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Goodwill Launches “Round Up Campaign” to Support Local Nonprofits and Job Training Programs

Bakersfield, CA – Goodwill Industries of South Central California is launching its new Round Up Campaign, giving shoppers an easy way to support local nonprofits and job training programs across Kern, Kings, and southern Tulare counties.

The campaign invites customers to round up their purchase to the nearest dollar at checkout, with the extra change going directly toward Goodwill’s workforce programs and community partners. The initiative is designed to make giving simple, while helping fund services that create job opportunities and support local organizations.

Every other month, the campaign will highlight a different nonprofit partner through Goodwill’s Good Neighbor Program. The first partner will be Bakersfield ARC, whose mission is to create opportunities that promote independence, enhance well-being, and nurture a sense of belonging. The organization is committed to fostering an inclusive and supportive environment where individuals of all abilities can reach their full potential. Additional local nonprofit organizations will be featured throughout the campaign, further strengthening support across the community.

Justin Ahart, Vice President of Retail at Goodwill Industries of South Central California, said, “The Round Up Campaign is a simple way for our community to come together and make a real difference. Small amounts add up quickly, and those contributions help us provide job training, employment opportunities, and support for our nonprofit partners.”

“This partnership provides a meaningful way for the community to support organizations like ours,” said Erika Dixon, Vice President of Development, Bakersfield ARC. “Every contribution helps us continue providing vital programs that empower individuals with disabilities to build skills, gain independence, and thrive in our community.”

This campaign is part of Goodwill’s continued commitment to creating opportunities for

individuals who face barriers to employment, while strengthening partnerships with organizations serving the region.

Customers can participate by choosing to round up at checkout during their next visit.

Be sure to follow Goodwill Industries of South Central California on [social media](#) to stay updated on our latest campaigns, events, and community initiatives.

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Goodwill Industries of South Central California provides work opportunities and skills development to people with barriers to employment in Kern, Kings and southern Tulare counties.

Goodwill was founded in 1902 and currently has 162 independent, local locations across the United States and Canada. Goodwill strives to enhance the dignity and quality of life of individuals and families by helping people reach their full potential through education, skills training and the power of work.