

GiftsToGive Thrift Store

Your Money Is Worth More Than You Think

GiftsToGive is a non-profit organization in New Bedford, Massachusetts, focusing on local child poverty, literacy, service to others and giving. Volunteers process tons of donated children's gear which is inspected, cleaned, organized, re-purposed and then gifted to thousands of local children-in-need.

PROBLEM: Differentiate GiftsToGive Thrift Store from other goodwill stores.

SOLUTION: Your money is worth more than you think — using double entendre to indicate the quality of the products sold in the GiftsToGive Thrift Store, as well as all the money used to buy gifts at the GiftsToGive Thrift Store will be used towards those in need. On the posters, as people look at the price tag, they can not only see the price, but also the true value behind it.