

800 West Pacific Coast Highway
Long Beach, CA 90806-5299
Telephone: (562) 435-3411
TTY: (562) 590-8588
FAX: (562) 495-1447

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Contact: Paulette Thornton
562.435.3411, ext. 267
pthornton@goodwillsolac.org

GOODWILL[®] RANKS #1 ON ENSO'S WORLD VALUE INDEX
2017 World Value Report Unveils People's Perceptions on 150 Leading Brands and Their Perceived Value to the Communities and Audiences They Serve

Long Beach, CA—June 15, 2017—Goodwill, the leading nonprofit provider of employment placement, job training and education services, has been ranked #1 on the annual World Value Index, an anticipated annual report that ranks world-class organizations by measuring and ranking each brand's overall World Value, according to people's perceptions. In the rankings, Goodwill leads Amazon, Google, Kellogg's, Microsoft and other Fortune 100 and 500 brands.

The World Value Index is based on a nationally representative, comprehensive survey of 3,000 Americans on perception, awareness and behaviors in response to the purpose and mission of organizations and brands. The creative agency enso, which works to build mission-driven brands and Share MissionSM initiatives, developed the World Value Index as a tool for brands to measure the importance of creating "world value" for its audience segments. enso commissioned Quadrant Strategies, a research-driven consultancy that works with Fortune 100 and Fortune 50 companies, political leaders around the world and major nonprofits, to field surveys with various demographic representative samples of the U.S. population, ages 18 and up.

"The gratification that comes with this ranking is twofold: it attests to our work, and acknowledges that Goodwill's purpose resonates among the communities that we serve," said Janet McCarthy, President and CEO of Goodwill, Serving the People of Southern Los Angeles County (SOLAC). "Goodwill is honored to be featured on this list of world-class brands and be recognized as the #1 brand based on our value and the impact we have in communities across the world."

To earn the World Value Index top ranking on the survey, Goodwill scored extremely well in the four areas of creating World Value, which refer to public perceptions of a brand's purpose or mission.

- High awareness
- Relevant and resonant
- A strong motivator in garnering active support
- An influential factor in triggering purchases

"Today, at a time when people have more choices, and greater access to information, the strength of a brand's purpose is more important than ever," said Sebastian Buck, enso's co-founder and strategic lead. "With the World Value Index, our research centers around whether people can identify a brand's purpose and mission, and the extent to which that purpose reflects society's values. In other words, the ability of brands like Goodwill to create World Value is a testament to its relevance.

The 19 audience demographics and psychographics surveyed included the general population, elites (people who are college educated and earn more than \$100,000 per year), millennials and Gen Z, Gen X, Baby Boomers, social and purpose, tech-positive, tech-skeptic, moms, dads, environmentally engaged, young and social, nonprofit engaged, Democratic, Republicans and Independents.

To read the full World Value Index report, go to <http://enso.co/worldvalue>. View the *Fast Company* article to read more about the Brand World Value Index report.

About enso

enso is a mission-driven creative company. We build mission-driven brands and Shared Mission initiatives that drive social impact at scale. Five years ago, we set out with the belief that the future of marketing is people and brands with shared values working together to drive business success with positive impact. Today, we are leading the paradigm shift from the campaign mindset, traditionally developed by marketers around a brand's singular mission, to Shared Mission initiatives, where the ultimate goal is not the success of one organization, but rather the achievement of a mission that serves all stakeholders.

Based in Los Angeles, our client partners include Google, Khan Academy, Atlantis, OfferUp, Omidyar Network, Everytable, and The Nature Conservancy. Through our network of Shared Mission collaborators, enso has built a new framework for collective action and cross-sector solutions to the urgent problems of our time. Recent missions have included rebuilding trust in neighborhoods, creating abundant internet access for everyone, establishing the basic right to literacy, generating wealth by solving the climate crisis, and transforming a mega resort by fostering a flourishing culture and ecology in which the entire country operates. For more information, please visit enso.co.

About World Value Index

The World Value Index is an annual report that explores a new way to measure brand value, ranking 150 well-known organizations according to the extent people are aware of, and willing to actively support, the organization's purpose and mission created. The World Value Index is developed by enso, a mission-driven creative company, in partnership with research consultancy Quadrant Strategies, to help brands people see as most valuable and are most motivated to support.

About Goodwill Industries

For 115 years, Goodwill has helped people find jobs, build their financial stability, and strengthen their families and communities. A social enterprise with a donated goods retail infrastructure, Goodwill receives more than 101 million donations and has more than 3,200 stores, as well as an auction site, shopgoodwill.com, the first nonprofit Internet auction site. Goodwill creates direct services for millions of people each year, resulting in positive social and environmental outcomes for the global community.

About Goodwill SOLAC

Goodwill SOLAC is a nonprofit organization that transforms donated goods into job training, education and placement services for individuals with barriers to employment. Goodwill SOLAC serves 22 cities and communities throughout Southern Los Angeles County. Goodwill SOLAC's main facility — located at 800 W. Pacific Coast Highway in Long Beach — houses its administrative offices, training programs, processing operations, transportation fleet, LiNKS Sign Language & Interpreting Services, a retail store and its e-commerce operations. To learn more about Goodwill career services or to find your nearest Goodwill store or donation center, visit www.ThinkGood.org.

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