THE DONATE MOVEMENT

Q. What are you announcing today?
A. Goodwill® is announcing the first-ever Donate Challenge to commemorate the launch of the new "Donate Movement," and we’re encouraging people to donate their gently used clothes and household items to help reduce waste and benefit communities across the country.

Q. Aren’t people already donating? Why is this important?
A. Yes, consumers already have a strong desire to make donations and help others. According to a new survey from Goodwill, nearly two-thirds (62 percent) of consumers donate to support causes they believe in. Despite their generosity, more can be done. Seven in 10 (71 percent) consumers admit on occasion they’ve chosen not to donate their unused clothing. In fact, for every one article of clothing donated, consumers have at least 30 more articles of clothing ready to be donated.

According to a new online Donation Impact Calculator, donating 30 articles would fund more than four hours of a job search class for one person. If just 1,000 people donated those 30 items each, 1,000 community members could each receive more than four hours of a job search class.

Q. What is the Donate Movement?
A. The Donate Movement, powered by Goodwill, is a new social responsibility platform designed to raise awareness about the importance of donating gently used items and the positive impact those items have on people and the planet. As part of the movement, a new “Donate” icon is designed to increase conscious donating by raising consumer awareness of the power of their donated goods. Comparable to the recycling symbol, the new “Donate” icon will soon appear on everyday products, ultimately becoming the universal symbol for donating.

The “Donate Movement” bridges Goodwill’s mission of building strong families and vibrant communities with environmental sustainability. As an environmental pioneer for more than 105 years, Goodwill hopes that this movement will encourage people to make available for reuse and repurposing items they no longer need.

Q. Why did Goodwill create the “Donate Movement”?
A. We developed the “Donate Movement” to help increase donations so that we can grow our mission and keep up with the increased demand for the services we offer. So, in addition to reducing waste in landfills, more donations will enable us to build stronger communities by offering job training and employment placement services to people of all backgrounds.
Q. Why should people donate and what is the impact of donating?
A. In addition to helping the environment, donating items to Goodwill provides many benefits such as job training programs, employment placement services and other community-based services to people with disabilities, those who lack education or job experience, and others facing challenges to finding employment.

Goodwill diverts an estimated 2 billion pounds of goods from landfills each year — that’s 63 pounds of goods per second. Here are a few examples of what specific donations can achieve:

- 1 working computer gives a person 5.3 hours of career counseling
- 1 bike, 1 coat and 1 DVD provides a person with 1 hour of on-the-job training
- 6 shirts and 2 pairs of jeans provides a person with 1 hour of a job search class

Q. Who is the target audience for the Donate Movement?
A. Goodwill is challenging everyone to help reduce waste in landfills and donate to help make a positive impact in communities across the country. Currently, the “Donate Movement” targets adults, ages 25-54, to inspire them to donate more. A younger demographic, specifically ages 18-25, is a secondary target, as we believe there is a need to educate this group about the impact of conscious donating, and convince them donating is "cool." Through the Donation Impact Calculator on donate.goodwill.org, the movement shows consumers how their donation improves lives of people in their community.

Q. How is the “Donate Movement” different from other campaigns/movements aimed at encouraging people to donate unused items?
A. This movement is unique because it’s a vehicle for businesses and organizations to differentiate themselves as industry leaders through a national, unified platform. It serves as a catalyst for corporations to engage their customers and employees in this critical issue and affect positive social change in their communities.

There is also an important education component, which research shows is critical. We are offering consumers innovative online tools, such as the Donation Impact Calculator, to educate them on how their donated items can make a positive impact in their community. For example:

- 1 working computer gives a person 5.3 hours of career counseling
- 1 bike, 1 coat and 1 DVD provides a person with 1 hour of on-the-job training
- 6 shirts and 2 pairs of jeans provides a person with 1 hour of a job search class

Q. How can consumers get involved with the Donate Movement?
A. The easiest way for people to get involved is to simply begin donating. We all have unwanted items in our closets and households that we no longer use. Instead of discarding them, donate them and turn those items into valuable services such as job training and career counseling for people in your communities. Everyone is encouraged to visit donate.goodwill.org to get involved today.

Q. Is this a national movement? Are all Goodwill agencies participating?
A. Yes, Goodwill’s network of 166 community-based agencies throughout the United States and Canada are supporting the launch of this movement, encouraging people in their communities to donate to help the environment and planet.

Q. Are there any events being planned in certain cities?
A. Yes. On June 28, 2010, Certified Professional Organizer® and creator of the Clutter Diet, Lorie Marrero, will join Goodwill Industries International at a Fashion Show in Tacoma, WA, to unveil the new “Donate Movement” to Goodwill board members, employees and partners.
Q. Who are the corporate sponsors of the movement and how are they involved?
A. Levi Strauss & Co. is Goodwill’s original partner in the Donate Movement. The company shares Goodwill’s values and mission of focusing on community, environmental sustainability, and innovation. Levi’s® is the first major apparel company to include messaging on its new product care tags, “A Care Tag for Our Planet,” encouraging people to wash in cold water, line dry and donate unwanted clothing.

Q. Are you recruiting additional sponsors? Who?
A. Yes. Goodwill is actively pursuing partners that will organically align with the “Donate Movement” as well as Goodwill’s values and mission — brands focused on community strengthening, environmental sustainability, social impact and innovation. We are in discussions with many well-known and respected brands, and we’ll be happy to share more details when those relationships are finalized.

Q. What is your goal for the “Donate Movement?” How will you define success?
A. The goal of the “Donate Movement” is to increase conscious donating by raising consumer awareness of the power of their donated goods. In addition to helping the environment, donating items to Goodwill provides many benefits such as job training programs, employment placement services and other community-based services to people with disabilities, those people who lack education or job experience, and others facing challenges to finding employment.

Q. Why should consumers donate items to Goodwill instead of other organizations?
A. In addition to helping the environment, donating items to Goodwill enhances the dignity and quality of life of individuals, families and communities by helping people in need reach their fullest potential through the power of work. For example, donating 1 bike, 1 coat and 1 DVD to Goodwill provides 1 person with 1 hour of on-the-job training.

Additionally, for more than 105 years, Goodwill has been an entrepreneurial leader, environmental pioneer and social innovator of the “reduce, reuse, repurpose” practice as a leading social services enterprise. Goodwill’s mission is fulfilled through the collection and sale of donated goods in the communities where they are received.

GOODWILL INDUSTRIES INTERNATIONAL

Q. What is Goodwill, and what do you do?
A. Through training and work programs, career services, youth outreach, and retail and other social enterprises, Goodwill helps to equip individuals with the tools and resources they need to become independent and support themselves and their families.

Goodwill also provides support services — including financial skills strengthening and services for youth and families — that enable people from all backgrounds and walks of life to obtain and maintain economic independence and an increased quality of life.

Goodwill is the fourth largest nonprofit and one of the nation’s top five most valuable and recognized nonprofit brands as well as a leading social services enterprise. Goodwill is the leading nonprofit provider of job training programs and career services in the United States and Canada. Goodwill’s goal is to help people find and keep good jobs.

Q. What is your mission?
A. Goodwill generates opportunities for people to achieve economic stability and build strong families and vibrant communities by offering job training, employment placement services and other community-based programs for people who have disabilities, those who lack education or job experience, or others who face challenges to finding employment.
Q. How long have you been around?
A. For more than 100 years, Goodwill has witnessed the power of work in people’s lives. Goodwill was founded in 1902 in Boston by Rev. Edgar J. Helms, a Methodist minister, early social innovator and entrepreneur. Helms collected used household goods and clothing in wealthier areas of the city, then hired and trained those who were poor to mend and repair the used goods. The goods were then resold or were given to the people who repaired them. The system worked, and the Goodwill philosophy of “a hand up, not a hand out” was born.

Q. How does Goodwill fund the services you provide?
A. Goodwill agencies are innovative and sustainable social enterprises that fund job training, employment placement services and other community programs by selling donated clothes and household items at Goodwill retail stores and online at shopgoodwill.com.

Goodwill collectively reported $3.7 billion revenues in 2009. Eighty-four percent of collective revenues raised go directly toward supporting and growing critical community-based programs and services.

Q. Does Goodwill utilize other forms of giving such as private and public grants, individual giving, or other means of funding?
A. Yes, Goodwill’s primary constituents are those served with help from supporters for our job training programs including the Annie E. Casey Foundation, Bank of America Foundation, Charles Stewart Mott Foundation, The Department of Justice, Dell, and the U.S. Department of Labor, to name a few. Goodwill also partners with businesses and public agencies to develop innovative job training and placement programs. In addition, Goodwill establishes alliances with cause-marketing partners, including Bon-Ton, FLW Outdoors, JoAnn Fabrics, Levi Strauss & Co., Microsoft, Nine West and TABI International to raise awareness of our mission and brand.

Goodwill works with a variety of nonprofits to fulfill the mission of finding employment for anyone having a hard time securing and keeping a job. Some of these partners include the American Red Cross, Easter Seals, the National Industries for the Blind (NIB), and NISH.

Q. How many people donate to Goodwill annually?
A. Goodwill has earned the trust and support of 67 million donors in the United States and Canada.

Q. What is shopgoodwill.com?
A. shopgoodwill.com, the nation’s first and only nonprofit Internet auction site, is a charitable auction site ranked one of the Top 10 online auction sites and Time.com’s “50 Best Websites of 2009.” The site has created a window into cyberspace, bringing a whole new world of shoppers and donors in contact with Goodwill and generating more than $90 million to be used toward the mission of providing job training programs throughout the United States and Canada.

Q. How many Goodwill agencies are there?
A. Goodwill is comprised of 166 independent, community-based Goodwill agencies in the United States and Canada with 14 international affiliates in 13 other countries. Collectively, Goodwill provided employment training and job placement services to nearly 2 million people in the United States and Canada in 2009.

Q. How many people benefit from Goodwill annually?
A. Collectively, we provided employment training, job placement services and other community-based services to nearly 2 million people in the United States and Canada in 2009. Every 45 seconds of every business day, a person served by Goodwill earns a good job.
Q. **What types of services do you provide?**
A. Goodwill trains people for careers in fields such as financial services, computer programming, manufacturing, and emerging industries, including technology and health care. Goodwill provides support services — including financial skills strengthening and services for youth and families — that enable people from all backgrounds and walks of life to obtain and maintain economic independence and an increased quality of life. Community-based Goodwill agencies build revenues and create jobs by contracting with businesses and government to provide a wide range of commercial services, including packing and assembly, food service preparation, document imaging and shredding, groundskeeping and administrative support.

Q. **How many donated items do you collect each year?**
A. While we do not track donations by item, we do know that in 2009, we received 67.3 million donations and 2.94 billion pounds of donations.

Q. **What is the most commonly donated item?**
A. Clothing is the most commonly donated item.

Q. **What items are most needed?**
A. Since the recession started, our shopper base has increased. In order to provide the quality and quantity of items our shopper base is accustomed to seeing in our stores, Goodwill sees a need for more donations in every category, specifically clothing and household goods.

* An online study of 1,000 nationally representative Americans ages 18 and older, conducted on behalf of Goodwill Industries International by Kelton Research in June 2010.

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**Goodwill Industries International, Inc.**