Kym King
Vice President, Public Relations & Community Engagement
What is GOODWILL?
Social enterprise: *(noun)* an organization that applies commercial strategies to maximize improvements in financial, social and environmental well-being.
brief history of a GOOD idea
“Waste Turned Into Wages”
Terri Parris
PR & Media Relations Manager
DIY DRY ERASE BOARD FROM A THRIFTED FRAME
Goodwill Houston

52M lbs diverted from landfills in 2017
40M tons of e-waste is generated each year.

(That’s like 800 laptops being thrown out each SECOND.)

Source: theworldcounts.com
We keep buying more electronics...

Americans will spend more than $300 billion on electronics in 2018.

Source: Consumer Technology Association
Solution?
Incineration & Landfills

• Releases into the environment:
  o Dioxins
  o Lead
  o Other hazardous materials
Recycling

• Creates jobs
• Harvests valuable materials, cleanly
  o Copper
  o Gold
  o Silver
  o Platinum
Goodwill Houston

Part of a network of 161 local, autonomous, non-profit organizations

- 8 County Region
- 62 Retail Stores
- 45 Donation Centers
- 7 Job Connection Centers
Job Creation

2006-2017

from 493 to 2,280 employees
Donate.
Donations help people—and the environment. Good quality clothing, furniture and items like books, toys and dishes, stay in-use and out of landfills.

Shop.
Donated items are sorted and processed for resale in Goodwill retail stores, which provides an affordable shopping alternative for the community.

Train.
Profits from the sale of donated items go directly into Goodwill employment training and counselling programs.

Work.
When given the proper training and counselling, obtaining and keeping employment is much more attainable.

Job
It’s All About Second Chances
Q&A