



Platinum
Transparency
2024
Candid.



Forbes
AMERICA'S
TOP CHARITIES
2025

Charity Navigator
★★★★★
+ FOUR-STAR +



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Dear friends,

*In a year of significant change, we are proud to share that in 2024, thanks to the steadfast commitment and urgent action of our donors, we reached a remarkable milestone: **\$2.82 billion** worth of product donations distributed to individuals and families across the country. This achievement has touched the lives of an estimated **33 million individuals**, a testament to what's possible when we work together.*

And yet, the need remains urgent. According to the Census Bureau, 36.8 million people lived in poverty in 2023—a figure that remains virtually unchanged from 2022. This stark reality highlights the enduring challenges that millions of individuals face every day. As we look ahead to 2025, the need to address these gaps has never been more critical.

In the communities we serve, a backpack is more than a school supply; it's a sense of belonging and hope. A pair of shoes means new opportunities. A toy brings joy, sparks imagination, and reminds a child that they are cared for. Shampoo helps someone step into their day with confidence. Together, we are about more than providing goods—we are restoring dignity, fostering resilience, and ensuring everyone has the essentials they need to lead safe, healthy, and fulfilling lives.

While we celebrate what we've accomplished together, we know there is so much more to do. Your partnership fuels this mission, and we are deeply grateful for your continued support as we strive to close the need gap and create lasting impact.

Cinira Baldi

Cinira Baldi
Chief Executive
Officer, Good360



John Grugan

John Grugan
Chairman, Good360
Board of Directors



2024 BY THE NUMBERS

Since our founding in 1983, we've grown from distributing donated office equipment to becoming a global leader in product philanthropy. Over these four decades, we're proud to have delivered billions in essential goods to nonprofits, helping communities recover, rebuild, and thrive.

33 M

estimated lives were impacted by providing critical resources to communities facing hardship.

2.82 B

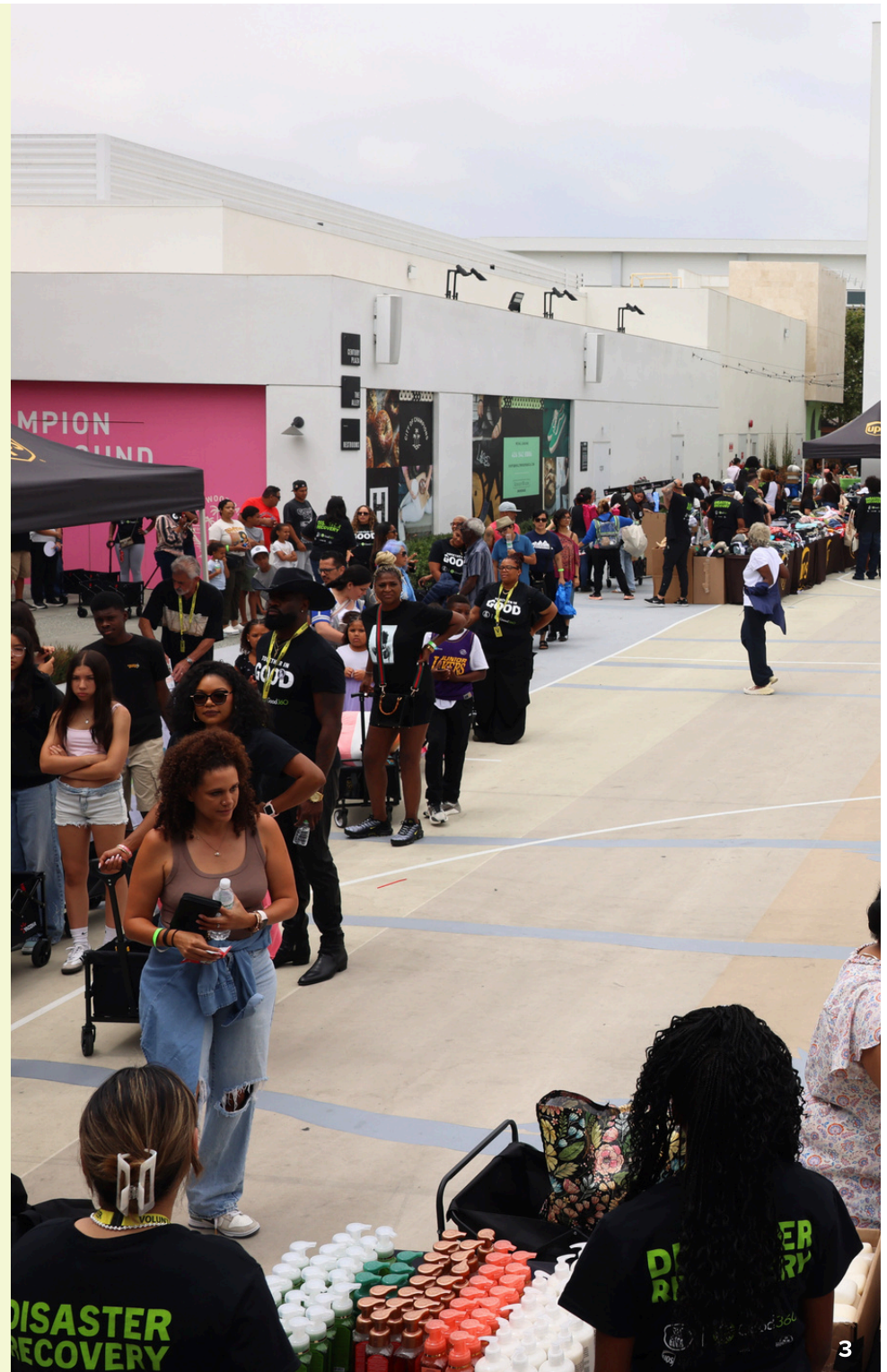
worth of essential goods were distributed, ensuring that surplus products were put to good use instead of ending up in landfills.

2,656

communities received support, strengthening local nonprofits and empowering them to serve more people.

302

corporate donors partnered with Good360 to create meaningful change.



ABOUT OUR NONPROFITS

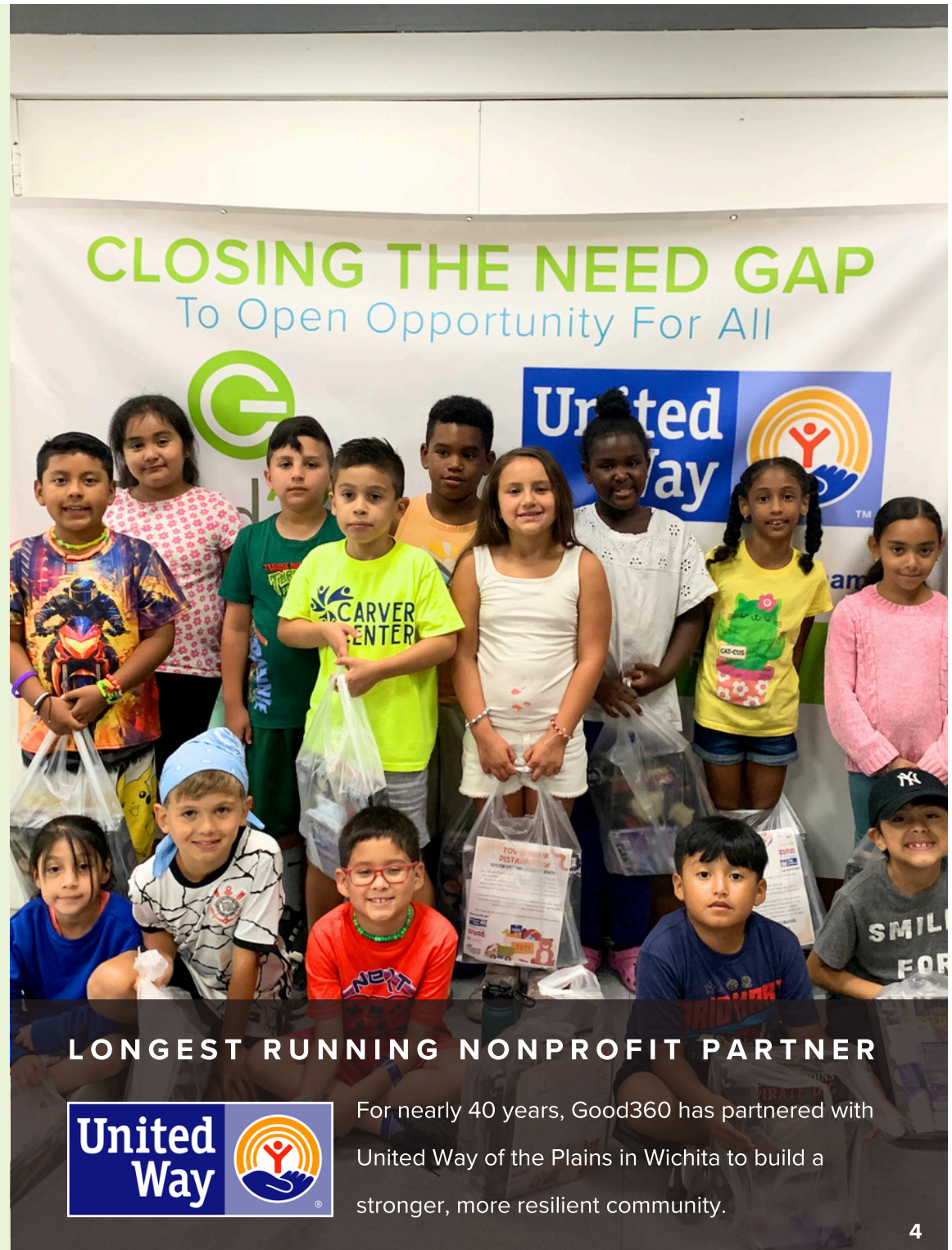
Through our incredible network of thousands of nonprofit members, Good360 impacts lives across the globe by providing them with essential goods donated by our corporate partners.

Working on the frontlines, nonprofit networks distribute these essential goods – from hygiene products to home goods, to community members recovering from disaster or otherwise facing hardship. These vital resources foster hope, instill confidence, and build resilience.

Many of our nonprofits have been members for years, which means the partnership ensures sustainable, ongoing impact, which results in deeper impact and measurable, positive outcomes for the community.

TOP 5 MISSION AREAS OF OUR MEMBERS

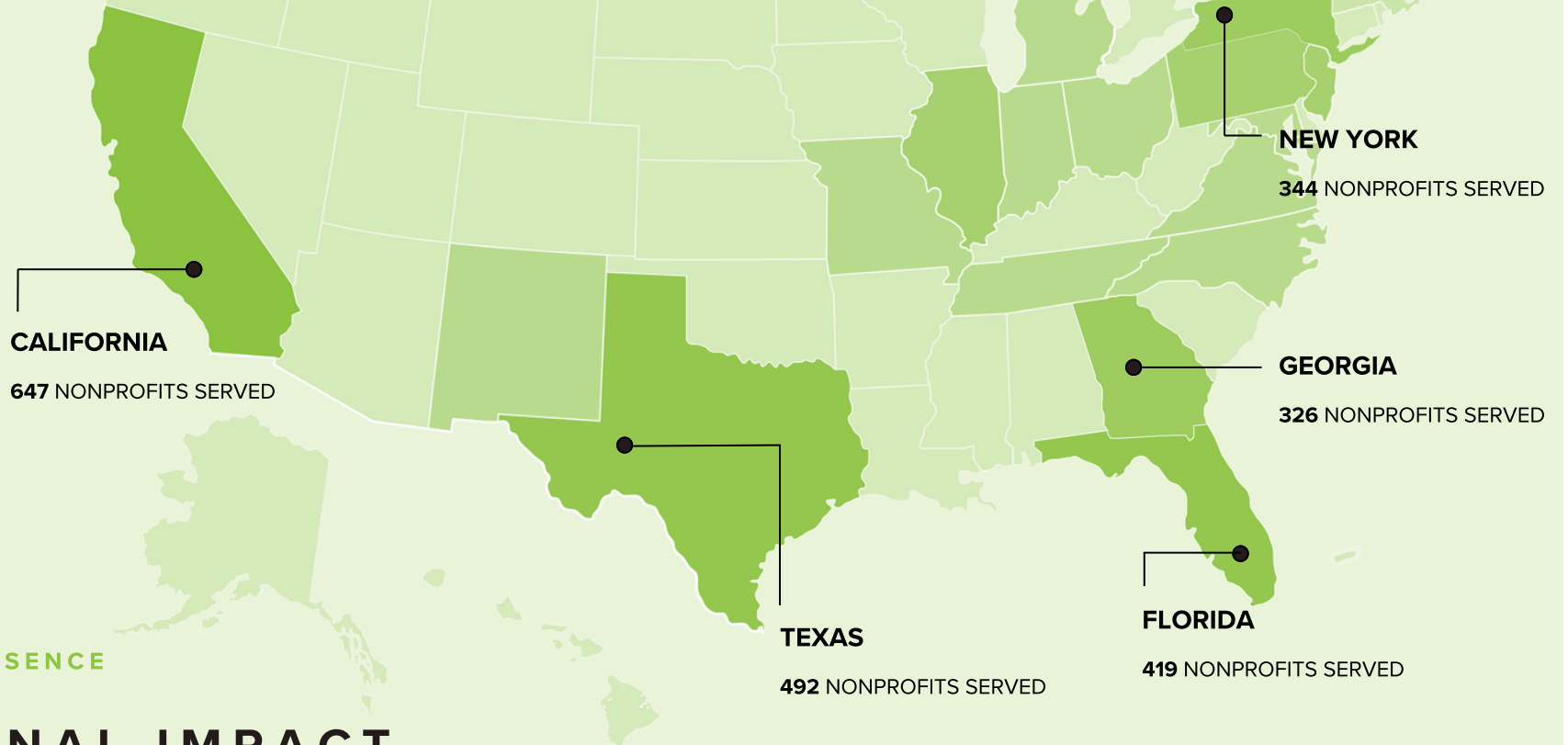
Poverty and Homelessness, Children and Youth, Health and Human Services, Military Veterans, and Disaster Relief.



LONGEST RUNNING NONPROFIT PARTNER



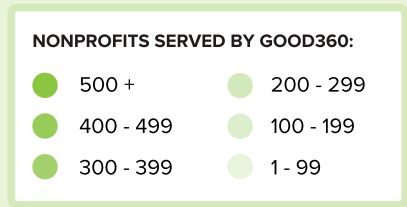
For nearly 40 years, Good360 has partnered with United Way of the Plains in Wichita to build a stronger, more resilient community.



GLOBAL PRESENCE

NATIONAL IMPACT

From the UK to Canada and throughout the U.S., **Good360's footprint is global, but our impact is local.** By serving nonprofits in all **50** states, Puerto Rico, and beyond, we ensure critically needed goods reach communities facing challenges every day.



WHAT COMMUNITIES NEEDED MOST

Delivering goods that fill critical resource gaps and maximize community impact was the utmost priority for Good360. To stay on top of the latest, Good360's non-profit strategy group works with each nonprofit throughout the year to determine what goods are needed most. We then, in turn, work with our donors to source and provide those goods.

Special thanks to our donors who heeded the call of our network to provide, closing the gap between the amount of goods available and the people with urgent, defined needs. This strategic approach increases our impact on the communities we serve.

These are the goods that our nonprofits requested the most in 2024:

Clothing, health and hygiene products (soap, shampoo, toothpaste), essential care items (sanitation wipes, feminine products, diapers, cleansing wipes), shoes, toys, school supplies, furniture and home goods, and baby goods.



Mary Nelson's Youth Day in Syracuse, NY.

IMPACT STORIES

**Names changed to protect identity*



Honoring dignity by making home feel like home

After a tragic accident left Sara* paralyzed, her family received mattresses and home essentials that brought dignity, comfort, and her mom's first full night of rest in years.

High Socks for Hope



Restoring the joy of childhood wonder for countless kids

Children everywhere received toys, bringing joy and relief to families moved to tears as their kids experienced something new they couldn't afford on their own.

Toys for Tots



Setting students up for success in school and beyond

Students in underserved communities received backpacks, supplies, and clothing, helping them feel supported and confident in school and at home.

Mary Nelson's Youth Center



Providing care and essentials for families of the incarcerated

Families navigating the hardships of parental incarceration rely on consistent support, giving children the resources, comfort, and encouragement to thrive despite difficult circumstances.

Taylor Made Re-Entry



Supporting first responders and their families after disaster

First responders and their families received beds, clothing, home goods, air purifiers, and more, helping them rebuild their homes and lives after the Southern California wildfires.

First Responders Children's Foundation



Helping unhoused Veterans regain stability through essential support

Tim*, a 72-year-old Vietnam Veteran living unhoused, received critical donations that replenished his essentials, helping him survive each day and ultimately reunite with his son off the streets.

Role Models of America



BEYOND DISTRIBUTION: COMMUNITY ENGAGEMENT

Through our volunteer-focused events, we bring corporate partners and local nonprofits together to make a tangible difference in their communities.

In 2024, we collaborated with **19 corporate partners** to host impactful kitting events, including our first international efforts. During Hygiene Week in the UK, we teamed up with United Airlines and In Kind Direct to assemble 2,500 hygiene kits for 50+ organizations addressing hygiene poverty. In Canada, we partnered with Saint-Gobain to create 1,500 disaster relief kits for CityServe.

These events provide critical resources, strengthen local networks, and foster meaningful connections.

71

corporate kitting events
hosted.

70

nonprofits supported
through these events.

4,370

corporate volunteers
engaged.

122,600

total kits assembled in
2024.

DISASTER RECOVERY

In 2024, Good360's disaster recovery efforts delivered critical resources to communities facing unprecedented challenges. By prepositioning products in disaster-prone areas, we ensured faster, more efficient responses. Our team addressed major disasters, including Hurricane Helene and Hurricane Milton, delivering critical supplies and shifting focus to long-term recovery. These achievements were made possible through strong donor and nonprofit partnerships, ensuring the right goods reached the right people at the right time.

At the heart of these efforts is the **Good360 Disaster Recovery Council (GDRC)**, a collaborative network dedicated to preparing communities for every phase of disaster recovery, uniting stakeholders to improve recovery strategies and foster resilience.

12.8 M

estimated lives impacted by disaster response efforts.

33

disasters responded to in 2024

1.15 B

worth of goods delivered to disaster-affected regions.

127

corporate partners involved in disaster relief.



SUSTAINABILITY WITH COMMUNITY IMPACT

At Good360, we partner with socially responsible companies to keep surplus products out of landfills, giving them a second life in communities where they can have the greatest impact. In 2024, we continued helping our partners achieve their sustainability and philanthropic goals, reducing waste, and ensuring essential goods were put to use where they were most needed.

With our efficient logistics network, we can reduce carbon emissions by strategically placing warehouses in easy to reach locations, minimizing transportation distances. In addition, we optimize warehouse shipping to reduce carbon emissions. Through these efforts, we can create a lasting environmental impact for both people and the planet.

188 M

pounds of goods diverted from landfills

GOOD360 DONORS

3M Corporation	CVS Caremark Corp.	Ideavillage Products Corp.	Miller Construction	Serena & Lily
3R Technology LLC	Davie Group	IKEA International A/S	Million Dollar Baby	Serta Simmons Bedding, LLC
A+E Networks	Delta Airlines	Innersense Organic Beauty	MiniMaxy	SharkNinja
ACME Furniture	Delta Plus ERB Safety	InterDesign Inc.	Miss Meers	Signify
Acme United Corporation	Destination XL Group	Janie & Jack	Monos	SKIMS
Activision Blizzard	DG&Z LLC	J. Jill	Morningday Community Solutions	SOL CBD
ACTU8 LLC	Dick's Sporting Goods	J.CREW	MPOWERD INC.	Sonder Inc.
Advance Auto Parts, Inc.	Disney	JCPenney	Mr. D's Tees	Sound Asleep Products
Aldi Inc.	DM Transportation Management	Johnny Bigg	NASCAR, Inc	South Shore Furniture
All Elite Wrestling	Downright LTD.	Joyosea	Nathan James	Spartan Chemical Company, Inc.
Alpargatas S.A.	Dreyer's Grand Ice Cream	Jumbo Home Decor Corp	NEDA Trade	Spencer Gifts LLC
Amazon	DTG2GO	KEEN Footwear	Nestle USA	Spire Credit Union
American Eagle Outfitters	DuPont	Kenneth Cole Productions	NET-A-PORTER	Stanley
AmerisourceBergen	Easy Living and More LLC	Keurig Dr Pepper (KDP)	New York Yacht Club	St. Mark's Church
Amway Global	Ecolab Inc.	King Ranch Saddle Shop	Newell Brands	TechStyle Fashion Group
Aramark	Edgewell Personal Care	KMSA Enterprises dba Scrubs Central	NewSpring Church	TeeTurtle
Arbonne Charitable Foundation	Electrolux North America, Inc.	Kohl's	National Football League	Tempur Sealy International Inc.
Aritzia Inc.	Eise.	Kole Imports Inc.	Nice-Pak	Tentree
Assurant, Inc.	Empath Labs	Kuhl	Nike, Inc.	The Company Store
AstonPlus LLC	Estee Lauder Companies	La Colombe	Nominal LLC	The Daily Grind Planner
Athletes Unlimited	Every Shelter	Labware, Inc	NonStop Inc.	The Home Depot
AutoZone, Inc.	Evolution of Smooth (EOS)	Lack of Color	Noodle & Boo LLC	The Paper Store
Awake NY	Fanatics	Lakeland Industries	Northstar Designs LLC	The Reuse Network
Bags In Bulk	Ferguson	Lasko Products, Inc.	Novolex	The Salvation Army
Bath & Body Works	FIGS, Inc.	Legrand	NRI USA LLC	ThirdLove
Bed Bath & Beyond Inc.	Fiserv	Lekue USA	OccuNomix	Toho International, Inc.
Bedgear	Flaregate	Levi Strauss & Co.	Oldcastle	Toledo Mud Hens Baseball Club, Inc.
Beedo International	Flexport	Lewie, Inc	Optoro	Topson Downs
Benjamin West	FLUOR	Lidl US	P. Kaufmann Contract	Toys for Tots Foundation
Blue Q	Four Lee Foundation	Life Is Good	Pac Pac Inc	Tranzonic Companies
Boll and Branch	Free Fly Apparel	Lifelong Access	Packaging Corporation of America	Triton Group LLC
Bombas	Fruit of the Loom	Lifting Hands International	Pacsafe	Trutek Corp / NasalGuard
Boston Public Health Commission	GAF	Light Annex	Palace Skateboards Limited	Uline
Branch Furniture	Gap Inc.	Lineage, Inc.	Phenix Suns	Ultra Beauty, Inc.
Brixton	Garnet Hill	Liquid IV	Pillow Cube	UNHCR
Brookline	GB Ventures dba Evergreen	Little Pharma Inc. dba Curist	Prayan LLC	United Airlines Inc.
BuildDirect	Innovations	Live Breathe Futbol	Pro2 Solutions	University of Kentucky
Burberry	General Products and Supply / GMP	LONGI Solar USA	Public Spirits	Vestis
Burlington	Gildan Activewear	L'Oreal	PVH Corp.	VF Corporation
Cangshan Cutlery Company	Global Glove and Safety MFG	Lowe's	PwC	Via Derma Inc.
CarrollCLEAN	Global Merchandising Services	Lubetzky Family Foundation	QVC, Inc.	Victoria's Secret
Cart.com	Gozimus Enterprises LLC	Lululemon	Quince	VistaPrint
CH Robinson	Grainger	LuminAID	Rank & Rally	Vitality LLC
Charlotte Tilbury	Guardsmark Holdings, LLC	Macy's	Reach Global Industries	VMV Hypoallergenis
Charter Communications, Inc.	Guess, Inc.	MaisoNovo	Red Wing Shoe Company, Inc.	Walgreens
Cigna	HALCYON BOTANICALS	Major League Baseball	Reflective Apparel	Walkers Shortbread, Inc.
CitizenM	Haleon	Major Merchandise Inc.	Refried Apparel	Walmart, Inc.
CleverMade	Halo Branded Solutions	Matter.NGO	Remington Lighting	Walt Disney World Company
Coca-Cola Enterprises, Inc.	Hasbro	Mattress Firm	RightGift, Inc.	Watson Gloves
Columbia Sportswear Company	HDI Wholesale	McDonald's	Rooms To Go	WESCO International, Inc.
Concord Music Group	Heart to Heart International	mDesign	Rootless	Williams-Sonoma, Inc.
COPE Preparedness	Heart's Sign, LLC	Mechanix Wear LLC	Ross Stores, Inc	Wolven Threads
Core Consumer Healthcare LLC	Helen of Troy Limited	Medical Bridges	Ryder (MXD Group)	Work Wear Safety
Coterie Baby, Inc.	Henry Niles Foundation	Mega Food	Saddle Creek Logistics Services	World Emergency Relief
Cotton Incorporated	HeyBamboo	Merch Now	Salesforce	XFL Properties
Coyuchi, Inc.	Homage	Merry People c/o Fulfillment Express	Salesianum School	Xponential Fitness
Culligan International	Hyper Studios	Mia And Finn LLC	SeneGence	Zen Beverage

THANK YOU FOR THE SUPPORT IN 2024

DISASTER CHAMPIONS

ACME Furniture	Edgewell Personal Care	LIFTING HANDS INTERNATIONAL	Rootless
Activision Blizzard	Ferguson	Liquid IV	Ross Stores, Inc
Amazon	Fruit of the Loom	LONGI Solar USA	Ryder Charitable Foundation
American Eagle Outfitters	GAF	Lowes	Saddle Creek Logistics
AmerisourceBergen	Garan Manufacturing	Lubetzky Family Foundation	Serta Simmons
Arbonne Charitable Foundation	General Products and Supply / GMP	LuminAID	Shark Ninja
Assurant, Inc.	Global Glove and Safety MFG	Macy's	Sound Asleep Products
AstonPlus LLC	Granger	Mattress Firm	South Shore Furniture
Bath & Body Works	Grumpy Mutt	Medical Bridges	Spartan Chemical Company, Inc.
Boll and Branch	Hasbro	MTE Fund	Stanley
Bombas	HDI Wholesale	Nathan James	Tempur Sealy International Inc.
Boston Public Health Commission	Heart to Heart International	NEDA Trade	Texas Instruments
BuildDirect	HeyBamboo	Nestle USA	The Home Depot - Operations
Can'd Aid	IKEA International A/S	Nestle' Purina Pet Care Company	The Reuse Network
Cangshan Cutlery Company	Impact Assets	Newell Brands	TOBB Trade Center Inc..
CarMax Business Services, LLC	iRobot Corporation	NewSpring Church	TRANZONIC
Center for Disaster Philanthropy	JCPenney	Nice-Pak	Ultra Beauty
Charter Communications, Inc.	J. Jill	Nike, Inc.	United Airlines Inc.
Coca-Cola Enterprises, Inc.	Jumbo Home Decor Corp	NRI USA LLC	The UPS Foundation
Columbia Sportswear Company	KEEN Footwear Company	Old Castle	UNHCR
COPE Preparedness	Keurig Dr Pepper (KDP)	Opella	VF Corporation
CORE Community Organized Relief	Kohler	Pac Pac Inc	Walkers Shortbread Inc
Effort	Kole Imports Inc.	Pacsafe	Walmart Stores, Inc.
Cotton Incorporated	La Colombe	Pillow Cube	Watson Gloves
CVS Caremark Corp.	Labware, Inc	Public Spirits	Work Wear Safety
Delta Airlines	Lasko Products, Inc.	Quince.com	World Emergency Relief
Disney	LeGrand	Red Wing Shoe Company, Inc.	Zen Beverage
DuPont	Levi Strauss & Co.	RightGift, Inc.	
Ecolab Inc.	Lewie, Inc	Rooms To Go	



A heartfelt thank you to all our individual contributors in 2024. Your generosity has touched countless lives, and we couldn't carry out this vital work without your support.

LEADERSHIP

BOARD OF DIRECTORS

John Grugan

Chairman of the Board
Holland & Knight

Mark White

Bold City Group

Rosemarie Ryan

Vice Chairman
Co: Collective

Nancy Ryan

Cigna

Patrick Gaston

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The UPS Foundation

Lori Freeman

Salesforce

Susan Brownell

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Independent Consultant

Maria Martinez

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Chief Executive Officer

Alison DeCoursey

Chief Resource Development Officer

Alison Teres

Chief Marketing & Fundraising Officer

Carrie Conway

Senior Vice President of Impact Programs

James Lum

Chief Financial Officer

Kniffen Kelly

Chief Operating Officer

Mandy Luety

Senior Vice President of Human Resources

FINANCIAL STATEMENTS

Revenue

Contributions and grants

Program service revenue

Investment income

Other revenue

Total operational fees

Expenses

Grants and similar amounts paid

Salaries, other compensation, benefits, etc.

Other expenses

Total donations and grants

Total expenses

Revenue less expenses

Net assets of fund balances

Total assets

Total liabilities

Net assets

2024

2023

3,239,399,643

3,042,130,356

24,674,881

19,075,286

338,007

112,062

331,705

1,173,366

3,264,744,236

3,062,491,070

3,295,725,303

2,939,530,492

11,088,639

8,602,751

24,471,724

23,140,659

3,331,285,666

2,971,273,902

3,331,285,666

2,971,273,902

(66,541,430)*

91,217,168

108,126,257

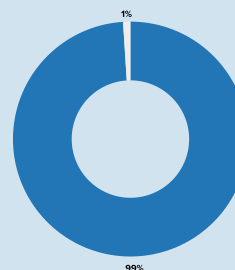
172,780,760

9,783,717

7,903,450

98,342,540

164,877,310



In 2024, **98.9%** of our total expended resources supported program services, including the sourcing and distribution of more than **\$3.3 billion** in urgently needed goods.

**In 2024, Good360 reported a net loss of \$66.5 million, largely due to distributing more donated goods than we received during the year. Much of this came from utilizing a surplus of products donated in 2023, allowing us to continue meeting high levels of community need.*

To view our financials, [click here](#).



Good360

GOODS FOR THE GREATER GOOD™

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