



100% Not-for-Profit. 100% Local.

**Goodwill**   
SAN FRANCISCO | SAN MATEO | MARIN

***“It’s a privilege to live and work in the Bay Area, where so many passionate people share the same vision --- a healthy community and planet. As preserving our environment becomes more challenging, we must turn that vision into action.”***

— William Rogers, President and CEO

Dear <household addressee>,

What would you do without your electronic devices—phones, tablets and laptops—the list is endless.

But when you inevitably upgrade, what happens to the discards?

Sadly, the majority end up in the landfill, polluting our coasts, oceans and cities. In 2016, the EPA estimates that in the United States, 53 percent of consumer electronics ended up in the landfill.

Our planet’s finite resources are being stretched to breaking point. For Goodwill, sustainability of people and planet is at the core of our mission to do good in the communities we serve. **Goodwill gives reusable items a Second Life and people a Second Chance.**

For instance, in 2017 Goodwill of San Francisco, San Mateo and Marin diverted 23 million pounds from the local landfill, largely through recycling textiles and refurbishing computers and electronics.

I’m proud to share that by this summer, 60% of our vehicle fleet will be electric, reducing carbon emissions in the neighborhoods we serve and preparing our drivers for transitions in the transportation industry.

Our impact is profound—creating equity through employment for people who are struggling to gain a foothold in the economy and making our community a safer and healthier place to live.

At Goodwill, thanks to generous supporters like you, together, we are making a difference. Will you join me in making a financial donation, so we can continue to ensure that our Bay Area remains a healthy, safe and breathtakingly beautiful community for all of us.

**WE TURN DONATIONS INTO GREEN JOBS**

Your tax-deductible gift, can be made at: [sfgoodwill.org/donate](https://sfgoodwill.org/donate)

With appreciation,

A handwritten signature in blue ink, appearing to read 'W. Rogers', followed by a long horizontal flourish.

William Rogers  
President and CEO  
Goodwill of San Francisco, San Mateo and Marin counties

***P.S. Join us today to turn donations into green jobs!***