

November 9, 2012

Neil Ballantyne  
News Editor/ Life/ Arts Editor  
The Record  
160 King St. East, Kitchener, ON. NG2 4E5

Dear Neil,

Do you know the difference between Value Village and Goodwill? They both look like any other thrift store. However, at Goodwill, you do not pay taxes on your purchases. It also helps more than 9,000 people annually in the Southwest Ontario area.

That's because Goodwill is a not-for-profit organization. It provides employment for those who have difficulty finding jobs due to some sort of barrier. It is a charity where the money directly goes to helping the community by giving people jobs in the stores.

If you're interested, I have two staff members that I can arrange for you to interview. One is an assistant manager who can discuss in greater detail about Goodwill's mission and the other can explain to you how her life has changed for the better.

Goodwill receives the least amount of donations during the winter months. I think your readers will be interested in knowing more donations are desired for this upcoming holiday season. More donations and shoppers mean the store's livelihood can continue and thus help the employees and the economy.

I'll be in touch with you on Monday at 2pm. Let me know what you think. In the meantime, if you have any questions, my number is 519- 123- 4567.

Sincerely,

Soojin Choi