

FOR IMMEDIATE RELEASE

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Goodwill Announces COVID-19 Emergency Fund to Support Vulnerable Hoosiers

The Goodwill Foundation of Central & Southern Indiana has announced the creation of a COVID-19 Emergency Fund to provide critical financial support for Goodwill to continue providing a wide variety of services through this pandemic. Donors can contribute to the fund immediately at goodwillindy.org/donatenow. The Goodwill Foundation will match donations to the Emergency Fund, \$2 for every \$1 donated, up to \$500,000 in matching funds.

Goodwill closed its retail stores to shoppers on Friday, March 20, in response to the growing concern over the COVID-19 pandemic. The loss of retail sales revenue has placed unprecedented strain on the organization's resources, halting its ability to provide much-needed relief to the thousands of Hoosiers it serves. Many of them are among central and southern Indiana's most vulnerable, including employees with disabilities, low-income families and others.

"Like all Hoosiers, we hope this comes to an end soon. In the meantime, there are thousands of Goodwill employees, students and other participants who are depending on us. Many have nowhere to turn but to their Goodwill family. We're doing everything we can, but without help, it won't be enough," said Kent A. Kramer, Goodwill's president and CEO.

The organization has already taken aggressive cost-cutting measures, eliminating all but essential expenditures. Leadership has volunteered to cut its pay. Several vendors have offered to help by providing various concessions. Nevertheless, the organization has been forced to furlough 2,500 retail and corporate employees. Goodwill will continue to provide benefits to furloughed employees. Their jobs are expected to resume when the pandemic crisis passes.

"We're appealing directly to those in our community who are financially stable and have the means to help. You're used to us asking for your gently used clothing and other goods. But right now, the best way you can help these Hoosiers is by making a financial gift online at goodwillindy.org/donatenow. That will allow us to provide immediate relief to those who need it most. We thank you for whatever support you can offer," said Kramer.

Financial contributions to Goodwill are tax-deductible. For more information and to donate, visit goodwillindy.org/donatenow.

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About Goodwill of Central & Southern Indiana

Goodwill of Central & Southern Indiana changes lives every day by empowering people to increase their independence and reach their potential through education, health and employment. A 501(c)(3) non-profit organization, Goodwill serves 39 Indiana counties and operates more than 70 retail locations, as well as charter schools for adults and youth, a maternal-child health program, a child care center, commercial operations and more. The Goodwill Foundation of Central & Southern Indiana was established in 1971, with the stated mission to provide funds to support Goodwill's innovative approach toward providing jobs and educational opportunities.