

Reverse Logistics for Good: How Product Donations Power the Circular Economy



Rethinking Excess: A Smarter Way to Move Product

WIN Warehouse is a nonprofit that partners with businesses to place their excess inventory in the hands of nonprofit organizations that can truly use it.

Here's how it works: Businesses donate new or unused items to us. We then vet and match those goods to nonprofits across the U.S. that need them. These nonprofits access the donated items by paying a small handling fee—allowing them to stretch their operational budgets and focus more of their resources on impact.

This model ensures that products are put to meaningful use while creating tangible value for everyone involved.



Environmental Stewardship Starts With What You Don't Throw Away

By donating goods instead of discarding them, companies can dramatically reduce their contribution to landfill waste and lower emissions tied to waste hauling and incineration. Donation also helps extend the lifecycle of manufactured products, reducing the need to create replacements and, in turn, conserving raw materials and energy.



There's a Tax Code for That – And it Works in Your Favor

Under IRS Code **170(e)**, businesses that donate qualified inventory to nonprofits can claim an **enhanced tax deduction**—often significantly more than the cost basis of the goods.

Unlike resale, which is subject to fluctuating demand and market conditions, the benefits of donation are stable and reliable. WIN handles the compliance, documentation, and delivery to eligible 501(c)(3) organizations, making the process seamless for donors.

Donation can even outperform recycling or disposal when factoring in handling costs, scrap value volatility, and tax limitations.



Not Every Product Should Be Donated— And That's Okay

Donation isn't always the right fit for every SKU, lot, or vendor category. Before deciding on a course of action for a given product, calculate the break-even point.

This tipping point varies depending on factors like resale logistics, product shelf life, and handling costs. But for a surprising amount of inventory—especially seasonal, discontinued, or difficult-to-move items—donation offers unmatched advantages.



Giving That Builds Brand Trust

Donating excess goods reinforces your brand's values and aligns with growing expectations around ESG (Environmental, Social, and Governance) and CSR (Corporate Social Responsibility). It also protects your market positioning. When you donate through WIN, your goods go only to vetted nonprofits—not into gray markets or clearance bins that can dilute your brand equity.



Less Hassle. More Impact.

Donation isn't just about values—it's about operations. Our team helps businesses streamline and simplify their reverse logistics workflows. We can accept multi-truckload shipments, coordinate drop shipments directly to nonprofit partners, and even serve as a return center for B2B and B2C goods.

These capabilities reduce touchpoints, minimize shipping costs, and cut down on fuel usage, helping your supply chain become more efficient and sustainable.



Rethink What's Possible

Donating surplus inventory isn't just a generous gesture—it's a strategic decision. When done right, it allows companies to recover value, protect their brand, operate more efficiently, and meet their environmental goals. At WIN Warehouse, we make inventory donation easy, impactful, and intelligent.

Let's Talk.