

Publix®

WHERE SHOPPING IS A PLEASURE®

&



PARTNERSHIP

Agenda

- **Who is Goodwill and Publix**
- **How does the program work**
- **Measurements and Results**
- **How it helps**
- **Q&A**

Our Partnership

Goodwill

Publix



Pilot Program

- Began a pilot in March 2013 in Cape Coral, FL
- Began picking up recyclable/ reusable items.
- By June 2013, we added Charlotte County, FL, South Ft. Myers, FL and Bonita, FL.



Seasonal Markdowns

- In June 2013 – Goodwill begins picking up seasonal items.



RESULTS

	2013	2014	2015
Commodities Pounds	55,414	127,038	410,000
Commodities Revenue	\$5,500	\$11,180	\$15,000
Goods Pounds	1,763	8,216	14,783
Goods Revenue	\$2,021	\$7,281	\$26,000

Total revenue generated for our programs= \$66,279

Recycling Plastic Bags



SINCE MARCH 2016
GOODWILL INDUSTRIES OF CENTRAL FLORIDA

HAS RECYCLED

81 ^{LBS} of Plastic Bags

THROUGH A PARTNERSHIP
WITH PUBLIX

Goodwill 
sustainability

#EARTHDAYGOODWILL

Questions?