



Goodwill[®] Q&A

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What is Goodwill, and what does the organization do?

Goodwill is a global social services enterprise that generates opportunities for people to achieve economic stability and build strong families and vibrant communities by offering job training, employment placement services and other community-based programs for people who have disabilities, those who lack education or job experience, and others who face challenges to finding employment

Goodwill Industries[®] is one of the nation's top five most valuable and recognized nonprofit brands as well as a leading social services enterprise (Cone Nonprofit Power Brand 2009). Goodwill is the leading nonprofit provider of job training programs and career services in the United States and Canada, and its goal is to help people find and keep good jobs.

How was Goodwill founded?

In 1902, the Rev. Edgar J. Helms founded Goodwill in the south end of Boston. Helms, a Methodist minister, early social innovator and entrepreneur, collected used household goods and clothing in wealthier areas of the city, then hired and trained those who were poor to mend and repair the goods. The items were then resold or were given to the people who repaired them. The system worked, and the Goodwill philosophy of “a hand up, not a hand out” was born. From these humble beginnings, Goodwill has witnessed the power of work in people's lives for nearly 110 years.

Helms' vision set an early course for what today has become a four-billion-dollar social enterprise. Helms described Goodwill Industries as an “industrial program as well as a social service enterprise...a provider of employment, training and rehabilitation for people of limited employability, and a source of temporary assistance for individuals whose resources were depleted.”

How does Goodwill fund its programs?

To pay for its programs, Goodwill sells donated clothes and other household items in more than 2,500 retail stores and online at *shopgoodwill.com*. Goodwill uses the revenue earned from these sales to fund job training, employment placement services and other community programs. Goodwill Industries collectively reported \$4 billion revenues in 2010. Eighty-four percent of those revenues went directly toward supporting and growing critical community-based programs and services. Last year alone, more than 74 million people in the United States and Canada donated to Goodwill.

In 2010, Goodwill provided employment training and job placement services to more than 2.4 million people in the United States and Canada.

What is *shopgoodwill.com*[®]?

shopgoodwill.com, the nation's first and only nonprofit Internet auction site, is a charitable auction site ranked as one of the top 10 online auction sites and was among Time.com's "50 Best Websites of 2009." The site has created a window into cyberspace, bringing a whole new world of shoppers and donors in contact with Goodwill and generating more than \$1 billion to be used toward the mission of providing job training programs throughout the United States and Canada.

Does Goodwill utilize other forms of giving, such as private and public grants, individual giving, or other means of funding?

Yes, Goodwill's primary constituents are those who receive services with help from supporters of Goodwill's job training programs, including the Annie E. Casey Foundation, the Bank of America Foundation, Dell, the Lumina Foundation for Education, the Charles Stewart Mott Foundation, and the U.S. Department of Labor, to name a few. Goodwill also partners with businesses and public agencies to develop innovative job training and placement programs. In addition, Goodwill establishes alliances with cause-marketing partners, including Bon-Ton, FLW Outdoors, Gap, Hanes, JoAnn Fabrics, Levi Strauss & Co., Microsoft, Planet Green, Sears Canada and TABI International, to raise awareness of the Goodwill mission and brand.

Goodwill also works with a variety of nonprofits in order to fulfill the mission of finding employment for anyone having a hard time finding and keeping a job. Some of these partners include the American Red Cross, Easter Seals, the National Industries for the Blind (NIB), and NISH.

How many Goodwill agencies are there?

There are 165 independent, community-based Goodwill agencies in the United States and Canada, as well as 14 affiliates in 13 other countries. Collectively, Goodwill provided employment training and job placement services to more than 2.4 million people in the United States and Canada in 2010.

What happens when someone walks into a Goodwill looking for career services?

Each Goodwill agency is independent and has its own specific procedure for people looking for jobs. Usually, someone on the workforce development staff or a career counselor will obtain background information, work experience, skills (such as computer or customer service skills) and job interests from the person who is seeking assistance. Based on the information, the person will be presented with the programs that fit his or her needs. Sometimes, Goodwill will have specific jobs in mind for that person.

The important thing to remember here is that Goodwill will customize a plan for these individuals based on their interests, skills and education. Each individual will receive the necessary job training and support from Goodwill to be successful at his or her job, earn a paycheck, become self-sufficient and know the independence and dignity that work brings. Goodwill not only trains people for careers, but it also helps many to transition into new fields by teaching new skills.

What are the types of industries in which Goodwill can help people find jobs?

Goodwill provides people with job training, employment and support services in a variety of industries, including computer programming, manufacturing and construction and emerging industries such as technology and health care.

Local Goodwill agencies build revenues and create jobs by contracting with businesses and government to provide a wide range of commercial services, including custodial, packaging and assembly, food service preparation, document imaging and shredding, groundskeeping, and administrative support. Some of these businesses include renowned organizations such as the Internal Revenue Service, General Electric, General Motors, SE Johnson, Whirlpool, and the U.S. Army, Air Force, Navy and Marines.

These commercial services build revenue for Goodwill while creating thousands of jobs for people who otherwise might be unemployed. They also save money for businesses and agencies looking to cut costs. Goodwill is a leader in the social enterprise model. Companies rely on Goodwill for employees, and Goodwill provides employment as well.

How many people does Goodwill serve annually?

Goodwill served more than 2.4 million people through its career services in 2010. During that time, approximately nearly 170,000 Goodwill program participants in the United States and Canada obtained meaningful employment as a result of Goodwill career services programs.

How often does Goodwill provide job training services?

Every 42 seconds of every business day, a person served by Goodwill earns a good job. Every 13 seconds, another person accesses Goodwill opportunities to build careers and strong families.

Does Goodwill offer any other types of services besides job training programs?

Goodwill's philosophy is that it is no longer sufficient to offer job training alone; it must provide holistic, family strengthening programs. Many Goodwill agencies demonstrate a leadership commitment to family strengthening throughout all levels of their organizations, creating family strengthening teams, allocating more financial resources toward programs that support families, and working with community partners to provide a wider array of services for families. These services include child care, financial literacy programs, free tax assistance, residential and medical services, transportation, youth mentoring and career services for people ages 55 and over.

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Goodwill has employed the “reduce, reuse, repurpose” framework since its founding in 1902.

How does Goodwill help the environment?

Goodwill is an entrepreneurial leader, environmental pioneer and social innovator of the “reduce, reuse, repurpose” practice, and it creates jobs in emerging industries.

Entrepreneurial: Through its entrepreneurial business model of collecting and selling donated goods, Goodwill helps communities repurpose usable items in environmentally sound ways and prevents the items from piling up in local landfills.

Environmentally Conscious: Goodwill’s process of selling and reusing used goods creates thousands of jobs and millions in revenues that fund job training programs in communities across the United States and Canada. It’s an environmentally sound process and, at the same time, a sound investment in the economic health of your community.

Socially Innovative: Through partnerships with Dell, county and city governments — as well as other organizations — local Goodwill agencies divert used computers and computer equipment from area landfills and provide consumer education on the importance of environmentally responsible computer disposal. These programs create job training opportunities as well as entry-level and skilled green-collar jobs for people in need of work.

What is Goodwill’s Donate Movement?

The Donate Movement is a global social responsibility platform and public awareness movement powered by Goodwill that inspires consumers and businesses to join Goodwill in promoting the positive impact donating has on people and the planet. Last year, Goodwill diverted more than 2 billion pounds of donated goods from landfills, and used the revenues from the collection and sale of these goods to fund job training programs in the communities where they were received. The Donate Movement aims to increase conscious donating by raising consumer awareness of the power that donated goods can have in strengthening communities through environmental sustainability. An industry first, Goodwill’s patent-pending online Donation Impact Calculator shows how donations can result in real social impact. For example, one bicycle, one coat and one DVD can provide someone with one hour of on-the-job training. To learn more about the Donate Movement or to calculate your impact and how it directly ties to Goodwill’s mission, visit donate.goodwill.org.

How do I find a Goodwill in my neighborhood?

To find your local Goodwill, visit www.goodwill.org, or call (800) 741-0186.