



Impact Report

March - October 2020

**Essential Goods for a Pandemic.
Strength Starts with a Smile.**

Collaboration is
key to all we do.

Thank You

2020 has not been the year many of us thought it would be. I know I started the year with concerns about the Australian Black Summer bushfires that were raging, the implications for many Australians and what I should do to assist. Good360 put immediate plans in place to match the needs of businesses, charities and people in need through the many stages of this complex disaster.

In March 2020, we soon learnt that there was a whole new wave of demand. We would be asked to meet the needs of Australians who had never asked for help before, Australians who would be faced with financial insecurity due to a global pandemic, the same Australians who had generously supported bushfire survivors now needed help themselves. We needed to help them with everyday essentials. They were being asked to school their children from home, they were under-employed, unemployed, and some were ineligible for financial support including international students.

We had a rush of charities seeking our help, they were supporting a new cohort of vulnerable Australians, with less volunteers due to COVID restrictions and less fundraising revenue.

To respond to this immediate need we received some short-term funding from generous philanthropic and corporate funders who enabled us to provide not just FREE essential goods but also FREE delivery to charities. Your kindness and ability to take immediate action when needed most, will never be forgotten.

We would like to show you what the generosity of this funding has enabled us to do to help lift up Australians during this (forgive me) “unprecedented” period. Collaboration is key to all we do and together with our funders, charities, product donors, partners and our beautiful recipients we will show you – STRENGTH STARTS WITH A SMILE.



Alison Covington | Good360 Founder & MD

Our Impact

March – October 2019 vs. March – October 2020

2019: 970 charities supported

2020: 1,626 charities supported

68%
increase

2019: \$30M RRP goods delivered

2020: \$49M RRP goods delivered

64%
increase

2019: 2,466 orders sent

2020: 6,507 orders sent

164%
increase

2019: 2.9M items helping Australians in need

2020: 4.7M items helping Australians in need

62%
increase

2019: 708 new charities joined Good360

2020: 1,117 new charities joined Good360

58%
increase





We asked our members about the impact of COVID-19

COVID Charity Survey Key Findings*

48%

have less staff or volunteers

66%

have less fundraising revenue

85%

have asked for more support from Good360

Resulting in:

58%

increase in charities joining Good360 network

164%

increase in orders

62%

increase in brand new essential items delivered to Australians in need

*Based on our 2020 COVID-19 survey, which received 599 responses.

<https://www.getfeedback.com/r/TALRleOq/>

Good360 received
short-term funding,
to create

14 new roles and offer FREE shipping and handling

to charities with
limited funding, to assist
communities affected
by COVID-19



So much has happened this year. Do you remember when...

The world went crazy for toilet paper

It might have been more valuable than gold, but no one was left behind thanks to the generosity of our partners.

“ During the hype of the toilet paper hoarding tragedy, demand shot up 845%. Thank goodness for Good360 and their amazing donors who still allowed supply to get to the needy. We were able to include toilet paper in our weekly hampers to the community and to our housing clients which were gratefully received.

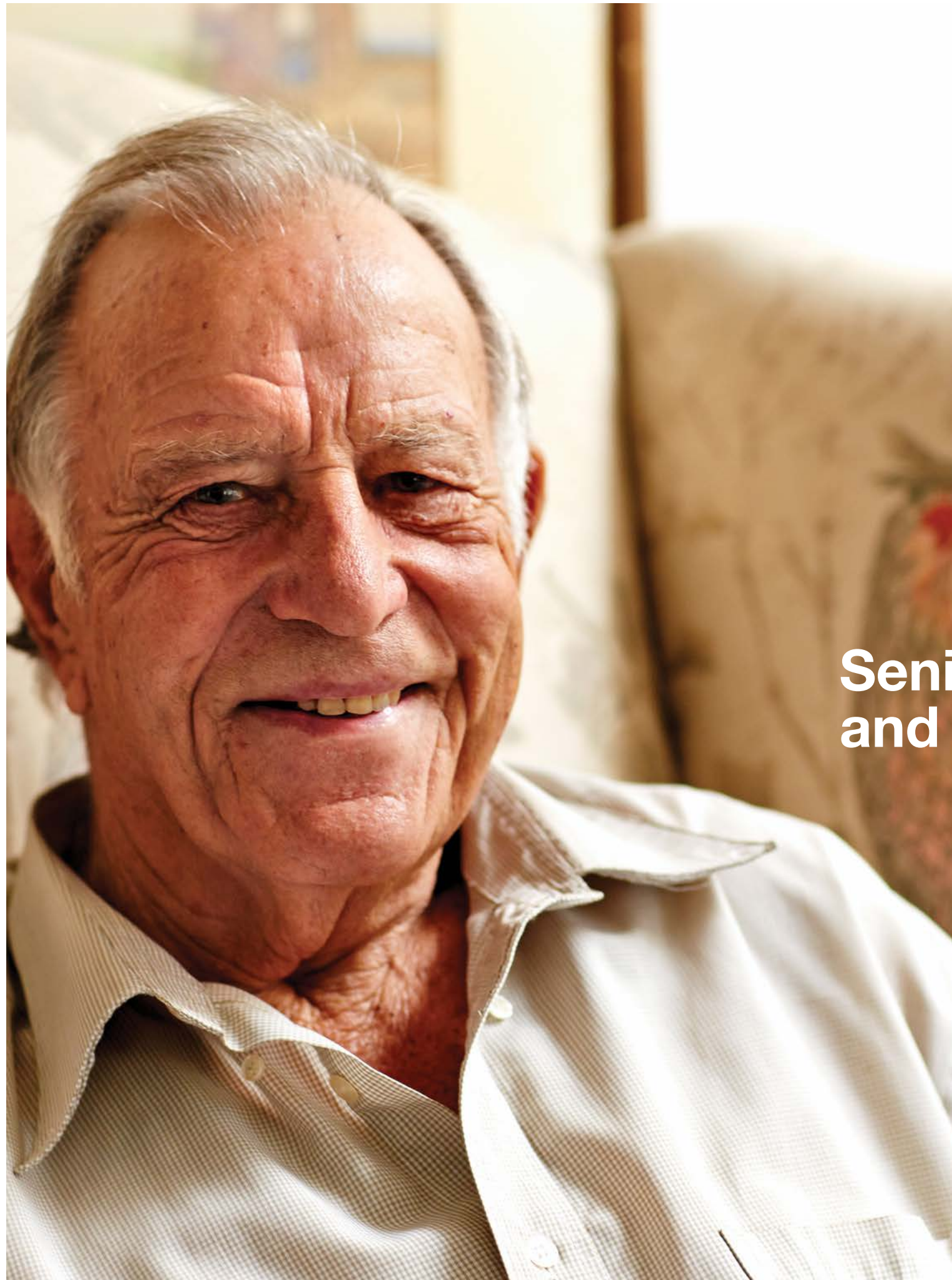
Queensland Youth and Families Support Services Incorporated

Children were asked to learn from home

First, we were asked to work from home and then children were asked to start remote learning. Many did not have the tools to do this, but Good360 was there to assist.

“ Refugee families were staying home due to COVID restrictions. Our staff visited families in a COVID safe manner to deliver the packs. We have families who greatly value education. Children at school and mum and dad in English classes. It was a bit of discovery to go through the different resources, not just paper and pens.

Bendigo Community Health Services Ltd



Personal Protection Equipment (PPE) was the new buzz word

PPE was a term most of us were unfamiliar with, today hand sanitiser and face masks are part of our daily lives.

Good360 received 603k bottles of hand sanitisers and 138k face masks in 2020 the first time we have ever received this type of donation. We would have been lost without the donation of PPE to keep our business running and Australians safe.

Seniors felt alone and isolated

Older members of our community were vulnerable due to the risk of the virus.

“ COVID-19 has resulted in family visits being severely restricted to our residents. Our residents have felt alone and isolated. Activity boxes were created to keep residents busy and active. Our residents have loved this activity and the smile on their faces is wonderful.

Montefiore



Strength starts with a smile

**We thanked our heroes
(not all heroes wear
capes)**

Frontline workers worked hard to keep Australians safe, they needed a place to rest and Good360 provided them with one.

Frontline Workers were also responsible for older members of our communities emotional and physical needs when visiting hours were restricted and limited. We said thank you by providing Essential Care Packs.

Our educators and teachers weren't forgotten, we thanked them for looking after the children of our essential workers.

We helped local communities support crew members of cruise ships with essential items, building powerful bonds with the local communities and crew during difficult times.



Good360
matched
4.7 million
items to
Australians
in need

Lifting Spirits During Dark Days

“Unless we get someone to help us get onto the internet, we have to apply for a border pass then pay someone way too much money to drive us to town. We have one op shop in town but it’s been closed due to COVID-19 so no \$1 rack specials.”

“We had grins as big as bananas when the bus pulled up with clothes and shoes. We got to choose shoes for school, runners, going out, funerals and court. Thongs always come in handy, many people wear them with socks in the colder weather. Now I have more than one pair of shoes, not op shop shoes that are the wrong size.”

“Dressing up helps build our self-esteem and confidence, with us getting to role model to the young ones. It shows respect.”

“We even got expensive Lindt chocolates! These flash chocolates that just melt in your mouth, so creamy and silky with no nasty muck left in your mouth, made us feel wanted and special. Tasty as!”

Coomealla Health Aboriginal Corporation

Clothing,
shoes and
underwear
1.7M
Items



Helping to Brighten the Lives of Families

Our school families are struggling due to COVID-19. Family incomes have decreased, there are few luxuries in life. Toiletries were ordered from Good360 to help brighten the lives of these struggling families. Our older students helped to unpack the goods, discussed the need for them and also how they would be distributed.

Red Cliffs East Primary School



Toiletries,
health &
beauty
1.8M
Items

Bed & Bath

“I have no words”, were the words that came out of one particular family members mouth along with tears when we arrived with these amazing furniture items. Mum and kids said ‘never in their lives would they have ever thought that they would have furniture like this. We went from having nothing to this!’

Blackett Public School



Furniture &
kitchenware
331K
Items

LEGO donation brightens lives of kids in care

Many of the children in our program come from a trauma background which can hinder their education. By age 7, many of these kids are falling below the national reading benchmarks. We find that by empowering our kids with activities like LEGO, we are able to build their confidence to succeed which helps to build a growth mindset in our children that they do have the potential to do whatever it is they put their mind to.

The Pyjama Foundation Ltd



Toys and
boredom
busters
387K
Items

Pearly Whites

Thanks to Good360 we are able to provide a great dental hygiene program for all students. We have lots of students come and want to brush and floss after eating time at school and now we have the oral hygiene kits so they can.

Gunnedah Public School



Toothpaste
299K
Items

Toilet paper brings joy! Spraying cleanliness during COVID

We have one supermarket in town and when it ran out of toilet paper we were in trouble! We like having a clean home, it builds our self-respect and pride. Expensive luxuries like cleaning products often get put aside so we can buy food, medicine or whatever else we need. It made us all feel cleaner and healthier. It makes you feel good to think that someone out of kindness has donated these things. **Comealla Health Aboriginal Corporation**

Toilet paper,
cleaning
products
and PPE
51K
Items



Student Rewards, to strive for their best

Students can redeem their merit awards for goods, we call these Airds Assets points. With the support of Good360, we are changing the profile of our school by encouraging students to strive for their best.

Students use their points in exchange for goods for siblings' birthdays, taking hygiene packs to support single-parent families as well as looking after their own social needs. With the support of Good360, we are lifting the communities' profile as well as student own self-worth.

Airds High School



School
supplies
390K
Items

Happy Nappies

We support families, financially struggling in the COVID-19 environment by providing baby bundles. Purchasing nappies is a recurring expense and a big chunk out of the monthly budget so to be able to provide these necessities to families has been absolutely fantastic.

The donations via Good360 are a significant and appreciated contribution that allows our clients to maintain their dignity and assist in their monthly budgeting.

Anglicare Victoria



Nappies
638K
Items

Our Partners



JEANSWEST



75 businesses donated 5.6M brand-new items between March and October.

We thank each of these businesses for supporting Good360 and Australians in this difficult year.

2020 was uncertain for business, they faced their own challenges, yet they still helped us gift a new book for an older person living alone, a brand-new toy for a child, home essentials for the family or a special gift for a parent.



Woolworths' BIG W, which has supported Good360 for more than three years and donated 6.6 million products, has recently supplied another 90,000 items, including toothpaste and body wash, kitchenware, back-to-school packs and homewares.

“ We are committed to supporting the communities we serve around Australia and aim to make a real difference for those families. BIG W's surplus is in geographically diverse locations and with Good360's network of charities and disadvantaged schools, we are able to get new items directly to those in need. Partnering with Good360 is a perfect match with what BIG W has to offer. We want to help Australian families across the country and at the same time be responsible for how we manage our excess inventory.

David Walker
BIG W Managing Director



“ I have been overwhelmed with heartfelt feedback from the teams out in stores who have been able to personally contribute to those going through a tough time in the town or suburb where they work and live.

Throughout our repositioning process we were able to identify end of line products which we wanted to do more with, rather than looking at a markdown strategy. We knew there were individuals and communities that were in great need of clothing during this time.

Through our partnership with Good360, each of our Australian stores were able to be paired with the local charity in the most need for clothing. The relationship with Good360 has allowed our store teams to be a part of the company initiative by being able to develop a local community connection.

George Yeung
Jeanswest Aust/NZ Managing Director



Our Partners



ABC Tissue Products Pty Ltd	Liberate Clothing
Adventure Operations	Linen House
Anaconda	Maker & Co
APPA	Manrags
APT Travel Group	McPherson's
Oobi	Megas Music Store
Australian Opal Cutters	Metro Solutions
Axis Toys	MNH Sustainable Cabin Services
Baby Blanks	Modibodi
Bauer Media	Nappy Collective
BIC	Ontex
Blake Education	Osvezi Activewear
Bloom & Grow	Pacific Magazines
BOD Australia	PAS Co
Catch Group	Penline
COS	Mon Ami Australia
Cosmax	PI Kids Media
CR8	ProShaker
Dyson	RUOK
Edgewell Personal Care	SC Johnson
Energetiks	Sealy
Epicentre	Simba Global
Ethika	Sock Smith
Ezitag	SpinMaster
Fisher & Paykel	Spotlight
Focus on Furniture	TableTopics
Gildan Brands	Tangibility
GStar	TEE-ZED
JB Hi-Fi Pty Ltd Group	The Body Shop
Jeunesse	UGames
Johnco Productions	Until Pty Ltd
King Living	Virgin Active
Kmart Australia	WHSmith
LEGO Australia	Yatama Technology
LG Corp	

Looking Ahead



2021

We know 2020 has been busy and we are not expecting it to stop.

We are entering what has traditionally been our busiest period, Christmas.

Charities are expecting increased demand in 2021 as Job Seeker is rolled back.

Our charities and disadvantaged schools are asking us for even more help.

To meet the growing demand for goods we require more funding

We have not received any Government funding in 2020, the funding to meet the immediate needs of Australians for essential brand-new goods (COVID19 – Disaster) was from philanthropy and businesses. The need will continue into 2021.

We continue to seek collaboration and greater understanding at all levels of government that there is a role for the Government to fund distribution of essential brand-new goods to Australians who need them, and we can facilitate this distribution at speed and scale.

We continue to develop deeper partnerships with our existing funders, businesses and partners to explore new funding opportunities and have been creating new employee engagement opportunities, fundraising and cause marketing partnerships.

Educating and Research

Our goal is to ensure all new goods are given a first life, we want to ensure businesses donate all goods (if they have not been sold) and no goods are ever destroyed, or end up in landfill. We will work with government to seek a 'First Use' policy in State and Federal Waste Policies. Regulating that a business is responsible for the goods they manufactured or purchased and that they must be given a 'First Life'. Businesses should be responsible for ensuring the goods are used and not destroyed.

We will undertake research to determine the size of the problem of non-food waste. This data is not currently available.

Technology

We will invest further into developing technology to seamlessly match excess brand-new goods at local stores, in Shopping Centres and to local communities. This is an identified area of waste that can be improved with further investment into technology.





Get Involved

Give the Goods

Demand has never been higher. If you are a business or can introduce Good360 to businesses who have goods to donate, click here to: [Contact us](#)

Get the Goods

we know your community are asking you to do more with less, we stand with you, please join our network of more than 2,500 charities and schools so we can assist your communities with brand new essential goods. Membership is FREE. Click here to: [Register now](#)

Give your Time

We have opportunities to volunteer as an individual or group at our Sydney warehouse, we look forward to seeing you there. Click here to: [Book now](#)

Give a Donation

Donate \$5 today and we will send an Empower Pack filled with \$100 of gifts to an Australian in need. Click here to: [Donate today](#)

Contact:

Alison Covington | Good360 Founder & MD

Good360 Australia Ltd

Unit 2C, 5-9 Ricketty Street Mascot, NSW 2020, Australia

P:02 8594 3600 M:0419 423 097

www.good360.org.au



Good360
GOODS FOR THE GREATER GOOD™