



Goodwill Industries

**NONPROFIT RETAILER |
PRESCRIPTIVE PROGRAM**

Mark Boyd | President and CEO
Goodwill Industries of Southern
New Jersey and Philadelphia

Nonprofit retailer empowers community with bright changes.

Goodwill Industries, a nonprofit and community-based leader, provides education, job training, and career services to help individuals overcome barriers to employment. Across the country, the organization's retail stores are at the heart of this mission, generating essential revenue to fund these life-changing programs. Closer to home, approximately 56% of Goodwill Industries of Southern New Jersey and Philadelphia's total income in 2023 came from the sale of donated goods.*

The Opportunity

Proper lighting can make a big difference in a retail space by creating a safe, welcoming environment that helps showcase a store's quality and cleanliness. Once inside, shoppers find it easier to check out the merchandise in well-lit spaces, leading to increased sales and happier customers.

In addition, energy-efficient lighting upgrades can reduce operating costs. For a nonprofit store like Goodwill, this allows more funds to be directed toward fulfilling its mission. Energy-efficient solutions demonstrate a further commitment to sustainability, which reinforces the organization's "recycle, reuse, and renew" business model.

Because its retail stores are such a priority, Goodwill Industries recently upgraded the lighting in three of its Southern New Jersey retail locations.

Savings at a Glance

Atlantic City Electric Prescriptive Program

Goodwill Industries of Southern New Jersey and Philadelphia upgraded 1,140 lighting fixtures in three of its retail stores.

Project Costs

\$180,710

Total project cost

-\$175,300

Incentive

\$5,410

Net project cost

Estimated Annual Savings

310,208

kWh per year

*Source: goodwillnj.org

Lighting Upgrades for the Greater Good

These lighting upgrades were completed by an Atlantic City Electric Trade Ally, Enercon, which upgraded 1,140 lighting fixtures without any interruption to the stores' operations. These enhancements not only improve energy efficiency but also help Goodwill direct more resources to its vital programs.

"Enercon was an excellent partner for us," said Tom Schickling, facilities and real estate manager at Goodwill Industries. "They worked with our store personnel during these conversions to make the entire process happen very efficiently."

The Shining Impact of Lasting Savings

The lighting upgrades made an immediate difference by brightening the stores and enhancing the customer satisfaction. "The completed upgrades have enhanced our customers' shopping experience. The responses have been overwhelmingly positive," said Schickling.

Beyond aesthetics, these upgrades demonstrate Goodwill's dedication to the environment. By reducing its carbon footprint by approximately 3,290 metric tons over the lifetime of the lights, the nonprofit continues its commitment to sustainability.

"These upgrades show our commitment to our community," said Schickling. "When we can save money by lowering our energy use, we can use that savings to meet our goals."

See the benefits for yourself.

Goodwill's lighting upgrade experience demonstrates how energy efficiency can transform a business by saving energy and money and supporting its sustainability goals. With Atlantic City Electric's Prescriptive and Custom programs, your organization can see similar results.

Our Prescriptive program offers incentives on lighting and controls, HVAC systems, variable frequency drives, food service equipment, agricultural tools, and more. If the Prescriptive program doesn't have what you're looking for, the Custom program can cover your unique or complex needs by providing solutions to help you reach your energy efficiency goals.

Get started now.

For more information, visit atlanticcityelectric.com/Prescriptive or call **833-ACE-PAYS (833-223-7297)**.



"These projects reduced our energy use and costs, improved the appearance of our stores, and reduced our carbon footprint."

—Tom Schickling, Facilities and Real Estate Manager, Goodwill Industries of New Jersey and Philadelphia



From left to right:

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