



40 YEARS OF CLOSING THE NEED GAP



MISSION STATEMENT

GOOD360'S MISSION IS TO CLOSE THE NEED GAP.

As the global leader in product philanthropy and purposeful giving, we partner with some of the world's largest corporations to source essential goods and distribute them through our network of diverse nonprofits, supporting people in need to open opportunity for all.

To learn more visit good360.org.

400+
corporate partners

100,000+
nonprofit members

100 MILLION+
lives impacted

\$18 BILLION+
in goods distributed

WHAT IS THE NEED GAP?

In the U.S., nearly half of households cannot afford basic essentials, like personal care products, cleaning products, clothing, and household goods. At the same time, we know that there are billions of goods that are returned each year. That's why Good360 works with major retail corporations and manufacturers to source and distribute goods to nonprofits, filling a gap between what is available and what millions of people need.



37.9 MILLION

The number of Americans currently living at or below the poverty line



41% OF PEOPLE

can't afford basic necessities

**EXCESS
PRODUCT**

NEED GAP

**COMMUNITIES
IN NEED**

**United For Alice 2023 Report*

2023 IMPACT AT-A-GLANCE

In 2023, the U.S. saw an increase in poverty and an increase in returned goods. That's why we know there is enough to go around—enough shoes so no one goes barefoot, enough mattresses to sleep on, and enough coats to keep everyone warm.

Good360 is steadfast in our mission to get the right goods to those who need them. Our Fair Market Value (FMV) has grown every year since 2019, meaning we are providing more goods from more donors to more families.



Total FMV
\$3 BILLION+

Total lives impacted
26 MILLION+

Total weight diverted from landfills
156 MILLION+ LBS

TOP 8 MOST NEEDED ITEMS FROM OUR NETWORK



Infant & Baby
Supplies



Clothing



Hygiene
Products



Toys



School
Supplies



Home
Goods



Technology
Items



Cleaning
Supplies

OUR WORK

In 1983, Good360 set out on a journey distribute product directly to people in need. Today, we're finding new and innovative ways to get communities the goods they need. Our Community Engagement, Employee Engagement Fundraising Programs, and Disaster Recovery Programs bring community, employees, donors, and nonprofits together to help people when they need it most.



Supporting Those in Need One Hygiene Kit at a Time

In 2023, we ramped up our efforts to make a direct impact in the communities where our corporate partners live and work every single day by building out our Community Engagement Program. We held 49 events across 16 states impacting more than 108,000 individuals thanks to the generosity of more than 2,500 corporate volunteers.



More Toys, More Joy for Underserved Communities

Our continued partnership with Toys for Tots has allowed us to provide more toys and games to children in need. This year we distributed 1.8 million toys impacting more than 650,000 lives across 32 states. One distribution event was held by the nonprofit Santa Claus, Inc. in Riverside, California where they distributed toys to 1,500 children in the community through their "Unplug and Play" events.



Supporting Maui After Devastating Wildfires

As an immediate response to the devastating wildfire on the island of Maui, we sent more than \$1 million worth of safety gear and PPE to the island. As we help families recover and rebuild their homes, we are working with Global Empowerment Mission and the Moore Wright Group to build Aloha kits consisting of home goods including kitchen items, towels, cookware, and other basic essentials for wildfire survivors.

DISASTER RECOVERY

With the frequency and severity of extreme weather events on the rise, Good360 increasingly helps local nonprofits supply residents with the essential items they need. By sourcing donations through our corporate partners, disaster survivors can rebuild homes and buildings while helping their communities thrive for years to come.



Turkey Earthquake

After two powerful earthquakes struck the region in February, we joined forces with Maersk, the UPS Foundation, Coyote Logistics, Lift Nonprofit Logistics, and the Kale Foundation to airlift 440 pallets worth of donated relief goods to the region.



Maui Wildfires

In August, a deadly wildfire swept through the town of Lahaina on the island of Maui in Hawaii. More than 2,700 homes were destroyed. Since the disaster, we've moved more than \$1 million in PPE products to the island, including 250,000 individual safety products, and working with our partner to deliver needed home goods as survivors begin the process of rebuilding their homes.



Kentucky Flooding & Tornadoes

On-going efforts to help families recover and rebuild after an EF-4 tornado tore through Mayfield, Kentucky in 2022 continue. Corporate partner Dow provided eight RV trailers to provide short-term housing as families rebuild their homes.



Hurricane Fiona

Fiona struck the island of Puerto Rico as a strong category four storm in September 2022. Since then, we've worked with the Puerto Rico Voluntary Organizations active in Disaster to distribute \$3.2 million worth of goods and supplies to those impacted by the storm.

\$54 MILLION+
Total FMV

221,624
Lives Impacted

23
Total Disasters
Supported

55
Nonprofits
Served

28
States
Served

55
Countries
Served

A MORE SUSTAINABLE WORLD

We are committed to helping our corporate partners and nonprofit members help their local communities in a way that is both impactful and sustainable.



Extending the Life Cycle of 156 Million+ Pounds of Goods

By ensuring that usable goods are distributed to those in need, we help keep new and usable goods out of landfills while supporting people in need.



Keeping Donated Goods Local

Through our retail match program and our logistical network, we work to keep donated goods in their local communities.



Decreasing Wastefulness Through Logistics

Good360 manages a warehouse network that is designed to place goods where they are needed, when they are needed, and as close to our warehouses as possible. This decreases travel time, which decreases the amount of carbon emissions we are putting into the air.

THANK YOU

Thanks to the generosity of our corporate donors, we were able to distribute more than \$3 billion in donated goods in 2023. This generosity helped us impact more than 26 million lives while supporting communities in need both domestically and internationally.

We know there's more than enough to go around. That's why we look forward to continuing and growing our partnerships with our corporate donors in 2024 and beyond to further our mission of closing the need gap to open opportunity for all.

