

Working!

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The Goodwill Industries® Mission

Goodwill Industries enhances the quality and dignity of life for individuals, families, and communities by eliminating barriers to opportunity and helping people in need reach their fullest potential through the power of work.

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Making the Grade

Goodwill Partners with Community Colleges to Train People for In-Demand Jobs

BY MANDY MIKULENCAK

It's no secret why many Goodwill® agencies count community colleges among their most successful collaborators in moving people into the workforce. The 1,200 community colleges in the United States are particularly suited to help students adapt to a changing labor market.

A July 2009 *Time* magazine article describes the agile nature of community colleges and their ability to tuck quickly in changing winds: They can respond immediately to industry trends and get students in and out and ready to work fast — a goal shared by Goodwill Industries®.

20 Years and Growing Strong

In 2009, **Goodwill Industries of Northwest North Carolina** (Winston-Salem) helped educate more than 3,000 students through a partnership with Forsyth Technical Community College. Although the partnership has been in place for 20 years, it's grown substantially in recent years, allowing the Goodwill to train individuals in fields where job opportunities exist.

"Job placement is our business," says Sherry Carpenter, vice president of workforce development. "We want our participants trained in areas where they can go to work quickly."

Both Goodwill and Forsyth Tech benefit through resource sharing. The Goodwill has expanded its training space, which now includes a state-of-the-art welding lab, and Forsyth Tech provides the instructors who can train for high-demand positions such as personal care assistants, certified nursing assistants, phlebotomists, skilled office and customer service staff, cake decorators, and trade jobs in welding, construction, HVAC, electrical and more.

Carpenter says all students are screened so that they aren't set up for failure.

"We want to be sure they can complete the work academically," she says. "We may have to provide support services to help them reach their goals."

By attending classes on-site at the Goodwill, which is conveniently located near public transportation, students find the support they need more readily. More than half of the 3,000 students who attended last year also accessed support services that made it possible for them to continue their education — services such as GED classes, access to transportation, and soft skills training in time management, communication and conflict resolution.

The Goodwill's Business Advisory Council (BAC), the local Workforce Investment Board (WIB) and the JobLink program often present ideas for new class offerings. Goodwill employees then analyze data from a variety of sources

"Our philosophy is that if there are a reasonable amount of job openings out there, then we'll find a way to train people for those jobs."

— Sherry Carpenter, Vice President of Workforce Development
Goodwill Industries of Northwest North Carolina



Ray Smith has mastered a variety welding skills through the Winston-Salem Goodwill's partnership with Forsyth Tech.



Making the Grade

to determine skills most sought after by employers. The JobsNow: 12 in 6 Initiative, launched by Gov. Bev Perdue (D-NC), also drives class offerings. The initiative targets 12 career growth areas, primarily in health care and technical fields, where training lasts six months or less.

One recently identified need was for skilled welders. The first class started in May 2010, and 35 students have been trained or are currently training to be welders. In one BAC meeting, two business members mentioned how hard it is for them to find cake decorators. Soon thereafter, a cake decorating class was developed to fit this specialized need.

Carpenter says some of the training offered results in stackable credentials. For example, students can train for four weeks to become personal care attendants. After they find jobs and are stabilized financially, they can continue their training, often in the evenings, to become certified nursing assistants or phlebotomists.

Other areas in need of skilled workers are the trade industries like carpentry, HVAC, electrical and welding. Carpenter notes that as more people retire out of jobs, younger workers aren't selecting those fields. "But we can tell them, 'Here's a way to make a living wage in this economy.'"

Future plans for the partnership include the expanded training space that will house a health care lab for the extended nursing program. Classes in electronic medical records and coding are also on tap as well as customer service training targeted to call center jobs.

"Our philosophy is that if there are a reasonable amount of job openings out there, then we'll find a way to train people for those jobs," Carpenter says.

Good Careers Academy a Model of Success

The Good Careers Academy, a program of **Goodwill Industries of San Antonio** (TX), is built on a successful partnership with Alamo Colleges, a consortium of several community colleges in the region.

Since September 2009, the Good Careers Academy has offered classes that lead to a variety of certifications such as pharmacy technician, medical assistant, certified nursing assistant, computer support specialist and accounting/payroll clerk. The classrooms are housed at two Goodwill locations that are convenient for students. Alamo Colleges provide the instructors, and Goodwill handles the rest — including recruitment, admissions, financial aid, case management, and job placement, says Mark Milton, director of people services for the San Antonio Goodwill.

Tuition ranges from \$700 to \$3,500, but the agency secured a local City of San Antonio stimulus grant that covers up to 90 percent of tuition costs for students who are eligible. To date, approximately 200 students have been trained for high-demand occupations, with more than 70 percent now employed in high-demand occupations.

An industry advisory council also plays a key role in the program. Goodwill Industries of San Antonio developed a council of employer partners in the health care and information technology industries. The council educates Goodwill about occupations that are in demand as well as the hiring needs of each employer. The advisory council is instrumental in providing internships for Good Careers Academy students and hiring graduates after program completion.



Partners include CVS, H-E-B, health care providers, assisted living communities and local hospitals.

Students hear about the classes in several ways, including agency referrals, Goodwill job fairs, public service announcements, fliers and word of mouth. The partner colleges also advertise the Goodwill classes and refer students to the Goodwill locations. Students of all ages and backgrounds are attracted to the training. Some are unemployed and looking for jobs while others have only a high school education and want skills to progress into better paying careers.

“We can always get someone a job, but we’d rather put them on a career path instead,” Milton says.

In the News – The ROI of Funding Community Colleges

The nation’s 1,200 community colleges train 59 percent of new nurses, and they also crank out wind-farm technicians and video-game designers — jobs that, despite ballooning unemployment overall, abound for adequately skilled workers. Community-college graduates earn up to 30 percent more than high school grads, a boon that helps state and local governments reap a 16-percent return on every dollar they invest in community colleges. U.S. Education Secretary Arne Duncan declared in March 2009 that two-year schools “will play a big role in getting America back on its feet again.” (Source: *Time* magazine, July 20, 2009, *Can Community Colleges Save the U.S. Economy?*)

Building Futures through Skills Training



Instructor Thomas Elijah helps Shaka Greene and Joseph Chambers build new skills for careers in construction.

For 20 years, program participants at **Goodwill Industries of the Southern Piedmont** (Charlotte, NC) have accessed adult basic education and other skill-building courses at Central Piedmont Community College.

Joy Fortune, director of workforce development services, says that the community college and Goodwill share an interest in serving adults with low incomes, and have complementary capacities and resources to implement new adult training and education methods that can move people into career-building jobs.

Fortune says the Goodwill sees the partnership as an effective way to provide

an array of course offerings to program participants without the expense of establishing in-house courses or duplicating the ones offered at the college. Additionally, the Goodwill provides wrap-around services to those students who often face barriers that could prevent them from completing their courses.

One of the successful certificate programs is construction training, which began in December 2007. To date, 182 students have completed the training that takes place at Goodwill’s Career Development Center.

“Each year brings new challenges for our workforce, and strong partnerships allow us to develop new solutions and grow the best asset: our people.”

— Joy Fortune, Director of Workforce Development Services
Goodwill Industries of the Southern Piedmont

Making the Grade

Because health care jobs are also in high demand in the surrounding county, students can now access a pharmacy technician program at Central Piedmont Community College. The first class began on August 30 and is held on the college campus. Market information drove the decision to offer the course, but so did input

from a community employer. The human resources department at CVS explained its need for certified pharmacy techs and, in time, trained Goodwill program participants will fill that need.

“Each year brings new challenges for our workforce, and strong partnerships allow

us to develop new solutions and grow the best asset: our people,” Fortune says. “Our joint venture with the community college demonstrates our serious commitment to workforce development.” ■



Tools of the Trade

Keith Thompson discovered what it was like to become a statistic in 2009. Like thousands of people in the construction industry nationwide, Thompson lost his job.

“Being laid off was rough for me. It was pretty much like being dead,” Thompson says about losing his tile and fireplace job.

The 35-year-old’s biggest concern was supporting his wife and three children. A possible solution came when he overheard someone talking about the construction training program at Goodwill Industries of the Southern Piedmont (Charlotte, NC).

Thompson quickly saw the benefits of enrolling in the program, including OSHA recertification, knowledge of green construction, tips on improving his interview skills, and job placement assistance.

Shortly after he graduated in late 2009, Carolinas Consolidated Services hired him to work at construction sites all over the Carolinas doing mold remediation and insulation.

“Goodwill gave me the tools I need to survive in today’s economy. I tell anyone and everyone about Goodwill now,” he says.



Ready and Able to Work

AbilityOne Contracts Provide Thousands of Jobs for People with Significant Disabilities

BY MELISSA EGAN



U.S. Army Veteran Derek Ridenhour works as a custodian at Fort Gordon for Good Vocations.

Longstanding Partners in Georgia

For nearly 30 years, **Goodwill Industries of Middle Georgia and the CSRA** (Macon) has provided dependable commissary and custodial services to the Air Force service men and women at Robins Air Force Base. In 1996, it added warehouse operations, shelf stocking and custodial services at nearby Fort Gordon. Now, the Goodwill is an approved provider and hopes to add vehicle retrofitting for the U.S. Department of Homeland Security to the mix.

“Our long-term objective is to have a continuum of contracts that build different skill sets so they’re not only high-touch but moving toward high-tech,” says Jim Stiff, President and CEO of the Macon Goodwill.

Good Vocations, an autonomous subsidiary of Goodwill, employs 190 program participants who clean 5.5 million square feet at Robins Air Force Base and Fort Gordon each day, providing light cleaning, restroom maintenance, and floor and carpet cleaning.

Stiff attributes much of the growth in custodial service contracts to the recent

“Our long-term objective is to have a continuum of contracts that build different skill sets so they’re not only high-touch but moving toward high-tech.”

— Jim Stiff, President and CEO
Goodwill Industries of Middle Georgia and the CSRA

Even as federal spending cuts loom large in the next fiscal year, Goodwill Industries® has tried-and-true means to providing training and jobs for people with disabilities: the AbilityOne Program.

The AbilityOne Program is a federal initiative that last year helped employ nearly 46,000 people who are blind or have significant disabilities through their work in providing products and services to the U.S. government. The program employs people with disabilities in a wide array of jobs, ranging from custodial services and ground maintenance to document destruction and food service.

Working through two central non-profit agencies, NISH and National Industries for the Blind (NIB), 76 Goodwill® agencies last year employed more than 5,100 people with disabilities through AbilityOne and generated \$353 million in contract revenue.

Ready and Able to Work

launch of its Basic Custodial Technician Certificate Program. As part of the Goodwill's licensed, post-secondary vocational college, the Helms Career Institute, the program curriculum offers training in custodial equipment, materials and supplies, and work skills such as time management. The curriculum is accredited by the Cleaning Management Institute.

Since the certificate program was launched a year ago, all of the new Robins Air Force Base Good Vocations workers providing custodial services have received various levels of certification. "We were able to put everyone through training," Stiff says. "They can then go directly into jobs."

While Good Vocations works to land an AbilityOne contract to accessorize vehicles for the U.S. Customs Border Patrol, Stiff acknowledges that one of his organization's greatest challenges to expanding its federal contract portfolio is to be viewed by the private sector as a partner, not a competitor.

"We're here to serve the community," Stiff says. "I'd describe our work at these two bases as being human and economic development, in that we help humans do their best. When we do that, then we improve the economy."

Last year, more than 860 Goodwill program participants with disabilities not only cooked 9.7 million meals, but also issued 2.8 million uniform items and processed 4.1 million pieces of mail at Naval Station Great Lakes in Illinois.

Serving Up Success at Naval Station Great Lakes

For many people, the prospect of cooking three meals a day for themselves is daunting enough. So, what's it like to cook more than 26,000 meals every day for several thousand U.S. Navy sailors and recruits?

Employees of Goodwill Great Lakes — an operating unit of **Goodwill Industries of Southeastern Wisconsin** (Milwaukee) — make it seem like a piece of cake. In the fiscal year that ended September 30, 2010, more than 860 Goodwill program participants with disabilities not only cooked 9.7 million meals, but also issued 2.8 million uniform items and processed 4.1 million pieces of mail at Naval Station Great Lakes in Illinois.

The 36-year partnership between Goodwill Great Lakes and Naval Station Great Lakes began with a laundry contract, but has since expanded to encompass administrative services and the largest food service project ever awarded under the AbilityOne Program.

Kent A. Walters, executive director of Goodwill Great Lakes, attributes the organization's staying power to several factors. One of them is strong communication with the Navy contracting officer representative and the assistant contracting officer representative.

"The Navy appreciates that they have a known entity," Walters says. "We provide quality service and customer service at a fair and reasonable price."

Under the Goodwill's \$43 million food services contract, Goodwill Great Lakes is responsible for all food service functions, food procurement, record keeping, warehousing and uniform issue. A Goodwill program participant working in food service might start as a dish washer or dining room orderly and then move up as a crew leader, cook, supervisor and manager, says Rita Mayfield, manager of workforce development for Goodwill Great Lakes.

Dorothy Robinson, a cook at Naval Station Great Lakes who is the 2009 recipient of the William M. Usdane Award for the NISH North Central



Dorothy Robinson wheels fresh salads into a galley at Naval Station Great Lakes in Illinois.



Tafetta Merriweather serves U.S. Navy sailors and recruits with a smile.

Region, is one such success story. Having experienced physical abuse that resulted in injury, memory loss, major depression and seizures, Robinson has overcome numerous barriers to move up from the scullery to her current position as cook. She is known for her team spirit and her determination to repeat a new task until she's mastered it.

Walters points to many Goodwill Great Lakes program participants who, like Robinson, appreciate the opportunity to serve their country in their own way.

"This is their way of giving back," Walters says. "We provide competitive jobs and they get to serve the sailors defending us."

Making the Cut in Miami Manufacturing

It takes 95 separate tasks to cut, sew, trim and pack a single pair of flame-retardant Army combat trousers on the sewing line at **Goodwill Industries of South Florida** (Miami). For U.S. soldiers wearing those pants on the varied terrains of Afghanistan, every stitch made by Goodwill program participants is a show of support from back home.

The Goodwill's AbilityOne contracts — including two new contracts worth \$13.2 million to manufacture 100 percent of the new camouflage trousers and half of the new Army multicam combat shirts — is having an immediate impact on soldiers serving in Afghanistan. But it's only the latest addition to an already long list of products manufactured by 545 people with blindness and significant disabilities who work on the Goodwill's sewn products manufacturing contracts through AbilityOne.

Terry Wigfall, a Goodwill program participant who is blind, enjoys producing the trousers because he earns more money than he did previously. "Overall, I am humbled that I was one of the people selected to produce the new camouflage," he says.

President and CEO Dennis Pastrana says one of the reasons that the Goodwill landed the contracts is because it was

recently chosen to take part in manufacturing and development for the U.S. Army — a status which allows the Goodwill to mass-produce the new products that the Army develops to aid soldiers. Innovative projects such as these have pointed to the potential that contracts can provide in putting people with disabilities to work.

The Goodwill continues to expand its AbilityOne contract portfolio, which also includes document destruction for a federal department; landscaping at five U.S. Navy locations; food service for two U.S. Coast Guard bases; billeting services for U.S. Coast Guard flight crews; and janitorial services for a nearby U.S. Air Force base, the General Services Administration, the U.S. Department of Agriculture, the U.S. Department of Commerce and two U.S. Coast Guard facilities.

This expertise has allowed the Goodwill to increase its knowledge in all of these areas and leverage them into contract opportunities at the state level and in commercial sectors. The federal document destruction work, for example, helped the Goodwill land a similar contract at the University of Miami in 2007.

"We feel the AbilityOne Program is looking at opportunities today that we would never have looked at and that produce



An employee of Goodwill Industries of South Florida sews camouflage for one of the Goodwill's many sewn products manufacturing contracts.

viable jobs for people with significant disabilities," Pastrana says. "By growing business with AbilityOne, we grow our business experience in other areas."

AbilityOne, NIB and NISH form a great partnership with Goodwill to increase the employment of people with significant disabilities, and they increase the self-worth and strengthen families for employees who formerly had challenges finding employment. With the foundation of vocational rehabilitation, it becomes a win-win-win for the employee, Goodwill and the federal government. ■

Where the Jobs Are

Goodwill Anticipates Workforce Needs with Sector-Based Approach

BY JENNI BAKER

Throughout the United States and Canada, Goodwill® agencies are partnering with local businesses to support workers as they move into family-sustaining careers through a sector-based approach.

Sector initiatives are designed to improve people's access to good jobs and increase job quality by focusing on specific industries with high growth potential. Each sector initiative is based on regional needs to meet the demand in the community and improve the local economy.

A 2010 study from Private/Public Ventures revealed that the sector-based approach has a demonstrated and measurable impact on program participants, including access to higher wages and longer job retention.



Individuals train for jobs in the call center industry through Goodwill Industries of Middle Tennessee.

Answering the Call for Jobs

Goodwill Industries® of Middle Tennessee (Nashville) pushed through area floods this year to help job seekers with disabilities and other challenges find meaningful employment at one of the region's numerous call centers.

"Our specific sector approach was generated around the number of call

"As we develop our program, we can begin incorporating adaptive technology and telecommuting options that would expand employment opportunities for people with more significant disabilities."

— Matthew Gloster, Senior Director of Career Solutions, Goodwill Industries of Middle Tennessee

After consulting with local call centers, the Goodwill developed a program curriculum that helps participants learn the skills essential to employee success, such as customer service and attention to detail.

"Working in a call center is all about fielding questions from the public,"

explains Betty Johnson, vice president of employment services. “From donation information to details about retail stores, product availability, and programs and services, each trainee learns to be an answer person for callers.”

Students receive training in computer use and data entry before taking live calls coming into Goodwill facilities. Following several weeks of monitored calls, students then answer live calls on their own.

Several program graduates have found permanent employment at the Nashville Goodwill’s call center, and the agency is helping new participants transition into community positions through one-on-one support and a required job search program component.

In addition to helping job seekers find success in the current economic climate, the agency’s sector focus also provides an opportunity for growth over the upcoming years.

“As we develop our program, we can begin incorporating adaptive technology and telecommuting options that would expand employment opportunities for people with more significant disabilities,” says Gloster.

The agency plans to build upon its success in the call center field by branching out into the health care and retail sectors being explored by other Goodwill agencies.

“We’re embracing the move towards industry-based training and pulling employers in to guide us on what they look for and what they need in an employee — whatever the job may be,” concludes Johnson.

Retailing for Lifelong Success

At **Seattle Goodwill Industries (WA)**, a retail and customer service training program is helping local job seekers train for careers in the region’s expanding retail sector.

The 10-week program combines classroom and on-the-job training to provide participants with a well-rounded, comprehensive training experience. Job seekers receive instruction in retail skills — including sales, product placement and merchandising — as well as in customer service and cashiering.

“We aim to give our students a broad taste of what retail is like,” explains Barbara Nabors-Glass, vice president of job training and education programs. “They receive training on anything employees regularly face in a store environment.”

Two full weeks in a Goodwill store at the end of the program help students build momentum to carry them into a full-time



Aida De La Cruz, a student in Seattle Goodwill’s retail and customer service training program, practices operating a cash register.

job after graduation. Graduates are eligible to receive additional employment assistance, including résumé and cover letter help, interview training and online job search skills.



Instructor Stephanie Parker, right, demonstrates how to process a retail transaction during the Seattle Goodwill’s retail and customer service training program.

Where the Jobs Are

Ensuring the program meets the needs of both job seekers and retail employers is a top priority for the agency.

“The average age of people in our program is 44 years old. Many never obtained a high school diploma, and they bring less than one year of work experience to Goodwill,” says Nabors-Glass. “For many of these individuals, the lack of job skills and education has kept them not even on the bottom rung of the career ladder, but off the ladder altogether.”

To help these individuals find long-term employment success, the Seattle Goodwill training program encourages job seekers to look beyond the first job opportunity to the career pathways that lie in the retail sector.

“We recently established an employer advisory board with over a dozen retailers who tell us what they’re looking for in entry-level employees and the skills a worker needs to advance in the company,” Nabors-Glass notes.

The agency is also building relationships with local community colleges that offer retail certificates and degree programs to help individuals move up the career ladder. This long-term focus is a good fit for the program’s participants, many of whom are looking for career stability in the field.

“Across the board, the one thing these people want is to make sure their kids get good educations. They’re in this program so the next generation will have a better shot at a quality life,” says Nabors-Glass.



Students at Goodwill SOLAC practice their nursing skills.

Nursing Healthy Careers

In California, **Goodwill, Serving the People of Southern Los Angeles County (SOLAC)** is preparing youth and adults with low incomes to meet workforce demands through its health care training program. According to the U.S. Bureau of Labor Statistics, the health care sector is the country’s fastest-growing industry, poised to generate 3.2 million jobs between 2008 and 2014.

“We wanted a more robust training program that would serve a larger number of individuals,” explains Ben Espitia, director of workforce development. “We looked at health care because we knew it was a growth industry.”

Operated in partnership with the Long Beach Regional Occupational Program,

the health care program provides employment training leading to several health care certifications, including certified nursing assistant (CNA), certified home health Aide, licensed vocational nurse (LVN) and related allied health care licensure.

Five times a year, approximately 30 individuals enroll in Goodwill SOLAC’s nine-week medical corps training program, which delivers classroom instruction in medical practices, employment readiness training, and hands-on experience in a mock hospital room.

Approximately half of the enrolled students go on to complete the nine-week clinical phase of the program — an internship in a convalescent home where

Young Woman Climbs Health Care Career Ladder

Growing up, **Jemease Tate** knew it was her calling to become a nurse and make a difference in people's lives.

She completed nursing prep courses at El Camino College, but faced a two-year waiting list when she enrolled in the nursing program. During this time, she earned minimum wage at part-time jobs that did little to further her career and allow her to earn a living and care for her young son.

When she learned about Goodwill SOLAC's health care training program, she saw it as an opportunity to achieve her dream job as a registered nurse (RN).

"At first I was afraid," she says. "I wasn't sure I would succeed, because I've struggled with math and science and with test anxiety. When I passed the test, it boosted my self-confidence."

Today, Tate is a care manager of life enrichment at Sunrise Senior Living in Hermosa Beach, caring for patients with Alzheimer's disease. In August, Tate completed another step in her education and graduated from the Maxine Waters Vocational Nursing Program as an LVN.

When Tate achieves her RN certification, she plans to specialize in caring for those with AIDS.

"Many of these individuals don't have family," she says. "I am not afraid to be with them, hold them and make them comfortable."



Jemease Tate

they can practice the job responsibilities of a CNA. Students who complete the clinical phase take the state board exam, gain certification in first aid and CPR, and receive job placement assistance from the Goodwill.

"To be successful, programs need to be longitudinal. We track graduates for up to five years in order to provide them with opportunities for educational advancement as an LVN or registered nurse at local community colleges," says Espitia.

Goodwill SOLAC plans to expand the types of programs it offers and recruit a more diverse group of students. New allied health care training is in the works, and the agency is beginning to work with youth who are out of high school. Breaking the conception of nursing as a female industry is also a high priority.

"We want to reach out to more men — specifically men of color. By broaden-

"To be successful, programs need to be longitudinal. We track graduates for up to five years in order to provide them with opportunities for educational advancement as an LVN or registered nurse at local community colleges."

— Ben Espitia, Director of Workforce Development, Goodwill SOLAC

ing the menu of programs we provide, we hope to attract men who might not traditionally see nursing as a career," stresses Espitia. "This is important, because you'd then have all the successes that follow men becoming economically self-sufficient, such as family reunification." ■

A student at Goodwill SOLAC practices taking a blood pressure reading.



In Their Words

Individuals Share How They Empowered Themselves with Goodwill's Help and Encouragement

In Goodwill Industries International's award-winning weekly "My Story" blog and podcast, program participants, staff members and volunteers share how they empowered themselves through Goodwill® programs and services, highlighting how the Goodwill Industries® mission is uniquely carried out in local communities.

The individuals on these pages represent just a few of the thousands of people who have grown personally and professionally with support from Goodwill. Visit www.goodwill.org/my-story to learn more about people who have improved their lives through the programs and services that are funded by the donations Goodwill receives every day.

Heather Evans

Goodwill Industries of the Southern Rivers (Columbus, GA)

After graduating from Valdosta State University (VSU) in August 2009, I thought I'd find a job pretty easily and didn't really take the state of the economy into account. I quickly ran out of money, and I didn't realize that my family didn't have the financial resources for me to borrow from, or for me to live with them. On top of that, I had no mode of transportation, so I just felt really stuck.

I had to learn to depend on my own two feet. I started to stay with some friends in Valdosta at night, and, during the day, I walked to the VSU library and looked for job leads online.

One day, I connected with an alumni organization and I received an e-mail from them showing an available AmeriCorps position at the Goodwill Industries of the Southern Rivers Career Center. I was incredibly hopeful at that point. I immediately sent in my application and résumé.

The day a team member gave me a call from talent development, I just broke into tears because I just knew that it was going to be the right job for me. All of the struggling and hard work I'd done was really going to pay off. I would not only be the first person in my entire family to become a recipient of a bachelor's degree, but also the first to have a professional and extremely vital position in the community.

I have the best job in the world. I've met lots of great people in the community and been able to network with a lot of different organizations. I've helped to establish the new curriculum for Goodwill's career centers and provided some much needed services to our community. I really feel as if we're making a really big impact on the community here, and, luckily, I'm playing a big part.



Heather Evans

"I would not only be the first person in my entire family to become a recipient of a bachelor's degree, but also the first to have a professional and extremely vital position in the community."

— Heather Evans, Goodwill Industries of the Southern Rivers

Jamal Leary

Morgan Memorial Goodwill Industries (Boston, MA)

I've been going to Morgan Memorial Goodwill Industries' Fresh Air Camp for about eight years now — almost my whole life. The summer camp guides youth like me to become motivated and confident learners. I started off as a camper and then moved up to become a counselor in training.

This camp has helped me in many ways. It taught me how to be more independent. It gave me a chance to meet new people with different personalities. It's a whole new experience being away from home, and doing and seeing things I thought I would never have done or seen. So much to do: so many activities, so much food, so much fun, and so much time not being wasted at camp. What else can you ask for as a child?

Camp also gets me prepared for the future and the real world, like jobs and interviews. I met so many great people here at camp, and one thing that I noticed is that they were all here to help with any situation — not with just me, but with anyone. That's what camp is about — keeping you going strong at 110 percent.

I continue to go to this camp every year because of the different people I meet, the amount of fun I have each year and the great opportunities. I was raised in this camp, and I'm going to keep going until I can't go anymore. This camp is my home away from home with people I love, and it has helped me become a better role model and stronger leader.



Jamal Leary



Daisy Latimore

Daisy Latimore

Goodwill Industries of North Georgia (Atlanta)

I am the owner and operator of The Chocolate Box. In the year 2000, I was downsized from Corporate America for the third time. I wanted to start my own business. I had already been doing gift baskets as a hobby, and someone told me about the BusinessNOW program at Goodwill Industries of North Georgia.

The program teaches you how to write a business plan, how to develop your business, and how to do research and development. As part of my business plan, I wanted to add chocolates with my gift baskets and, in May, I opened my first retail location.

My business will be one that will give back to the community. I will do fundraising with Newton County and the

surrounding areas. I will have a straight-A program, in which students who get straight As on their report card will get a free marshmallow. I will have teacher appreciation for teachers who come in to get a free coupon.

Goodwill has been with me through the ups and downs. I got sick, and I had to go get a part-time job. They understand that life happens, and they encourage you through the whole thing.

I just graduated from a new Goodwill program called MicroMAX. That program takes you to the next level when you're ready to start hiring and creating jobs. It was perfect timing for me, because I am ready to start creating jobs. ■

Serving Seniors

Older Workers Receive Paid Job Training and Build Self-Confidence

BY WENDY BAILEY

Growing skills, earning income and building confidence through job training are just some of the many benefits that seniors around the country are discovering through the Senior Community Service Employment Program (SCSEP), a training and employment program for adults aged 55 and over. Funded by the U.S. Department of Labor, the program is operated by 18 national grantees and 56 state and territorial government agencies.

Goodwill Industries® offers SCSEP in six states, including the entire state of New Mexico; large portions of Washington and Virginia; and in the counties near Fort Washington, PA; Indianapolis, IN; and Phoenix, AZ. Since awarded the grant in 2006, Goodwill® has helped nearly 5,000 seniors looking for employment assistance.

After thorough assessments of their eligibility, skill levels and interests, participants are placed in paid job training programs with host agencies, which are either governmental or nonprofit organizations, such as government offices, schools, libraries, and Goodwill retail stores. During the program, participants rotate to host agencies to build their résumés and develop job skills.

To date, participants have provided more than 4.6 million hours of community service through the Goodwill SCSEP program and earned valuable job skills in the process.

Giving Back to the Community

At Goodwill Industries of Central Indiana (Indianapolis), SCSEP is currently helping nearly 400 seniors become job ready while also serving the needs of employers in the community.

“The SCSEP program not only enriches the lives of our seniors,” explains Charlene Williams, SCSEP program manager, “but it also enriches the lives of the host agency trainers and the SCSEP staff with whom they come in contact.”

In 2009, Goodwill Industries of Central Indiana awarded one of its SCSEP participants — Doyle McGee — its Achiever of the Year Award. A Vietnam veteran, McGee was unemployed and struggling with substance abuse and homelessness when he saw a poster for the SCSEP program at the public library. He visited the Goodwill and was soon placed at WorkOne West for customer service training.

Tasha Johnson, who supervised his work at the center, says, “Customers have told us that Doyle is expedient, resourceful, and has gone out of his way to help them solve their problems. He’s always eager to help.”

McGee now uses his new skills in a full-time position at WorkOne East, where he helps others as a community employment specialist. “Goodwill gave my life purpose,” he says. “It gave me drive. It gave me self-satisfaction. It gave me a goal to work toward.... I am forever thankful.”



Doyle McGee gained new job skills and permanent employment through SCSEP.

“Goodwill gave my life purpose. It gave me drive. It gave me self-satisfaction. It gave me a goal to work toward.... I am forever thankful.”

— Doyle McGee
Former SCSEP Participant



Host Agencies Needed for Placements

In Fort Washington, PA, **Goodwill Keystone Area** is currently serving 320 SCSEP participants. The program works with more than 150 host agencies, where seniors are placed in training programs that meet their goals and interests.

Program Director Diane Selwood says that one of the challenges is finding host agencies and local placement opportunities for seniors.

“We look for training placements for our seniors that not only meet their interests, but also are conveniently located,” she explains. “Often seniors have transportation challenges, so we are always on the lookout for host agency opportunities that are easily accessible using public transportation or other means.”

One host agency that has embraced the SCSEP program is the Horsham Township Library. Laurie Tynan, the library’s director, says that the Goodwill SCSEP program has helped the library expand its children’s services.

SCSEP participant Joan Meade filled a need for additional staff at the library during a busy time. “Miss Joan, to our storytime families,” says Tynan, “helped us by manning the arts and crafts station during our new parent/child workshops and helped our children’s librarian during our increasingly crowded weekly preschool and toddler storytime programs.”

Although the Goodwill has 150 host agencies on its roster, more are still needed to help seniors get back to work.

From Trainee to Employee

Tacoma Goodwill Industries (WA) is currently serving nearly 300 SCSEP participants. Last year alone, the Goodwill served 412 seniors, and 46 participants exited the program into various employment opportunities.

“In these tough economic times, many older Americans have to work longer to earn enough money to support themselves,” says Terry A. Hayes, CEO of Tacoma Goodwill. “Goodwill provides the opportunity for seniors to not only upgrade their skills but also learn new ones to remain competitive in the workplace.”

One such participant is Alana Collins of Forks, WA. At 61 years old, she had earned a master’s degree in educational

Serving Seniors

“Goodwill opened the door for me. They have a very worthwhile program, and if you’re honestly intent on going back to work and it’s been awhile since you’ve had a job, then the program is what you need.”

— Alana Collins, Former SCSEP Participant

technology, but she couldn’t find work. It had been more than six years since she had held a job and she didn’t have updated references.

“I tried all the schools, but with the financial crisis, none of them were hiring,” Collins says.

She was placed at the Forks Clothing Bank where she received managerial

training. “Goodwill opened the door for me,” she says. “They have a very worthwhile program, and if you’re honestly intent on going back to work and it’s been awhile since you’ve had a job, then the program is what you need.”

After her participation in the program ended, Collins was offered a permanent position at the clothing bank — an outcome not required of a host agency.



Alana Collins found permanent employment at a clothing bank after participating in SCSEP.

“Alana came on at the right time,” says Georgellen Haberman, Collins’ supervisor at the Forks Clothing Bank. “She is people oriented. She is calm and a good worker. She is doing a tremendous job!” ■

SCSEP Goes Green with Innovative Participants



SCSEP participant Harvey Kortman is helping green the Clallam YMCA facility.

Harvey Kortman, a 65-year-old SCSEP participant, took on a role as green champion when Tacoma Goodwill Industries placed him at the Clallam YMCA. Because the YMCA was in danger of closing its doors several days a week to save on energy costs, Kortman began researching grant opportunities to make the YMCA more energy efficient.

With his assistance and passion for sustainable working and living, the YMCA has begun the grant application process to install solar roof panels.

After working for years in the fishing and timber industries, neither of which offered pensions, Kortman’s income had been severely limited. After he entered the SCSEP program, his future is looking bright.

“I’m so thankful for this program,” says Kortman. “I’ll stay in as long as they let me.”

At Tacoma Goodwill Industries, the SCSEP program has long worked with host agencies to develop training assignments where participants learn green business practices and assist host agencies in implementing them. Kortman went above and beyond in his efforts at the YMCA.

The Tacoma Goodwill is now ramping up its green efforts even further thanks to additional federal funding. In February 2010, Goodwill Industries International received a \$100,000 Green Capacity grant from the U.S. Department of Labor’s Employment and Training Administration to fund the “Goodwill SCSEP Goes Green” training project. All participating Goodwill locations are receiving education to ready program participants for two of the nation’s fastest-growing sectors: green construction and sustainable agriculture. As a result, many more seniors like Kortman will be making a difference in their communities and helping protect the environment.

Maximizing Benefits

Goodwill Helps People Keep Money in Their Pockets with VITA Services and Support

BY DEBRA BERKOWITZ MCCRAW

In the complicated and confusing world of tax returns, tax preparation services and refund anticipation loans (RALs) may sound appealing, but they often cost more than taxpayers bargain for and can afford.

To help alleviate the confusion, Goodwill Industries® has teamed up with the U.S. Internal Revenue Service (IRS) to offer

guidance and filing services to taxpayers with low incomes. The IRS Volunteer Income Tax Assistance (VITA) program certifies volunteers to prepare tax returns and ensure that the returns are filed correctly, on time, and include all qualifying credits, such as the Earned Income Tax Credit (EITC) and the Child Tax Credit (CTC).

Number of Returns Doubles from 2009 to 2010

Goodwill® of Southwestern Pennsylvania (Pittsburgh) is a member of the Money in Your Pocket Coalition, which provides free tax credit information and tax preparation assistance, and helps residents hold on to more of their hard-earned dollars. Coalition members operate their own VITA sites, and in the upcoming tax season, the Goodwill will run two sites.

new clients learn via word of mouth from friends and family members who have had positive experiences with the program.

The Goodwill's new site will be located near a food pantry, a Goodwill partner. Bigley says this should help spread the word to more people who need help.

"People are so bombarded with ads for tax prep sites... that they don't realize they can get help for free," says Mary Jane Bigley, director of community supports for the Goodwill.

Bigley enlists eight volunteers each day, from January to April, to schedule appointments, greet clients, complete tax returns and double-check the returns before they're filed. Many volunteers are college students, often studying law and accounting.

In 2010, the Goodwill helped twice as many taxpayers as in 2009, which spurred the decision to add a second site in 2011. While thrilled about the growth, Bigley says many people still don't know the service is available. Despite the coalition's marketing efforts, many

Did You Know?

- Last year, nearly 100 Goodwill agencies provided assistance to employees, program participants and the public.
- 53 Goodwill agencies participate in tax coalitions to provide free tax preparation.
- More than 20 Goodwills provide IRS-certified VITA sites.
- Goodwill's VITA sites prepared more than 21,000 tax returns and helped families secure more than \$33 million in tax refunds in 2009.

Call (800) 829-1040 or visit www.goodwill.org to find a VITA site near you.



Maximizing Benefits

Another challenge for the coalition is helping people who do not use banks. Refunds that can be direct deposited will be processed faster than those sent by check. RALs alleviate this problem, in that they enable instant access to refunds. However, taxpayers not only pay for this service, but they also pay interest on the loans.

To provide a similar service free of charge, the Money in Your Pocket Coalition teamed up with PNC Bank to offer free debit cards not associated with bank accounts. The IRS can deposit refunds directly to the debit cards, and taxpayers can then use them anywhere that debit cards are accepted.

“It’s amazing what people pay when they don’t need to,” she says. “[VITA is] one of the best services I think we can give to the community.”

Tax Site Leads to Creation of Success Center

Goodwill Industries of the Southern Rivers (Columbus, GA) started its VITA site with a bang in 2010. Completing more than 1,200 tax returns, it was named the top-producing first-year site by the IRS and the second-highest top-producing site in the state.

Thanks to its strong start, the Columbus Goodwill has been able to expand its VITA services. Now the agency can operate its tax services year round, helping people file back taxes.

“It keeps people from having to go to the IRS, which can be very intimidating,” says Kim Cantrell, vice president of mission services for the Goodwill.

Additionally, the Goodwill was chosen for a pilot program that places IRS field agents at VITA sites to assist with complicated returns. By having a field agent on site, taxpayers can complete their returns quickly and in one visit. In some

cases, individuals are referred to the IRS to complete their returns.

What began as a VITA site is now the Goodwill’s first bilingual, bicultural Success Center. The facility, which opened in May 2010, combines career assistance with financial education. The agency believes that the pathway to success is built on both career and financial accomplishments.

“We had a larger vision for helping people move out of poverty,” Cantrell says. “We believe success is more than just a job.”

At the center, anyone can receive job search and résumé assistance, take financial literacy and English as a Second Language (ESL) classes, and get referrals to free resources such as nonprofit credit counselors. Local banking partners, including Wachovia/Wells Fargo, teach classes on checking and savings accounts, and other topics related to personal finance.



“We had a larger vision for helping people move out of poverty. We believe success is more than just a job.”

— Kim Cantrell, Vice President of Mission Services
Goodwill Industries of the Southern Rivers

Disability Benefits Protected

In addition to operating a VITA site, **Goodwill Industries of Central Florida** (Orlando) educates people with disabilities about taxes and tax credits. Working closely with the Real Economic Impact (REI) Tour of the National Disability Institute, the agency serves as a link between its clients and resources.

“We bring together community partners who work with people with disabilities,” says Linda Rimmer, the Goodwill’s vice president of vocational and community services.

The REI Tour aims to build a better economic future for people with disabilities who earn low wages and their families. It focuses on developing a road map out of poverty through innovation and collaboration. With this in mind, the Goodwill convened local organizations to provide financial information and resources to people with disabilities.

“We want people who qualify for credits to know that they’re available,” Rimmer says. “Sometimes people with disabilities do not realize that there are credits available that won’t impact the other benefits they receive.”

Because an individual needs to have earned income other than disability benefits to qualify for the EITC, many people with disabilities think they are not eligible. Rimmer says some people think they haven’t worked enough or have earned too much. Additionally, some people are hesitant to apply for credits because they think they will negatively impact their existing benefits.

The Goodwill connects its program participants with organizations through resource fairs and also educates community partners on the needs of people with disabilities.

“We’re trying to work seamlessly with community partners who serve people with disabilities and help get them the resources they need to reach their own clients,” Rimmer says.

The Columbus Goodwill has also begun holding Money Smart classes, a comprehensive financial education program of the U.S. Federal Deposit Insurance Corporation (FDIC).

“Many people who come into the job center need help with money management as well,” Rimmer says. “We want to show them that they can build their assets now.” ■



Success Snapshot



Kirby Kaple, financial services specialist at Goodwill Industries of the Southern Rivers (Columbus, GA), remembers first meeting **Candace Cameron** in May 2010.

“She just popped in for a job fair,” Kaple recalls. “The next week, we met to discuss her finances. The more we met, the more we progressed in a lot of areas.”

Cameron had been working with a non-profit credit counselor to reduce her debt. As a young, single mother, Cameron found credit cards attractive, but soon got in over her head. Her counselor referred her to the Goodwill to find a higher-paying job. But she found more than that.

“Kirby is like a mentor to me. She’s a good friend, as well,” Cameron says. “She always asks how I’m doing and what’s going on. She shows that she cares.”

Kaple led Cameron to a higher-paying

job with a school district and got her thinking about the future. She suggested the fast-growing health care field as a career path. With Kaple’s guidance, Cameron enrolled in a certified nursing assistant (CNA) program.

Cameron also attended Goodwill’s financial literacy classes. She learned about banking and money management and now has savings and checking accounts, which saves her the \$5 fee per check when using check-cashing services. The Success Center gave Cameron the resources to accomplish her dreams, but Cameron has always had the drive.

“I want to keep going up rather than going down,” she says. “There isn’t a secret to it. Just work hard and use what you’ve been taught. Don’t let anything stop you from doing what you need to do.”

Starting Fresh

People with Criminal Backgrounds Receive Support to Ease Transition into Community Life

BY JORDAN ABUSHAWISH

Individuals who were recently incarcerated face numerous challenges when re-entering their communities and seeking jobs. Goodwill Industries® eases re-entry by providing both the social and employment support necessary for these individuals to leave their criminal histories in the past and show local employers that they are job ready. When people with criminal backgrounds find gainful employment, their communities see less recidivism and become safer places to live and work.



Transitional Employment Builds Work History

In 2009, Goodwill Industries of Arkansas opened its first career center at its headquarters in Little Rock. As a result, the number of individuals seeking job placement assistance through the Goodwill® more than doubled over the previous year, and the number of people with criminal backgrounds made up almost 50 percent of people served.

Today, the center continues to serve a diverse population of people with disadvantages and barriers to employment. The number of people who were incarcerated that are looking for direction to positively re-enter their communities is welcomed by the agency's new Transitional Employment Opportunities (TEO) program. From its inception, the program has been funded solely by the Goodwill, without assistance of state or federal dollars.

“Helping people transition back into the world of work is just another example of our commitment to removing barriers to independence and strengthening the communities in which we live.”

— Brian Itzkowitz, President and CEO of Goodwill Industries, of Arkansas

The cornerstone of TEO is paid transitional employment, which gives individuals a safety net while accessing job readiness coaching, employability and life skills training, vocational training, job search assistance and placement services.

The program is highly competitive, and candidates must submit an application,

provide the names of references to serve on their re-entry support team and work with Goodwill to create a career development plan, including self-directed occupational goals.

Once accepted, TEO participants can work for Goodwill for 16 to 18 weeks, often learning retail and warehousing skills. Individuals are then placed in



The individuals on these pages have left their criminal histories behind them and are thriving in the world of work, with help from Goodwill.

available jobs with partner companies or within Goodwill's own retail and salvage operations. This experience helps build or re-establish a consistent work history and enhance work readiness skills that are attractive to employers. Every participant is also required to pursue a state-recognized educational credential such as a GED, post-secondary coursework, or other skills-based certifications.

"Helping people transition back into the world of work is just another example of our commitment to removing barriers to independence and strengthening the communities in which we live," says Brian Itzkowitz, president and CEO of Goodwill Industries of Arkansas.



Contracts Work Leads to Permanent Jobs

Goodwill Industries of Southern New Jersey and Philadelphia (Maple Shade, NJ) established an innovative re-entry program in 2009 in partnership with the Philadelphia Mayor's Office of Reintegration Services (RISE). The program — funded by a three-year, \$1.4 million grant from the John S. and James L. Knight Foundation — is housed at the Goodwill's Contract Services Center.

Contract work for outside companies provides "rolling" employment slots for people who were formerly incarcerated. As these workers move into other jobs in the community, opportunities in the contracts division open for new participants. The program has the potential to serve up to 400 individuals depending on the volume of contract work the Goodwill receives.

Goodwill has long used this contracts model for helping people with disabilities find work. The agency first solicits sub-

industrial work from various companies that wish to contract with a vendor. Goodwill then employs persons who can perform the specific tasks. Upon completion of the program, participants are placed into competitive jobs in the community and continue to receive follow-up services from a case manager, a life coach, a faith-based mentor and a retention specialist.

"This program has all the right components to give an at-risk population a second chance to succeed in society," says Mark Boyd, president and CEO of Goodwill Industries of Southern New Jersey and Philadelphia. "We reduce recidivism rates while simultaneously strengthening both families and communities."

Veterans Explore Employment Opportunities

In July 2010, **Goodwill Industries of Houston** (TX) received a grant from the U.S. Department of Labor to prevent homelessness among veterans who were formerly incarcerated. The Incarcerated Veterans Training Program (IVTP) provides employment services to veterans who are currently in prison or jail and within 18 months of release, or those who have been released in the last six months.

IVTP program coordinators visit federal and state prisons, county jails and

transitional housing facilities to speak with veterans about Goodwill employment and support services. Once veterans are released from prison, they meet with Goodwill staff for an occupational assessment to investigate which types of work they're capable of performing as well as which jobs interest them. Next, veterans begin to search for employers willing to hire individuals who have experienced challenges in the past.

The Goodwill also provides training to help veterans develop positive attitudes

Starting Fresh

and dependability, resolve conflicts, learn decision-making skills, and work as part of a team. Basic computer instruction and digital literacy complete the training.

Since being awarded the grant in July, Goodwill Industries of Houston has already served 36 veterans and secured permanent job placements for six of them. The goal is to serve 152 veterans and place 86 in jobs by June 30, 2011. ■

From the Inside to the Outside: Vision to Help Others Becomes Reality

J. Jhondi Harrell is not your typical person with a criminal background. During his 18 years in prison, he started the process of rehabilitation. He joined the prison's educational department so he could help give his fellow inmates a better shot at life after incarceration. He taught GED classes, black history, meditation and programs to encourage gang members to renounce violence.



J. Jhondi Harrell

Harrell dreamed of taking the same positive work he performed on the "inside" to the "outside" and help people in need.

He says he knew he had to establish a base and find steady work in order to continue on his path of success. That task proved challenging, however, as he applied for numerous jobs without success.

Living in a halfway home, Harrell worried that his living conditions would continue to deteriorate if something didn't change. Then he walked through the doors of Goodwill Industries of Southern New Jersey and Philadelphia, and through the agency's re-entry program, he was offered a job starting at \$8 an hour.

Operated in partnership with the Mayor's Office in Philadelphia, the re-entry program allowed Harrell to receive hands-on light industrial training while earning a paycheck and building a résumé. He performed tasks ranging from refurbishing remote controls to sorting and packaging computers.

Harrell credits Goodwill for helping him to develop the skills he needed to move forward, which gave him more self-respect and the confidence he needed to go out and apply for jobs.

"At Goodwill, I was treated with respect. They didn't care about what I had done in my past; they just wanted to help me find a job," he says.

Today, Harrell works at a drug treatment center. As a house manager, he assists both clients and counselors. He's also enrolled in online classes to earn a bachelor's degree so he can eventually become a counselor.

"Goodwill provided me with the foundation to succeed. I eventually found a job on my own, but working at Goodwill allowed me to make money, and gave me the support I needed while looking for employment at the same time," he says.



Letters from the Field

I was introduced to **George Batiste** through the Texas Veterans Commission Representative. The representative called me on a Friday afternoon at the beginning of August and told me he was bringing a previously incarcerated veteran by to see me.

During the assessment, I discovered that Batiste was homeless. After the assessment we walked over and met with U.S. Vets, where we were able to find him some transitional housing.



George Batiste

Batiste began classes and developed a résumé here in the IVTP Program. He was tenaciously applying online and in person. Although he has a background in residential construction, he was willing to look into other fields that may offer him some opportunities.

On August 25, 2010, he began working with The Right Touch Car Wash near his transitional housing. He continues to look for employment in his field, and is in close touch with his employment specialist. We are all optimistic about his future.

Michael Hicks

*Employment Specialist - IVTP
Goodwill Industries of Houston
(Midtown)*

In the News

Goodwill Joins Clinton Global Initiative to Further Outreach in Latin America

Goodwill Industries International recently made a commitment to the Clinton Global Initiative (CGI) to replicate its sustainable business model in Latin America. Brazil and Mexico are the center of Goodwill's focus for the next three years (2010 – 2013), with plans for opening donated goods retail stores in Rio de Janeiro, Sao Paulo, and Campinas, Brazil; and Mexico City, Guadalajara and Monterrey, Mexico.

Established in 2005, CGI works to create a more integrated global community of shared benefits, responsibilities and values. Its four areas of emphasis are economic empowerment, education, environment and energy, and global health. To fulfill the action-oriented mission of CGI, all members devise practical solutions to global issues through the development of specific and measurable "Commitments to Action."

With the acceptance of Goodwill's commitment, the organization became a recognized member of CGI, establishing important connections that will help Goodwill Industries International further its strategic plan.

"Through Goodwill's commitment to the Clinton Global Initiative, we hope to serve more than 5,000 people with



President and CEO of Goodwill Industries International Jim Gibbons poses with Former President Bill Clinton at the CGI annual conference in New York City.

disabilities, at-risk youth and others facing employment challenges in our pilot stage alone," said President and CEO Jim Gibbons. "Our goal is to serve 10,000 people to fulfill our commitment of

helping people in Latin America become economically self-sufficient."

Read Goodwill's Commitment to Action at www.clintonglobalinitiative.org.

\$3 Million DOL Grant to Fund 'Good Prospects' Program

The U.S. Department of Labor has awarded Goodwill® a \$3 million grant to support virtual career exploration and opportunities, particularly in the health care field.

"Job growth in the health care industry remains strong and Goodwill agencies in eight states are ready to provide the technology training to help people find

jobs in this in-demand field," said Jim Gibbons, president and CEO of Goodwill Industries International.

The grant will fund computer equipment and technology upgrades that support career exploration and development, as well as software for teaching computer literacy to participants and facilitation for career trainers.

"Our goal is to serve 10,000 people to fulfill our commitment of helping people in Latin America become economically self-sufficient."

— Jim Gibbons, President and CEO
Goodwill Industries International

In the News

Nearly \$2.5 Million in DOL Grants Will Support Homeless Veterans

Ten Goodwill® agencies were among 97 Homeless Veterans Reintegration Program (HVRP) grant recipients announced by U.S. Secretary of Labor Hilda L. Solis this year.

The grants will collectively help more than 14,000 homeless veterans across the country access occupational, classroom and on-the-job training, as well as job search and placement assistance to help them succeed in civilian careers.

“Goodwill agencies are clearly demonstrating their commitment to supporting homeless veterans, and the Department of Labor is rewarding their expertise with resources to expand capacity,” said Wendi Copeland, vice president of mission advancement at Goodwill Industries International.

Goodwill Featured in Frank Fontana’s Dirty Little Secrets of Design

Frank Fontana, host and lead designer for one of HGTV’s longest-running, top-rated design shows, *Design On a Dime*, has included Goodwill® and its green efforts in his newest book, *Frank Fontana’s Dirty Little Secrets of Design*, which hit shelves on November 1.

Featured in the resource section, “Frank’s Faves,” the designer says, “On my show, you’ve heard me mention Goodwill as my source for shopping, whether I’m looking for a vintage wooden file cabinet or a destination for finding them when redecorating a place.” He goes on to explain how



revenue raised through the sale of usable clothing and other goods fund Goodwill’s social service programs and transforms the simple act of cleaning out a closet into environmental stewardship.

Fontana is a champion for Goodwill because of his thrift/green retail perspective and is one of the nation’s most sought-after design experts and leading “High Style, Low Cost Decorating Gurus.”

To learn more about Fontana and to pick up the book, visit www.frankfontana.net.

Goodwill Helps More than 1,000 Boy Scouts Earn Disabilities Awareness Merit Badge

Disabilities awareness was a hot topic at this year’s Boy Scout National Jamboree at Fort A.P. Hill near Fredericksburg, VA, thanks to the involvement of Goodwill® staff and scout leaders.

As part of the Jamboree’s Merit Badge Midway, Goodwill staff and scout leaders from across the country brought information and activities to youth attending the event. Together, the groups presented a special course to scouts in a circus-type tent, facing both 100-degree heat and driving rain.

The disabilities awareness merit badge was the surprise hit of the

Jamboree, with more than 1,000 scouts earning the badge during the 10-day event, making it the second-most popular badge earned.

“Every class was full. It was great. Scouts would hear about the badge from others who took the class,” said Goodwill Industries® of Central Texas (Austin) President Jerry Davis, an eagle scout who participated as an instructor.

The event also included a disabilities challenge area, where scouts could try adaptive sports such as wheelchair basketball and one-armed archery, or be “temporarily disabled” and navigate an obstacle course. The challenge area was optional for the merit badge, but attracted more than 15,000 scouts.

Outside of the Jamboree, a scout must visit an agency that provides services to people with disabilities in order to earn the disabilities awareness merit badge.



Goodwill Industries of Central Texas President Jerry Davis presented information about disability awareness to boy scouts during the Jamboree.



Goodwill Industries International President and CEO Receives Jefferson Award for Public Service



Jim Gibbons

Jim Gibbons, president and CEO of Goodwill Industries International, received the acclaimed National Jefferson Award for Public Service this year for his outstanding leadership to provide

opportunities on behalf of people with disadvantages.

Known as the “Nobel Prize for Public Service,” the Jefferson Award honors individuals who have demonstrated outstanding leadership to support public service. This honor highlights the spirit, volunteerism and social responsibility that have long made Goodwill® a leading social services provider across the United States and Canada.

In 1972, Jacqueline Kennedy Onassis, U.S. Senator Robert Taft, Jr., and Sam Beard founded the Jefferson Awards for Public Service to recognize outstanding community and public service to pay tribute to fellow citizens and communities. Each year, the Jefferson Institute has recognized the dedication, sacrifice and accomplishments of America’s most distinguished men and women.

Past recipients include Lance Armstrong, Barbara Bush, Rosalynn Carter, Alan Greenspan, U.S. Senator John Glenn, Bob Hope, Justice Sandra Day O’Connor, Peyton Manning, General Colin Powell, Bob Rubin and Oprah Winfrey.

To learn more about the awards, visit www.jeffersonawards.org.

Goodwill and Levi’s Partner to Lead a Movement

On June 28, Goodwill Industries International and Levi Strauss & Co. stood before Goodwill® leaders, the press and the public to unveil the Donate Movement, issuing a call to action for corporations to own the full lifecycle of their products and urging the public to understand the value of their donated goods. The Donate Movement spotlights the positive outcomes of conscious donating, including environmental and community benefits.

“We are here to create an awareness throughout the public about the power of donating,” said Jim Gibbons, president and CEO of Goodwill Industries International.

Earlier in 2010, Levi’s began inserting donation messaging in the care tags of its jeans and helped Goodwill unveil a new donate icon to the public. It is Goodwill’s vision that the donate icon will become a universal symbol to be placed on all donatable goods, just as the recycle symbol reminds consumers to keep recyclable materials out of landfills.

“It’s not just about the environment. It’s also about inspiring people to live up to their full potential,” said Jason McBriarty, Levi Strauss & Co. senior manager of worldwide community affairs, speaking of the positive impact donating used goods to Goodwill has on program participants.

Initial results show that the public has heard Goodwill’s message. With more than 500 stories covering the movement, including from major sources such as the CBS Early Show, the Associated Press, and *USA TODAY*, the Donate Movement has found its way into millions of households across North America. As awareness grows, Goodwill expects to expand the Donate Movement to include other partners.

Visit donate.goodwill.org to learn more about the movement and to calculate the power of your donations using the Donation Impact Calculator (patent pending).



Goodwill and GreatNonprofits Gather Stakeholder Feedback

This fall, Goodwill® and GreatNonprofits ran a campaign that gathered feedback from donors, volunteers, consumers and other stakeholders about the 165 Goodwill agencies that operate in the United States and Canada. The campaign also promoted Goodwill’s Donate Movement.

The initiative encouraged members of the public to review any of Goodwill’s local agencies. This marks the first time that one of the country’s leading nonprofit organizations has committed to promote transparency by soliciting the feedback of its stakeholders.

“Through GreatNonprofits, Goodwill is educating the public on the power of their

GREAT★Nonprofits

donations and how donated goods have the power to make a difference in people’s lives, strengthen communities and create a healthier environment,” said Jim Gibbons, president and CEO of Goodwill Industries International. “When people think twice about what they donate, where they donate and how their donations affect others — and when they donate to reputable organizations — that can have a powerful impact on our world.”

Read reviews of Goodwill at <http://greatnonprofits.org/Goodwill>.

In the Community

Paperworks Products Are More Than Just Paper

BY TRAKISHA MCNEIL

When you choose a Paperworks Studio product, you're sending more than a card or invitation — you're delivering a message that you support an organization that's making a difference in people's lives.

Goodwill Industries® of Northern Michigan (Traverse City) has seen tremendous success through this unique workforce development program, which provides employment and on-the-job training for people with disabilities and other disadvantages so they can support themselves and their families. Formed through a partnership between the Traverse City Goodwill® and the Traverse Bay Area Intermediate School District, Paperworks Studio currently trains and employs nearly 150 workers.

"Our goal is to build self-esteem and confidence in our employees, and to produce beautiful paper that lifts spirits, reassures people they are loved, and strengthens the bonds of human relationships," explains Director of Marketing and Communications Ruth Blick.

For many years, Paperworks Studio's card artists and design team have been creating handmade paper from recycled materials such as donated computer paper, coffee beans, flower petals and even old blue jeans. "The

process itself is rather intricate," says Margaret Alexander, director of Paperworks Studio. "Each job is broken down into achievable tasks where each person can accomplish something."

Mimi Spaulding, career education coordinator, describes the process as "the Old World way of paper making." Workers at the studio pull a pulp or slurry mixture through a screen, dyes are added, and the mixture is drained, pressed and hung to dry. The mixture can contain any number of materials, from recycled papers to shredded fabrics and flowers.

The artists and designers are handcrafting beautiful stationery, custom wedding invitations, announcements, and cards for any special occasion in captivating colors and whimsical designs. Custom cards are perfect for businesses that want unique touches for their customers — whether for birthdays, holidays or special invitations.

"We use Paperworks exclusively for our birthday card program," says Sara Harding, communications and marketing director of Financial and Investment Management Group. "We send birthday cards to every client, including their spouses and children. It's also a way for us to make them feel special on their birthday and see that we are recognizing it."



A Paperworks employee handcrafts sheets of paper.

The ability to be creative and customize the message on the cards has really driven the popularity of these handcrafted papers as gift options.

Scott Neumann, owner of Scott's Harbor Grill of Traverse City, was introduced to Paperworks products while visiting his favorite coffee shop, which uses custom-made envelopes for its gift program.

"I noticed a display of these beautiful envelopes on the counter," says Neumann. "I talked to the shop owner and got information on Paperworks Studio."

Neumann quickly became passionate about Paperworks Studio and its mission. He now places regular orders for a variety of custom cards and envelopes for use in his business. The envelopes are made from the recycled coffee grounds of his favorite coffee shop.

Paperworks Studio offers private tours to schools and community groups. The studio is also offering scrapbooking kits in various themes to complement the handcrafted paper and cards. For product and tour information, visit www.paperworksstudio.com.



Health Care Training is a Family Affair in Long Beach

BY KATHERINE MICHAUD

When Patricia Wekhomba left Kenya to pursue a career in the United States, she wasn't aware she'd be starting a family tradition that would lead her husband and brother-in-law to later enter the nursing field.

She arrived in California with a green card work visa in 2007 and soon learned of the health care training program at Goodwill®, Serving the People of Southern Los Angeles County (Goodwill SOLAC). Wekhomba knew she wanted to help people, so she enrolled in the program to become a certified nursing assistant (CNA).

Her husband, Wallace Wahome, came to the country several months later, leaving behind a career in law enforcement. After becoming interested in the Goodwill's program offerings, he enrolled and became a CNA in 2008.

Two years later, Wahome became a licensed vocational nurse (LVN), graduating from the Maxine Waters Vocational Nursing Program. While he was completing his studies, his wife worked as a CNA in home assisted living, and she planned to return to her studies after her husband obtained certification.

Although Wahome expected to begin a new career after training, he says he didn't expect the ongoing support and encouragement received from Goodwill SOLAC staff.

"They helped me with job interviewing and employment preparation, and they arranged interviews with potential employers," he says. "I didn't expect that an organization would provide all this to benefit my future."

Now that Wahome has become an LVN, Wekhomba is again focusing on school to become a registered nurse (RN). She

says she is very grateful to Goodwill. The agency provided financial assistance for her textbooks, and after she graduated from the program as a CNA, Goodwill staff helped her prepare for job interviews and provided job placement assistance.

"They respected us as more than just students, but as individuals," she says. "With the help Goodwill has given me, I know I can succeed and go further in my career."

Not only has the couple supported each other throughout their studies, but they have helped Wahome's brother, Victor, to become certified in health care as well.

Caring for his ailing 80-year-old father back in Kenya sparked Victor Wahome's desire to become a nurse and to be there for others, as he hopes someone will someday be there for him.

Wekhomba applied on behalf of her brother-in-law for the green card work visa program, into which only 50,000 people are accepted each year, and he was selected. While living with his brother and sister-in-law, Victor Wahome enrolled in Goodwill SOLAC's health care program and became a CNA. He is now living on his own and working in the field. He plans to earn his LVN and to specialize in oncology.

"Helping one another is a family tradition," he says. "Our parents taught us that if you see a person who needs help, you help them."

To learn more about the health care training program at Goodwill SOLAC, see pages 10–11.



Wallace Wahome (left), Patricia Wekhomba, and Victor Wahome all became certified in health care with Goodwill SOLAC's help.

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