

December 4, 2022

# Memorandum

To: Goodwill Industries  
From: Molly Melnick

Re: Corporate Partnerships Page

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## Corporate Partnerships Disclosure:

I have completed the nonprofit organization profile sheet and evaluated our own partnership disclosure efforts. As a household name nonprofit, our Corporate Social Responsibility disclosure could be more transparent on our main webpage. In comparison to several other nonprofit organizations, we have little information available to the public view and our corporate sponsors have no representation on our site. I have included some key notes for improvement and web page integration.

## Notes for improvement:

- A corporate partnership page is not public or linked on the current website – insert a page titled “Corporate Sponsors” underneath our *About Us* section where our corporate partnerships are explicitly listed along with their logos.
- Include brand logos along with tiers designating how much has been donated by each brand. For example, if a company has donated over \$10 million, they would be on our **visionary** tier, while a company that has donated \$5 million would be on our **believer** tier. This allows consumers to get a transparent feel for roughly how much money each company has donated to our nonprofit while still giving the partnerships the recognition for which they worked.
- Make the logos interactive, allowing the user to click each brand and read an individual story about work done together and how long the partnership has existed. Include details such as programs started together, when they launched, and which areas of need they have impacted. Ensure the date the partnership began is established.
- Link the corporation webpage in these interactive sections, to ensure users can learn more about the companies and their policies from their own home website.
- Ensure that this section is easy to find and navigate to within our website. Make it available under our “About Us” section, our site footer, and the search feature.

The purpose of these pages is to ensure transparency with the public about our corporate partnership programs. Having an easily accessible and information rich page is necessary to improving our partnership disclosure strategy.