



FOR IMMEDIATE RELEASE

Contact: Juli Lundberg
Phone: 856/439-0200, Ext. 230

**GOODWILL GOES HIGH TECH IN PREPARATION FOR THE BUSY
END OF THE YEAR DONATION SEASON**

***Local Charity Unveils I-DONATE Technology That Allows Donors to
Track Their Giving Online 24-7***

Maple Shade, NJ - (December 6, 2011) – With the new year coming up quickly, many local residents are eager to make those last minute donations to charity to get their final tax deduction of the year. To make things extra convenient, Goodwill Industries® of Southern NJ & Philadelphia has installed computerized donation kiosks at all of its donation centers and unveiled state-of-the-art I-DONATE technology that enables donors to track their giving online 24-7.

“Donations are Goodwill’s lifeline to helping local residents with disabilities and disadvantages gain the job skills needed to become employed,” said Goodwill President & CEO Mark B. Boyd. “Beyond providing stellar customer service, we have invested in technology to ensure a pleasant donation experience at Goodwill. Investing in your community and preserving the environment while receiving a tax break has never been easier.”

All 22 area Goodwill donation centers are staffed by courteous donor services attendants and equipped with computerized kiosks. The donor services attendant is responsible for helping the donor unload their car. The donor is then directed to a computerized kiosk to input their contact information and what they donated. It then prints out a receipt for tax purposes. Once inputted into Goodwill’s kiosk system, donors can go to www.goodwillnj.org; click the I-DONATE icon; and then view and print their donation history as well as individualized receipts for tax purposes. Goodwill is currently the only charity in the Greater Philadelphia Metropolitan Area that offers this service.

“Inevitably it happens—a donor gives undersized and underused items to Goodwill a bunch of times throughout the year but when it comes down to tax time, their receipts are suddenly missing in action,” said Boyd. “With I-DONATE, our donors don’t have to worry about that missing receipt. It is all there for them on our web site as long as they have inputted their information into our kiosk.”

Goodwill Industries® of Southern NJ & Philadelphia encourages donations of gently-used clothing, accessories, toys, household items, books, small electronics, computers and more. The mass collection and resale of donated items in Goodwill’s area retail stores fund job training programs that help local residents with disabilities and disadvantages prepare for and secure

competitive jobs in the community.

As a nonprofit, community-based organization, all donations to Goodwill are tax deductible per IRS law. Donors are encouraged to keep an itemized list of donations. The IRS allows a deduction for each item, but the donor determines each item's value. Generally, an item's value should be based on fair market value—what the item would sell for in a thrift store. For more information on determining the value of donations, please visit www.irs.gov.

During this festive and busy time of year, Goodwill encourages local residents to take the time to do their homework when choosing where to donate. Donors often look for the quickest and easiest way to donate their gently-used items. While unattended donation bins in local shopping center parking lots fit this bill, they are not always what they seem. Many are actually operated by for profit entities that give the charity represented on the bin a mere 4-6% of the proceeds and you cannot obtain a receipt for tax purposes from it. To ensure your donations support a charitable cause:

- Verify the charity is legitimate with the State Attorney General's office.
- Check a charity's rating using online resources such as Charity Navigator or Guidestar.
- Legitimate bins provide full disclosure in terms of explaining what happens to your donations. Look for a mission statement and 800# on the bin. Find out if your donations will help the local community.

According to Boyd, the week between Christmas and New Year's Eve is the busiest time of year for donations. "With New Year's Eve falling on a Saturday this year, we expect a huge rush on Friday and Saturday. Goodwill's donation centers will be staffed accordingly to provide donors with a pleasant experience," said Boyd.

To find the Goodwill Donation Center near you, please visit www.goodwillnj.org or call 856/439-0200.

About Goodwill Industries of Southern New Jersey and Philadelphia

Founded in 1948, Goodwill Industries® of Southern New Jersey & Philadelphia is a nonprofit, community-based organization. Its mission is to put people with special needs to work. Revenue from the sale of gently-used donated items in Goodwill's area retail stores fund its high caliber job training programs while contributing to America's recycling efforts. Last year, Goodwill recycled more than 34 million pounds of clothing alone. On the mission services side in 2010, Goodwill provided over 189,626 hours of hands-on job training and 258,336 hours of employment for individuals with disabilities and disadvantages. Your gently-used donations make all of this possible. Our Mission is simple: "We Put People to Work!" For more information, please call 856/439-0200 or visit www.goodwillnj.org.

-30-

Goodwill Donation Centers in NJ & Philadelphia

In addition to the following locations, Goodwill collection bins can be found in municipality public works yards throughout Southern and Central New Jersey.

In New Jersey:

Aberdeen, 228 Rte. 35

Atlantic City, 3711 Ventnor Ave.

Bayville, 333 Rte. 9 (Baywick Plaza)
Bellmawr, 125 N. Black Horse Pike
Bordentown, 594 Route 206
Cardiff, 6701 Black Horse Pike
Ewing, 1628 N. Olden Ave.
Cherry Hill, Route 561 & Browning Lane (Woodcrest Shopping Center)
Glassboro, Rte. 47. @ William Dalton Dr.
Hammonton, 200 White Horse Pike
Lumberton, 1626 Route 38,
Maple Shade, 2835 Route 73 S.
Medford, Hartford Rd. & Old Marlton Pike
Mount Laurel, 3111 Route 38 (Larchmont Commons Shopping Center)
Millville, 1418 High St.
Ocean, One North Mall Drive
Pennsauken, 5461 Route 70 W.
Stratford, 222 White Horse Pike
Williamstown, 1820 N. Black Horse Pike
Willingboro, 2177 Route 130 N.
Woodbury Heights, 832 Mantua Pike

In Philadelphia:

Front & Oregon
10101 Bustleton Ave.