A MESSAGE FROM
GOOD360’S CEO

2017 was a year of inflection for Good360.

We continued to work closely with our growing network of corporate partners to responsibly source and distribute excess and returned product and to distribute that product to our nonprofit network, now including more than 60,000 members who use that product in order to support individuals, families and communities.

But 2017 was far from “business as usual”. We solidified a multi-channel approach which allowed for the distribution of more than $340 million of donated product to people in need.

We increased our work in the disaster recovery space dramatically in 2017 as we faced an unprecedented fall Atlantic hurricane season. We have been on the ground in Texas, Puerto Rico, the US Virgin Islands as well as in Louisiana and Florida in support of those impacted, and will continue to do so until the recovery effort is complete.

We continue to support 13 other disaster sites across the country and around the world as long-term recovery efforts continue to move forward.

We have grown our capabilities across the organization with a singular focus to expand our capacity to deliver on our mission of transforming lives by providing hope and dignity to those impacted by disaster and other life challenging circumstances, who without us would struggle to find that hope.

Good360 continues to build “the nonprofit of the future” through an operating model that is predicated on transparency and accountability to both our nonprofit and corporate partners, a philosophy of collaboration where our goal is not to be the hero of the story, but rather to be part of a heroic story, and a willingness to challenge the status quo in order to uncover new ways we can lead.

As we look forward, we are excited and proud of the contribution we make every day and thank all of our partners in helping us do so!

HOWARD SHERMAN
Chief Executive Officer, Good360
GOOD360’s mission is to transform lives by providing hope, dignity, and a sense of renewed possibility to individuals, families, and communities impacted by disasters or other challenging life circumstances who, without us, would struggle to find that hope.

As the global leader in product philanthropy and purposeful giving, we partner with socially responsible companies to source highly needed goods and distribute them through our network of diverse nonprofits that support people in need.

GOODS FOR THE GREATER GOOD.

THE CIRCLE OF GOOD

Good360 helps companies resolve the business challenge of responsibly distributing excess goods for maximum impact and in doing so, we help our nonprofit partners deliver on their own important missions. Individuals facing challenging life circumstances get the goods they need, generating hope, and products are given a new life, reducing waste and helping build resilient communities for the future.
GOOD360’S PURPOSEFUL GIVING CHANNELS

For more than 35 years, Good360 has worked with leading companies to help transform the lives of those in need through a variety of donation programs that serve our network of more than 60,000 vetted nonprofits. Our programs are designed to accept donations at scale and to serve nonprofits of all sizes and all causes.

- **ONLINE DONATION CATALOG**
  Companies ship donated goods to our warehouse in Omaha, NE and we sort and configure them into smaller cartons to ship to our nonprofit network. New donations are added almost every day.

- **LOCAL STORE MATCHING**
  Individual stores collect gently used customer returns and excess inventory to be donated. Good360 matches stores with local nonprofits who pick up the items and distribute them within the community.

- **TRUCKLOAD PARTNERSHIP DONATIONS**
  Companies fill a semi-trailer of returned and overstocked goods to be donated. Good360 coordinates the logistics to ship directly to our larger nonprofit partners throughout the country and internationally.

- **DISASTER RECOVERY**
  Good360 enables companies and nonprofits to support the needs of disaster-impacted communities throughout the full recovery process by ensuring that the right goods are delivered to the right people at the right time.

- **MANAGED PROGRAMS**
  We custom-design donation programs to meet a company’s unique philanthropic and social responsibility goals, helping address the needs of our nonprofit partners.
It's Been a Good Year

We thank all of our partners in the Good360 Circle of Good who do incredible work to help those facing challenging life circumstances. Here's a look at what we've achieved together in 2017.

- **893 Truckloads** of donations distributed
- **3,375 Local Stores** matched with nonprofits for thousands of pick-ups each month
- **171,068 Toys** to children
- **14,095 Mattresses** to those without a bed
- **17,088 Backpacks** for back-to-school
- **26,386 Cartons** of goods shipped directly to nonprofits
- **Disaster Recovery Highlights**
  - Sent over **$20 Million** in critically needed goods
  - To **13 disaster impacted areas**
  - Good360 was on the ground within **72 hours**
  - Partnered with **85 nonprofit members** in disaster areas

$340 Million+ in donated product to transform lives
Good360 distributed more than $340 million in needed goods in 2017. These are just a few examples of where the product went and the impact it had.

**MATTEL BARBIES BRING HOLIDAY JOY TO CHILDREN**

Each December, New Beginnings Ministries in Port Arthur, TX offers its annual “Operation Christmas Blessings” program where families in need can browse a selection of donations and choose three new toys for their children. This year, single mom, Antoinette, picked out Barbies for her daughters, saying “My words can’t express the joy that you have put in my children’s hearts!”

**ORGANIZATION:** NEW BEGINNINGS MINISTRIES (PORT ARTHUR, TX)
**LIVES IMPACTED:** 450
**DONATION:** MATTEL BARBIES

**RED WING PROVIDES GEAR FOR HURRICANE HARVEY REPAIRS**

More than 100,000 homes were damaged or destroyed by Hurricane Harvey. In flood situations, one early area of focus in recovery is the mucking out and gutting of impacted structures. Red Wing Shoes delivered the right kind of safety gear to allow both volunteers and homeowners to do this work safely and quickly.

**ORGANIZATION:** ALL HANDS AND HEARTS – SMART RESPONSE (NATIONAL)
**LIVES IMPACTED:** 100+
**DONATION:** RED WING BOOTS

**VOCATIONAL TRAINING MADE POSSIBLE WITH ADVANCE AUTO PARTS DONATION**

TROSA is a residential therapeutic program, providing comprehensive long-term treatment for people battling substance abuse disorders. A donation of various automotive parts and supplies from Advance Auto Parts was critical in the automotive vocational training of the program’s residents, who use their newly honed skills in the upkeep and maintenance of the organization’s own vehicle fleet.

**ORGANIZATION:** TROSA (DURHAM, NC)
**LIVES IMPACTED:** 500
**DONATION:** ADVANCE AUTO PARTS (VARIOUS)
GOOD360 SENDS SCHOOL SUPPLIES TO LIBERIA

Good360 partnered with More Than Me (MTM) to help rebuild the education system in Liberia, a country ravaged first by a lengthy civil war and then by the Ebola crisis. MTM operates a private academy and also partners with the Liberian government to operate a growing network of public schools, making education accessible to the nation’s youth once again.

ORGANIZATION: MORE THAN ME (MONROVIA, LIBERIA)
LIVES IMPACTED: 5,000+
DONATION: VARIOUS SCHOOL SUPPLIES

WALMART GOODS REACH THOUSANDS IN KANSAS

One of Good360’s valued Community Redistribution Partners, United Way of the Plains has a mission to bring the community together to focus on the building blocks of a better life for all. Through its “Give Items of Value (GIV)” program, the nonprofit sources truckloads of donated Walmart goods through Good360 and redistributes the items through its own network of local nonprofits, extending its impact significantly.

ORGANIZATION: UNITED WAY OF THE PLAINS (WICHITA, KS)
LIVES IMPACTED: 3,500+
DONATION: WALMART (VARIOUS)

TEMPUR-PEDIC DONATIONS COME AT THE PERFECT TIME FOR CANCER PATIENTS

As part of Tempur-Pedic’s ongoing donation program with Good360, the company provided mattresses to support United Breast Cancer Foundation’s annual Mattress Donation Event in New York in 2017. The event provided 200 Tempur-Pedic mattresses of various sizes to women, men and children directly impacted by breast cancer, making a good night’s sleep part of their recovery path.

ORGANIZATION: UNITED BREAST CANCER FOUNDATION
LIVES IMPACTED: 200
DONATION: TEMPUR-PEDIC MATTRESSES
### FINANCIAL HIGHLIGHTS

#### FEES & SUPPORT (IN MILLIONS)

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<th>2017</th>
<th>2016</th>
<th>2015</th>
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<tr>
<td>Gifts in Kind (Goods Received)</td>
<td>$355</td>
<td>$399</td>
<td>$375</td>
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<tr>
<td>Other Fees &amp; Support</td>
<td>$8.9</td>
<td>$8.2</td>
<td>$8.0</td>
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<tr>
<td><strong>Total Operating Fees &amp; Support</strong></td>
<td><strong>$363.9</strong></td>
<td><strong>$407.2</strong></td>
<td><strong>$383.0</strong></td>
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#### EXPENSES (IN MILLIONS)

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<th>2015</th>
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<tr>
<td>Program Services (Includes Goods Distributed)</td>
<td>$352</td>
<td>$394.0</td>
<td>$374</td>
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<tr>
<td>Operating Expenses</td>
<td>$3.8</td>
<td>$3.8</td>
<td>$4.1</td>
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<tr>
<td><strong>Total Operating Expenses</strong></td>
<td><strong>$356.1</strong></td>
<td><strong>$397.8</strong></td>
<td><strong>$378.1</strong></td>
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<td>$3.8</td>
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<td>$4.1</td>
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<tr>
<td>Operating Expense %</td>
<td>1.0%</td>
<td>0.9%</td>
<td>1.0%</td>
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![Graph showing Operating Expenses and Fees & Support from 2015 to 2017]
2017 DONORS

3M Corporation
Abercrombie & Fitch Co.
Acme Hardware
Advance Auto Parts Inc.
AGS Stainless Inc.
AIL World Wide Logistics
Alastin Skin Care
Alex’s Memorial Run
All Pro Weights
Amazon
Amex, Inc.
American Council on Exercise
American Eagle Outfitters
American Girl Doll
ANN INC.
Aquachemicals, LLC
Aramark
Armstrong Flooring
Audit Logistics
Automotive Management Consultants LLC
B and B Maintenance
Bank of the West
Bad Bath & Beyond Inc.
Beercraft & Bull, LTD
Beijing Baby & Child Food Co., Ltd.
Benjamin Moore & Co.
Berk International LLC
Big Lots, Inc.
BigTruck.com
Blizzard Entertainment
BMI Mattress
Brink Constructors
Brookes Publishing Co.
Brooklinen
Buffalo Media Works:
Built Group
Burns & McDonnell
Burco LLC
Burt’s Bees Inc.
Cabelo’s
California Highway Patrol CHP
Casper Sleep Inc.
Century Products LLC
CFM Ventures
Chand’s House of Charles River Associates
Chicago Bears Football Club
Cintas Corporation
Clearwater Paper Corporation
Clipper Corporation/Taco Johns
Comcast Corporation: NBCUniversal
Commerce Distributing
Correlated Products, Inc.
Costume Gallery, Inc.
CraftWorks Restaurants & Breweries Group, Inc.
Crate and Barrel
Culinary International
CVS
Deckers Outdoor Corporation
Dell : EMC Corporation
Destination XL Group
Diamond Vowel Paint
Diversified Hospitality Solutions
DM Transportation Management (Calypso Cay Resort)
DollarDays International LLC
Domtar : Domtar Corporation
Fashion Accessory
Earth Science Naturals
Ecolab Inc.
ECP Incorporated
Edmar
EMD Global LLC
Emerson Tool Company
Emily’s Cleaning LLC
Envirosink LLC
Epic Sky Company
ESPN
Estee Lauder Companies
ETE Plate
EXPRESS
Farm Credit Services of America
First Aid Beauty, LTD
FISERV
Football Northwest LLC
Forever 21, Inc.
Fox Gloves
Francisco’s Collections
Fred & Sons
Free Style Graphics
Friends of the Trails
Fossil
Furniture of America
GAF Communications
Gap Inc.
General Products and Supply / GMP
Goldstein Foundation
Granier
Green Mountain Imports
Grevis Products Inc.
Groupe Dynamite / Garage
Guess, Inc.
Hallmark Cards, Inc.
Hampton Direct
Hampton Direct, Inc.
Happy Family Brands
Harbros
Hearst Communications
Hennes & Mauritz AB
Hewlett-Packard Company
Hillyard Industries
Hiratszu America
Hormage
HomeElegance, Inc. - Fremont
Homexco East
Hot Topic : Torrid
IKEA International A/S
image supply, Inc
IKEA International A/S
ILF
J.Crew
JCREW
JIMZ Distributing
JPMorgan Chase & Co.
Julep Beauty
Juno Lighting, Inc.
Kalle Shoes LLC
KEEN Footwear Company
Kenue Haircosmetics
Kimberly-Clark Corporation
Leverett, Massachusetts
Libby Inc
Life is Good
Lindale
Lilly Dry Cleaning
LovelySkin.com
LuLuLemon
Major League Baseball
Major League Lacrosse - PLL
MAP International
Marc Jacobs International
Matalan, Inc.
Maya & Ethan
Media Logistics
MGN Corporation d/b/a The Secure
Miami Beach Bowl
Michael Hainan & Company
Michael Stars
Mint Maldes
Minted
MN Home Outlet/Shop.Lenny
Momar Inc
Montgomery Mfg.
Moreau Soft Goods
Mountain Hardwear
Morton Salt, Inc.
Morton Miller
Nii O’S Tees
Niko Group
Noel Cce
National Football League
National Veterinary Associates
NEA Inc.
NetRush
New Era Cap
New York Kayak Company
Newell Rubbermaid Inc.
Nice Laundry
Nice Polk
Nike, Inc.
Nikodor Inc.
Nokia
Noodle & Boo LLC
NSAF, Inc.
OC Fair & Event Center
Ohio Education Association
Option
P. Kaufmann Contract
Parker Brothers Uniforms
Penny Arcade
Philips North America
Pitney Bowes Inc.
Pitt Specialty Supply
Pocket Nurse
PRIDEIndustries Inc.
Provida-commerce/FTD
PVS America
QVC, Inc.
QVC, Inc. - Ramblers Way
Raw Space Bar
Red Wing Shoe Company, Inc.
Regis Corporation
Revenue
Relief Bed
Restoration Hardware
Rich USA, Inc.
Rockford Midland
Rockline Industries
Roo’s To Go
Ross Stores, Inc.
San Francisco Gas & Electric
Scotch Corporation
Seas Holdings Corporation
Sequin, LLC
Serta Simmons
Sheppard Enterprises
SIA Roll
Sleep Number
SmartLife Products
SmarterWeb
Snyder Manufacturing Inc.
South Florio Tissue Paper Company
Spartan Chemical Company, Inc.
Spigen
Spotify
Staff Development for Educators
Starbucks Coffee Company
Starlight Children’s Foundation Global
Office
Stop-n-Go
Streamline Importing Inc.
Sunrise Hitek Group LLC
Sunstar America’s, Inc.
Target
Teabloom.com
Tempur-Pedic, Inc.
The Hain Celestial Group
The Home Depot
The Talbots, Inc.
The Wilson Group, LLC
TIAA : TIAA
Today Show Charitable Foundation, Inc.
Top-Line Furniture
Tuesday Morning Corporation
Uline
Ultimate Healthy Pet Beds
UNITED CONTINENTAL HOLDINGS : United Airlines
University of Illinois Alumni Association
UPS
Vera Bradley Designs Inc.
VF Corporation : Vans Shoes Company
Viacom Inc.
Victory Junction
Vintage Fringe
Walco-Ameriaca
Walgreens
Walmart Stores, Inc.
The Walt Disney Company
WIGIRLS INC
Williams-Sonoma, Inc.
Williams-Sonoma, Inc. : Patry Fly
Williams-Sonoma, Inc. : West Elm
Wine for Hope
Wonderful Union
World Amenities Products
Wrinkle
Zanes Optical
Zep Inc.
HELP US CELEBRATE A PROUD HISTORY OF THOUGHTFUL GIVING

TOTAL VALUE OF ALL PRODUCT DISTRIBUTED: $9B+
YEARS: 34+
TOTAL NUMBER OF REGISTERED NONPROFITS: 63,000+

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