



GOOD360 CASE STUDY

JPMORGAN CHASE

ABOUT GOOD360

Good360 transforms lives and strengthens communities by mobilizing companies to donate needed goods. Since its inception in 1983, Good360 has distributed more than \$8 billion in product donations and currently distributes about \$300 million annually – thereby strengthening its network of 40,000 nonprofits.

WHAT OUR PARTNERS ARE SAYING

“JPMorgan Chase is committed to developing technology solutions that can be leveraged across the globe, as part of our responsibility to help the communities in which we operate. Through our Technology for Social Good program we are leveraging the strength and talent of our global staff to partner with organizations around the world and equip them with the tools to maximize the impact of every dollar they invest in their missions.”

While Good360’s model of giving uses donated inventory from companies to help nonprofits serve more people in need, businesses benefit, too. Among the many companies with which we work is JPMorgan Chase, the multinational banking and financial services holding company.

CHALLENGE

JPMorgan Chase replaces its computers every two years, leaving them with a frequent excess of high-quality, valuable technology. While not useable for JPMorgan Chase, many nonprofits would greatly value these goods. JPMorgan Chase needed a way to get it off their hands that, instead of being costly or wasteful, could recycle the technology to make it beneficial to others.

SOLUTION & OPPORTUNITY

We helped JPMorgan Chase donate their refurbished laptops, desktops and monitors to nonprofits needing technology. Utilizing Good360’s network of 40,000 charities and GivingPlace, our online marketplace of donated goods, we were equipped to make all of JPMorgan Chase’s technology available to nonprofits, costing the nonprofits only a nominal fee to cover shipping and handling. JPMorgan Chase instituted a limit of three computers per quarter per nonprofit to ensure a wide range of nonprofits could benefit from these donations.

RESULT

The refurbished technology program continues today enabling the donation of thousands of computers to under-resourced nonprofits. In 2013 alone, 719 nonprofits across 45 states received a total of more than 2,700 laptops, desktops and monitors to better their cause – over \$810,000 in fair market value.

WIN-WIN-WIN SOLUTION

Through Good360, JPMorgan Chase’s inventory challenge became an opportunity to recycle valuable technology – providing benefits to many. Enhanced tax deductions make product donation more economical than liquidation and disposal benefiting the donor company. The environment is better off without the products going to landfills. Most importantly, JPMorgan Chase helped hundreds of nonprofits expand their capacity to serve those in need.

One of these nonprofits was Reading Education for Adult Development (READ), a Louisiana organization dedicated to improving adult literacy.

“Computer keyboarding is a right-brained activity and language is left-brained,” said Jane Goodwin, Director of READ. **“If one of our students has a learning difference located in the language center of his or her brain, he or she may be able to learn with more ease using a computer. Many people will learn valuable and necessary skills because you donated computers to our program.”**

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