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FOR IMMEDIATE RELEASE

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Goodwill® Response to False Email Rumor



Get your facts straight at:
www.snopes.com/politics/business/charities.asp

Long Beach, CA—October 22, 2015—Goodwill, Serving the People of Southern Los Angeles County (SOLAC), is grateful to all the people who donate their gently used items, including clothing and household goods, so that we can provide career and social services for those who need them in our community. Whether you choose to donate to Goodwill or another worthy cause, however, we strongly urge you to take a moment to educate yourself about the charities you support.

Goodwill offers this reminder in response to an email spreading false information about charitable organizations that continues to make its way around the web. Among other things, the email claims that a Goodwill CEO and owner makes \$2.3 million a year. This is false; the person named has no connection to Goodwill, and Goodwill Industries International's president and CEO does not earn such a large salary, nor does the president and CEO of Goodwill SOLAC.

It's important to remind donors that some organizations operating thrift stores or donation bins give as little as 5 percent of their overall revenues to charity. According to CharityWatch, formerly known as American Institute of Philanthropy, charities should devote 60 percent or greater from their overall revenues on charitable programs. Most highly efficient charities are able to spend 75 percent or more on programs.

Goodwill SOLAC generates nearly \$24 million of revenue each year, and we spend 84 cents of every dollar on job training programs and community-based services for people with disabilities and disadvantages. These are very healthy numbers in the nonprofit world, and a solid indicator of our commitment to the good stewardship of your donations. Goodwill SOLAC has an 86-year track record of providing services that meet critical human needs in Southern Los Angeles County. Goodwill is a leading social services enterprise, and consistently ranked among top charities that make your donations go further.

Goodwill encourages you to “think before you donate” — the one legitimate message that this otherwise spurious email contains — and to research and learn more about the charities you support. Be certain the organization you choose uses its revenue for charitable purposes in support of a mission you are passionate about.

Tours at Goodwill SOLAC’s operational facilities are available between 10 am and noon every third Thursday of the month. To schedule a tour, please call (562) 435-3411, ext. 267.

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. For more information about Goodwill SOLAC, please visit www.ThinkGood.org.

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