



PROTECTING THE BRANDS OF OUR CORPORATE PARTNERS

GOOD360's FOCUS ON DUE DILIGENCE & SECURITY COMPLIANCE

Our protocol allows companies to:

- **Create effective philanthropy programs** with reputable nonprofit partners,
 - **Mitigate the risk** of donating products to a wide range of charitable organizations,
 - **Spotlight our partners' brands** as good corporate citizens, and
 - **Benefit from the enhanced tax deduction** (170e3) that is allowed for product donations.
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Thanks to donations from a wide variety of America's top brands, Good360 is able to help nonprofits around the world improve their communities and support people in need. We help companies create effective philanthropy programs with their donated goods and at the same time help them shine as good corporate citizens.

DUE DILIGENCE

Protecting the brands of our corporate partners is critical, and our due diligence ensures that we can continue doing good together. For that reason, Good360 carefully vets our network of nonprofit recipients. Every organization that applies to join our nonprofit network is carefully vetted through a stringent process:

- **Verify nonprofit status** - Good360 confirms the organization is a 501(c)(3) organization that is registered with the IRS; nonprofit status must be verified both upon initial application and each year as part of our annual review process. In some cases, non-501(c)(3) organizations like schools are allowed to participate, provided that they adhere to additional restrictions and vetting.
- **Approve financials** - We require applicants to submit financial documentation that is transparent and demonstrates how their programs are funded. Additionally, we check at least once a year to ensure the organization has submitted all necessary financial information to the IRS.
- **Review mission** - Each applicant must provide an overview of their mission and how they achieve it. We use this information to ensure that the organization's mission doesn't conflict with the mission of either Good360 or the corporate donor.
- **Ensure compliance with Product Use Guidelines** - All of our nonprofit partners sign an agreement to adhere to our Product Use Guidelines. These guidelines require that donated products cannot be sold, traded, bartered, given to volunteers or staff as gifts, or used in conjunction with any fundraising event. This ensures that companies can take advantage of the enhanced tax deduction that is available for product donations.
- **Conduct additional vetting as nonprofits increase their activity** - As nonprofits increase their donation requests, additional vetting information is requested.



GOODS FOR THE GREATER GOOD™

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SECURITY & COMPLIANCE

By effectively screening new applicants and the activity of our 40,000 nonprofits, we are able to distribute donated product to nonprofits that do significant good in their communities.. Since there may be, in rare instances, a misuse of donated products, Good360 employs a Compliance Manager who is responsible for ensuring alignment with all product use requirements and vetting standards:

- **Providing internal weekly reports** on nonprofit activity
- **Immediately responding to and investigating** reported failures to comply with regulations
- **Carefully monitoring** eBay and other venues for possible donation resale
- **Ensuring nonprofits are kept abreast of product donation guidelines** through semi-annual email updates and hard copies of Product Use guidelines affixed to every donated carton

We take nonprofit vetting and product usage compliance very seriously to protect our corporate partners' brands and ensure their generous donations are used as intended. We can also offer customized compliance regulations for companies who want specific guidelines around who can receive their donations, where they can be placed and how they can be used.

Protecting our corporate donors has always been a top priority, and we will continue to go to great lengths to do good, better.