



GOODS FOR THE GREATER GOOD™

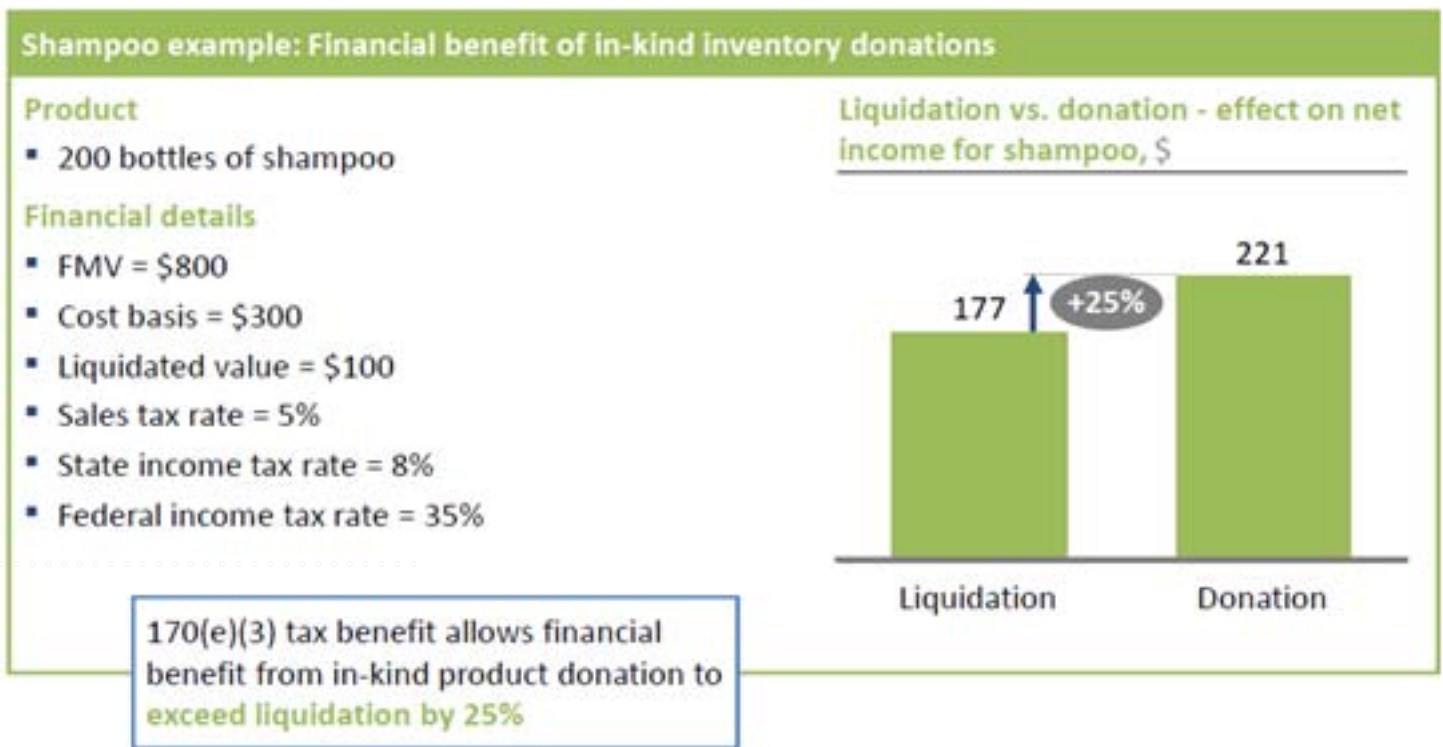
DONATING PRODUCTS BENEFITS YOUR BOTTOM LINE

Donating products to Good360 is not only a valuable way to help nonprofit organizations – it can also provide significant benefits to your company’s bottom line.

DIRECT TAX SAVINGS

When corporations donate inventory to charity, Section 170(e)(3) of the U.S. Tax Code stipulates that they can deduct: 1) The cost of products, plus one-half of the difference between the cost and the fair market value price, or 2) Twice the cost. **In most cases, the tax deductions a company receives from donating their excess goods are higher than what the company would earn from liquidating or disposing of the goods.**

The following is an example of how the tax benefits of inventory donations can be more profitable than liquidation, using 200 bottles of shampoo as the sample donation. This example is drawn from “The Business Case for Product Philanthropy,” an independent study from Indiana University commissioned by Good360 to examine the effect of inventory donation on a company’s bottom line. Copies of the study are available upon request.



OTHER FINANCIAL BENEFITS

There are many other financial benefits that come as result of product donation. These are:

Brand Recognition & Engagement: Americans are becoming increasingly more likely to buy from socially-minded companies. Donating excess goods increases brand awareness and customer loyalty.

Employee Engagement & Retention: Socially-minded companies are more successful in attracting, retaining and engaging employees, leading to higher productivity.

Operational Improvement: Good360 can retrieve donated goods from any point in the supply chain. As a result, supply chain operations are improved by eliminating the need for storage and reverse logistics.

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