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Goodwill Southern California Teams Up With Red Cross To Provide Clothing & Home Goods To People Impacted By LA Wildfires

Wildfire Relief Program Launched To Support Community

Los Angeles, CA, January 16, 2025 - Goodwill Southern California and the American Red Cross are teaming up to distribute merchandise vouchers to individuals and families displaced by the Los Angeles wildfires. The vouchers will offer urgently needed items at no cost and can be redeemed in person at any Goodwill SoCal store throughout 2025.

Through the generosity of surrounding communities, an overabundance of clothing has been collected throughout the fire areas and is no longer accepted at many evacuation centers. The Goodwill SoCal voucher program will alleviate these issues and allow the selection of clothing and other items, at Goodwill SoCal's stores, directly by the voucher recipient.

Goodwill SoCal Wildfire Relief Program – the program contains two elements:

Merchandise Vouchers The Red Cross will identify those impacted by fire and distribute up to two \$25 vouchers (for a total of \$50 per person) at its evacuation centers or other shelters created as needed. Vouchers may be redeemed at Goodwill SoCal stores, boutiques, and outlet stores in Los Angeles (North of Rosecrans), Riverside and San Bernardino counties.

People impacted by the fires will be able to shop and select what they most need, whether that is clothing, footwear, home goods, or other items. Vouchers will be valid through December 31, 2025 – providing support throughout the year for those impacted by the fires.

Wildfire Response Fund Goodwill SoCal has also created an Emergency Wildfire Response Fund, for those who wish to contribute financially to its support of community members impacted by the wildfires. Visit the following link to donate:

www.GoodwillSoCal.org/WildfireResponseFund

“Our hearts and thoughts are with our communities, first responders, and those impacted by the wildfires.” said Patrick McClenahan, Goodwill SoCal President and CEO. “We are committed to providing meaningful solutions for our community members on their road to recovery. Practical solutions like our voucher program and transformational solutions through our employment services to help get people back to work.”

Red Cross Evacuation Center Locations

(subject to change and does not include non-Red Cross shelters)

Eaton Fire:

Pasadena Civic Auditorium

Palisades Fire:

Westwood Recreation Center – Los Angeles

Stoner Recreation Center – Los Angeles

Hurst Fire:

Richie Valens Recreation Center – Pacoima

Lanark Recreation Center – Canoga Park

Van Nuys/Sherman Oaks Recreation Center

Goodwill SoCal Retail Locations Near Evacuation Centers

Goodwill SoCal's territory includes Los Angeles (North of Rosecrans), Riverside & San Bernardino counties.

To find the nearest Goodwill SoCal store, visit <https://www.goodwillsoocal.org/donate/donation-center-locator/>

Sawtelle

Santa Monica

Pasadena – all locations

Glendale – all locations

Pacoima

Sunland Tujunga

Van Nuys

Canoga Park

Eagle Rock

Montrose

About Goodwill Southern California

Transforming lives through the power of work, Goodwill Southern California (GSC) serves individuals with disabilities or other vocational challenges 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, 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 more than 100 stores and 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 130 million pounds of reusable or recyclable goods from landfills. Goodwill is GOOD for Everyone!

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