



OFF YOUR BACK

Guide Book

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Off Your Back is a volunteer run project and the content contained in this guidebook will help you run your own coat drive. If you have any questions about the content of the manual or your specific coat drive please email us at info@offyourback.com.au



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How It All Started

20+ years ago a small but like minded group of enthusiastic mums and a dad got together to start a winter coat collection drive simply called OFF YOUR BACK.

The idea was simple - no money would ever change hands, it would be pure and simple with no collateral and only a viral email would be sent to announce the coat drive and direct people to take their much needed pre-loved coats to the Salvation Army.

OFF YOUR BACK volunteers simply get on with it. There are no long committee meetings or sponsor-led budgets. A viral email goes out to our own email lists and people respond by leaving their coats at one of the drop off spots or by organising their own coat drive in their local community. Everyone who donates a coat loves knowing their much-loved items are going on to another life with people who really need them.

The OFF YOUR BACK coat drive now includes school collections, company collections and individual volunteers who collect, drive to collection spots and help with the running of the program annually.





Organizing A Coat Drive

If you would like to organize your own OFF YOUR BACK coat drive simply follow these steps:

1. Get The Word Out - notify friends, family, work colleagues, neighbours etc. about the drive and when you are running it. Use any means that works for you – social media, text, twitter, email, phone, local media, school and community newsletters, etc

Visit page 5-9 of this manual for sample flyers, community noticeboard ads and a press release. You can also download each of these (as well as our logo) on our website if you would like to make amendments.

Remember the coat drive runs from June 1st – August 31st every year so you will need to run your drive between these dates.

2. Bag'em - as you collect the coats please place them into large durable garbage bags.

3. Mark'em - download and print the collection bag label from our website or go to page 8 of this manual, print the Collection Bag Label and stick it on each garbage bag prior to drop off.

4 Drop'em Off – take the labelled garbage bags to the Salvation Army, 69 Bourke St, Melbourne or at one of the 2022 drop off points listed on our website.

5. Share The Good News – We suggest letting the people who supported the drive know how it went and thank them for their donation. People like to find out how many coats you as a group were able to collect and in turn how many people they will be helping this winter– see page 9 of this manual for sample correspondence you can use or amend.



Off Your Back Sample Flyer

Print this flyer or download it from our website to make amendments. Use it to distribute to your community to get the word out!

Sample Off Your Back

OFF YOUR BACK

**IT'S BACK ON AGAIN...
SO GET IT OFF YOUR BACK!**

COLLECTING FROM JUNE 1ST - AUGUST

DO YOU HAVE A SPARE WINTER COAT GATHERING DUST
IN THE BACK OF YOUR CUPBOARD? DONATE IT AND
HELP SOMEONE WHO NEEDS IT MORE THAN YOU!

SIMPLY GET IT OUT AND BRING IT TO:

Off Your Back drop off points include:

The Salvation Army	69 Bourke St Melbourne
Tonic	6 Home St Elsternwick
Nichols Crowder	358 South Road Moorabbin
88 Dental	818 High St Armadale
James Richardson Group	Level 1, 35 Lithgow Street, Abbotsford

General Questions
info@offyourback.com.au

WWW.OFFYOURBACK.COM.AU



Off Your Back Sample Press Release

Often local press, schools, community groups, etc are happy to run a story about a worthy cause. Print this press release to distribute or download it from our website to make amendments.

Off Your Back Sample Press Release

OFF YOUR BACK 

**IT'S BACK ON AGAIN...
SO GET IT OFF YOUR BACK!**

COLLECTING PRE-LOVED COATS FOR VICTORIANS IN NEED BETWEEN JUNE 1ST AND AUGUST 31ST

20+ years ago a small but like minded group of enthusiastic mums and a dad got together to start a winter coat collection drive simply called OFF YOUR BACK.

The idea was that no money would ever change hands and only a viral email would be sent on June 1st each year to announce the yearly coat drive. The email directed people to take their much needed pre-loved coats to the Salvation Army to support those in need.

Now, each winter we call out to our community to support their fellow Victorians in need by bringing their old pre-loved coats to drop off points around Melbourne.

To date over 150,000 coats have been collected and distributed to those in need and the original group of friends now rarely meet having fallen into their annual tasks and thanks to setting up the annual OFF YOUR BACK coat drive so simply but so impactful.

Unlike most not-for-profit committees, the OFF YOUR BACK committee and volunteers all agree that we all just 'get on with it' - there are no long meetings or budget reports, everyone just simply turns up with garbage bags of pre-loved coats after putting out the call for donations to their individual networks and communities, while feeling good about seeing much loved items going on to another life with people who really need them.

The 2022 OFF YOUR BACK Coat Drive runs from June 1st through to August 31st. 2022 drop off points include:

The Salvation Army - 69 Bourke St, St.Kilda
Tonic - 6 Home St, Elsternwick
Nichols Crowder- 358 South Road, Moorabbin
88 Dental - 818 High St, Armadale
James Richardson Group - Level 1, 35 Lithgow Street, Abbotsford

All Enquiries:
Toni Joel
Ph: 0411700599

WWW.OFFYOURBACK.COM.AU



Off Your Back Sample Advertising

We have designed a number of ads in various sizes for you to print or download and amend from our website.

These can be used for newspapers, in newsletters, on community boards, online

Off Your Back Sample Advertising

OFF YOUR BACK 

**IT'S BACK ON AGAIN...
SO GET IT OFF YOUR BACK!**

**THE ANNUAL PRE-LOVED COAT DRIVE IS NOW ON!
DONATE BETWEEN JUNE 1ST - AUGUST 31ST**

Your preloved coats are distributed by the Salvation Army to those who need them more.

Drop Off Points:

The Salvation Army Tonic	69 Bourke St Melbourne
818 Dental	6 Horne St Elsternwick
Nichols Crowder	818 High St Armadale
James Richardson Group	358 South Rd Moorabbin
	Level 1, 35 Lithgow Street, Abbotsford

WWW.OFFYOURBACK.COM.AU

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WWW.OFFYOURBACK.COM.AU



Off Your Back Sample Label

It is important for all bags to be labelled so all Off Your Back coats get on the back of those who need them most as quickly as possible.

Off Your Back Sample label.





Off Your Back Logo

This is the Off Your Back logo. You can download it from our website and use in any communication relating to your coat drive.





Off Your Back Sample Thank You Letter

If you would like to thank and let your community know how the drive went feel free to download the attached letter and amend accordingly.

Off Your Back Thank You Letter





FAQ's

Q: When does the Off Your Back coat drive take place?

A: June 1st – August 31st

Q: Can I run the drive outside the advertised period?

A: All of our volunteers are geared up during this period. The Salvation Army will take coats outside of these dates but the remaining drop off points will not be able to accept your coats.

Q: What type of coats do you need?

A: We need coats for men, women and children

Q: Do you collect other items of clothing?

A: The Off You Back coat drive is all about coats. We do not have the facility to process other items of clothing.

Q: Do you supply donation boxes?

A: We run the Off Your Back coat drive without any expenditure so we will not be able to supply donation boxes. We are very happy to accept coats from a drive in labelled garbage bags.

Q: If I can't drop off the coats will you pick up?

A: The Salvation Army is very busy working out in the field and we ask if you are able to deliver them at one of our drop off points it would be greatly appreciated. If this is not possible and you have many coats, we can request the Salvation Army come to you. Email us your contact details, address and number of bags to be picked up at info@offyourback.com.au

Q: Who do the coats go to?

A: The team at Off Your Back work closely with The Salvation Army who worked directly with Melbourne's homeless. These coats go directly on the back of those who need them most. The Salvation Army will also work with other not for profit community groups if they have people in urgent need of a coat.



Contact Us

All enquiries
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info@offyourback.com.au

www.offyourback.com.au