



GOODS ON THE ROAD TO **GOOD**.

THE HUB FOR CONNECTING GOODS TO COMMUNITIES IN NEED.



good360.org

"Finding solutions for the world's greatest challenges has always been my favorite part of the job." —Cindy Hallberlin, **CEO** and **President**

DEAR FRIENDS,

Throughout our history, Good360 has helped companies and nonprofits do good, better. The events of 2013, however, also showed that we are a nonprofit that thrives on providing innovative solutions to challenging problems on a national scale.

For example, in May, we partnered with some of our nonprofit members to bring relief to survivors of the Oklahoma tornadoes. In June, we worked with one of our corporate partners to turn a large-scale inventory reset into an effective retail partnership program that engaged store employees and provided donated personal care products to nonprofits across the country.

This past year has also been one of expansion and growth. We are steadfastly working to fully launch our new giving and disaster recovery platforms. We are working in Australia to create a Good360 branch down under. Our Framing Hope program with The Home Depot and The Home Depot Foundation continues to thrive. In 2013, the latest Framing Hope warehouse opened in Las Vegas, Nevada, and donations through that program surpassed \$200 million.

JTO DO GOOD, BETTER.

INNOVATION IN PROVIDING GOODS TO COMMUNITIES IN NEED ACROSS THE NATION

It is shaping up to be a spectacular year. With the launch of our new technology platform (GivingPlace), our nonprofit members, individual supporters and corporate donors will be able to come together in a new and exciting way. Our new crowdfunding and storytelling tools will allow everyone in our Circle of Good to leverage giving like never before and showcase the good work they are making possible.

In addition to GivingPlace, we are also thrilled to expand our work in the disaster recovery space. Recognized by Verizon as a winner in the sustainability category of the company's Powerful Answers Award in 2014, our Disaster Recovery360 platform will revolutionize the way that companies and nonprofits help rebuild communities recovering from disaster.

We thank our nonprofit and corporate partners for the important work they are doing, and the individuals who support that work. At Good360, people are at the core of everything we do, and we thank all who are helping us to expand our Circle of Good and continue our efforts to help our many partners do good, better.

Warmest Regards,

Cindy Hallberlin, CEO and President, Good360

OUR VISION

that works with companies, charities and individuals to make the business of giving simpler, more efficient and more effective. The Alexandria, Va.-based organization was created in 1983 to help companies efficiently donate slow-moving, obsolete and seasonal inventory to charitable organizations. These donated products—including new, nonperishable goods such as apparel, books, toys, personal care products, office and school supplies, computers

Good360 is an international nonprofit

and much more—are distributed to Good360's pre-vetted nonprofit network encompassing about 40,000 organizations. Today, Good360 is changing the face of philanthropy by creating a Circle of Good that allows companies, nonprofits and individuals to work together to do more social good. The organization is accomplishing this through its technology initiatives, including the GivingPlace technology platform and the launch of its Disaster Recovery360 platform (planned for 2015).



good360.org





DISASTER RELIEF

NONPROFITS

"New shoes for all the kids is something we'd never be able to afford. It's going to help so much."



'STUDENT STRONG' IN OKLAHOMA GIVES TORNADO VICTIMS A BACK-TO-SCHOOL BOOST

When an EF5 tornado touched down in Moore, Oklahoma, in May 2013, its devastation left many without homes. Several months later, with backto-school looming, many kids in that community were still trying to get back to normal, having lost everything.

Good360 joined local and national nonprofits and businesses for a back-to-school event in Moore, Oklahoma, that helped the kids whose homes were destroyed.

Through generous donations from Nike, Burt's Bees, and Thirty-One Gifts, Good360 was able to provide apparel, personal care products, and cinch sacs to more than 4,000 people, with in-kind transportation from UPS.

Families attended the "Student Strong" event to get their kids these much-needed back-to-school supplies. "New shoes for all the kids is something we'd never be able to afford. It's going to help so much," said a mother of four who attended the event.

In addition to school supplies, attendees were treated to free hairstyling from Paul Mitchell Salons and eye screenings from Good360 nonprofit partner Feed The Children's eye clinic.

With help from partners on the ground, Good360 distributed more than \$1 million worth of personal care and other items from seven different donors to more than 3,200 families whose homes were damaged or destroyed by the storms.

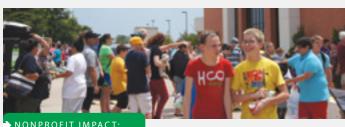


Did you know: Good360 was named to the Washington Post Top 200 list for best organizations in the area.



TRANSPORTING GOODS. RANSFORMING LIVES

Getting excess inventory to the people who need it is at the heart of what Good360 coordinates every day. Good360 crisscrosses the nation delivering hope to our robust nonprofit network and those they serve in the most efficient and effective way possible.



HOUSING AND SHELTER

NAME: PROJECT REACH-TULSA

DONATION RECEIVED: HOME DEPOT BUILDING EQUIPMENT

The partnership that Good360 helped to create between Project Reach-Tulsa and The Home Depot has allowed the nonprofit to build and repair more homes in Oklahoma following the tornadoes.



SHIP PRIORITY STORM SANDY

SUPERSTORM SANDY

Superstorm Sandy, a late-season post-tropical cyclone, swept through the Caribbean and up the East Coast in late October 2012. On October 29, Sandy made landfall near Atlantic City, N.J., ravaging the coast and hitting New York City with a record-breaking storm surge flooding streets, tunnels, and subway lines and cutting power in and around the city.

After Superstorm Sandy, Good360 was able to distribute more than \$2 million worth of donated products to people ravaged by the natural disaster, thanks to generous donations from Hilton Worldwide, Pepsi-Cola North America, HP, and numerous other companies.

These donations—which ranged from toys to laptops—were distributed primarily to Hands that Help and HOPES Community Action Partnership, two community-oriented charities that work in the respective communities of Brooklyn, NY and Hoboken, NJ. The charities used our donations to help lift their communities out of the disaster and get on the road to recovery.

In the past year, Good360 has distributed:

- More than \$2 million toward Superstorm Sandy rebuilding.
- More than \$1 million in donated goods toward tornado recovery in Missouri.
- More than \$1 million in donated goods toward tornado recovery in Oklahoma.

"There are many reasons a partnership with Good360 works for Tempur-Pedic, but by far and away the foremost reason is that Good360 saves Tempur-Pedic the time and energy of ensuring that our product is going to fully vetted and qualified recipients. This ensures that the beds that Tempur-Pedic donates go to those truly in need and protects our brand." -Charles Zdrojowy, Program Manager,



Tempur Sealy International, Inc.

DISASTER RECOVERY, IRCLE



Did you know that more than 60 percent of all goods donated during a disaster end up in

landfills? Good360 is trying to change that staggering statistic with the development of Disaster Recovery360, an online platform that will ensure that when disaster

strikes, the right types of goods get delivered to the right people at the right time. Disaster Recovery360 has been recognized as a winner in the sustainability category of the Verizon Powerful Answers Award.

SERVICE PROJECT PROVIDES PERSONAL CARE KITS FOR HOMELESS VETERANS

Good360 once again brought together its Circle of Good to make a significant national impact. For the fourth year in a row, the organization hosted a service project at the National League of Cities' Congress of Cities and Exposition. The service project, held in Seattle during the week of Veterans Day, brought together city officials, nonprofit leaders and homeless veterans.

Attendees at the conference—including local city and government officials from around the country—assembled personal care kits for veterans while they were visiting the exhibit hall. The project was sponsored by The Home Depot Foundation.

"The mission of The Home Depot Foundation is to ensure every homeless veteran has a safe place to call home. It's our way of being able to help them as they are getting back on their feet," said Heather Pritchard, senior manager of the Home Depot Foundation. "We really appreciate the partnership with Good360 and the National League of Cities that allowed us to create and deliver these kits to very deserving veterans."

Filled with personal care items like shampoo, soap, disposable razors and toothpaste, the assembled kits were distributed to various veteran service organizations across the country. Following the event, representatives from Good360 and The Home Depot Foundation personally delivered kits to veterans at the Compass Housing Alliance in Renton, Wash.

"It's difficult to provide these care kits for our residents, and it is so nice to see that Good360 is able to come and provide the gaps of service and needs that a lot of agencies don't have the money or funding to provide," said Denise Missak, program manager at Compass Veterans Center.

Other veteran organizations receiving personal care kits include Quest Community Development Organization in Atlanta, Ga.; Lodestar Day Resource Center in Phoenix, Ariz.; and the Maryland Center for Veterans Education and Training in Baltimore, Md.

F CARE DEPLOYED NATIONWIDE.

"Good360 is able to come and provide the gaps of service and needs that a lot of agencies don't have the money or funding to provide."

—Denise Missak,

Compass Veterans Center



You Supply the "Likes", Good360 Supplies the Goods

For #GivingTuesday 2013, Good360 hosted a social media campaign to give back to our network. Our nonprofit members and individual supporters helped us raise \$2,500 in credit on our online donation catalog, and one individual from our Facebook page was chosen at random to award the credit to a deserving charity or charities. Sandra Lourenco, our winner, chose to give \$2,000 to Santa Claus, Inc., and \$500 to Clothes for Kids as part of the campaign. With our leveraged giving, the \$2,500 could mean up to \$75,000 in products for these nonprofits. And we increased our Facebook fans by more than 200 percent. The campaign was a win-win situation for everyone involved!



FINDING SOLUTIONS

REGIS SALONS AND GOOD360 DISTRIBUTE HAIR CARE PRODUCTS TO MORE THAN 1,000 NONPROFITS

In North Carolina, low-income families received shampoo and other items they couldn't otherwise afford. In Missouri, highpotential teenage girls received back-to-school beauty items to spur them into success. In Georgia, seniors in the Meals on Wheels program were treated to personal care items. These are just a few examples of the extensive impact made by this partnership between Good360 and Regis Corporation.

In the summer of 2013, Regis requested our assistance in distributing inventory from approximately 7,000 salons around the country to qualified nonprofits.

Within a 30-day timeframe, we reached out to our nonprofit networks and successfully paired more than 1,000 nonprofits with salons across the country to pick up the donated inventory. Altogether, almost 2 million items (with a total fair market value near \$28 million) were distributed.

Personal care products such as make-up, shampoo and soap can cost nonprofits thousands of dollars, and rarely come in amounts that make a significant impact.

"This is such a blessing for our low-income families and the homeless. Thanks and blessings upon Good360 and Regis for this marvelous gift that is now spread out to thousands of individuals and families," said Elaine Oliver from H.E.L.P in Charlotte County, Inc.

GOODS ON THE ROAD TO GOOD

VEHICLES FOR A BRIGHTER FUTURE.



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Marking its fifth year in 2013, the Framing Hope Product Donation Program—a partnership between Good360, The Home Depot and The Home Depot Foundation—reached the \$200 million donation level. Nonprofit organizations that focus on providing affordable housing are partnered with local Home Depot stores to receive donated materials. The nonprofits then use those products to repair, refurbish, and rebuild nearby homes and facilities for deserving families and individuals.

The program also celebrated its latest Framing Hope Warehouse opening in Las Vegas by partnering with HELP of Southern Nevada, who will pick up donations from local Home Depot stores and make them available directly to local nonprofits and schools.



"We went into three army bases and passed these out ourselves. What a gift for us. Thank you Good360 for allowing us to do what we do with such excitement!" —Michelle Maxia, Toy Box Connection

NONPROFIT IMPACT:

HUMAN SERVICES

NAME: TOY BOX CONNECTION

DONATION RECEIVED: PETSMART'S CHANCE AND LUCKY STUFFED ANIMALS

Though it usually focuses on getting toys and donations to smaller local nonprofits, Toy Box Connection couldn't pass up the opportunity to help get stuffed animal donations to military families, homeless shelters, and battered-women's shelters during the holiday season.

FINDING SOLUTIONS

MAKING THE WORLD A LITTLE MORE COLORFUL

When Good360 received a large donation of bulk crayons at our sorting facilities in Omaha, we knew we had been given a product in high demand. The problem: not many charities can accept a box of 1,900 crayons of just one color. We had to find a way to package these crayons so that charities could more easily utilize these valuable tools.

Partnering with YRC Freight, we hosted an employee service project with YRC employees to help sort the crayons into multi-colored kits that could then be



EDUCATION

NAME: ST. THOMAS AQUINAS REGIONAL SCHOOL DONATION RECEIVED: HP GRAPHING CALCULATORS

Serving more than 500 students from pre-K through 8th grade, St. Thomas Aquinas Regional School has developed a unique STEM (Science, Technology, Engineering and Math) program in conjunction with the Johns Hopkins University Center for Talented Youth. The students at St. Thomas Aquinas will benefit for years to come from the graphing calculators they received through Good360.



NONPROFIT IMPACT:
COMMUNITY IMPROVEMENT AND CAPACITY

NAME: LIVING WATERS—WEST LA

DONATION RECEIVED: PETSMART STUFFED ANIMALS; MATTEL TOYS

Living Waters—West LA has been working in its community for almost a decade. Through Good360 the organization was able to distribute toys to children for the holidays.



"These crayons are a blessing as we plan for our annual school supply distribution." —Kim O'Dell, Midwest Foster Care and Adoption Association

> distributed to children's charities in the greater Kansas City area, where YRC Freight is headquartered. We worked with United Way of Greater Kansas City, one of our longtime Community Redistribution Partners, to connect with more than 20 local nonprofits.





"Items available from Good360 have made a huge impact on the reach that we have in our community. It has given us the opportunity to help more people than we may have otherwise." —Shelly Marlowe, Making Kids Count

YOUTH DEVELOPMENT

NAME: MAKING KIDS COUNT

DONATION RECEIVED: MATTEL TOYS, ART SUPPLIES, DIAPERS, BACK-TO-SCHOOL ITEMS

Making Kids Count focuses on the individual needs of children with after-school, foster care, new mom programs, and more. The services they provide educate parents, strengthen families, and build communities.

DELIVERING **CROSS**

SENDING WARMTH OVERSEAS

In December 2013, a generous donation from Levi Strauss & Co. helped us bring warmth to folks in need—all the way across the world.

The donation, which consisted of 62 down jackets, was distributed to Bright Side Projects, a Taiwanese nonprofit dedicated to empowering marginalized people (primarily youth) through community involvement. Bright Side distributed one set of jackets to the Canaan Disability Home, an organization that provides caretaking services for disabled Taiwanese people living in poverty.

"It's been an exceptionally cold winter in Taiwan," said Bright Side founder Daisy Lin. "These came at the perfect time and this set was distributed specifically to children that live in the mountains."







"Good360 has helped our organization so much over the years by providing us with quality products that can be distributed to the people in need on the many reservations we serve. These products make a huge difference in the lives of the Native Americans who receive them. Thanks to our partnership with Good360, we are able to expand the critical support we provide to thousands of people."

> -Pam Myers, President, Native American Heritage Association



Good360 grew its global presence in 2013 with an expansion in Australia. Led by Alison Covington, Good360 Australia will provide a charitable inventory solution to Australian companies of all sizes.

BRIGHTENING YOUNG LIVES WITH STUFFED ANIMALS

In addition to the actual animals that get adopted or cared for through PetSmart stores each year, thousands of soft plush dogs and cats were recently gifted to children in need across the country thanks to a unique partnership with Good360.

"We were able to donate several thousand animals to Native American kids," said Johnny Hughes of the Indian Ministries of North America. "It was a huge success for us, and we can't thank everyone enough."

Good360 and PetSmart have been working together for several years on product giving programs. This donation program was held in 1,600 stores across the United States, Canada and Puerto Rico, impacting more than 650 nonprofits. "More than 2,500 stuffed animals were donated in the first week," said Emily Coccia, director of corporate initiatives at Good360. "This was a really successful program that

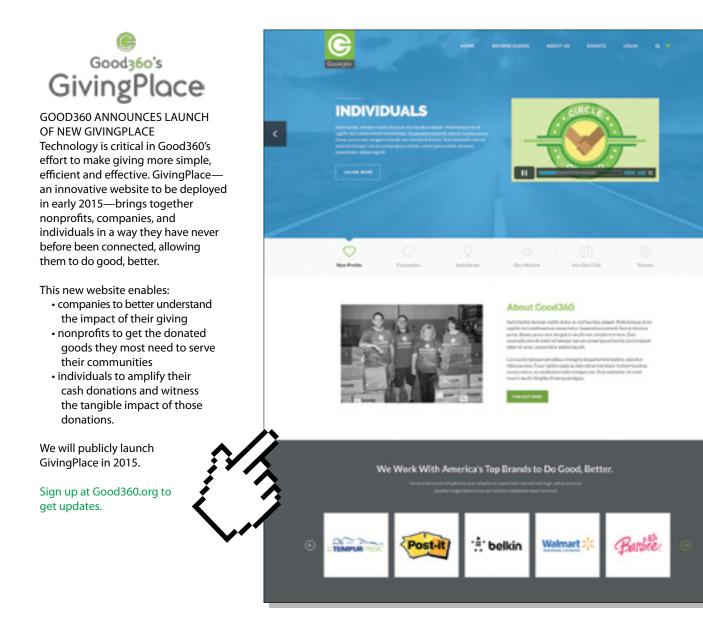
impacted many people, and we are thrilled to work with PetSmart on this and future projects."

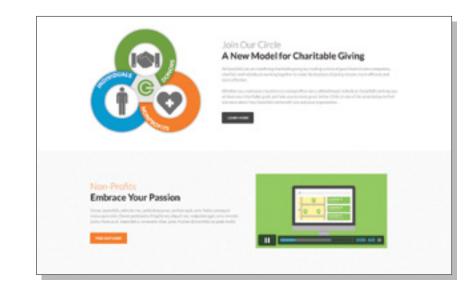


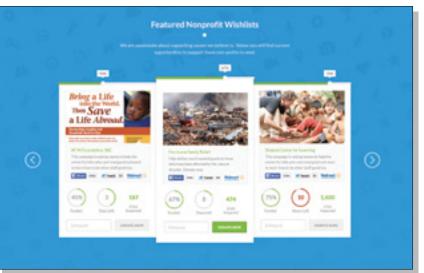
GOOD360 DOWN UNDER

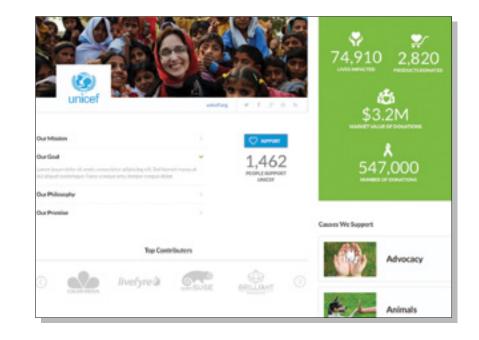
THE ROAD AHEAD IS WIDE OPEN.

REPAVING THE INFORMATION HIGHWAY TO GOOD.









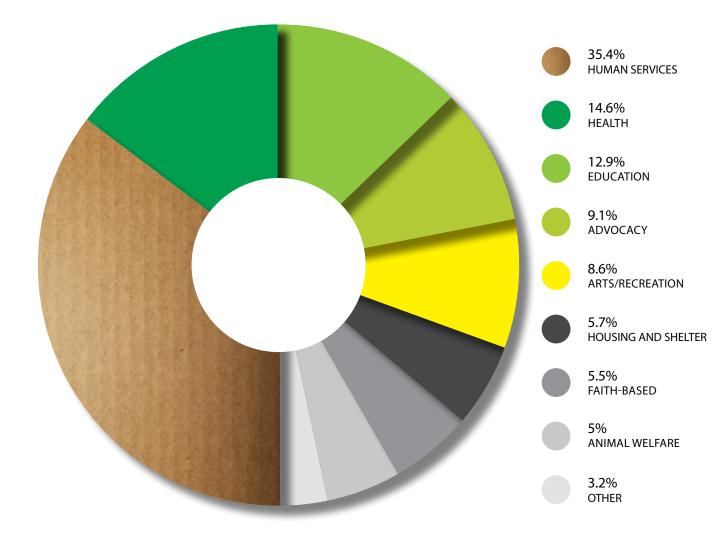


Although Good360 has been involved with every major disaster relief effort since our founding, in 2013 we made a commitment to expand our work in disaster relief and recovery by introducing Disaster Recovery360. It's a watershed moment for our organization:

- This portal is our latest innovation in giving. It was recognized by Verizon's Powerful Answers Awards in January 2014.
- Disaster Recovery360 will take GivingPlace to the next level—using existing tools and creating new ones to create a portal that will bring together local nonprofits, companies and individuals to ensure that communities get the support they need to fully recover as quickly and efficiently as possible.
- This platform—which will ensure that the right goods get delivered to the right place at the right time—will be launched in 2015.

STEERING IN THE RIGHT DIRECTION.

CAUSES ADDRESSED BY GOOD360 NONPROFITS



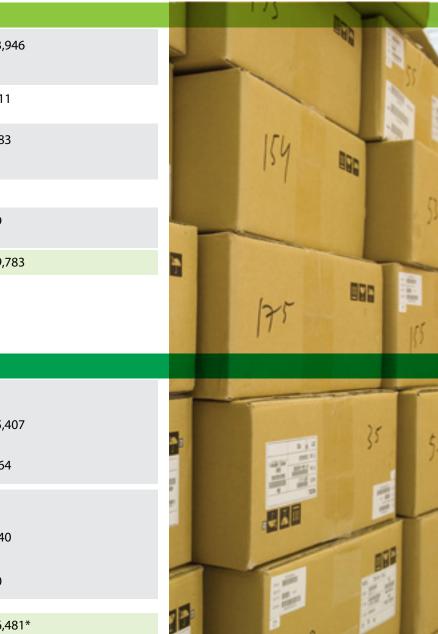
2013 Audited Financial Information

SUPPORT & REVENUE

Product Contributions RDP estimation added and inflated wholesale by \$19MM due to warehouse inventory.	\$303,573,9
Shipping & Handling Fees Warehouse S+H, Directs S+H, RDP Revenue	\$4,156,811
Grants, Contracts & Contributions Operating grants, program grants, funding-restricted, funding- fee for service	\$2,159,383
Registration Fees	\$73,564
Donated Services & Other Total other income, donated services	\$267,079
Total Support & Revenue	\$310,209,7

EXPENSES	
Program Services	
Product Distributions RDP estimation added	\$318,035,4
Logistics	\$1,690,864
Supporting Services	
Management & General	\$2,365,440
Marketing & Fundraising	\$804,770
Total Expenses	\$322,896,4

*In-kind distributions were \$12.6MM higher than contributions due to contributions made in 2012 but not distributed until 2013.



2DAYGIF, Inc.

SHIP PRIORITY

3M Corporation
4Life
AARP
American Eagle
American Textile Company
Andalou Naturals
Andalou Naturals
Angry Panda LLC
ANN, Inc.
ATLeisure LLC
Autodesk

Bareweb, Inc. Beall's Department Stores, Inc. Bed Bath & Beyond ecoMedSupply ECRU Designs LLC Educational Insights, Inc. Elaine's Cheer Gear EnbyDerm Cosmetics Euro-Cuisine, Inc. Farm Credit Services of America FileMaker Fitness Quest, Inc. Gap, Inc. Garrison Global Product Resources Green Product Enterprise Groupe SEB USA Kahootz LLC Kate Spade & Company Keeco LLC Kids in Distressed Situations Kimberly-Clark Corporation Kimberly-Clark Corporation - Health Care Krillo Fashions LLC L.L. Bean, Inc. LaJobi, Inc. La-Z-Boy Incorporated Learning Express Toys Legacy Center LEGO Systems, Inc. Levi Strauss & Co. Nike, Inc.
Nilodor, Inc.
Owens Corning
P/Kaufmann Contract
Paper Denim & Cloth LLC
Peaceable Kingdom Press
Pearson Education
PetSmart
PPG
Purdy Corporation
Quirky, Inc.
QVC, Inc.
Rachael Ray Show
Red Star Traders

THE DRIVERS OF CHANGE

Beecroft & Bull Best Buy Co., Inc. **Bigwall Enterprises**, Inc. **Blue Handworks Blue Star Trading Boraam Industries Brady Corporation** Bruster's Real Ice Cream Burt's Bees, Inc. Carter's | OshKoshB'gosh Citrix **Cool Kids Closet** Costco Wholesale Costume Gallery, Inc. Demdaco **Design Works Interiors Di Potter LLC Diamond Vogel Paint** Dollar General DSC Chicago Earth Science Naturals

Hallmark Cards, Inc. Handy Living Hennes & Mauritz AB Hewlett-Packard Company Highlights for Children, Inc. Hip Shift, Corp. Household Essentials LLC Hybrid Apparel I Star Entertainment IBM IKEA International A/S ila Security Limited Inteplast Group Ltd. International Playthings, Inc. Iron Bridge Tools, Inc. J.Crew Jiberish JL Furnishings LLC JPMorgan Chase Juicy Couture Juno Lighting, Inc.

Life Is Good Limited Brands Corporation Lipper International, Inc. Los Angeles Pottery Louis Hornick & Co., Inc. Luigi Bormioli Corporation Mag3 International Management Sciences for Health Marriott International, Inc. Mattel, Inc. Measured Progress Merry Products Corp. Meryl Diamond Ltd. Mia and Finn LLC Mindscope Products Morrisette Paper Company Mr. D's Tees National Diaper Bank Network, Inc. National Express National Military Family Association National School Board Association

Red Wing Shoe Company, Inc. **Regis** Corporation Renaissancestyle, Inc. Ross Stores, Inc. **RTA Products** Sears Seventh Generation Sherwin Williams Skyrocket Toys Spartan Chemical Company, Inc. Staff Development for Educators Starlight Children's Foundation MidAtlantic Swim Kitten Systems Trading Corporation TalkingRain Beverage Company Tempur Sealy International, Inc. The Children's Place The Coca-Cola Company The Disney Store The Home Depot Foundation

The Jay Group Ltd. The Sun Products Corporation The Talbots, Inc. Thirty-One Gifts LLC Thymes LLC Today Show Charitable Foundation, Inc. **Trans Western Polymers** United Natural Foods University of Maryland College Park Vasyli LLC Vemma Nutrition Company Vornado Realty Trust Walt Disney Parks and Resorts Water Pik, Inc. Welspun USA West Marine Whip City Candle Co. Williams-Sonoma, Inc. Wordlock, Inc. WorldStrides

"Because of the donations we received from Good360, every child in our community wants to participate in Ahiara Rising Stars Program where we teach children good family values, good morals, respect, cultural values, academic enrichment, civility, language, and dangers of high-risk behaviors." —Chinedu Ogu, Executive Director Ahiara Rising Stars Program





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To learn more about the nonprofit leader in product giving, visit good360.org.

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About Good360:

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For more information, visit Good360.org.

