

Updated through December 2009

TOUGH ECONOMY AND GOODWILL / SUGGESTED TALKING POINTS

Retail

- October 2009 same retail store sales in the United States and Canada increased 8 percent compared to October 2008.
- For the first 10 months of 2009, same retail store sales in the United States and Canada increased 7.1 percent compared to the first 10 months of 2008.
- In 2008, Goodwill same retail store sales in the United States and Canada were up 6.7 percent as compared to the first twelve months of 2007.

Throughout our organization, we are seeing the impact of these tough economic times — our sales are up, our donations are softening and more people are coming to us for help in finding a job.

- We are seeing new faces at our stores across the board. More people are coming to us looking for a good deal; more people are coming to us for help in finding a job.
- We've always seen a variety of shoppers at Goodwill stores, from the green shopper who wants to buy recycled goods to fashion mavens who know they can find status brands at affordable prices – as well as those who simply want to make their dollar go farther.
- At Goodwill, people can find the items they need and stay within their budget in this tough economic time.
 - They can shop Goodwill and look just as good as the person who paid \$100 somewhere else.
 - People know that they can find quality items at affordable prices at Goodwill. People simply love a bargain, and Goodwill stores everywhere are full of bargains.
 - The bottom line is that people want value, and people know that at Goodwill they can find quality items at affordable prices.
- Shopping at Goodwill is making an investment in your community because 84 percent of the revenues help fund job training programs and employment placement services for people who want to work or others having a hard time finding employment [OR people who have physical, mental or emotional disabilities lack education or job experience, or face other employment challenges].
- Every 42 seconds of every business day, a person served by Goodwill earns a good job. We train people for careers in a variety of industries such as financial services, computer programming, manufacturing, and emerging industries, including technology and healthcare.

Donations

- October 2009 donation drop-offs in the United States and Canada increased 7.9 percent over October 2008. This number refers to the number of donors dropping items off or donor transactions.
- For the first 10 months of 2009, donation drop-offs in the United States and Canada increased 3.3 percent compared to the first 10 months of 2008.
- In 2008, the number of donation drop-offs in the United States and Canada was up 8.1 percent over the same time period in 2007.
 - Goodwill's business model is dependent upon donations and anytime there is change with the donation of volume that is being donated, it's going to change our operation across the board.
 - While the number of donors is staying the same or even increasing, we are seeing donors donating less as they don't have the items to give us hence affecting our quantity.
- Donations to Goodwill are vital because they are sold in Goodwill stores and the revenues fund Goodwill's job placement services and other community-based programs. In 2008, 1.5 million people benefited from Goodwill's career services.