

FRUGAL FASHIONISTA

"My self-expression
helps others achieve
self-sufficiency."

THAT'S MY
GOODWILL
EFFECT.



The *goodwill* effect

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ONE-OF-A-KIND THRIFTSTER

"I live to discover hidden
treasures in plain sight."

THAT'S MY
GOODWILL
EFFECT.



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SAVVY SUPERMOM

"I find trendy items that
fit my family's style—
and my budget."

**THAT'S MY
GOODWILL
EFFECT.**



The *goodwill* effect

goodwilldenver.org

LOCAL LIFE CHANGER

"I feel a sense of purpose
when I repurpose."

THAT'S MY
GOODWILL
EFFECT.



The *goodwill* effect

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ECO-FRIENDLY URBANITE

"By donating, I de-clutter
my house and reduce
the landfills."

**THAT'S MY
GOODWILL
EFFECT.**



The goodwill *effect*

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