



Moraga residents Spencer and Laine bring in clothes and toys

## Goodwill and Donations Thrive in Moraga's Goodwill Center

By Virginia Fox, Guest Writer

“Look at these flip flops,” says Kimberly Scrafano, accepting a donation from a customer and excitedly looking into a large plastic bag filled with decorative sandals. As the Senior Director of Community and Fund Development, Scrafano says donations have been pouring into the Goodwill Donation Center in Moraga in the Rheem Valley Shopping Center since it opened to replace a trailer in the parking lot.

“We typically get 550 donations a week in Moraga which is approximately 50,000 pounds,” says Scrafano. Donors from all over Lamorinda drop off furniture, toys, clothing, antiques and oil paintings. The center also receives collectibles and musical instruments.

“Someone donated a pair of antique dolls which we sold for \$ 1,200, and we just got a guitar,” she says smiling at the steady stream of customers. According to Scrafano, ninety three cents of every dollar raised from the resale of donations supports job training, placement and support programs.

The Moraga location, a part of Goodwill In-

dustries of the East Bay non-profit franchise, is the first Goodwill center with features specially designed to improve customer service. The extra wide service counter provides an easy place for dropping donations and the center is staffed and open seven days a

week, 9:00 AM – 8:00 PM. Donations are separated in Moraga, sent to a sorting and processing plant in Antioch, then transported to one of twenty five Goodwill stores in the East Bay ensuring that a wide range of goods is available in each retail location.

Most of the donations received in the Moraga location are usable. With the launch two years ago of Goodwill’s aggressive Recycling and Resource Recovery program, even unusable items often find an environmentally friendly end use.

Partnering with Alameda County Waste Management Authority and Stopwaste.org., G.I.E.B. recycles electronics, glass, plastic and other waste materials. Non-saleable clothing and other textiles are turned over to the salvage market. “We always look for ways to avoid adding to landfill,” Scrafano says.

Lamorinda customers agree the central location is an easy drop off point. Hauling in five large plastic sacks and a box of assorted items, Moraga resident Mark Fenske says: “I donate all the time. We have three kids who go through lots of clothes and toys. This is a real convenience.”

Frances Sheehan of Lafayette drops off a pile of clothes on hangars and says, “I’ve cleaned out my closets and my house. This is great.”

And for young Moraga residents like Spencer, 6, and his sister, Laine, 4, the donation center is a great place to practice the gift of giving. Handing over an electronic dog and pair of leopard shoes, plus bags of clothes and toys, Spencer shyly explains: “We want to let someone else have these.”



Kimberly Scrafano accepts donation from Lafayette resident, Frances Sheehan, as staff member, Debbie Greenwald, looks on.



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