

HELP TO CLOSE THE DIGITAL DIVIDE

> WITH GOOD360 AUSTRALIA



The 2021 Australian Digital Inclusion Index (ADII) found that **more than 25% of Australians are digitally excluded** meaning that over 6 million Australians are at risk of being left behind in an increasingly digital society. **Good360 is taking urgent steps to change the lives of millions of Australians - will you join us?**


Good360
BRINGING GOOD TOGETHER

HELP PEOPLE HELP PLANET



What is the Digital Divide?

Millions of Australians don't have access to basic digital skills and tools to participate in today's world. We live in a world of plenty, yet millions of people find themselves in need every day. At Good360 we know there is more than enough to go around. That's why we work to get donated goods to where they can do the most good.

Computers are powerful tools. Most of us can't imagine life without them but this is the reality for too many. Digital inclusion isn't a nice to have, it is a must have in today's society.


The Digital Divide is a place where **need** and **waste coexist**



1 IN 4 (6M) AUSTRALIANS
ARE DIGITALLY EXCLUDED⁺

THE NEED

Society is struggling with both **need and waste**, at the same time



3.5M COMPUTERS WILL END
UP IN LANDFILL EVERY YEAR[^]

THE OPPORTUNITY

⁺ 2021 Australian Digital Inclusion Index (ADII)

[^]88% of the 4 million computers purchased - www.cleanup.org.au/e-waste



Good360's goal, by 2025, is to **fundraise \$15 million to cover the refurbishment and distribution of 100,000 laptops including one years data.** Plus have 1 million laptops pledged by Australian businesses for refurbishment over the next five years.

What is Laptop Launchpad?

[Good360 has partnered with Finder](#) to turn used laptops into tools of transformation. Together we are working to reclaim, refurbish and re-home 3-5 year-old laptops and give them to the people that need them most.

Good360 understands that a device may not be all that is required to transform the digital journey of many people who are being left behind in our digital society.

Access to data and digital training is also a requirement for many people who are excluded.

We are partnering with industry to provide these options and our charity and school members will be able to choose a solution that suits their needs.



What is **Donate your Data™**?

Many Australians are being left behind, simply because they don't have regular access to the internet.

Optus customers, with an eligible mobile plan can donate some of their data. It is providing much needed internet access to young people, their families and other Australians who might be doing it tough, so they can learn, look for a job and connect to vital services.

[Good360](#) has [partnered with Optus](#) to provide this data and a laptop, because we believe both are essential tools for digital transformation.

“To say our young man was ecstatic would be a massive understatement! His first reaction was gob-smacked, the second, that we were joking... **Every week he'd felt self-conscious not having a computer in class...**

Thanks so much Good360!”

The Y NSW



Existing research shows that **both data and access to devices in key**

- ✓ Low-income households need plans that provide quality and **reliable connectivity at reasonable price-points**
- ✓ **Suitable and available devices are critical** to digital inclusion
- ✓ Interventions at the individual level can improve **digital inclusion at the household level**

How to get **involved** in closing the **Digital Divide**

Good360 offers secure, turnkey solutions for companies to donate surplus technology to charities and disadvantaged schools. For over 7 years we have helped companies quickly and effectively donate almost every type of new goods, including technology devices and accessories. Now, we have added industry experts and leading electronics refurbishment partners **to address your technology donation needs.**

YOU

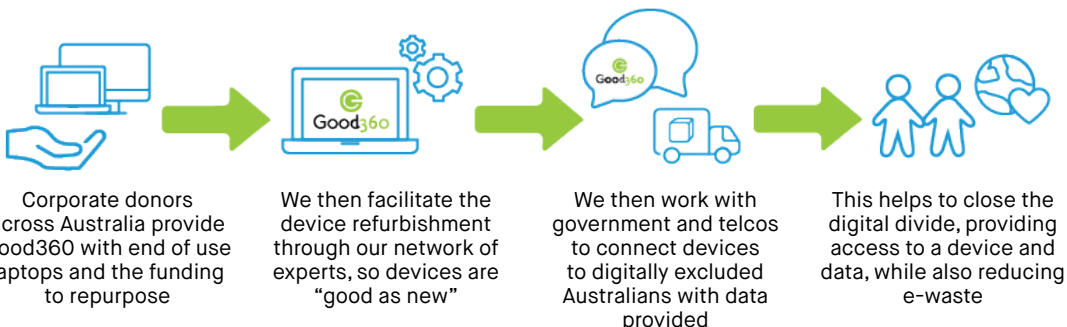
- ✓ **Donate Computers** - Organise with your laptop provider that when laptops get to end of use rather than being sent to landfill or for recycling they are donated to Good360.
- ✓ **Donate Funds** - There is a cost associated with testing, resetting and refurbishing the devices that are being transformed through this program. However, we have managed to reduce this cost dramatically and we need your support to ensure we can provide these devices at **NO COST** to Australians in need. \$150 to support a person with device and data for 1 year or \$100 for device only.
- ✓ Help provide this funding through a combination of corporate and employee giving.

GOOD360

- ✓ Good360 will organise collection and re-purposing (including the wiping and refurbishment) of your device. As well as distribution through our extensive network of charities and disadvantaged schools, ensuring these devices get to the people who need them the most.
- ✓ We will provide details of the impact of your donations including, impact stories from our member organisations, telling the heart felt stories of what it means to the final recipients and how it has changed their lives.

Every \$150* donated to Good360 results in 1 refurbished laptop + one years data in the hands of an Australian in need
***Dramatically less than the average resale rate for a refurbished laptop**

How it works in practice



* \$150 funding = computer + data + delivery valued at over \$750 AUD

The Benefits of Supporting Good360 in helping to close the Digital Divide



Good360 are providing the tools for students, teachers, community organisations and parents **to transform the lives of highly excluded Australians.**

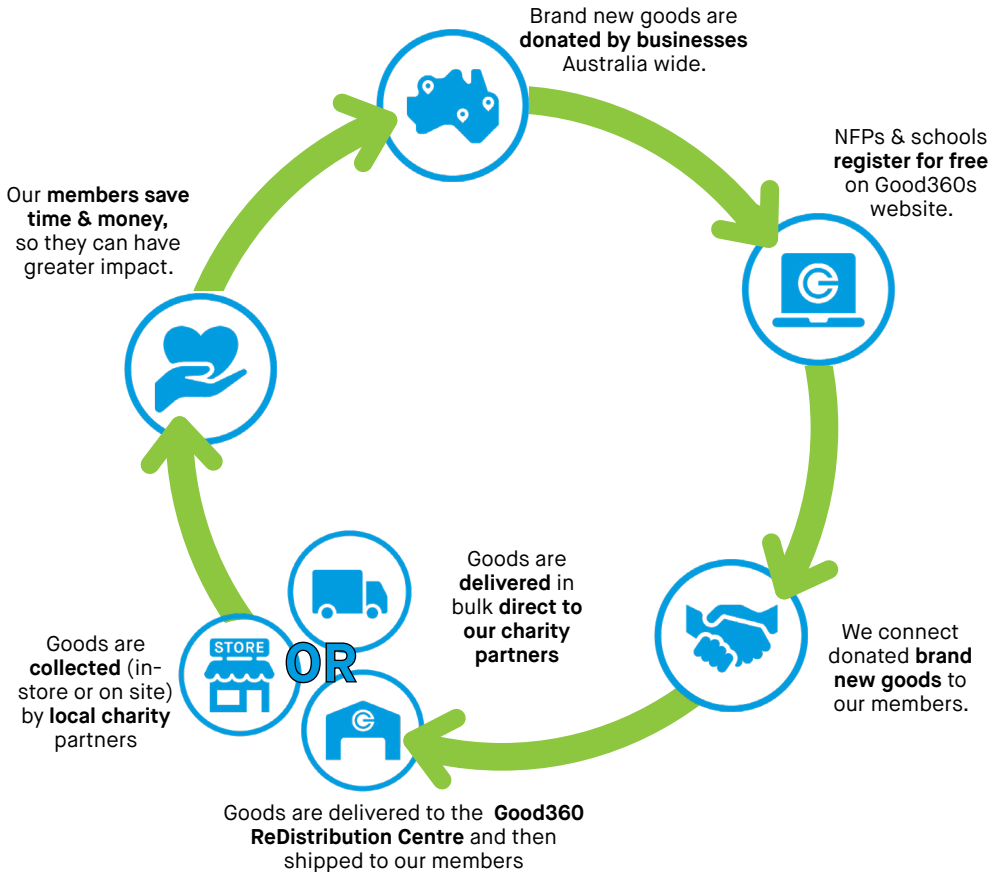
1. Positions you as doing good by being a partner of Good360 and assisting us to close the digital divide
2. Helps your ESG credentials by ensuring first life on your key digital assets are significantly extended
3. Provides your business with additional positive social content talking to real tangible impact, both for the environment and within the community
4. For every 20 laptops and associated \$150 per device funding (\$3,000) you provide you will receive a corporate volunteering day for 20 employees with Good360, which has proven positive impact on team members engagement and sense of belonging

GOOD360 IS A CONNECTOR



We connect charities, schools and society's most vulnerable with businesses willing to donate unsold or surplus goods, services and disaster recovery essentials. The result is a Circle of Good that reduces need and waste in our communities at the same time so everyone benefits – from people to the planet.

How Good360 works



The benefits of joining the Good360 Circle of Good



Good for People

Charities & disadvantaged schools get brand new goods that they need.



Good for the Planet

Divert unsold inventory from waste & into the hands of communities in need.



Nationwide Impact

Available to ACNC Charities & disadvantaged schools, Australia wide.



Good for Australia

Support the causes you care about, whilst also helping other charities in need.



Good for Business

Save warehouse & disposal costs. Measurable impact to boost CSR, sustainability & stakeholder engagement.



One Stop Solution

Save time & resources. One point of contact can get your goods out to people that need them.

Demand for essential brand new goods has never been higher, due to natural disasters and cost of living pressures. Product donations are essential for Good360 to help meet this growing demand, but **funding is also critical**. We ask our partners to support Australians in need by:



Donate goods or in-kind support as part of business model



Donate cash and amplify your impact. Each \$1 donated has a \$20* impact



Volunteering your team time and expertise



Share your impact with your customers, employees and stakeholders #CircleOfGood