GOODWILL INDUSTRIES OF SOUTHWEST FLORIDA AND RYDER
Making a Helping Hand Even Stronger
For some, lending a helping hand is an occasional act of good will. For others, however, it’s a full-time passion and mission—not to mention a business that needs to be run smartly. Say hello to Goodwill Industries of Southwest Florida.

Each day, trucks from Goodwill Industries travel throughout five Florida counties, collecting second-hand items from generous citizens, supplying these goods to people in need, and generating revenue to do even more good. This spirit and formula of giving back is one with a rich history at Goodwill. Since its 1902 inception in Boston, Goodwill’s reach has expanded from a local organization to one whose impact today is felt by families and communities from coast to coast, with 165 autonomous Goodwill agencies across the United States and Canada.

How do you grow your organization’s impact over such a prolonged period? One key ingredient: smart decision-making. For Goodwill Industries of Southwest Florida, founded in 1966, that boils down to prudently managing its biggest expense: transportation costs, including paying for the right delivery trucks, effective ongoing maintenance, and economic fueling.

So, when the management team at Goodwill Industries of Southwest Florida pursued a partner who could offer the reliability and efficiencies they need to maximize their impact, they ultimately turned to a company whose ties date back to its foundation in 1966. They turned to Ryder.
Goodwill Industries of Southwest Florida covers a vast geographic area, picking up and delivering goods in Englewood in the north, to Clewiston in the east, to Marco Island in the south, spanning five counties. Containing a host of transportation costs, without sacrificing community impact, is an ongoing challenge. Because of the ever-present needs of its communities and 43 donation centers, vehicle downtime is a major concern for Goodwill.

To find a partner who could provide them the right vehicles for their needs—plus reliable ongoing maintenance, value-added services, and dedicated support—Goodwill embarked on an exhaustive bidding process.

Goodwill selected Ryder for their deep history of reliability, specialized vehicle inventory, and hands-on maintenance and support. Beginning in 2013, Goodwill rented a fleet of Ryder trucks, including box trucks for donor pickups and store deliveries, as well as larger trailers (28-foot, 48-foot and 53-foot) to service Goodwill operational centers.

Happy with the results, Goodwill upgraded many to leases in order to secure the full-time use of their preferred trucks, all while continuing to increase their rental usage. The initial agreement also included full preventive maintenance, as well as fueling services through Ryder locations in the area. Goodwill was so impressed with the Ryder experience that they have since purchased four pre-owned Ryder tractors and trailers, and added Ryder maintenance agreements on the organization’s other independently-owned vehicles.

Newfound flexibility
One call to the dedicated National Rental reservation center quickly puts Goodwill in the exact rental truck they need short-term ... with no long-term commitments.

Bottom-line savings
Renting, leasing, and purchasing Ryder pre-owned vehicles has boosted Goodwill’s bottom line by saving on the high cost of buying new.

Operational improvements
Upgrading some rentals to leases has allowed Goodwill the full-time use of specialized Ryder vehicles that meet their unique needs.

Reduced downtime
Ryder’s convenient locations and 24-hour emergency roadside service means fast fixes—and vehicle replacement—if breakdowns or accidents occur.

Streamlined maintenance
By consolidating the maintenance of all vehicles with one reliable partner, Goodwill has streamlined servicing.

Significant fuel savings
Renting and leasing newer, fuel-efficient vehicles—combined with full-service Ryder fueling at locked-in prices—has provided Goodwill with significant annual savings.

Preferential treatment and pricing
With a Ryder National Account, Goodwill enjoys Ryder’s highest level of service along with preferred pricing and a dedicated account manager.
Goodwill and Good Wheels
Since 1966, Goodwill Industries of Southwest Florida has continued the humanitarian mission started in the early twentieth century by Rev. Edgar J. Helms. Their main goal: reselling quality used goods to fund services for people with disabilities and disadvantages.” In 2015, we helped more than 42,000 people in our region to overcome barriers to employment and independence.

In 2014 alone, that effort was massive: over 40 million pounds of items were sold, repurposed or recycled by Goodwill Industries of Southwest Florida. Of course, an operation of that scale requires many moving parts, not the least of which are the trucks and trailers needed to move goods over a sprawling five-county area of Florida.

Jody Jacoby, operations manager for Goodwill Industries of Southwest Florida, has overseen much of the company’s transportation investments in recent years.

In 2013, he faced one of his biggest decisions on the job. “We had a lease agreement on a number of trucks—all through another vendor—that was set to expire,” says Jacoby. “Since our trucks are part of the lifeblood that sustains our operation, we knew we needed to make some important, informed decisions. Not only did we need to control costs going forward, we needed a level of reliability that was going to keep our operation up and running for those in need.”

In short, Jacoby was looking for more than a vendor—he was looking for a true partner. Finding that ideal partner would involve a disciplined review of the company’s options.

“At Goodwill, we have a process that requires us to get three bids,” says Jacoby.

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Operations Manager
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“The moment Jacoby stepped into the local Ryder office, he immediately realized the service was taken to another level.

“I was blown away by how professional and well organized it was,” says Jacoby. “Ryder not only felt like a great fit for us—it felt familiar. Ryder follows the same kaizen principles that we follow in our organization—it’s a commitment to “continuous improvement.” They made us feel like they were invested in our success.”

Before long, the decision was made—Goodwill Industries would partner with Ryder. To start, Goodwill initially rented 28-foot box trucks to support each of its 43 donation centers.

“Renting gave us the immediate ability to use Ryder’s specialized vehicles without making any initial long-term commitments of our capital,” says Jacoby. “That type of flexibility is critical for organizations like ours that have to carefully watch every dollar.”

Over the subsequent three years, Goodwill has increased its usage of Ryder rentals each year. They’ve been so happy with the results that they ultimately decided to also upgrade 10 box-truck rentals to leases, giving them the full-time use of their preferred trucks. But they didn’t stop there.

“At the time, we also owned our own tractor, which was an older model,” says Jacoby.
“We were looking to replace it and, because we were so happy with our Ryder trucks and service, we decided to look at Ryder pre-owned models. Not only did we buy a single-axle tractor, we went back to Ryder and bought another pre-owned tractor and two trailers.”

So, what were the service elements that motivated Jacoby and Goodwill to expand their rental and other usage through Ryder? The first was preventive maintenance.

“I have great peace of mind knowing that when my Ryder service manager says he will have the truck turned around in a certain amount of time, that it will be ready on time,” says Jacoby. “Plus, Ryder is able to ensure our trucks remain DOT compliant, which eases our burden.”

That level of satisfaction has, in fact, led Goodwill to add Ryder maintenance contracts to non-Ryder vehicles that it owns as well, with the entire fleet now being serviced by Ryder.

The second service element that has benefitted Goodwill is Ryder’s 24-hour Emergency Roadside Service.

“The emergency roadside service has saved us immensely,” says Jacoby. “In the past, if a truck broke down, we would sometimes have a driver waiting up to two hours for help. With Ryder, I now know they will either have us up and running quickly or will provide a replacement vehicle right away. We’ve really cut down on any downtime.”

Last but not least are the fuel savings reaped by Goodwill. “As a result of our Ryder National Account,” says Jacoby, “we’ve realized enough savings from our locked-in Ryder fuel prices that we now do all of our on-site fueling at Ryder.”

In the end, those savings mean one thing for Goodwill: the ability to utilize more resources to helping those in need.

A Shared Passion
Looking ahead, Jacoby and Goodwill Industries of Southwest Florida appreciate a transportation partner who’s not only committed to their future community outreach—they appreciate one that actually has been there from the start.

In fact, back in 1966, Ryder Corporation founder James Ryder founded Miami Goodwill, along with Roy Perry, Vice President of City National Bank, and other distinguished citizens. Today, their headquarters bear his name, the James A. Ryder Headquarters, a building he donated.

“Stepping into that building for the first time,” says Jacoby, “and seeing what an
incredible act of generosity that was, gives us a real feeling that our mission means as much to Ryder as it does to us.” That feeling has extended to the level of engagement that Jacoby has witnessed from Ryder.

“When I look at all the levels of Ryder management that sit down with us—including the vice president of quality control,” says Jacoby, “it’s clear that we made a great decision. Ryder cares.”

In the end, that means good business for a nonprofit that is always looking to extend its helping hand even farther.

“Every decision we make with Ryder always centers on one question: What’s the best move for Goodwill?” says Jacoby, “I know I will never get pushed into a certain product or service if it’s not the best fit for us. Ryder is always keeping an eye on what the best move is for us five and six years down the road.”

As much as Goodwill Industries of Southwest Florida benefits from their newfound partnership with Ryder, both sides know who benefits even more: those in need.