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*shopgoodwill.com*

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[shopgoodwill.com](http://shopgoodwill.com) is the first Internet auction site created and operated by a nonprofit organization. The brainchild of Goodwill Industries of Orange County (Santa Ana, CA), the site opened for business on August 31, 1999. Today, 131 Goodwill agencies are registered to sell items on [shopgoodwill.com](http://shopgoodwill.com).

shopgoodwill.com Statistics  
As of January 2010

- ❑ Total sales: \$83,897,573.39
- ❑ 2009 sales: \$18,149,767.35
- ❑ 2008 sales: \$15,323,619.00
- ❑ 2007 sales: \$11,981,839.40
- ❑ 2006 sales: \$10,590,742.96
- ❑ 2005 sales: \$9,192,972.91
- ❑ 2004 sales: \$6,494,806.62
- ❑ 2003 sales: \$4,875,944.95
- ❑ 2002 sales: \$3,625,386.19
- ❑ 2001 sales: \$2,468,142.52
- ❑ 2000 sales: \$1,131,036.12
- ❑ 1999 sales: \$63,315.37
- ❑ Total items sold: 4,095,449
- ❑ Total items posted: 4,755,528
- ❑ Average page views per day: 1,444,587
- ❑ Average visits per day: 52,109
- ❑ Registered buyers: 489,795 from all 50 states and many other countries
- ❑ Average sales price per item: \$21.32
- ❑ Highest priced item sold: Frank Weston Benson Watercolor, for \$165,002, sold by Goodwill Industries of the Columbia-Willamette (Portland, OR)
- ❑ Items posted on site: 94,441 at any given time

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