



**FOR IMMEDIATE RELEASE**  
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**GOODWILL LAUNCHES DONATE MOVEMENT TO HELP CONSUMERS REDUCE WASTE  
AND IMPROVE COMMUNITIES**  
**New "D" Icon on Donatable Items to Become Universal Symbol**

**Rockville, MD** — Goodwill Industries International has launched a new innovative public awareness campaign to emphasize the positive impact that donating clothing and other household goods can have on communities and the planet. Through the "Donate Movement," Goodwill is challenging people to rid their closets and homes of unwanted items and put them to good use by donating them.

"When you donate the items you no longer need to Goodwill, you are helping someone find a job, strengthening your community and preserving the planet," said Jim Gibbons, president and CEO of Goodwill Industries International. "Your donations also help the environment by allowing other people to repurpose the items so they can be diverted from landfills."

Last year, 67 million donors gave items to Goodwill. These donors helped Goodwill agencies provide critical services to nearly 2 million people. Goodwill provides job training programs, employment placement services and other community-based services to people with disabilities, people who lack education or job experience and others facing challenges to finding employment. Goodwill's mission is fulfilled through the collection and sale of donated goods, which fund these critical programs.

Locally, at Morgan Memorial Goodwill Industries, more than 400,000 donors in eastern and central Massachusetts give 18-20 million tons of goods every year. These donations, which are sold at local Goodwill stores, support job training and youth enrichment programs. The 11 Goodwill stores in eastern and central Massachusetts serve more than 600,000 customers.

Goodwill is also unveiling a new "D" donation icon with the goal that it will become a universally recognized symbol stamped on donatable items. Businesses have partnered with Goodwill to show their support of the Donate Movement and impact positive social change and environmental sustainability in communities everywhere. As an environmental pioneer for more than 105 years, Goodwill hopes that this movement will encourage people to reduce, reuse and repurpose items they no longer need.

"The Donate Movement starts with all of us," said Gibbons. "Donations are the lifeblood of Goodwill's mission and, at a time when Goodwill's services are in great demand, it is crucial that we grow our mission by increasing donations."

Join Goodwill in donating responsibly. Learn more about how donations help Goodwill's mission at <http://donate.goodwill.org>.

**About Goodwill Industries International**

Goodwill Industries International is a network of 166 community-based agencies in the United States and Canada with 14 affiliates in 13 other countries. Goodwill is one of North America's top five most valuable and recognized nonprofit brands as well as a leading social services enterprise (Source: Cone Nonprofit Power Brand 100, 2009). Goodwill agencies are innovative and sustainable social enterprises that fund job training programs, employment placement services and other community-based programs by selling donated clothing and household items in more than 2,400 retail stores and online at [shopgoodwill.com](http://shopgoodwill.com). Local Goodwill agencies also build revenue and create

jobs by contracting with businesses and government to provide a wide range of commercial services, including packaging and assembly, food service preparation, and document imaging and shredding. In 2009, nearly 2 million people in the United States and Canada benefited from Goodwill's career services. Goodwill channels 84 percent of its revenues directly into its programs and services. To find a Goodwill location near you, use the online locator at [www.goodwill.org](http://www.goodwill.org), or call (800) 741-0186. Twitter: @GoodwillIntl. Facebook: GoodwillIntl.

### **About Morgan Memorial Goodwill Industries**

For more than a century, Goodwill has provided job training programs and partnered with the business community to provide meaningful work opportunities for individuals with disabilities and other barriers to self-sufficiency. In addition, Goodwill operates Boston Career Link, a one-stop career center, which offers universal access to a broad range of services for job seekers, individuals who are looking to advance or change careers, and employers seeking good job candidates. Goodwill also offers programs that foster academic achievement and career aspirations among urban youth. The Goodwill Stores in eastern and central Massachusetts provide jobs and on-the-job training opportunities, offer quality, low-cost goods to individuals and families looking for value and support other programs and services fulfilling Goodwill's charitable mission. [www.goodwillmass.org](http://www.goodwillmass.org)