New City
THRIFT

A Christ's Loving Hands Ministry

GIVING, SHOPPING, SERVING:

Brought together for the good of our community.

Capital Campaign

Raising $100,000 to Open Our Doors
and Serve Our Neighbors

Harrison, Ohio · 2026

Our Mission & Vision

MISSION STATEMENT

New City Thrift exists to provide affordable goods to the community, steward donated items with care, and generate sustainable funding for Christ's Loving Hands' mission to love and serve the Harrison area in Christ's name.

VISION STATEMENT

New City Thrift will become a trusted community thrift store where giving, shopping, volunteering, and serving are brought together for the good of our community — forming an intentional community of people who love and serve one another in Christ's name.

WHY "NEW CITY"?

In the 4th Century, St. Basil the Great founded the Basiliad, widely regarded as the world's first hospital and affectionately called a "new city." It was a place where the sick and poor were known by name, not their need. St. Basil invited the rich not merely to fund the work, but to be transformed by serving their neighbors in Christ's name.

New City Thrift hopes to carry the same spirit. It will be a place where neighbors are invited to love and serve by donating goods and volunteering, where items can be given freely, or sold affordably to support the ministry of Christ's Loving Hands. Through each donation, purchase, and act of service, our community is invited not merely to fund the work, but to take part in loving and serving our neighbors in Christ's name.

A PARTNER MINISTRY

New City Thrift is a ministry initiative of Christ's Loving Hands (CLH), operating as a DBA under CLH's 501(c)(3). It is a new expression of CLH's existing mission to love and serve Harrison.

- Governed by the CLH Board of Directors
- Aligned with CLH's mission and values
- Financially transparent and accountable
- Built to support existing and fund new ministry

A PROVEN MODEL

Thrift stores are one of the most proven earned-income models used by nonprofits. Our store is modeled after, and working closely with, an existing store, Good Neighbor Thrift, which has been open for 47 years and donated $460,000 back into its community in 2025, displaying both the perseverance of the model as well as its potential for impact.

THE WIN-WIN-WIN

WIN #1 — Giving Harrison a place they can feel good about donating and volunteering.

WIN #2 — Offering our community quality, affordable goods while providing no-cost vouchers for families in need. CLH will maintain oversight of a partner voucher system with Southwest Local Schools, Reach Out Pregnancy Center, and Crossroad Health Center who will be able to provide vouchers directly to people they serve.

WIN #3 — Stable, recurring revenue to fund ministry, with all proceeds staying in and supporting our community.

Why a Thrift Store — Why Now?

Harrison is growing — and so are its needs. New City Thrift is positioned at the intersection of community need, market momentum, and mission-driven purpose.

$56B U.S. secondhand market in 2025	**14.3%** YoY market growth in 2025	**+39.5%** Thrift foot traffic 2019–2025	**$74B** Projected market size by 2029
58% Shoppers bought secondhand in 2024	**75%** Open to buying used goods	**83%** Gen Z thrifts or wants to	**30–50%** Typical gross profit margins

Sources: Capital One Shopping Research, "Thrifting Statistics"; ThredUp 2025 Resale Report; BusinessDojo thrift store profitability benchmarks.

WHY HARRISON, WHY NOW?

Harrison is growing, and Christ's Loving Hands has an opportunity to grow with it. As more people come, there will be more needs — but also more people who want to give and serve. For the past three years, CLH has had massive success with our free clothing distributions – collecting tons of clothing. Almost everyone that drops off says the same thing – "thanks for giving me somewhere else to donate besides Goodwill." Our community has sent us a clear message – we want somewhere else to donate!

WHAT MAKES THRIFT STORES SUCCEED?

- 83% of Gen Z consumers thrift or want to
- 89% of consumers driven by the need to save money
- 70% see thrifting as a sustainable alternative
- Donated goods cost nothing to acquire
- Consistent daily sales from a steady donor supply

WHAT WE OFFER THE COMMUNITY

- Affordable goods for families and individuals in need
- A local place to donate that benefits our own community
- Volunteer and service opportunities for groups
- A welcoming, dignified space where everyone belongs
- Items given directly to neighbors who can't afford them

BUILT ON A PROVEN FOUNDATION

New City Thrift is modeled after Good Neighbor Thrift, which gave back $460,000 to their community in 2025. We are not experimenting — we are implementing a model with a demonstrated track record of mission impact and financial sustainability.

"We who used to value the acquisition of wealth and possessions more than anything else now bring what we have into a common fund and share it with anyone who needs it."

Volunteer & Community Involvement

New City Thrift isn't just a store — it's a hub for community service, discipleship, and hands-on ministry that benefits volunteers as much as those they serve.

CHURCH GROUPS

Serve together as a congregation. Sorting, pricing, and stocking the store is a perfect group activity that builds fellowship while serving your neighbors.

STUDENT SERVICE

A structured, meaningful environment for students earning required service hours. We can provide documentation and verification for school and scouting programs.

SERVICE ORGS

Clubs, civic groups, and nonprofits can adopt volunteer shifts, host donation drives, or partner on special projects — making a visible impact in our shared community.

BEYOND VOLUNTEERING

New City Thrift has the potential to offer more than volunteer shifts. As the store grows, we envision:

• Internship opportunities for students in retail, nonprofit management, marketing, customer service, and community development

• Job training and workforce development for CLH clients to build real skills, resumes, and confidence in a supportive, mission-driven environment

• Service-learning opportunities for local schools, churches, youth groups, and homeschool students

• Community service hours for students, civic groups, and others looking for meaningful ways to serve Harrison

• Opportunities for people with different abilities to serve, belong, and contribute in meaningful ways

• A pathway for local businesses, churches, and community partners to support neighbors through donations, sponsorships, and volunteer days

EVERY HOUR COUNTS

Whether someone gives an hour a month or commits to a weekly shift, every volunteer hour directly reduces our operating costs, which allows us to give more to our community, extends our reach, and deepens the connection between our community and the mission of Christ's Loving Hands.

WAYS CHURCHES CAN GET INVOLVED

PRAY

Pray for our launch, our team, our donors, and the neighbors we'll serve. Your prayers are the foundation of everything we do.

SHARE

Tell your congregation, small group, and network about New City Thrift. Word-of-mouth is our most powerful launch tool.

CLOTHING DRIVE (6–12 MONTHS OUT)

Organize a clothing and goods drive to continue to support our stock after the initial launch.

PLEDGE OR COLLECT FOR CAMPAIGN

Collect an offering or make a pledge towards the capital campaign.

The Campaign: $100,000 in 12 Months

Our goal is to raise $100,000 over 12 months — enough to open New City Thrift AND sustain one full year of operations, protecting Christ's Loving Hands from financial strain.

STARTUP COSTS ~$26,500

Point of Sale & Technology	**$1,363–$1,438**
Store Fixtures & Displays	**$1,240–$3,000**
Inventory Supplies	**$230–$435**
Storefront & Branding	**$1,170–$2,495**
Facility Setup & Renovation	**$12,570–$20,950**
Legal, Insurance & Admin	**$1,670–$4,015**
Marketing & Launch Event	**$1,000–$1,550**
Startup Subtotal	**~$19,000–$34,000**

OPERATING RESERVE ~$73,500

Rent (12 months)	**$22,800**
Utilities & Internet	**$2,940–$4,800**
Waste Removal	**$1,200–$2,160**
General Manager / PT Employees	**$15,360–$40,800**
Assistant Manager (PT)	**$11,520–$17,280**
Payroll Taxes	**$3,000–$4,800**
Misc / Contingency	**$6,000–$12,000**
Operating Reserve	**~$62,820–$104,640**

CAMPAIGN GOAL $100,000

HOW YOU CAN GIVE

- Make a one-time gift at any amount
- Pledge monthly support over 12 months
- Sponsor a specific budget category
- Mobilize your church, business, or small group
- Donate goods to stock the store before opening
- Volunteer your time and skills

WHY $100,000?

The $100,000 goal represents the midpoint of our projected range ($82,000–$138,500) and ensures two things: we can open the store properly, and we can keep it running for a full year without pulling from CLH's operating funds.

PROTECTING CLH'S EXISTING WORK

Christ's Loving Hands already serves Harrison through food distribution, emergency assistance, and community programs. By raising a full year of operating reserves upfront, we ensure the store can become profitable on its own timeline without compromising CLH's other programs.

BREAKEVEN PROJECTIONS

Operating days per month	**26 days**
Daily sales needed (low)	**$180/day**
Daily sales needed (high)	**$320/day**
Customers/day at $10 avg	**~32 customers**
Gross profit margin	**30%–50%**
Net profit margin	**5%–15%**

WHY IT MATTERS

A gift to this capital campaign will help start an engine to generate recurring revenue to fund ministry for many years into the future. It's not just a donation, but an investment into our community. As part of Christ's Loving Hands, all donations are tax-deductible under our 501(c)(3).

Give or Learn More:

newcitythrift.org

A Christ's Loving Hands ministry