

FOR IMMEDIATE RELEASE  
April 19, 2011

**PROTECT THE PLANET, PROMOTE STRONG FAMILIES, DONATE TO GOODWILL**  
**Calculator Shows True Impact of Donations**

**April 19<sup>th</sup>, 2011** — This Earth Day, April 22, Goodwill<sup>®</sup> urges donors to join the millions of people who are using the Donation Impact Calculator (patent pending) at [donate.goodwill.org](http://donate.goodwill.org) to see how their gently used clothing and household goods help protect the planet while funding job training programs, employment placement services and other vital programs in communities nationwide.

Since January 2010, Goodwill donors have helped divert more than 2.3 billion pounds of usable goods from landfills. Revenues from the sale of these goods at Goodwill retail stores fund programs that put people to work, including people with disabilities, those who lack education or job experience, and others facing challenges to finding employment.

“For more than 63 years, Goodwill Industries<sup>®</sup> of Southeastern Louisiana, Inc., has been an environmental pioneer of the reduce, reuse, repurpose practice in New Orleans,” said William L. Jessee, president of Goodwill Industries<sup>®</sup> of Southeastern Louisiana, Inc. “Now, we’re using technology to better illustrate how donors create a healthier planet and promote stronger families.”

For example:

- One working computer funds 5.3 hours of career counseling for a person in your community.
- One bike, one coat and one DVD can provide someone with one hour of on-the-job training.
- Six shirts and two pairs of jeans can fund one hour of a job search class for a person in your neighborhood.

And, like donors, shoppers play a key role in the process. When people find bargains in their local Goodwill stores, they are not only saving money, they are also extending the lifespan of items that would otherwise be discarded.

“By donating to and shopping at Goodwill, you are supporting our commitment to preserving the environment and helping people earn paychecks and support themselves and their families,” said Jessee.

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**About Goodwill Industries of Southeastern Louisiana, Inc.**

Goodwill Industries of Southeastern Louisiana, Inc. serves 23 parishes and operates 14 retail stores and donation centers. Its mission is to help people with disabilities and other disadvantages achieve a better life through work and independence. More than eighty-cents of every retail dollar provide vocational opportunities – including jobs, training, literacy skills and employment-placement services – to people with disabilities and other barriers to employment. For location information and more about Goodwill Industries of Southeastern Louisiana, visit [www.goodwillno.org](http://www.goodwillno.org) or find Goodwill on Facebook (@goodwill.sela) or Twitter (#GoodwillNOLA).