



2017  
ANNUAL  
REPORT

  
Good360  
GOODS FOR THE GREATER GOOD™

# A MESSAGE FROM GOOD360'S CEO



2017 was a year of inflection for Good360.

We continued to work closely with our growing network of corporate partners to responsibly source and distribute excess and returned product and to distribute that product to our nonprofit network, now including more than 60,000 members who use that product in order to support individuals, families and communities.

But 2017 was far from “business as usual”. We solidified a multi-channel approach which allowed for the distribution of more than \$340 million of donated product to people in need.

We increased our work in the disaster recovery space dramatically in 2017 as we faced an unprecedented fall Atlantic hurricane season. We have been on the ground in Texas, Puerto Rico, the US Virgin Islands as well as in Louisiana and Florida in support of those impacted, and will continue to do so until the recovery effort is complete.

We continue to support 13 other disaster sites across the country and around the world as long-term recovery efforts continue to move forward.

We have grown our capabilities across the organization with a singular focus to expand our capacity to deliver on our mission of transforming lives by providing hope and dignity to those impacted by disaster and other life challenging circumstances, who without us would struggle to find that hope.

Good360 continues to build “the nonprofit of the future” through an operating model that is predicated on transparency and accountability to both our nonprofit and corporate partners, a philosophy of collaboration where our goal is not to be the hero of the story, but rather to be part of a heroic story, and a willingness to challenge the status quo in order to uncover new ways we can lead.

As we look forward, we are excited and proud of the contribution we make every day and thank all of our partners in helping us do so!

**HOWARD SHERMAN**

Chief Executive Officer, Good360



# DOING GOOD IS IN OUR MISSION

Good360's mission is to transform lives by providing hope, dignity, and a sense of renewed possibility to individuals, families, and communities impacted by disasters or other challenging life circumstances who, without us, would struggle to find that hope.

As the global leader in product philanthropy and purposeful giving, we partner with socially responsible companies to source highly needed goods and distribute them through our network of diverse nonprofits that support people in need.

## GOODS FOR THE GREATER GOOD.



### THE CIRCLE OF GOOD

Good360 helps companies resolve the business challenge of responsibly distributing excess goods for maximum impact and in doing so, we help our nonprofit partners deliver on their own important missions. Individuals facing challenging life circumstances get the goods they need, generating hope, and products are given a new life, reducing waste and helping build resilient communities for the future.

# GOOD360'S PURPOSEFUL GIVING CHANNELS

For more than 35 years, Good360 has worked with leading companies to help transform the lives of those in need through a variety of donation programs that serve our network of more than 60,000 vetted nonprofits. Our programs are designed to accept donations at scale and to serve nonprofits of all sizes and all causes.



## LOCAL STORE MATCHING

Individual stores collect gently used customer returns and excess inventory to be donated. Good360 matches stores with local nonprofits who pick up the items and distribute them within the community.



## DISASTER RECOVERY

Good360 enables companies and nonprofits to support the needs of disaster-impacted communities throughout the full recovery process by ensuring that the right goods are delivered to the right people at the right time.



## ONLINE DONATION CATALOG

Companies ship donated goods to our warehouse in Omaha, NE and we sort and configure them into smaller cartons to ship to our nonprofit network. New donations are added almost every day.



## TRUCKLOAD PARTNERSHIP DONATIONS

Companies fill a semi-trailer of returned and overstocked goods to be donated. Good360 coordinates the logistics to ship directly to our larger nonprofit partners throughout the country and internationally.



## MANAGED PROGRAMS

We custom-design donation programs to meet a company's unique philanthropic and social responsibility goals, helping address the needs of our nonprofit partners.

# IT'S BEEN A GOOD YEAR

We thank all of our partners in the Good360 Circle of Good who do incredible work to help those facing challenging life circumstances. Here's a look at what we've achieved together in 2017.



## Disaster Recovery Highlights

- Sent over **\$20 Million** in critically needed goods
- To **13 disaster** impacted areas
- Good360 was on the ground within **72 hours**
- Partnered with **85 nonprofit members** in disaster areas



**\$340 MILLION+**  
in donated product to transform lives



MAKING AN IMPACT

Good360 distributed more than \$340 million in needed goods in 2017. These are just a few examples of where the product went and the impact it had.



## MATTEL BARBIES BRING HOLIDAY JOY TO CHILDREN

Each December, New Beginnings Ministries in Port Arthur, TX offers its annual “Operation Christmas Blessings” program where families in need can browse a selection of donations and choose three new toys for their children. This year, single mom, Antoinette, picked out Barbies for her daughters, saying “My words can’t express the joy that you have put in my children’s hearts!”

ORGANIZATION: NEW BEGINNINGS MINISTRIES (PORT ARTHUR, TX)

LIVES IMPACTED: 450

DONATION: MATTEL BARBIES

## RED WING PROVIDES GEAR FOR HURRICANE HARVEY REPAIRS

More than 100,000 homes were damaged or destroyed by Hurricane Harvey. In flood situations, one early area of focus in recovery is the mucking out and gutting of impacted structures. Red Wing Shoes delivered the right kind of safety gear to allow both volunteers and homeowners to do this work safely and quickly.

ORGANIZATION: ALL HANDS AND HEARTS – SMART RESPONSE (NATIONAL)

LIVES IMPACTED: 100+

DONATION: RED WING BOOTS



## VOCATIONAL TRAINING MADE POSSIBLE WITH ADVANCE AUTO PARTS DONATION

TROSA is a residential therapeutic program, providing comprehensive long-term treatment for people battling substance abuse disorders. A donation of various automotive parts and supplies from Advance Auto Parts was critical in the automotive vocational training of the program’s residents, who use their newly honed skills in the upkeep and maintenance of the organization’s own vehicle fleet.

ORGANIZATION: TROSA (DURHAM, NC)

LIVES IMPACTED: 500

DONATION: ADVANCE AUTO PARTS (VARIOUS)



## GOOD360 SENDS SCHOOL SUPPLIES TO LIBERIA

Good360 partnered with More Than Me (MTM) to help rebuild the education system in Liberia, a country ravaged first by a lengthy civil war and then by the Ebola crisis. MTM operates a private academy and also partners with the Liberian government to operate a growing network of public schools, making education accessible to the nation's youth once again.

**ORGANIZATION:** MORE THAN ME (MONROVIA, LIBERIA)  
**LIVES IMPACTED:** 5,000+  
**DONATION:** VARIOUS SCHOOL SUPPLIES

## WALMART GOODS REACH THOUSANDS IN KANSAS

One of Good360's valued Community Redistribution Partners, United Way of the Plains has a mission to bring the community together to focus on the building blocks of a better life for all. Through its "Give Items of Value (GIV)" program, the nonprofit sources truckloads of donated Walmart goods through Good360 and redistributes the items through its own network of local nonprofits, extending its impact significantly.

**ORGANIZATION:** UNITED WAY OF THE PLAINS (WICHITA, KS)  
**LIVES IMPACTED:** 3,500+  
**DONATION:** WALMART (VARIOUS)



## TEMPUR-PEDIC DONATIONS COME AT THE PERFECT TIME FOR CANCER PATIENTS

As part of Tempur-Pedic's ongoing donation program with Good360, the company provided mattresses to support United Breast Cancer Foundation's annual Mattress Donation Event in New York in 2017. The event provided 200 Tempur-Pedic mattresses of various sizes to women, men and children directly impacted by breast cancer, making a good night's sleep part of their recovery path.

**ORGANIZATION:** UNITED BREAST CANCER FOUNDATION  
**LIVES IMPACTED:** 200  
**DONATION:** TEMPUR-PEDIC MATTRESSES

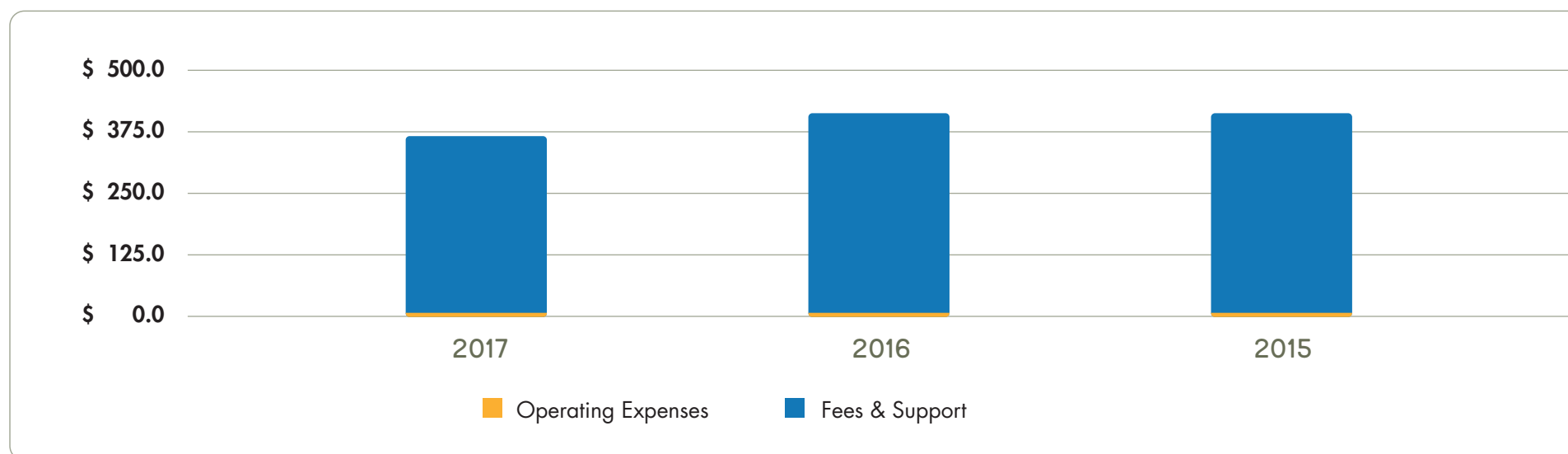
FEES & SUPPORT (IN MILLIONS)

	2017	2016	2015
Gifts in Kind (Goods Received)	\$355	\$399	\$375
Other Fees & Support	\$8.9	\$8.2	\$8.0
<b>Total Operating Fees &amp; Support</b>	<b>\$363.9</b>	<b>\$407.2</b>	<b>\$383.0</b>

EXPENSES (IN MILLIONS)

	2017	2016	2015
Program Services (Includes Goods Distributed)	\$352	\$394.0	\$374
Operating Expenses	\$3.8	\$3.8	\$4.1
<b>Total Operating Expenses</b>	<b>\$356.1</b>	<b>\$397.8</b>	<b>\$378.1</b>

	2017	2016	2015
Fees & Support	\$363.9	\$407.2	\$407.2
Operating Expenses	\$3.8	\$3.8	\$4.1
Operating Expense %	1.0%	0.9%	1.0%





## 2017 DONORS

3M Corporation  
Abercrombie & Fitch Co.  
Ace Hardware  
Advance Auto Parts Inc.  
AGS Stainless Inc.  
AIT Worldwide Logistics  
Alastin Skin Care  
Alex's Memorial Run  
All Pro Weights  
Amazon  
Amdek, Inc.  
American Council on Exercise  
American Eagle Outfitters  
American Girl Doll  
ANN INC.  
Aquachempacs, LLC  
Aramark  
Armstrong Flooring  
Audit logistics  
Automotive Management Consultants LLC  
B and B Maintenance  
Bank of the West  
Bed Bath & Beyond Inc.  
Beecroft & Bull, LTD  
Beingmate Baby & Child Food CO., Ltd.  
Benjamin Moore & Co  
Berk International LLC  
Big Lots, Inc.  
BigTruck.com  
Blizzard Entertainment  
BMC Mattress  
Brink Constructors  
Brookes Publishing Co  
Brookline  
Buffalo Media Works :  
Bullitt Group  
Burns & McDonnell  
Burtco LLC  
Burt's Bees Inc.  
Cabela's  
California Highway Patrol CHP  
Casper Sleep Inc.  
Century Products LLC  
CFM Ventures  
Chanel, The House of  
Charles River Associates  
Chicago Bears Football Club  
Cintas Corporation  
Clearwater Paper Corporation  
Clipper Corporation/Taco Johns  
Comcast Corporation : NBCUniversal  
Conboy Distributing  
Correlated Products, Inc.  
Costume Gallery Inc  
CraftWorks Restaurants & Breweries Group, Inc  
Crate and Barrel  
Culligan International  
CVS  
Deckers Outdoor Corporation  
Dell : EMC Corporation  
Destination XL Group  
Diamond Vogel Paint  
Diversified Hospitality Solutions  
DM Transportation Management (Calypso Cay Resort)  
DollarDays International LLC  
Domtar : Domtar Corporation  
Earth Accessories  
Earth Science Naturals  
Ecolab Inc.  
ECP Incorporated  
Edmar  
EMD Global LLC  
Emerson Tool Company  
Emily's Cleaning LLC  
EnviroX LLC  
Epic Sky Company  
ESPN  
Estee Lauder Companies  
ETE Plate  
EXPRESS  
Farm Credit Services of America  
First Aid Beauty, LTD  
FISERV  
Football Northwest LLC  
Forever 21, Inc.  
Fox Gloves  
Francesca's Collections  
Fredri & Sons  
Free Style Graphics  
Friends of the Trails  
Fulex  
Furniture of America  
GAF Communications  
Gap Inc.  
General Products and Supply / GMP  
Goldwin Foundation  
Grainger  
Green Mountain Imports  
Grevin Products Inc.  
Groupe Dynamite / Garage  
Guess, Inc.  
Hallmark Cards, Inc.  
Hampton Direct  
Hampton Direct, Inc.  
Happy Family Brands  
Hasbro  
Hearst Communications  
Hennes & Mauritz AB  
Hewlett-Packard Company  
Hillyard Industries  
Hisamitsu America  
Homage  
Homelegance, Inc - Fremont  
Homerica East  
Hot Topic : Torrid  
IKEA International A/S  
image supply, Inc  
In Motion Design Inc.  
J. Jill  
J.CREW  
JMZ Distributing  
JPMorgan Chase & Co.  
Julep Beauty  
Juno Lighting, Inc.  
Kallie Shoes LLC  
KEEN Footwear Company  
Keune Haircosmetics  
Kimberly-Clark Corporation  
Levi Strauss & Co.  
Leviton Mfg. Company Inc.  
Libbey Inc  
Lidl US  
Life Is Good  
Linetec  
Lotty Dotty LLC  
LovelySkin.com  
LuluLemon  
Major League Baseball  
Major League Lacrosse - MLL  
MAP International  
Marc Jacobs International  
Mattel, Inc.  
Maya & Ethan  
Mesa Logistics  
MGN Corporation dba The Secura  
Miami Beach Bowl  
Michael Halebian & Company  
Michael Stars  
Minit Maids  
Minted  
MN Home Outlet/ShopJimmy  
Momar Inc.  
Montgomery Mfg.  
Morton Salt, Inc.  
Motorola Mobility  
Mr. D's Tees  
MXD Group  
Nael Coce  
National Football League  
National Veterinary Associates  
NEA Inc.  
NetRush  
New Era Cap  
New York Kayak Company  
Newell Rubbermaid Inc.  
Nice Laundry  
Nice-Pak  
Nike, Inc.  
Nilodor Inc.  
NKSBF  
Noodle & Boo LLC  
NSAF, Inc  
OC Fair & Event Center  
Ohio Education Association  
Optoro  
P. Kaufmann Contract  
Parker School Uniforms  
Party City Corp.  
Penn State Panhellenic Council  
Penny Arcade  
Philips North America  
Pitney Bowes Inc.  
Pitt Specialty Supply  
Pocket Nurse  
PRIDEIndustries Inc  
Provide-commerce/FTD  
PTS America  
PVH  
QVC, Inc.  
QVC, Inc. :  
Rambler's Way  
Raw Spice Bar  
Red Wing Shoe Company, Inc.  
Regis Corporation  
Rejuvenation  
Relief Bed  
Restoration Hardware  
Ricoh USA, Inc.  
Rochester Midland  
Rockline Industries  
Rooms To Go  
Ross Stores, Inc  
Saf-T-Gard  
Scotch Corporation  
Sears Holdings Corporation  
Sequin, LLC  
Serta Simmons  
Sheppard Enterprises  
SilkRoll  
Sleep Number  
SmarterLife Products  
SmartWatt Energy  
Snyder Manufacturing Inc.  
South Florida Tissue Paper Company  
Spartan Chemical Company, Inc.  
Spigen  
Spotify  
Staff Development for Educators  
Starbucks Coffee Company  
Starlight Children's Foundation Global Office  
Stop-n-Go  
Streamline Importing Inc.  
Sunrise Hitek Group LLC  
Sunstar Americas, Inc  
Target  
Teabloom.com  
Tempur-Pedic, Inc.  
The Hain Celestial Group  
The Home Depot  
The Talbots, Inc.  
The Wilson Group, LLC  
TIAA : TIAA  
Today Show Charitable Foundation, Inc.  
Top-Line Furniture  
Tuesday Morning Corporation  
Uline  
Ultimate Healthy Pet Beds  
UNITED CONTINENTAL HOLDINGS : United Airlines  
University of Illinois Alumni Association  
UPS  
Vera Bradley Designs Inc.  
VF Corporation : Vans Shoes Company  
Viacom Inc.  
Victory Junction  
Vintage Fringe  
Wacoal-America  
Walgreens  
Walmart Stores, Inc.  
The Walt Disney Company  
WGIRLS INC  
Williams-Sonoma, Inc.  
Williams-Sonoma, Inc. : Pottery Barn  
Williams-Sonoma, Inc. : West Elm  
Wines for Hope  
Wonderful Union  
World Amenities Products  
Wrangler  
Zenni Optical  
Zep Inc



# HELP US CELEBRATE A PROUD HISTORY OF THOUGHTFUL GIVING

TOTAL VALUE OF ALL  
PRODUCT DISTRIBUTED:

**\$9B+**

YEARS:

**34+**

TOTAL NUMBER OF  
REGISTERED NONPROFITS:

**63,000+**



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