



The familiar Goodwill trucks say it all 'Smile...Your Donations are Working.'



After documents are shredded, the paper is recycled and in turn generates revenue to support programs.

## Goodwill Encourages Small Steps To Protect The Planet

The proliferation of advice on sustainable living has left many people overwhelmed and wondering if their green efforts even make a difference. Goodwill of Orange County, a pioneer of the reduce-reuse-repurpose philosophy, wants the public to know that simple acts, like donating gently used clothing and unwanted household items to Goodwill, can have lasting impact on the planet.

"Earth Day provides the perfect opportunity for individuals to commit to at least one new green practice that can make a difference. Small acts add up to big change when you harness the power of millions who care about our planet," said Frank Talarico, Jr., president and CEO Goodwill of Orange County.

Through the sale of donations, Goodwill diverts millions of pounds of usable goods and recyclable materials from landfills annually. Revenues from the sale of usable goods at Goodwill stores fund programs that put people to work, including people with disabilities, those who lack education or job experience, and others facing challenges to finding employment. Shoppers also play a key role in the process. When people find bargains in local Goodwill stores, they not only save money, but they also extend the lifespan of items that would otherwise be discarded.

### Green Business Services Gain Momentum

As a California State certified collector of electronic waste, Goodwill is helping residents, cities and businesses reduce their collective carbon footprints. Last year, Goodwill collected more

than two million pounds of e-waste via its dozens of donation centers, business pickups and collection events.

One example of a unique e-waste drive is the recent annual Toshiba Classic. Goodwill and Toshiba teamed up to host a series of collection events throughout the county. Events were held in the cities of Newport Beach and Dana Point and for three days at the site of the Toshiba Classic at the Newport Beach Country Club. Donors who dropped off working and non-working electronics received two free tickets to the Toshiba Classic. Goodwill handed out thousands of tickets to happy donors and collected more than 56,000 pounds of e-waste.

Thanks to its Document Destruction Services, Goodwill also helps slow the pace of identity theft, providing greater security for companies and their customers, while providing jobs and recycled paper for products. Goodwill has contracts with legal, medical, financial, real estate and insurance sectors as well as county and local government agencies. Goodwill also includes 'blue wrap,' the polypropylene containers used for medical instruments at hospitals and medical centers, as a recyclable product. Best of all, revenues through these services help to fund programs and services also help people with disabilities and other disadvantages gain economic independence.

### Creating Meaningful Outcomes

"For more than a century, the Goodwill movement has linked protecting the environment to helping people earn paychecks, support their families and strengthen their communities," said Talarico. "Each individual shopper, donor and business services customer is an important partner in what we do. Through this model, Goodwill creates job-training opportunities as well as entry-level and skilled green-collar jobs for people in need of work."

While Goodwill's green approaches to business set it apart as a standout social enterprise model, it is the human factor that drives the business. Hope, pride, self-worth and independence are among Goodwill's most important outcomes of human renewal. Goodwill assists individuals with their work and social skills, cultural and language differences and their access to a community that will allow them to enter the workplace and enhance their self-respect and dignity.

Whether it is the revenue raised through the sale of donated goods, a collection event or through contracted business services, these actions fund Goodwill's important social services and transforms the simple act of cleaning out a closet, storage unit or a file drawer into environmental stewardship. Goodwill continues to expand its reach and is acknowledged as a valuable resource to the community.

Goodwill's green initiatives are intended to take the organization's founder, Dr. Edgar J. Helms' commitment to "save the waste in men and things" to the next level. Building on its value of environmental stewardship, Goodwill takes a leading role among not-for-profit organizations in applying the principles of sustainable design and operations. Goodwill of Orange County is taking steps towards reducing its carbon footprint through energy-wise practices and behavior modification. "While we've always provided a number of green services to the community, we have made a number of energy efficient adjustments in our facilities and in our daily practices to increase our commitment to environmental sustainability," adds Talarico.

*For additional information regarding Goodwill of Orange County, please contact Community Relations Director Doug Wooley at 714.640.8360, ext. 2028. To locate a store or donation center, visit ocgoodwill.org.*



As a State Certified Collector, Goodwill practices responsible recovery, reuse and recycling services.

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