

CASE STUDY // GREATER GOOD CHARITIES

Shipping for the Greater Good

How WWEX Group Partnered with a Nonprofit
to Fulfill its Life-Changing Mission



Greater Good Charities Overview

Greater Good Charities (GGC) is a 501(c)(3) global nonprofit organization that recognizes crises do not happen in isolation – human, animal and environmental needs are deeply connected. Greater Good Charities listens and mobilizes in response to these needs not just independently but also at their intersections to amplify the good. With a four-star rating on Charity Navigator and a Platinum Seal on GuideStar, GGC has invested more than \$750 million in aid, funding and programmatic support since its inception in 2007, impacting charitable partners in 121 countries.

GGC relies on rapid, agile and large-scale shipping solutions for its time-critical disaster response efforts. Over the past year, GGC has partnered with WWEX Group for its third-party logistics (3PL) needs. Shawn Jenkins, GGC's VP of Services, emphasizes that WWEX Group has significantly enhanced GGC's ability to provide timely assistance. "In a disaster, everything is important and urgent," Jenkins notes. "WWEX Group has provided us with greater flexibility and responsiveness."

For example, during the recent devastation wrought by Hurricanes Helene and Milton, GGC, with support from WWEX Group, deployed more than **140 trucks** and five planes across five U.S. states. This joint effort resulted in the delivery of nearly **3,000 tons of supplies** valued at over **\$10 million** – meeting thousands of people and animals in communities left devastated and often isolated from any other sources to deliver this critical aid.

WWEX Group doesn't just move our shipments; they move our mission forward.



Heidi Fulcher
VP of Corporate Partnership at GGC

INDUSTRY

Crisis & Disaster Response, Humanitarian Aid & Development, Biodiversity & Conservation and Animal Health & Wellbeing

SHIPPING SOLUTIONS

Truckload (TL), less-than-truckload (LTL), expedited shipping

SHIPMENTS PER MONTH

133

CUSTOMER SINCE

2024

**GREATER
GOOD
CHARITIES**

GGC's Evolving Shipping Needs



Scalability for growing volumes — GGC was experiencing a rapid increase in shipping volume and needed a partner that could scale with them.



Cost-efficient solutions — As volume increased, so did the need for GGC to keep its shipping expenses under control.



Improved tracking and visibility for logistics management — GGC had limited insight into their logistics and needed real-time tracking for visibility and coordination.



Fast, targeted mobilization — In disaster response, speed and precision matter, demanding pre-staged supplies and high-impact hub positioning for rapid crisis response.

WWEX Group Helps the Helpers

WWEX Group offers shippers of all sizes industry-leading transportation services across all major modes of freight as well as parcel shipping solutions. Scalable capacity, around-the-clock support and technology-driven agility are part of the unique value proposition WWEX Group provides its customers.

With a carefully vetted network of 75+ best-in-class LTL carriers and over 45,000 active TL carriers, the WWEX Group family of brands is able to grow and scale with its partners as shipping requirements evolve and change.

WWEX Group began partnering with GGC in 2024 and immediately began addressing their shipping challenges as well as working on a longer-term strategy for shipping success. By empowering this global force for good with scalable agile and cost-effective logistics operations, WWEX Group enabled GGC to mobilize aid with the speed, precision and scale demanded in response to complex and urgent crises.



CHALLENGE 1

Insufficient Scalability and Adaptability



SHIPPER CHALLENGE

With a nearly 100% year-over-year volume increase in 2024 and a nearly 1700% increase since 2020, GGC needed a trusted shipping partner that could keep pace with their rapidly expanding and often variable shipping requirements.



WWEX GROUP SOLUTION

WWEX Group analyzed GGC's existing shipping operations and helped it build a much more centralized system that could more easily scale with growth. Our advanced technology, flexibility and ability to quickly adapt also helped GGC with inconsistent shipping volumes day to day and week to week.

WWEX Group can handle our inconstancy. Their flexibility in our chaos has been super helpful.



Shawn Jenkins
VP of Services at GGC

CHALLENGE 2

High Transportation Costs



SHIPPER CHALLENGE

Before partnering with WWEX Group, GGC had challenges identifying rate discrepancies, accurate demand forecasts and competitive pricing solutions.

The communication consistency on pricing with WWEX Group has been fantastic. We now have a dashboard that lets us see the price per pound or mile and we can track our costs each quarter. We know we're getting great deals based on average national rates and we can also now forecast demand and plan ahead.



WWEX GROUP SOLUTION

WWEX Group introduced their transportation management system (TMS), eliminating the need for multiple platforms. This enabled GGC to consistently obtain efficient rates and view full shipping data for improved budgeting and forecasting.



Shawn Jenkins
VP of Services at GGC



CHALLENGE 3

Limited Tracking and Visibility



SHIPPER CHALLENGE

GGC needed real-time shipment updates to keep tabs on everything that was moving during emergencies. They were often unable to obtain an ETA on shipments and also struggled to get support outside of business hours.

Before WWEX Group, we were reliant on individual emails and phone calls to chase down a truck. Now we have full visibility as well as a specific point of contact we can always reach. When we need tracking or other information before or after hours, WWEX Group gives us much more capability, which has helped us tremendously.



WWEX GROUP SOLUTION

By leveraging the TMS, GGC obtained full visibility into every aspect of every shipment. This real-time tracking cut down on wasted time manually following up on the status of shipments. Having a single, always-available point of contact with WWEX Group also gave GGC much more access to vital shipment information at all times.



Heidi Fulcher
VP of Corporate Partnership at GGC

CHALLENGE 4

Delayed Disaster Response



SHIPPER CHALLENGE

When disaster strikes, every second counts. GGC found that its aid delivery was susceptible to unacceptable delays for crisis response and sought a solution to increase speed for responsible, targeted aid delivery.

With WWEX Group's help, we're now able to pivot quickly during disasters.



Shawn Jenkins
VP of Services at GGC



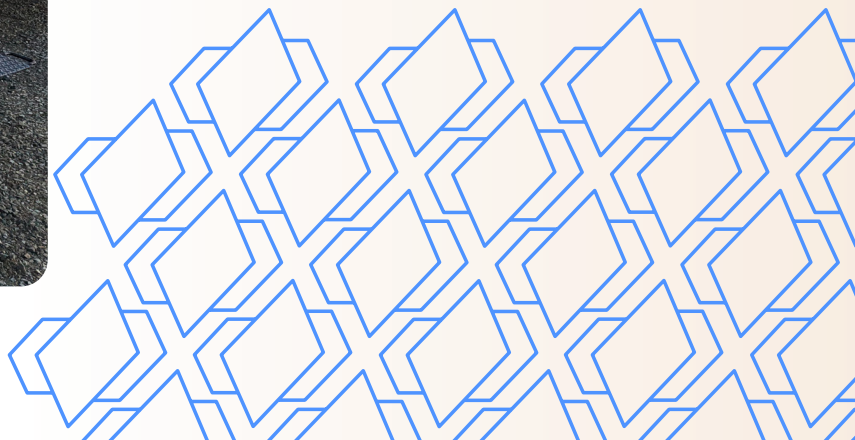
WWEX GROUP SOLUTION

WWEX Group worked with GGC to analyze patterns on where relief loads were being sent more frequently over the years. Using these insights, WWEX Group helped GGC obtain warehousing space in strategically selected locations. These facilities allowed the pre-staging of critical supplies to support a dramatically shortened disaster response in many areas.



Looking Forward to Positively Impacting More Lives

The logistical relationship between GGC and WWEX Group has grown into a powerful partnership. Together they have moved roughly 113 shipments per month of vital supplies to disaster relief areas. In WWEX Group, GGC has finally found a shipping advisor that can answer the call whenever needed and scale with them as their efforts grow. WWEX Group looks forward to helping further GGC's mission by continually optimizing its shipping operational speed, efficiency and effectiveness.





Is it time to level-up your shipping?

WWEX Group is an industry-leading 3PL that helps shippers of every size find the most effective and budget-friendly solutions for their freight and parcel shipping. Their team of passionate professionals ensure customers' unique shipping challenges and expectations are always met and exceeded.

WWEX Group empowers shippers with a comprehensive range of shipping support, innovative technology and decades of industry expertise. Proactive, customized shipping solutions and incredible value for your shipping dollar are all part of the WWEX Group experience.

Discover all the benefits your organization can enjoy from a shipping partnership with us. The next level of logistics success is waiting for you.



Connect with an expert today!