



# 2024

ANNUAL REPORT

*For People and the Planet.*

[planetaid.org](https://planetaid.org)





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**Planet Aid is a 501(c)(3) nonprofit organization.**





## Message from our president

*In 2024, the challenges facing the textile reuse industry intensified. The cost of collecting donated clothes continued to rise, while the resale value of used clothing declined. But at Planet Aid, we met these challenges head-on—by getting smarter, leaner, and more efficient.*

We invested in new baling equipment in Ohio, expanded the use of step vans to reduce fuel and maintenance costs, and continued rolling out solar-powered donation centers. These centers improve safety with lighting and video monitoring and boost collection efficiency.

With a staff of over 220 and eight regional facilities, we are proud to serve as a trusted partner for thousands of schools, businesses, shopping centers, municipalities, and places of worship working to reduce waste and raise funds for their communities and other vital charities.

Thanks to these innovations and the continued support of our partners, Planet Aid collected more than 67 million pounds of clothing and shoes across 15 states and Washington, D.C. These donations helped Planet Aid provide nearly \$500,000 to more than 300 U.S. nonprofits, charities and schools. School fundraising efforts alone brought in nearly \$90,000 for 143 U.S. schools.

Donated clothes and shoes, helped Planet Aid provide nearly \$2.7 million in unrestricted grant funding to locally led development programs around the globe. This 2024 funding supports a variety of education, sustainability and health programs across the U.S., Latin America, Africa, and Asia. As a member of the Humana People to People Federation, we remain committed to empowering individuals to take small steps that collectively lead to meaningful global change.

Thank you for taking those steps with us.

Sincerely,  
Fred Olsson  
President and CEO

# Who we are

*Planet Aid has helped divert more than two billion pounds of textiles from U.S. landfills and raised over \$100 million to support locally led development programs around the world since it was founded in Massachusetts in 1997.*

In 2024, Planet Aid's 220+ employees collected more than 67 million pounds of donated clothing and shoes from bins located at schools, churches, businesses, and municipal properties in 15 states and Washington, D.C. With eight regional warehouses, we can process donations efficiently and extend their life through resale, helping fuel a global secondhand clothing market that provides livelihoods and affordable clothing to millions.

Planet Aid continues to innovate to maximize efficiency and impact. In 2024, we rolled out our 50th solar-powered, 24 hour monitored donation center, made from repurposed shipping containers, make donating safer, more convenient, and more efficient.

Net proceeds from 2024 resale of donations helped Planet Aid provide nearly \$2.7 million in unrestricted grant funding for community led programs in 11 countries around the globe.



These programs provide essential services that promote education, health, environmental sustainability, gender equality, and economic development.

In 2024, Planet Aid also helped U.S.-based donation bin hosts raise nearly \$400,000 for local nonprofits and other charities. This includes nearly \$90,000 for 143 school partners.

These small individual actions—donating, hosting a bin, buying secondhand—add up to significant global impact. Together, we're building a more sustainable and equitable world.

## Reusing textiles delivers three wins for people and the planet:

### Win 1

Keeps clothing out of landfills, cutting methane emissions and environmental harm.

### Win 2

Supports global secondhand economy that provides livelihoods for millions.

### Win 3

Raises funds to support grassroots development programs worldwide.



# Reducing textile waste in U.S. landfills

*For nearly 30 years, Planet Aid has been a leader in keeping clothing and shoes out of the U.S. waste stream. In 2024, we helped communities across the U.S. divert more than 67 million pounds of clothes and shoes from ending up in landfills or incinerators—where textiles often release toxic chemicals and contribute to environmental degradation.*

Planet Aid continues to expand and innovate to make textile reuse as easy and accessible as possible. New donation centers, more efficient bailing equipment and the transition to more efficient step vans are just some of the steps Planet Aid took in 2024.

In Massachusetts, we launched a new at-home textile pickup service, helping more households recycle without leaving their doorstep. And in communities across the country, we supported clothing drives, including special events like our America Recycles Day Clothing Drive, to mobilize individuals and organizations around textile reuse.

With nearly 9,000 donation bins at over 6,200 sites across the Northeast, Midwest and Mid Atlantic, Planet Aid makes it free and easy for people and communities to take meaningful environmental action.

These donations don't just avoid the landfill—they get a second life. The clothes and shoes we collect are resold, fueling a robust secondhand clothing industry that provides living wages and affordable clothing to people around the world, while reducing the demand for newly manufactured textiles.

The need for this work remains urgent. According to the Environmental Protection Agency (EPA), less than 15% of discarded clothing in the U.S. is reclaimed. And with the average American throwing out more than 100 pounds of textiles per year, the U.S. sends more than 11 million tons of clothing and shoes to landfills annually.

Planet Aid is working to change that—one donation, one neighborhood, and one innovation at a time.





## Advancing textile reuse in the U.S.

*In 2024, Planet Aid deepened its commitment to promoting textile reuse as a key climate solution by participating in events across the U.S. Our staff engaged with recycling professionals, policymakers, businesses, and community leaders to highlight the environmental and social benefits of keeping clothing and shoes out of landfills.*

Key engagements included the National Recycling Coalition Conference, where Planet Aid educated municipal leaders on the impact of textile diversion; ICSC events in New York and Las Vegas, where we built partnerships with commercial property managers; and the MassRecycle Conference, where we connected with over 300 recycling professionals and 33 municipalities.

We also joined the Tri-County Regional Chamber of Commerce, promoting local initiatives like our home pick-up program in Massachusetts.



These outreach efforts continue to expand awareness, drive collaboration, and position textile reuse as an essential part of a circular economy.

## Building Partnerships

*In 2024, Planet Aid partnered with schools, nonprofits, and municipalities across the U.S. to fundraise, increase awareness about sustainability and engage communities to work toward zero waste.*

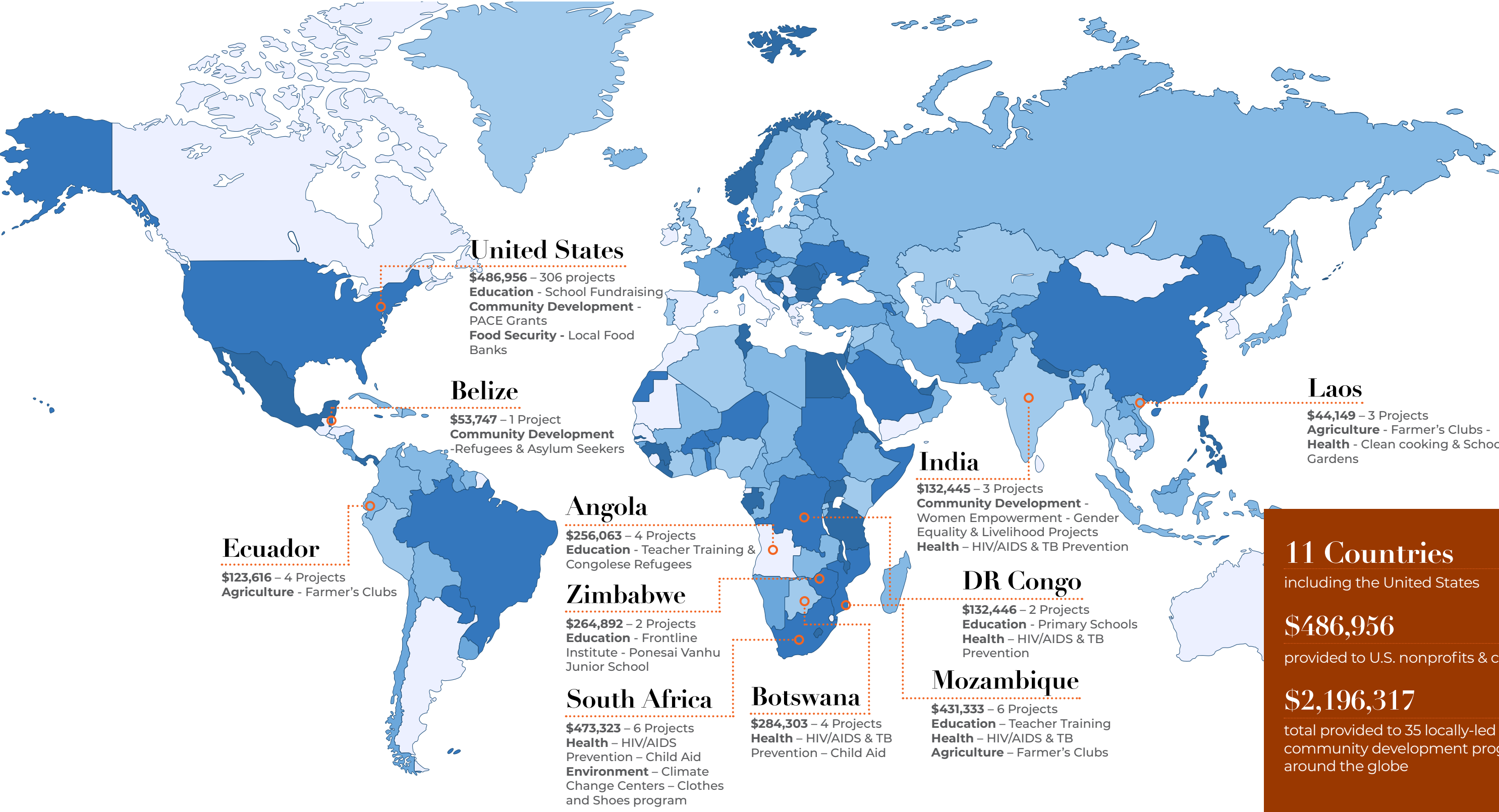
Through our school outreach program, students engaged in hands-on learning about reuse and sustainability while organizing successful clothing drives.

We also supported dozens of local fundraising partnerships, including with food banks, veteran services, and community centers. In total, our bin host partners raised nearly \$400,000—demonstrating how donated textiles can both reduce waste and generate critical funds for good causes.



# International Contributions in 2024

Donations of used clothes & shoes enabled Planet Aid to contribute \$2,683,273 to community development programs.







# Global Partnerships

*In 2024, Planet Aid's Office of Global Partnerships continued to support locally led development by helping members of the Humana People to People (HPP) network access and manage U.S. grant funding.*

Working across 13 countries, Planet Aid helped secure 14 new contracts supporting projects in health, education, food security, and community development.

Key achievements include continued funding from the CDC and PEPFAR for HIV/AIDS programs in Zambia, Malawi, DRC, and Namibia, and a major USDA McGovern-Dole grant for school feeding in Angola.

A new partnership in India will expand access to education for 450,000 children. Planet Aid

also amplified the impact of community-led models by participating in global development forums—including InterAction Forum, the UN General Assembly, and the International AIDS Conference—advocating for greater localization, health equity, and climate justice.

Through these efforts, Planet Aid ensures that the voices and innovations of local partners shape the future of international development.

In 2024, Planet Aid worked with Humana People to People members in Angola, Botswana, Brazil, D.R. Congo, Guinea Bissau, Laos, Malawi, Mozambique, Namibia, South Africa, Zambia, Zimbabwe and India.



# Board of Directors

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**Fred Olsson**  
*President & CEO*



**Mikael Norling**  
*Chairman*



**Eva Nielsen**  
*Treasurer*



**Brian Moran**  
*Director*



**Fernando Binhafa**  
*Director*



**Samuel Rosenthal**  
*Director*



**Anthony Nugent**  
*Director*



**Dinorah Vences**  
*Secretary*

# Financial Statements

## Operating Revenue

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Clothing & Goods Sales	\$37,100,881
Other Revenue	\$260,143

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**Total Revenue \$37,361,024**

## Operating Expense

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Program Services	\$30,594,966
General & Administrative	\$5,114,053
Fundraising & Development	\$3,336,674

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**Total Expense \$39,045,693**

**Net Income -\$1,684,669**

## Statement of Financial Position

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**Total Assets \$26,659,985**

Current Liabilities	\$5,364,175
Long Term Liabilities	\$7,870,637
Total Liabilities	\$13,234,812
Net Assets	\$13,425,173

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**Total Liabilities & Net Assets \$26,659,985**





*2024 staff appreciation event at the Community Ecology Institute (CEI) in Columbia, Maryland.*



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