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Dunwoody Nonprofit The Packaged Good Joins Forces with Marcus JCC of Atlanta

In an effort to inspire and empower more kids to give back, local nonprofit The Packaged Good set to move its headquarters to the Marcus Jewish Community Center of Atlanta (MJCCA).

DUNWOODY, GA - Founded in 2016 by grieving widow-turned-philanthropist Sally Mundell, The Packaged Good is on a mission to inspire the next generation of giving and has provided 30,000 care packages to people in need and hosted more than 7,000 "do gooders" at its Dunwoody store front.

After almost three years of service to the community, The Packaged Good board conducted an agency-wide audit of its operating model in an effort to further optimize its mission of empowering kids of all ages to do good and found that community-wide events held in partnerships with other established organizations were the most impactful and cost effective. This insight led the nonprofit to decide to give up its Dunwoody Village storefront and look for a potential partner to further expand its reach and impact. The board selected the MJCCA because it aligned with The Packaged Good's mission of doing good in the community and because it's a vibrant community center available to all people.

"My family and I are members and active participants of the MJCCA, and I admire their long-standing reputation of service to the community," said The Packaged Good President and Founder Sally Mundell. "Both organizations share the value of Tikkun Olam, the idea that we should do what we can to make the world a better place, and by moving our headquarters to the MJCCA, we plan to help more kids and families to do just that."

The move is set to take place in January 2019 and with it, The Packaged Good will also be able to reduce operating expenses. It will remain an independent 501(c)3 housed on the MJCCA campus and will continue to host large, mobile private events for corporations and organizations.

“By welcoming The Packaged Good to our Zaban Park campus, it can expand upon its mission while also allowing the MJCCA to further its mission of attracting, involving and inspiring meaningful connections and promoting Jewish values – it’s a win-win.”

“The Packaged Good is unique in that we educate and empower kids at ages as young as 2 years old. We set up programs at their level to teach them how to give and to help them understand they can make a difference at any age. This allows for a meaningful conversation across generations,” said Samantha Kurgan, Executive Director of The Packaged Good.

Visit www.atlantajcc.org/thepackagedgood to learn more about how to get involved.

About The Packaged Good

Started by Dunwoody mom on a mission Sally Mundell, The Packaged Good is an Atlanta non-profit with a mission to empower all kids to do good while inspiring the next generation of giving. The Packaged Good hosts events for kids and family groups to give back by making personalized care packages for people in need. Since its inception in July 2016, The Packaged Good has partnered with reputable Atlanta nonprofits to support the homeless, refugees, seniors, kids and adults with illness and soldiers internationally. Distributing more than 30,000 care packages, The Packaged Good has sent packages to children in Haiti and soldiers in China, but most have gone to neighbors in need here in Georgia. More than 7,000 Atlantans attend more than 150 “Do Good” events annually from birthday parties, boy and girl scout groups to events at local temples, churches and schools.

About Marcus JCC of Atlanta

Impacting more than 60,000 people annually, the Marcus Jewish Community Center of Atlanta is welcoming to people of all faiths, ages, and backgrounds. More than one hundred years ago, Jews with vastly fewer resources than today built a Jewish Community Center in Atlanta to ensure a safe, secure, and vibrant community center for their families and for all of the Jewish Atlanta families who followed. The MJCCA has always been a place to gather and connect with friends and family through

meaningful programs and much-needed services. For more than 100 years, the MJCCA has turned everyday minutes into Jewish moments that are remembered for a lifetime.

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