

STRENGTHENING
COMMUNITIES &
MAXIMIZING
RESOURCES.

That's Goodwill.

Goodwill
Changing Lives 

For more than 100 years, Goodwill Industries has been an entrepreneurial leader, environmental pioneer, and social innovator of the “reduce, reuse, repurpose” practice.

Goodwill diverts more than one billion pounds of clothing and textiles every year from landfills by recovering the value in people’s unwanted material goods. In the process, Goodwill creates job-training opportunities as well as entry-level and skilled green-collar jobs for people in need of work.

Goodwill’s across the U.S. process more than one billion pounds of donated goods each year.



Every day, millions of people clean out their closets. Instead of throwing out the things they no longer need, they give them to Goodwill and, in turn, Goodwill sells those items in its retail stores.

Goodwill’s donation re-sale model extends the life of usable clothing and other goods, and earns revenue for Goodwill’s job-training programs, employment placement services and other important social services that benefit more than 1.5 million people each year. In the process, thousands of tons of waste are diverted from landfills.

Revenue raised through the sale of donated goods transforms the simple act of cleaning out a closet into important social services and environmental stewardship.

This year, through Goodwill:

- More than one billion pounds of clothing will be sold in our 2,400 retail stores
- 14,700,000 pounds of electronics will be kept out of landfills through Goodwill e-Recycling programs
- More than 159,000 people will gain employment as a result of Goodwill’s workforce development programs

**The Donate
Movement**

Goodwill has been going strong for more than 100 years, and the foundation for our work has remained unchanged - “reduce, reuse, repurpose”. Because of that, we have started the Donate Movement, a public awareness movement that focuses on the positive impact donating has on people and the planet.

Just as there are things you , there are things you 

Every day the universal symbol for recycling reminds us to recycle bottles, paper, cans and more. Now, imagine another symbol on clothing, household goods and electronics that reminds you that an item can be donated when you no longer need it.

Goodwill’s vision for this new Donate icon is a universal reminder to “recycle” through responsible donation, helping provide opportunities for others while diverting usable items from landfills. We are pleased to have Levi’s as a partner, while Planet Green TV and Hane’s have recently joined the movement with more to come!

Dell and Goodwill partnered in 2004 to form the Reconnect Partnership to reduce e-waste in U.S. landfills.



Dell and Goodwill are working to reduce our nation's e-waste

Our Goodwill serving Hampton Roads & Central Virginia accepts all brands of computers and peripherals. We either refurbish those donated items and re-sell them in our stores and computer outlets or, thanks to our partnership with Dell called "Reconnect", we turn them over for proper de-manufacturing.



Next time you donate, think Goodwill and think green...

We want you to know that your donated goods have the power to make a difference in people's lives, strengthen communities and create a healthier planet. And, we know that when people think twice about what they donate, where they donate, and how their donations affect others, that can have a powerful impact on our world.

We are very proud of our e-recycling program locally, and our nationwide Reconnect partnership with Dell. Locally, we kept 1.5 million pounds of e-waste out of our landfills in 2010. Since its launch in 2004, Goodwill's across the country along with Dell have diverted more than 170 million pounds of e-waste from landfills and created approximately 250 green jobs. There are now more than 2,200 Dell Reconnect collection sites across the U.S.

For more information on the Reconnect partnership, visit www.reconnectpartnership.org

We hope that you'll join Goodwill in our efforts to help our communities grow and prosper through the power of donated goods. Whether cleaning out your closets or getting rid of that old computer, think Goodwill and think green the next time you donate!



This year, in the U.S. alone:

- More than 17,885,000 tons of clothing and textiles will be discarded
(Source: EPA)
- 52 items including clothes, computers and electronics will go unused in each household
(Source: Closetcash.net)
- Nearly 14,000,000 people are without jobs
(Source: Bureau of Labor Statistics)
- 99% of everything that we harvest, mine, process and transport is trashed within 6 months
(Source: storyofstuff.com)

Learn more about strengthening communities and maximizing resources through Goodwill!

Excited about all of the green things Goodwill has going on? Now you can keep up with us online by visiting www.goodwillvirginia.org, or keep up with us through our social networking!

[facebook.com/goodwillcvaandhr](https://www.facebook.com/goodwillcvaandhr)



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