\_3?encoding=UTF8&pd\\_rd\\_i=B0048KL4WQ&pd\\_rd\\_r=Q5Q11A4PD4D7MWP1VME1&pd\\_rd\\_w=OXvbM&pd\\_rd\\_wg=qPlzM&pvc=1&refRID=Q5Q11A4PD4D7MWP1VME1](https://www.amazon.com/3M-Fabric-Adhesive-Orange-Weight/dp/B0048KL4WQ/ref=pd_bxgy_328_3?encoding=UTF8&pd_rd_i=B0048KL4WQ&pd_rd_r=Q5Q11A4PD4D7MWP1VME1&pd_rd_w=OXvbM&pd_rd_wg=qPlzM&pvc=1&refRID=Q5Q11A4PD4D7MWP1VME1)

#### Action 6 Hangers

Clear Plastic Hangers, pack of 100

[https://www.amazon.com/NAHANCO-507-Plastic-Hanger-Medium/dp/B00MJZYXXE/ref=sr\\_1\\_3?ie=UTF8&qid=1520363748&sr=8-3&keywords=clear+hangers](https://www.amazon.com/NAHANCO-507-Plastic-Hanger-Medium/dp/B00MJZYXXE/ref=sr_1_3?ie=UTF8&qid=1520363748&sr=8-3&keywords=clear+hangers)

Or, consider purchasing velvet/slim hangers for space saving - maybe use for women's items

[https://www.amazon.com/Premium-Velvet-Hangers-Pack-Heavy/dp/B01M63UUCZ/ref=sr\\_1\\_9?ie=UTF8&qid=1520438578&sr=89&keywords=velvet+hangers+buk](https://www.amazon.com/Premium-Velvet-Hangers-Pack-Heavy/dp/B01M63UUCZ/ref=sr_1_9?ie=UTF8&qid=1520438578&sr=89&keywords=velvet+hangers+buk)

Clear Plastic Hangers with Metal Clips, pack of 100

[https://www.amazon.com/NAHANCO-600RC-Heavy-Weight-Hanger/dp/B011Y91IHE/ref=sr\\_1\\_10?ie=UTF8&qid=1520363839&sr=810&keywords=clear+hangers+with+clips](https://www.amazon.com/NAHANCO-600RC-Heavy-Weight-Hanger/dp/B011Y91IHE/ref=sr_1_10?ie=UTF8&qid=1520363839&sr=810&keywords=clear+hangers+with+clips)

#### Action 7 Size Indicators

Clothes Size Dividers

[https://www.amazon.com/Clothes-Dividers-Clothing-Hangers-Supplies/dp/B071LK7YP6/ref=sr\\_1\\_6\\_a\\_it?ie=UTF8&qid=1520367318&sr=8-6&keywords=retail+size+dividers](https://www.amazon.com/Clothes-Dividers-Clothing-Hangers-Supplies/dp/B071LK7YP6/ref=sr_1_6_a_it?ie=UTF8&qid=1520367318&sr=8-6&keywords=retail+size+dividers)

Clothing Size Dividers Round Hangers Closet Dividers with Marker Pen

[https://www.amazon.com/Caydo-Pieces-Clothing-Dividers-Hangers/dp/B01NAIK2JJ/ref=sr\\_1\\_11\\_sspa?ie=UTF8&qid=1520367382&sr=8-11-spons&keywords=retail+size+dividers&pvc=1](https://www.amazon.com/Caydo-Pieces-Clothing-Dividers-Hangers/dp/B01NAIK2JJ/ref=sr_1_11_sspa?ie=UTF8&qid=1520367382&sr=8-11-spons&keywords=retail+size+dividers&pvc=1)

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## RECOMMENDATION 4

### Action 1 Storage Shelving

12 Tote Compact Model Storage System

<https://www.wayfair.com/storage-organization/pdp/bin-warehouse-12-tote-compact-model-storage-system-bvn1011.html>

Muscle Rack 5-shelf - purchase 3 or 4 for donation intake/storage room

To hold 10, 18 Gallon Tote Boxes plus additional 20 quart totes

[https://www.amazon.com/Muscle-Rack-UR481872PB5P-SV-Storage/dp/B01HQ3YYQO/ref=pbxgy\\_328\\_img\\_3?encoding=UTF8&pd\\_rd\\_i=B01HQ3YYQO&pd\\_rd\\_r=33EPT5CGTMH1BKSDAP0B&pd\\_rd\\_w=4UaT6&pd\\_rd\\_wg=XaqhK&pvc=1&refRID=33EPT5CGTMH1BKSDAP0B](https://www.amazon.com/Muscle-Rack-UR481872PB5P-SV-Storage/dp/B01HQ3YYQO/ref=pbxgy_328_img_3?encoding=UTF8&pd_rd_i=B01HQ3YYQO&pd_rd_r=33EPT5CGTMH1BKSDAP0B&pd_rd_w=4UaT6&pd_rd_wg=XaqhK&pvc=1&refRID=33EPT5CGTMH1BKSDAP0B)

### Action 2 Plastic Storage Tote Bins & Labeling

Case of 8, 18 Gallon Totes in Grey

[https://www.amazon.com/Gallon-Durable-Construction-Molded-Handles/dp/B01DXMISQ4/ref=sr\\_1\\_2?ie=UTF8&qid=1520363944&sr=8-2&keywords=plastic+storage+totes](https://www.amazon.com/Gallon-Durable-Construction-Molded-Handles/dp/B01DXMISQ4/ref=sr_1_2?ie=UTF8&qid=1520363944&sr=8-2&keywords=plastic+storage+totes)

Case of 8, 18 Gallon Totes in Aqua Ocean

<https://www.walmart.com/ip/Sterilite-18-Gallon-Tote-DRP-Aqua-Ocean-Set-of-8/228486375>

Case of 8, 18 Gallon Totes in Fuchsia Burst

<https://www.walmart.com/ip/Sterilite-18-Gal-68-L-Tote-Box-Fuchsia-Burst-Available-in-a-Case-of-8-or-Single-Unit/49533209>

Case of 6, 20 Quart Totes in Clear with White Lid

[https://www.walmart.com/ip/Sterilite-20-Qt-18-9-L-Storage-Box-White/8282895?action=product\\_interest&action\\_type=title&beacon\\_version=1.0.2&bucket\\_id=irsbucketdefault&client\\_guid=f143399f-9243-4dd0-3368-17f20635e145&config\\_id=2&customer\\_id\\_enc&findingMethod=p13n&guid=f143399f-9243-4dd0-3368-17f20635e145&item\\_id=8282895&parent\\_anchor\\_item\\_id=49533209&parent\\_item\\_id=49533209&placement\\_id=irs-2m2&reporter=recommendations&source=new\\_site&strategy=PWWUB&visitor\\_id=bZk2NEYGhI5IPxS5bK-Nd4](https://www.walmart.com/ip/Sterilite-20-Qt-18-9-L-Storage-Box-White/8282895?action=product_interest&action_type=title&beacon_version=1.0.2&bucket_id=irsbucketdefault&client_guid=f143399f-9243-4dd0-3368-17f20635e145&config_id=2&customer_id_enc&findingMethod=p13n&guid=f143399f-9243-4dd0-3368-17f20635e145&item_id=8282895&parent_anchor_item_id=49533209&parent_item_id=49533209&placement_id=irs-2m2&reporter=recommendations&source=new_site&strategy=PWWUB&visitor_id=bZk2NEYGhI5IPxS5bK-Nd4)

Adhesive Index Card Holder, pack of 100 for labeling totes

[https://www.amazon.com/Cardinal-HOLDit-Self-Adhesive-Pockets-21150CB/dp/B006J2I2FS/ref=sr\\_1\\_1?ie=UTF8&qid=1522174584&sr=8-1&keywords=adhesive+index+card+pocket](https://www.amazon.com/Cardinal-HOLDit-Self-Adhesive-Pockets-21150CB/dp/B006J2I2FS/ref=sr_1_1?ie=UTF8&qid=1522174584&sr=8-1&keywords=adhesive+index+card+pocket)

### **Action 3 Portable Garment Rack**

Heavy Duty Sign Rail Z-Truck Rack

[https://www.storesupply.com/pc-12768-853-heavy-duty-z-trucks-with-orange-bases-60283.aspx?adgroupid=45601241407&product\\_id=12768&gclid=CjwKCAjwwbHWBRBWEiwAMIV7EORgOTNpATsSD7ro6jmxulbfoiZml-CoRvz-eGTAixg6cJaTFv1m8BoCH9wQAvD\\_BwE](https://www.storesupply.com/pc-12768-853-heavy-duty-z-trucks-with-orange-bases-60283.aspx?adgroupid=45601241407&product_id=12768&gclid=CjwKCAjwwbHWBRBWEiwAMIV7EORgOTNpATsSD7ro6jmxulbfoiZml-CoRvz-eGTAixg6cJaTFv1m8BoCH9wQAvD_BwE)

### **Action 4 Portable Shelving Unit**

4-Shelf Unit on Casters

[https://www.amazon.com/AmazonBasics-4-Shelf-Shelving-Casters-Black/dp/B07281KYSS/ref=sr\\_1\\_10?ie=UTF8&qid=1520364568&sr=8-10&keywords=storage+shelving](https://www.amazon.com/AmazonBasics-4-Shelf-Shelving-Casters-Black/dp/B07281KYSS/ref=sr_1_10?ie=UTF8&qid=1520364568&sr=8-10&keywords=storage+shelving)

Heavy Duty Wire Shelving Portable Garment Rack/Storage Rack

[https://www.amazon.com/dp/B07BS8GGJD/ref=twister\\_B07BWFk7MP?\\_encoding=UTF8&psc=1](https://www.amazon.com/dp/B07BS8GGJD/ref=twister_B07BWFk7MP?_encoding=UTF8&psc=1)

### **Action 6 Step Ladder**

Costco Three Step Max Steel Work Platform

[https://www.amazon.com/Cosco-Three-Step-Steel-Platform/dp/B002DPVATU/ref=sr\\_1\\_6?ie=UTF8&qid=1522847996&sr=8-6&keywords=step+ladder+platform](https://www.amazon.com/Cosco-Three-Step-Steel-Platform/dp/B002DPVATU/ref=sr_1_6?ie=UTF8&qid=1522847996&sr=8-6&keywords=step+ladder+platform)

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## **RECOMMENDATION 6**

### **Action 2 Surveillance Sign**

Surveillance Monitoring Sign

[https://www.amazon.com/Surveillance-Security-Activities-Monitored-Aluminum/dp/B01MRVCJC0/ref=sr\\_1\\_1\\_sspa?ie=UTF8&qid=1523385811&sr=8-1-spons&keywords=surveillance+sign&psc=1](https://www.amazon.com/Surveillance-Security-Activities-Monitored-Aluminum/dp/B01MRVCJC0/ref=sr_1_1_sspa?ie=UTF8&qid=1523385811&sr=8-1-spons&keywords=surveillance+sign&psc=1)

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## **RECOMMENDATION 7**

### **WEBSITE**

Website builders, such as Wix, Weebly, and Squarespace can be used to create a business website. According to reviews for [websitesetup.org](http://websitesetup.org) and [top-websitebuilders.com](http://top-websitebuilders.com), Wix is highest rated. For a free Wix site, the website domain will follow the format of [username.wixsite.com/sitename/page-](http://username.wixsite.com/sitename/page-)

url. For a more personalized domain (website address), a domain will need to be purchased, if one is not already owned by the Center. In addition to Wix's free services, they also offer Premium plans, some of which include a free domain for one year. According to [websitebuildingexpert.com](http://websitebuildingexpert.com), Wix's pricing plans are more economical when compared to Squarespace and Weebly.

### Select your Unlimited Plan subscription

- 3 Years Subscription: \$10.00 x 36 months
  - ✓ Free Domain for 1 Year
  - ✓ \$300 Ad Vouchers
  - ✓ 2 Free Premium Apps - \$108 Value
- 2 Years Subscription: \$11.00 x 24 months
  - ✓ Free Domain for 1 Year
  - ✓ \$300 Ad Vouchers
  - ✓ 2 Free Premium Apps - \$108 Value
- Yearly Subscription: \$7.00 x 12 months
  - ✓ Free Domain for 1 Year
  - ✓ \$300 Ad Vouchers
  - ✓ 2 Free Premium Apps - \$108 Value
- Monthly Subscription: \$17.50 month to month

SAVE 50%  
TODAY  
\$14.00

Note: Monthly subscriptions do not include a free domain, premium apps and ad vouchers

The Unlimited Plan subscription costs between \$10.00 - \$17.50 per month, depending on the length of the subscription; the 1, 2, and 3 year subscriptions also include a free domain for 1 year. With Wix, the annual renewal fee for a domain is \$14.95 per year, or you can save 6% or 13%, respectively, to register for another 2 or 3 years. To sign up for private registration (to protect the name and address of the person who registers for the domain name), will cost an addition \$9.99 per year.

A domain can also be purchased from another reputable registrar, such as GoDaddy.com and connected via Wix.

### Premium Plans

Wix gives 100s of templates, unlimited pages & top grade hosting FREE  
Upgrade to Premium and get even more

	50% OFF	50% OFF		
<b>VIP</b> First Priority Support	<b>eCommerce</b> Best for Small Business	<b>Unlimited</b> Entrepreneurs & Freelancers	<b>Combo</b> For Personal Use	<b>Connect Domain</b> Most Basic
<b>\$25</b> /month	<b>\$8.50</b> /month <small>(\$17.00)</small>	<b>\$7</b> /month <small>(\$14.00)</small>	<b>\$11</b> /month	<b>\$5</b> /month
Select	Select	Select	Select	Select
<small>UNLIMITED Bandwidth</small>	<small>UNLIMITED Bandwidth</small>	<small>UNLIMITED Bandwidth</small>	<small>2GB Bandwidth</small>	<small>1GB Bandwidth</small>
<small>20GB Storage</small>	<small>20GB Storage</small>	<small>10GB Storage</small>	<small>3GB Storage</small>	<small>500MB Storage</small>
<small>Connect Your Domain</small>	<small>Connect Your Domain</small>	<small>Connect Your Domain</small>	<small>Connect Your Domain</small>	<small>Connect Your Domain</small>
<small>Free Domain</small>	<small>Free Domain</small>	<small>Free Domain</small>	<small>Free Domain</small>	
<small>Remove Wix Ads</small>	<small>Remove Wix Ads</small>	<small>Remove Wix Ads</small>	<small>Remove Wix Ads</small>	
<small>\$300 Ad Vouchers</small>	<small>\$300 Ad Vouchers</small>	<small>\$300 Ad Vouchers</small>		
<small>Site Booster App - \$80 Value</small>	<small>Site Booster App - \$80 Value</small>	<small>Site Booster App - \$80 Value</small>		
<small>Form Builder App - \$48 Value</small>	<small>Form Builder App - \$48 Value</small>	<small>Form Builder App - \$48 Value</small>		
<small>Online Store</small>	<small>Online Store</small>			

ⓘ The Plan Displays Wix Brand Ads