Goodwill Industries® Week was first celebrated in May 1951 as a way to encourage local Goodwill® agencies to educate their communities about their mission of “helping people with disabilities help themselves.”

A lot has changed in 60 years, including a name change for the nonprofit from Goodwill Industries of America to Goodwill Industries International, and a diversification of the people served by Goodwill to include those with a variety of workplace disadvantages and barriers to employment, and their families.

However, as Goodwill changed with the times, the first week of each May has continued to mark the annual commemoration, which is marked by a variety of outreach activities. Early on, Women’s Auxiliary groups held teas, luncheons, garden parties and picnics to generate donations and reach out to influential community leaders. The public was invited to visit their local Goodwills’ open houses to see first hand the job training programs for people with disabilities.

In 1962, local Goodwill agencies paid their employees weekly wages with silver dollars. In the late 1950s and early 1960s, popular Hollywood stars and entertainers also endorsed Goodwill Industries Week. Joan Crawford, Sammy Davis Jr., Charlton Heston, Jack Benny, and Maureen O’Hara all recorded radio announcements encouraging the public to donate “repairable clothing, furniture and toys” to Goodwill. In one radio advertisement, Andy Griffith encouraged people to be friendly “like Aunt Bea” by cleaning out their closets and donating to Goodwill. In other radio ads, comedians Phyllis Diller and Lucille Ball encouraged shopping at Goodwill retail stores and told heartwarming stories of individuals with disabilities who had benefited from Goodwill’s services.
Throughout the 1970s, Goodwill Industries Week grew along with Goodwill’s mission. Ads featuring the iconic “Good Willy” and the “Smiling G” logo thanked people for donating to Goodwill. In 1976, in celebration of the U.S. bicentennial, the theme for Goodwill Industries Week was “A Declaration of Independence,” recognizing how Goodwill helps people gain valuable job skills through vocational training. Local Goodwill agencies also used Goodwill Industries Week to recognize individuals in their communities for their “meritorious service” to the organization. Notable highlights throughout the years include numerous recognitions of Goodwill Industries Week by local, state and national government officials both in the United States and Canada. President Dwight D. Eisenhower issued the first U.S. Presidential Proclamation for Goodwill Industries Week in 1956. In 1980, President Jimmy Carter applauded the theme of that year’s Goodwill Industries Week, “Investment in People for a Proud America.” He commended Goodwill for helping people with disabilities “achieve independence and improve the quality of their lives.”

Throughout the 1980s and 1990s, Goodwill Industries Week reached out to local business communities and encouraged hiring of Goodwill’s trained and reliable workers. In 1989, the Goodwill Industries Week campaign was called “See Goodwill in a New Light,” and promoted job training and job placement opportunities at Goodwill for entry-level positions in the community.

Regardless of the annual theme, the purpose behind the 60-year tradition of Goodwill Industries Week has remained the same. The celebration is an opportunity to thank Goodwill’s supporters and, most importantly, recognize and celebrate the people Goodwill serves. Today, the garden parties and teas of the 1950s have been replaced by moon bounces at family fun days and donation drives on college campuses. The church bulletin ads of the 1960s are now Facebook, Twitter and e-mail blasts to Goodwill supporters. This year, local Goodwill agencies will host career fairs for area job seekers, breakfasts with their CEOs, and customer appreciation sales at their Goodwill retail locations.

It’s natural that Goodwill Industries Week has evolved along with Goodwill’s mission to meet increased community needs in tough economic times. Yet, the core of the celebration remains a testament to the work Goodwill performs in its communities.

“At Goodwill, we’re committed to helping people earn a living and improve their lives, families and communities,” says Jim Gibbons, president and CEO of Goodwill Industries International. “Goodwill Industries Week provides the platform for us to thank the public for its continued support of our mission — putting people to work.”
Dr. Edgar J. Helms founded Goodwill Industries® on a simple yet powerful truth: people with challenges to finding employment want and deserve not charity, but a chance. Today, this same self-evident truth drives much public policy in the United States and abroad.

The Americans with Disabilities Act and the U.N. Convention on the Rights of Persons with Disabilities posit that having an equal opportunity to work and become self-sufficient are fundamental civil and human rights — fundamental rights that are essential to the well-being and advancement of some 650 million men, women and children with disabilities and other challenges to finding work.

Much has changed in the 50 years since I was born with significant cerebral palsy, limiting my speech, mobility, coordination and other basic abilities. Few could have fathomed the trajectory my life would take, save my parents. I am what some might call a lifelong exception to the rule. In the America of the 1960s, children with disabilities more often than not were barred from school. My parents uprooted and moved all five of their children halfway across the state of Connecticut just so I could learn to read and write.

By the time I graduated high school, Section 504 of the Rehabilitation Act made it possible for me to attend George Washington University in Washington, DC. I have been fortunate to live and pursue a successful career in DC ever since. High expectations, a first-rate education, changes in the law and access to an array of transformative technologies continue to afford me the kinds of chances that Dr. Helms envisioned both possible and necessary for all people, so they could reap the benefits that come from the power of work.

Today, I work for the Social Security Administration’s Ticket to Work and Self-Sufficiency Program, driven by that same vision and mission. The aim of the program is to offer working-age adults receiving Social Security Disability Insurance (SSDI) or Supplemental Security Income (SSI) a “Ticket” — the tools, opportunities and supports — to go to work, achieve greater economic security and one day become financially independent.

In 2009, nearly a quarter of a million people received Ticket services, and about 40 percent went to work as a result. We in the Office of Employment Support Programs believe that the program is offering thousands the chance they need to create better futures for themselves and their families. We are learning from and building on their successes by collaborating with state vocational rehabilitation agencies and disability provider agencies, including many Goodwill® programs across the nation.

To learn more about the Ticket to Work program, visit www.ssa.gov/work.

Bob Williams is currently a senior advisor to the acting associate commissioner of the Office of Employment Support Programs in the Social Security Administration. He also served as the commissioner of the Administration on Developmental Disabilities and later headed the Office on Disability, Aging and Long-Term Care Policy (in Health and Human Services) in the Clinton Administration.
Why the Government and Goodwill Share Responsibility to Help Workers Thrive
BY KATHERINE MICHAUD

Founded in 1902, Goodwill Industries® has always been about helping people go to work. The world of work has changed immeasurably in the last century, and changes in U.S. law and advancements in social innovation have allowed Goodwill® to keep up with changing times and emerging challenges.

The past 20 years, in particular, have seen vast improvements in people’s access to crucial employment services, yet more is still to be done if each person is to reach his or her full potential through the power of work.

Government Support is Key to Goodwill’s Growth

In 1951, the year Goodwill Industries Week was first celebrated, Goodwill served 7,356 people through its career services programs. Compare that to the more than 2 million people Goodwill served last year alone, and the growth is obvious. Laws that support improved access to job training have helped many local agencies to accelerate their ability to increase services for people with challenges to employment.

In looking at Goodwill’s growth over time (see chart on opposite page), we see that the number of people served spiked dramatically from 1990 through today, coinciding with key legislation that provided funding across the United States for workforce development programs.

Goodwill was a staunch advocate for the passing of the Americans with Disabilities Act (ADA). In 1990, the act was signed into law, prohibiting discrimination against people with disabilities, a key population that Goodwill serves. Title I of the act states that a company may not discriminate against a “qualified individual with a disability” at any stage of the hiring process, allowing Goodwill to better advocate for jobs for these individuals.

Several years later, the Personal Responsibility and Work Opportunity Reconciliation Act of 1996 — today known as Temporary Assistance to Needy Families (TANF/welfare) — added a workforce development element to assistance for families in need. Building on momentum of welfare reform, Congress passed the Workforce Investment Act (WIA) of 1998.

The WIA was designed to create a universal system of one-stop career centers that provide access to training and employment services for the individuals who need them most, including adults with low incomes, youth who are at risk for delinquency, and dislocated workers. In 2009 alone, more than 120,000 people were referred to Goodwill for employment services through the WIA, while an additional 40,000 people with disabilities were referred from state vocational rehabilitation agencies under the Rehabilitation Act (Title IV of WIA).
The Changing World of Work

The Greening of the Job Market

The President Obama Administration has committed to a greening of the job market by providing funding that helps nonprofits like Goodwill prepare the labor force for jobs related to sustainability, the environment, energy conservation and more.

In January 2011, the U.S. Department of Labor (DOL) awarded Goodwill Industries International a $7.3 million Pathways Out of Poverty grant in support of its Goodwill® Goes Green (G3) initiative. The grant will provide green jobs training to individuals living in high-poverty areas through cohesive programs that integrate training and supportive services to help individuals move toward economic self-sufficiency.

The initiative includes six member Goodwills that have established partnerships with more than 70 local businesses, labor organizations, workforce development institutions, unions, faith- and community-based organizations, and colleges and trade schools, to leverage over $3.3 million to benefit the job seekers through G3.

The American Recovery and Reinvestment Act (ARRA) also provided funding as part of the job creation initiative. The number of stimulus-funded green jobs in the United States topped 51,700 in the sixth and final quarter of ARRA, according to a report released by the Council of State Governments (CSG) in mid March 2011.

Washington, Ohio and California lead the nation in total green jobs with each state having created or saved more than 3,700 jobs. Tennessee, Texas and South Carolina are also among the leaders with more than 2,000 green ARRA-funded jobs. In Wisconsin, New Hampshire, Minnesota and Utah, more than 20 percent of all ARRA jobs are green jobs.

President Obama’s fiscal year 2012 budget proposes a “Race to the Green” program through the Department of Energy to further programs started under ARRA initiatives. However, House leaders have proposed to zero out many stimulus-funded green jobs programs.

“The jury is still out on the impact of green jobs on America’s economic recovery,” CSG Washington, DC, Director Chris Whatley said in a statement. “However, it is clear that a number of states were successful in leveraging stimulus funds to advance their economic development strategies.”
For more than 100 years, Goodwill® has assisted people who have a hard time finding jobs due to disabilities, poverty, or lack of education and work experience. On these pages you'll meet the 2011 nominees and winners of the Goodwill Industries International Graduate and Achiever of the Year Awards. These individuals have learned the difference a good job can make in their lives, the lives of their family members and the community at large. They are just a few of the more than two million people who looked to Goodwill Industries® for career services and related support in 2010.

WINNER
2011 Kenneth Shaw Graduate of the Year

MICHAEL BULLING TACOMA, WA

Michael Bulling was born three months early, weighing only one and a half pounds. While a resulting learning disability and cerebral palsy have presented challenges in his work and personal life, Bulling insists his story is not a sad one.

“My mother always said I could learn new things. She’s right. No matter where you come from, it’s where you’re going that really counts,” he says. “Nothing is wrong with me.”

A friend told Bulling about the CHOICES program at Tacoma Goodwill Industries, which helps people with disabilities prepare for and earn employment. Through Goodwill, he secured a job as a custodian at Seattle-Tacoma International Airport, a job he’s held the past three years.

His Capital Building Maintenance supervisor says, “Michael has a lot of heart and a great attitude. Whatever it takes to get a job done, he’ll do it. I wish everybody had that kind of attitude.”

This award is generously sponsored by
Chad Christman may be one of the most well-known employees at Goodwill Industries of the Inland Northwest. As an IT administrator, he interacts with more than 230 users about the technology they rely on to do their jobs — their computers. In a wheelchair outfitted with a special cart, he is able to move computers, monitors and other supplies while on the job.

Christman has severe scoliosis, a result of a car accident when he was an infant that required multiple surgeries, two years of hospitalization and time in a wheelchair during his developmental years.

He says that while other employers only saw his wheelchair, Goodwill saw what he could do. “Goodwill believed in me and my future. Now I have a job I love and can help others.”

Clark Brekke, president and CEO of the Spokane Goodwill, says, “Chad’s personal transformation from service recipient to service provider is a testament to Goodwill’s mission. His newly found independence helps Goodwill navigate its dependence on technology.”
Where the Jobs Are: 2018

In 2008, the U.S. Bureau of Labor Statistics (BLS) released a 10-year projection of the job market based on labor trends. The agency’s projections are widely used in career guidance, in education and training program planning, and in studying long-range employment trends. The projections also provide information to individuals who are making decisions regarding education and training, entering the job market, or changing careers.

According to BLS, total employment is projected to increase by 15.3 million from 2008 to 2018. The projections show an older, and more racially and ethnically diverse labor force. Projected employment growth is concentrated in the service-providing sector, continuing a long-term shift from the goods-producing sector of the economy.

By 2018, service-providing industries are projected to add 14.6 million jobs, or 96 percent of the increase in total employment. The two industry sectors expected to have the largest employment growth are professional and business services (4.2 million) and health care and social assistance (4 million).

Occupations that usually require a postsecondary degree or award are expected to account for nearly half of all new jobs from 2008 to 2018 and one-third of total job openings. Among the education and training categories, the fastest growth will occur in occupations requiring an associate’s degree.

Total job openings expected between 2008 and 2018 are projected at 50.9 million, with 19.6 million of these jobs in the short-term, on-the-job training category.

To view the full report, visit www.bls.gov/oco.

Occupations with the Fastest Growth*

- Biomedical engineers
- Network systems and data communications analysts
- Home health aides
- Personal and home care aides
- Financial examiners
- Medical scientists, except epidemiologists
- Physician assistants
- Skin care specialists
- Biochemists and biophysicists
- Athletic trainers
- Physical therapist aides
- Dental hygienists
- Veterinary technologists and technicians
- Dental assistants
- Computer software engineers, applications
- Medical assistants
- Physical therapist assistants
- Veterinarians
- Self-enrichment education teachers
- Compliance officers, except agriculture, construction, health and safety, and transportation

* Source: BLS Occupational Employment Statistics and Division of Occupational Outlook