

Press Release



FOR IMMEDIATE RELEASE

January 15, 2010

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Goodwill® encourages financial donations to designated relief agencies *American Red Cross, others to assist Haiti earthquake victims*

Louisville, Ky. — Goodwill Industries of Kentucky feels the loss brought on by the recent earthquake in Haiti. Whenever a major disaster strikes, the generosity within each of us compels many to look for positive ways to respond. Many seek to donate to Goodwill, believing that our non-profit will be able to respond to the disaster. While your Goodwill is not a designated relief agency, we have learned over the course of many years and countless disasters that well-intentioned donations of clothing and other items sent into disaster areas often create more problems than they solve. Most recently, after Hurricane Katrina, USA Today reported that excess donated clothing was piled on roadsides and strewn across parking lots because there weren't enough volunteers to sort the donations and distribute them.

Experts in disaster relief have informed us that the best way to respond to a humanitarian crisis like the one currently underway in Haiti is to send money to a reputable relief agency that allows for emergency and necessary items to be purchased. This, we are told, meets the immediate and critical needs of the victims in a timely and efficient manner.

Before anyone begins collecting items or clothing to send to a disaster area, it is critically important that they determine if there has been an actual call for such items and that appropriate warehousing and distribution facilities are in place to ensure that donations make their way to those in need. Otherwise, the best of intentions may cause undue hardship for those responding to the disaster and potentially lead to needless waste.

We appreciate Goodwill donors who are looking for ways to respond to this disaster. We encourage you to continue to donate your gently-used clothing and household items to Goodwill to support people with disabilities or other disadvantages. Further, we ask that you support the efforts of international relief agencies with monetary donations to ensure that those affected by this disaster in Haiti receive the relief they need.

About Goodwill Industries of Kentucky

Goodwill Industries of Kentucky helps people with disabilities or other disadvantages achieve and maintain employment to gain a better quality of life. Goodwill accepts a variety of donations, including gently-used clothing and household items, for resale in its stores. Donations are tax deductible and receipts are available. Your support helped Goodwill Industries of Kentucky place more than 1,300 individuals in jobs and pay more than \$14 million in mission-related wages in its last fiscal year. Goodwill provides jobs, job training, adult literacy programs, vocational testing and counseling, and employment services for people with disabilities or other disadvantages. For your nearest donation center or store, visit www.goodwillky.org.

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