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**GOODWILL® RANKS #1 ON ENSO'S WORLD VALUE INDEX
FOR THE SECOND YEAR**

2017 World Value Index report unveils people's perceptions on 150 leading brands and their perceived value to the communities and audiences they serve

Los Angeles, CA, June 9, 2017 — Goodwill, the leading nonprofit provider of employment placement, job training and education services, has been ranked #1 on the annual World Value Index, an anticipated annual report that ranks world-class organizations by measuring and ranking each brand's overall World Value, according to people's perceptions. In the rankings, Goodwill leads Amazon, Google, Kellogg's, Microsoft and other Fortune 100 and 500 brands.

The World Value Index is based on a nationally representative, comprehensive survey of 3,000 Americans on perception, awareness and behaviors in response to the purpose and mission of organizations and brands. The creative agency enso, which works to build mission-driven brands and Share MissionSM initiatives, developed the World Value Index as a tool for brands to measure the importance of creating "world value" for its audience segments. enso commissioned Quadrant Strategies, a research-driven consultancy that works with Fortune 100 and Fortune 50 companies, political leaders around the world and major nonprofits, to field surveys with various demographic representative samples of the U.S. population, ages 18 and up.

"The gratification that comes with this ranking is twofold: it attests to our mission of Transforming Lives Through the Power of Work, and acknowledges that Goodwill's purpose resonates among the communities that we serve," said Patrick McClenahan, President and CEO of Goodwill Southern California. "Goodwill is honored to be featured on this list of world-class brands and to be recognized as the #1 brand based on our value and the impact we have in communities across the world."

To earn the World Value Index top ranking on the survey, Goodwill scored extremely well in the four areas of creating World Value, which refer to public perceptions of a brand's purpose or mission.

- High awareness
- Relevant and resonant
- A strong motivator in garnering active support
- An influential factor in triggering purchases

For 115 years, Goodwill has helped people find jobs, build their financial stability, and strengthen their families and communities. A social enterprise with a donated goods retail infrastructure, Goodwill receives more than 101 million donations and has more than 3,200 stores, as well as an auction site,

shopgoodwill.com®, the first nonprofit Internet auction site. Goodwill creates direct services for millions of people each year, resulting in positive social and environmental outcomes for the global community.

“Today, at a time when people have more choices, and greater access to information, the strength of a brand's purpose is more important than ever,” said Sebastian Buck, enso's co-founder and strategic lead. “With the World Value Index, our research centers around whether people can identify a brand's purpose and mission, and the extent to which that purpose reflects society's values. In other words, the ability of brands like Goodwill to create World Value is a testament to its relevance.”

The 19 audience demographics and psychographics surveyed included the general population, elites (people who are college educated and earn more than \$100,000 per year), millennials and Gen Z, Gen X, Baby Boomers, social and purpose, tech-positive, tech-skeptic, moms, dads, environmentally engaged, young and social, nonprofit engaged, Democratic, Republicans and Independents.

To read the full World Value Index report, go to <http://enso.co/worldvalue>. View the *Fast Company* article to read more about the Brand World Value Index report. Media who wish to film at Goodwill Southern California may contact Marla Eby, Director of Marketing & Community Relations, at meby@goodwillsocal.org.

About Goodwill Southern California

Transforming lives through the power of work, Goodwill Southern California (GSC) serves individuals with disabilities or other vocational challenges, as well as businesses, by providing education, training, work experience and job placement services. Each year, GSC prepares and places thousands of individuals into sustainable employment through programs and services offered at three campuses, Career Resource Centers, WorkSource Centers, Deaf, Youth and Veteran Employment Programs throughout Los Angeles (north of Rosecrans Ave.), Riverside and San Bernardino counties. GSC supports its mission with proceeds generated from 81 stores and 46 attended donation centers. GSC spends 95 percent of its budget on programs and services. Committed to caring for the earth, last year GSC diverted over 100 million pounds of reusable or recyclable goods from landfills. Goodwill is GOOD for Everyone!

About enso

enso is a mission-driven creative company. We build mission-driven brands and Shared Mission initiatives that drive social impact at scale. Five years ago, we set out with the belief that the future of marketing is people and brands with shared values working together to drive business success with positive impact. Today, we are leading the paradigm shift from the campaign mindset, traditionally developed by marketers around a brand's singular mission, to Shared Mission initiatives, where the ultimate goal is not the success of one organization, but rather the achievement of a mission that serves all stakeholders.

Based in Los Angeles, our client partners include Google, Khan Academy, Atlantis, OfferUp, Omidyar Network, Everytable, and The Nature Conservancy. Through our network of Shared Mission collaborators, enso has built a new framework for collective action and cross-sector solutions to the urgent problems of our time. Recent missions have included rebuilding trust in neighborhoods, creating abundant internet access for everyone, establishing the basic right to literacy, generating wealth by solving the climate crisis, and transforming a mega resort by fostering a flourishing culture and ecology in which the entire country operates. For more information, please visit enso.co.

About World Value Index

The World Value Index is an annual report that explores a new way to measure brand value, ranking 150 well-known organizations according to the extent people are aware of, and willing to actively support, the organization's purpose and mission created. The World Value Index is developed by enso, a mission-

driven creative company, in partnership with research consultancy Quadrant Strategies, to help brands people see as most valuable and are most motivated to support.

To read the full report, go to <http://enso.co/worldvalue>.

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