



ReuseConex

1st National Reuse Conference & Expo
Monday October 18, 2010

Triple Bottom Line Benefits of Reuse
With a Focus on the Economic Impacts of Reuse



Introductions

Founded in 1902 by Rev. Edgar Helms, Goodwill® first put people to work by hiring them to repair and sell donated goods.



For Over 100 Years...

Committed to preserving the environment and strengthening communities





The Goodwill Mission/Vision/Values

- **Mission** - Goodwill Industries International enhances the dignity and quality of life of individuals, families and communities by eliminating barriers to opportunity and helping people in need reach their fullest potential through the power of work.
- **Vision** - Every person has the opportunity to achieve his/her fullest potential and participate in and contribute to all aspects of life.
- **Values** -
 - **Respect** - We treat all people with dignity and respect.
 - **Stewardship** - We honor our heritage by being socially, financially and environmentally responsible.
 - **Ethics** - We strive to meet the highest ethical standards
 - **Learning** - We challenge each other to strive for excellence and to continually learn.
 - **Innovation** - We embrace continuous improvement, bold creativity and change.

www.goodwill.org



Reuse

- **Reuse** — To extend the life of a product rather than throwing it away or recycling it (*i.e., the products sold in Goodwill stores*).



Sustainable Practices

- Goodwill® is an entrepreneurial leader, environmental pioneer and social innovator of the “reduce, reuse, repurpose” practice.
- Goodwill’s donation-resale model extends the life of usable clothing and other goods - in the process, nearly 2 billion pounds of materials are diverted from landfills.
- These reuse activities earns approximately **\$2.5 billion in revenues** a year for Goodwill’s important social services that benefit nearly 2 million people each year; also making it a self-sufficient social enterprise.



Goodwill's Positioning

Benefits of Going Green and Reuse



People

- Create green collar jobs and job training opportunities
- Attract and retain talent



Planet

- Environmental sustainability
- Waste and energy reduction



Prosperity

- Generate revenue
- Reduce expenses



RECONNECT

The word "RECONNECT" is written in a bold, blue, sans-serif font. Behind the letters "C" and "N" are two green circular arrows forming a clockwise cycle, symbolizing a process or partnership.

www.reconnectpartnership.com



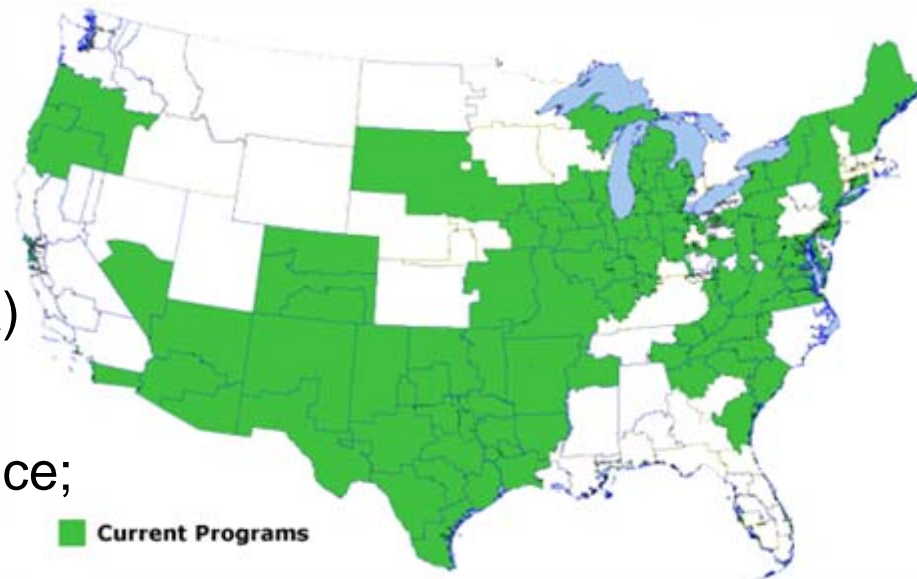
PROGRAM DESCRIPTION

- Launched in October 2004, the partnership leverages Dell's resources and global recycling experience with the donation and retail infrastructure of Goodwill.
- Reconnect helps protect the environment through the responsible reuse or recycling of computer equipment, and provides residents a convenient and free opportunity to support a local non-profit.
- **Reconnect creates job training opportunities for our participants.**
- **100% of revenues generated from resale/recycle go to Goodwill.**

Reconnect Today

Program Status

- 99 Members
- 2014 drop off locations (US & Canada)
- 21 statewide programs plus D.C. (US)
- 36 (US) states with Reconnect presence;
2 Canadian Provinces
- 114M lbs reused/recycled since 2005 (2010 figures)
- **250 'Green' Jobs created (2009 figures)**





***POWERED BY
GOODWILL®***

Just as there are things you , there are things you 



CARE TAG FOR OUR PLANET

For more than 155 years, Levi Strauss & Co. has been a pioneer— both in our original clothes and our values. We are committed to building sustainability into everything we do.

We have partnered with Goodwill® to share simple ways to care for our planet.



WASH COLD



LINE DRY



DONATE TO GOODWILL®





Donate.Goodwill.Org

ABOUT THE DONATE MOVEMENT

Your donation of used goods can make a difference for people in your community, and help make a healthier planet as well. The Donate Movement, powered by Goodwill®, challenges all of us to donate conscientiously and responsibly.

CALCULATE YOUR IMPACT

START HERE!



Clothing:
Shoes

ADD

YOUR ITEMS

REMOVE ALL
Jeans

11

YOUR IMPACT

1.4*

HOURS OF

CAREER COUNSELING

share this

SEE HOW CAREER COUNSELING HELPED



Christie Jarrell
Your donations supported my transition to full-time work.
[Read More >](#)

“You always hear about ‘Search Optimized’ websites. Goodwill has ‘People Optimized’ this site.”

-- Park Howell, blogger

- GI’s most successful new website launch over the past two years.
- More than 15,000 unique visitors and 3,400 calculations to date.



Reuse

Good for the Community

Good for the Environment

Good for the Economy

Good for You!



Contact

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Thank You!