

Goodwill

INDUSTRIES

Southern New Jersey & Philadelphia

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FOR IMMEDIATE RELEASE

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GOODWILL TO OPEN DONATION CENTER IN SWEDESBORO

Maple Shade, NJ – (August 4, 2015) –Goodwill Industries of Southern New Jersey & Philadelphia announced today that it will open its fourth donation center in Gloucester County in Swedesboro, located at 525 Beckett Rd in The Shoppes at Pureland, in mid-August.

Goodwill’s donation center will offer local residents a convenient place to donate their gently-used clothing, accessories, household goods, toys, books, computers, home medical equipment and other underused items. As a nonprofit, community-based organization, Goodwill uses revenue from the sale of donated items to fund its mission of putting people with special needs to work. Specifically, monies fund Goodwill’s job training programs and career services that prepare local residents with disabilities and disadvantages for competitive employment.

“Goodwill is excited to immerse itself in the Swedesboro community. By giving residents a convenient place to donate, we are confident that we can help the Borough enhance its recycling and sustainability efforts,” said Mark B. Boyd, president & CEO of Goodwill Industries of Southern NJ & Philadelphia.

In recent years, Goodwill Industries of Southern NJ & Philadelphia has grown its network of donation centers to include 30 locations. According to Boyd, convenience is the number one reason why people donate. “By opening donation centers in high visibility areas, we can attract donors who are interested in supporting philanthropy while recycling their unwanted items,”

said Boyd. It is also a strategy that Goodwill uses against the unattended donation boxes proliferating throughout the region. “We encourage donors to do their homework prior to making any type of donation—be it financial or material. Many of the unattended donation boxes you see in strip center parking lots are sponsored by for profit thrift shops or salvage dealers that essentially rent a charity’s name in order to collect donations. The charity might only get a mere 4% of the proceeds.” Goodwill always advises checking Guidestar and other philanthropic watchdog websites to ensure donations are fully supporting a cause in your community.

Last year, Goodwill recycled more than 75 million pounds of textiles along with 5.2 million pounds of e-waste. Goodwill plans to provide the Borough of Swedesboro with tonnage reports for everything it collects at its Swedesboro Donation Center. In turn, these numbers can be reported to Gloucester County and the State of New Jersey so that recycling credits are earned. Goodwill also operates donation sites in Williamstown, Glassboro and Woodbury Heights.

For donor convenience, Goodwill’s Donation Center will be open seven days a week. It will be staffed by a courteous Goodwill donor services attendant responsible for helping donors unload their donations. Goodwill’s computerized donation kiosk will enable donors to create customized receipts for tax purposes. In addition, through Goodwill’s I-Donate software, donors will be able to track their giving 24-7 online at www.goodwillnj.org and generate reports detailing their donation history in case individual receipts are lost or misplaced.

Founded in 1948, Goodwill Industries of Southern New Jersey is a nonprofit, community-based organization. Its mission is to put people with special needs to work. Revenues from the sale of donated items in Goodwill’s 20+ area retail stores fund local job training programs and career services that prepare individuals with disabilities or disadvantages for competitive employment in the community while contributing to America’s recycling efforts. Goodwill is the only nonprofit on the Forbes 20 Most Inspiring American Companies list and has consistently been named one of America’s top nonprofits by Charity Navigator, Guidestar and other philanthropy watchdog groups. For more information, please call 856/439-0200 or visit www.goodwillnj.org.