

NEWS RELEASE

GOODWILL

Ohio Valley Goodwill Industries Rehabilitation Center, Inc.
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FOR IMMEDIATE RELEASE

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Ohio Valley Goodwill Thanks Donors and Urges Everyone to Give Wisely During the Holidays!

Cincinnati, OH -- December 20, 2011 -- During this busy year-end holiday time, Ohio Valley Goodwill Industries wishes to thank all of its many donors and to remind those that will be donating during the coming weeks that contributions of household goods are very important to the organization. "At this time of year, it's natural to drop unwanted items at the nearest collection bin, but the true value of those donations may not be realized," said Joe Byrum, President and CEO. "Taking the extra time to ensure your donation goes to the right cause can make a difference to families in your own community."

It's also a good reminder that at this time of year, some groups accepting donations operate as for-profit companies, with little or none of the proceeds going to legitimate charities. Ohio Valley Goodwill urges individuals to do their research before deciding to which organizations they will donate.

First, donors should check with the state attorney general or secretary of state's office to find out if a charity is legitimate. Second, they should check with a charity-rating agency such as GuideStar, or use online resources such as GreatNonprofits or Philanthropedia to find out more about specific charities — including how much of their revenue goes to overhead and administrative costs.

Consumers should be cautious of donation bins that don't clearly state the mission and contact information for the organization. More and more states nationwide are now requiring that unattended bins be clearly marked, but it is important for people to make informed choices about their donations.

"Community-focused organizations like Goodwill have spent decades building the public's trust and can readily inform consumers of the real value of their donations," said Joe Byrum, President and CEO.

Donations to Goodwill are sold in local stores. The revenues generated then fund job training programs and support services that help people with workplace challenges and disabilities to achieve and maintain economic independence and an increased quality of life. In 2010 nationally, more than 2.4 million people benefited from Goodwill's career services. By giving to Goodwill, donors are playing a vital role in helping people go to work. Locally, Ohio Valley serves more than 2600 individuals annually including people with disabilities and our nation's veterans.

For more information about donations or to learn more about Goodwill programs and services, visit www.cincinnati-goodwill.org.

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