Why It Works

“Even though we’re a very young organization, we’ve been able to make a sizable impact. In just under 3 years, our 150 nonprofit partners have received more than 120,000 pounds of in-kind donations worth more than $1.25 million,” says Singh. And there is no cost to the charities, as corporate partners help fund both the costs of collection and distribution. That frees up other monies for the organizations to carry out their social mission so more people are served.

It works for businesses, too, because they have one partner that organizes all the pieces of the collection and distribution, which makes it easy, efficient, and effective for the business and its employees to give back to the community.

And then there’s the environmental benefit. Thousands of pounds of essential goods are diverted from landfills and get reused by people who need them. That’s a triple-bottom-line winner.

What It Means

For the past two decades, Singh’s career has included work in international corporate finance, global mergers and acquisitions, strategic business development for startups, and even running a casino hotel. So why make this move to the nonprofit field?

“This is an opportunity to utilize my extensive corporate and professional skills and help put form and structure around an unstructured marketplace,” she says. “I could see that with Bin Donated it was possible to move the needle in a very quick and meaningful way that was also extremely innovative. Nobody else in the country is addressing the need that Bin Donated fills in the manner we do. Our model is to create a systematic, scalable solution that has wide-ranging benefits for business, for charitable organizations, and for the at-risk communities.”

— Cathy Lockman