

Weekly Digest: April 27-May 1, 2015

GoodwillTODAY Blog



Goodwill® and Uber Team Up for Nationwide Mobile Donation Campaign Tomorrow

For one day this spring, donating clothes will be even easier thanks to an innovative partnership between Goodwill and the popular on demand transportation platform, Uber. On Saturday, May 2, donors can open the app and request a free pickup for their donations to be delivered by an Uber driver directly to their local Goodwill, free of charge.

Building on the success of [previous promotions in the New York, Boston and San Francisco areas](#), this is the first time Goodwill and Uber have partnered on a full-scale nationwide campaign to combine the power of donating with the convenience of ordering a ride via a mobile device. The partnership is available in more than 50 cities across the United States.

How it Works

1. Throughout the month of April, people around the country who are spring cleaning will bag up jackets, shirts, pants, blouses and other clothing items to donate to Goodwill.
2. On Saturday, May 2, donors will open the Uber app and be able to select the GIVE option on the bottom of the screen.
3. An Uber SUV will arrive to pickup clothing bags, and the driver will drop-off the donations to Goodwill.

The Details

- All clothing must be bagged for drivers to accept donations.
- Drivers will arrive at requested pickup locations. Donors are responsible for bringing bags outside, as drivers cannot leave their vehicles unattended.
- For those who have already completed their spring cleaning and donations, or live in areas where Uber isn't available, monetary donations can be made to Goodwill at <http://give.goodwill.org>.

Most people tend to do some form of spring cleaning in April, after a winter that was particularly harsh for many. With Goodwill and Uber coming directly to donors, it's the perfect opportunity for people to clean out their closets and give as much as they can, while ensuring that their clothing can be reused and contributing to a good cause.

"This innovative and exciting partnership demonstrates Uber's commitment to local communities on a national and international scale," said Kim Zimmer, chief marketing officer and senior vice president of global development of Goodwill Industries International.

"Both Uber and Goodwill strive to make a meaningful impact on local communities, and we are thrilled to once again team up with Goodwill to make donating fast and easy for Uber users," said David Plouffe, senior vice president of policy and strategy at Uber. "Those who participate in this campaign are not only checking something off their to-do list, but supporting Goodwill and its mission to strengthen communities by providing job placement and training for people in need."

For a list of cities participating in the Goodwill and Uber spring cleaning partnership, visit <http://blog.uber.com/springcleaning2015>.

[GoodwillTODAY Archive](#)