

FOR IMMEDIATE RELEASE
December 14, 2010



Double-Check Before You Donate Goodwill Urges Donors to Give to Legitimate Charities

Austin, TEXAS— Goodwill Industries of Central Texas is reminding donors to make sure their donations of gently used clothing and household items go to benefit Central Texans who need assistance most this holiday season. With an increasing amount of donation bins put up by both for-profit and non-profit organizations, it pays for individuals seeking to make a charitable donation to double-check before they donate.

"Especially during this time of year, people want to quickly clear out the items they no longer want to make room for their new holiday gifts, so they simply drop off their unwanted items at the nearest collection box," said Jerry Davis, President and CEO. "People typically assume they are making charitable donations, but that is not always the case."

Central Texas is one of many areas nationwide in which unattended collection bins are commonplace. Although some are owned by legitimate charities, many actually benefit for-profit organizations. Several states nationwide are now requiring that organizations clearly mark these unattended boxes, but it is important for people to be sure they are making informed choices about their donations.

It's quick and easy for individuals to double-check before they donate. First, donors can check with the state attorney general or secretary of state's office. Second, they can check online with a charity-rating agency such as Charity Navigator or GuideStar, or with the Better Business Bureau.

When donors are making the decision on where to donate, they will want to be comfortable with the answers they get to the following questions:

- Will my donation be used to support a cause I believe in?
- What percentage of the revenues generated by my donation will directly support the mission of the organization?
- If the collection bin is owned by a for-profit organization, how will my donation help people in need?
- Will my donation stay within the community?

"Give to charities you know and trust," said Jerry Davis, President and CEO. "Fraudulent charities often modify the names of established groups, so be sure to read carefully the name of the charity on the donation box before giving. Individuals should avoid donating to organizations that can't immediately provide you with information about the causes they are asking you to support."

Conveniently located throughout Central Texas, Goodwill has almost 40 locations to make donations. Donations to Goodwill are sold in local stores, and the revenues fund job training programs, employment placement services and other community-based programs that help people find jobs in the community. By giving to Goodwill, donors are helping to change lives through the power of work.

About Goodwill Industries of Central Texas:

Goodwill Industries of Central Texas is a non-profit 501(c)3 organization dedicated to the mission of providing job-related services for people with barriers to employment. Revenue generated is used to fund job training and employment programs for Central Texans. For more information about Goodwill Industries of Central Texas, go to www.austingoodwill.org.

Contact:

Traci Berry, V.P. of Development
O: (512) 637-7557; C: (512) 748-1049
Traci.Berry@austingoodwill.org

Amy Rames, Marketing Communications Specialist
O: (512) 637-7124; C: (512) 748-1629
Amy.Rames@austingoodwill.org

###