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GOODWILL SOUTHERN CALIFORNIA TO CELEBRATE #GIVINGTUESDAY WITH ONLINE FUNDRAISING CAMPAIGN TO UNLOCK \$10,200 GIFT

LOS ANGELES, November 21, 2018— This #GivingTuesday, Goodwill Southern California (GSC) will celebrate giving with an online fundraising campaign to unlock a \$10,200 gift. GSC has partnered with a generous donor to promote donor participation – the goal is to have 102 donors give just \$25 for a total of \$2,550, to help support Goodwill Southern California program participants. The number 102 is in honor of the 102 years that Goodwill Southern California has been in service.

Since 1916, Goodwill Southern California has been Transforming Lives Through the Power of Work. Goodwill serves individuals with disabilities or other vocational challenges by providing education, training, work experience and job placement services. Each year, GSC prepares and places thousands of individuals into sustainable employment through Goodwill programs and services.

Giving Tuesday is an opportunity to promote values of diversity and inclusion of our unique populations. Following Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday, #GivingTuesday is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. This year, #GivingTuesday will take place on Tuesday, November 27.

“At the heart of our mission is the belief that every person in our community has talent,” said Goodwill Southern California President and CEO, Patrick McClenahan. “If we are thoughtful and creative, we can put that talent to work.”

When you shop at your local Goodwill Southern California store, 95 cents of every dollar spent is used toward creating employment and job training opportunities in your local community. Goodwill Southern California uses the revenue to assist those facing challenges, such as individuals with disabilities, veterans, at-risk youth, homeless individuals, those formerly incarcerated and job seekers find employment in their local communities. Last year alone, Goodwill donors and shoppers helped provide employment services to 31,236 individuals.

If you are interested in joining Goodwill Southern California’s #GivingTuesday initiative, please visit www.seasonofgoodwill.org to donate. For more details about the #GivingTuesday movement, visit the #GivingTuesday website (www.givingtuesday.org), Facebook page

(<https://www.facebook.com/GivingTuesday>) or follow @GivingTues and the #GivingTuesday hashtag on Twitter.

About Goodwill Southern California

Transforming lives through the power of work, Goodwill Southern California (GSC) serves individuals with disabilities or other vocational challenges by providing education, training, work experience and job placement services. Each year, GSC prepares and places thousands of individuals into sustainable employment through programs and services offered at three campuses, Career Resource Centers, WorkSource Centers, Deaf, Youth and Veteran Employment Programs throughout Los Angeles (north of Rosecrans Ave.), Riverside and San Bernardino counties. GSC supports its mission with proceeds generated from 82 stores and 44 attended donation centers. GSC spends 95 percent of its budget on programs and services. Committed to caring for the earth, each year GSC diverts over 100 million pounds of reusable or recyclable goods from landfills. Goodwill is Good for Everyone!

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