At Goodwill - Easter Seals Minnesota we are committed to being green.
Building a Sustainability Culture

- Being green is at the heart of Goodwill’s philosophy. You may not realize it, but when you donate your gently used items to Goodwill or shop, you set in motion a whole series of earth-friendly activities. Every item you donate or purchase at a Goodwill store is one less item thrown away.

- At Goodwill Easter Seals Minnesota we are building a framework of sustainability initiatives.

- By accepting your donated household items and selling them in our stores, we keep significant volumes of goods out of landfills.

- We’ve developed secondary markets for salvage textiles, books, stuffed animals, luggage, scrap metal, E-waste, plastics and shoes. Goods that don’t meet quality levels required for our stores, but meet minimum quality levels set by a salvage customer, are recycled through these markets and kept out of landfills.

- We are partnering with other non-profits to provide solutions for aftermarket dinnerware, flatware, furniture and luggage. These are all items that did not sell in our stores or outlets. There are no recycling or secondary market options for these items, so they would have gone to the landfill.
Donated items are run through a series of 3 steps before they would be landfilled.

**STEP 1**
50 RETAIL LOCATIONS
Items are given 4 weeks to sell at one of our retail locations.

**STEP 2**
3 OUTLETS/WHOLESALE
Items are then pulled and sent to one of our outlets locations. Items at these stores are priced per pound and give people an opportunity to get many items at a low cost.

**STEP 3**
AFTER MARKET
We have figured out a way to recycle or salvage almost everything you can think of that gets donated to Goodwill. From baseball caps to cardboard bales, to plush toys and textiles, we are doing our best to keep as much out of landfills as possible.

Retail
Outlet
Salvage/Recycling
Salvage and Recycling

Categories

- Textile Bales
- All shoes, belts, purses
- Books, and Media
- Cardboard
- Plastics- we bale it
- All Electronics
- TV’s, Monitors, and computers
- Metal
- Wood pallets
- Baseball Caps
- Office Paper
- Plush Toys
- Luggage

Unloading Shoes in Pakistan
Where do Textiles we sell in the After Market Go?
Water Footprint

Item Footprint

• Leather Shoes ◊ 3,626 gallons

• Bed Sheet (cotton) ◊ 2,839 gallons

• Jeans (cotton) ◊ 2,108 gallons

• T-shirt (cotton) ◊ 659 gallons
Raw Hard Goods Donations

- HL Presort Yield: 36%
- Non HL: 20%
- Plastics: 15%
- Books and Media: 13%
- Garbage: 16%
Plastics Recycling

In September we will hit 4 million pounds of plastics recycled since May 2016

- 93 Truck loads of bale
- 4093 Bales
- 40930 Gaylords
- 930 Semi trucks
Goodwill receives hundreds of reusable bags as donations that do not sell in our stores or outlets. There are no recycling or secondary market options for aftermarket reusable bags, so they would have gone to the landfill. After conducting a waste assessment we have taken 2 courses of action to reduce waste and encourage reuse.

First, we looked at our plastic bag usage in our outlets where we sell items in bulk and priced by the pound and each transaction uses multiple plastic bags. We started to use the reusable bags as a replacement. We’re excited to announce that after six months, our plastic bag usage has gone down 60% and we eliminated plastic bags from our 2 outlet locations in the Spring of 2017 and all retail locations June 2017.

Secondly, we decided to partner with another non-profit HCMC food shelf to supply their bag needs, removing these items from the waste stream.

Retail Stores In June 2017 we stopped using new plastic bags in all retail outlets and reuse bags and boxes that are donated to us. This was an annual reduction of 4 million new bags equating to over 63,000 lbs.
Conducting Waste Assessments

#1 in Waste reduction out of over 100 Goodwill’s nationwide

After walking through our facilities at Goodwill Easter Seals Minnesota it really came down to what did we have left after sorting for our current recycling markets and what markets could we explore or what could we divert.

When determining the feasibility of a market you need to look at in the following formula:

\[
\text{Income benefit (Recycling Income)} + \text{Cost reduction benefit (Trash bill)} = \text{Organizational benefit}
\]

Utilizing this formula we decided to start recycling Mixed Rigid Plastics. We are now removing over 160,000 pounds of plastics out of the waste stream every month.

Partnerships

- There are no recycling or secondary market options for aftermarket dinnerware, Glassware, furniture and luggage, so they would have gone to the landfill. We decided to partner with other non-profits to remove these items from the waste stream whenever possible.

- Our most recent partnership has been with an organization in Guinea who is starting a charter school. They take things that would have gone into the trash and pickup on container load a month.
A Partnership that Keeps People Warm

4445 Pounds of winter coats

• Through a partnership with the adult detention centers in Hennepin and Ramsey Counties Goodwill-Easter Seals Minnesota donated a total of 4,445 pounds of warm coats last winter to people who needed them.

• "The Hennepin County Sheriff's Office Adult Detention Division serves many people who have a special need for clothing upon their release," reads a letter from Hennepin County Sheriff Richard Stanek. "Many people are brought to us without adequate clothing for the weather or had their clothing seized as evidence by arresting officers. All too often they do not have an outside support system to bring them clothing to wear home."

• That’s where Goodwill comes in. We provide the coats, and the Sheriff’s Offices give them to people leaving the detention centers at no cost.
WHAT HAPPENS TO DISCARDED CLOTHES AT THE TWIN CITIES MARATHON?

- If you haven’t participated in or watched a fall marathon before, you may not know the tradition of runners tossing their clothes aside.
- At the annual Twin Cities Marathon, more than 9,000 entrants arrive at the start line wearing long-sleeve tees, warm-up pants, sweatshirts, hats, gloves and jackets to fend off the October cold. Once the sun rises and the runners start to move, those extra layers are stripped off and left behind.
- What happens to all those cast-offs? They go to Goodwill!
- Goodwill-Easter Seals Minnesota partnered for the second year in a row with the Twin Cities Marathon. Donation trucks followed the course and picked up more than 10,000 pounds of clothing.
- All donations are resold, recycled or salvaged, helping fund local workforce programs and moving four people into the workplace every day.
MEDICAL EQUIPMENT DONATIONS

2 weeks in Cochabamba, Bolivia

- During those two weeks Mano a Mano staff distributed dozens and dozens of wheelchairs, walkers, crutches, and canes besides other needed items such as bed and bath aids. Most all of these items have come originally from Goodwill/Easter Seals in St Paul Minnesota. Mano a Mano provides these items to people in need in Bolivia at no cost, making the lives of many in Bolivia better.

Over **7672** handicapped individuals in Bolivia had their special needs met because of the 2018 Goodwill Donations

Over 68,000 lbs.
After Market Total diverted in 2018 over 42.8 Million Pounds
Thank You