



## GOODWILL® FAQ



### What is Goodwill and what does it do?

Goodwill is a network of 161 autonomous, social enterprises that generate opportunities for people to achieve economic stability and build strong families and vibrant communities by offering job placement and training, and other community-based programs. Each local Goodwill organization is a separate 501(c)(3) nonprofit organization. Goodwill serves people with disabilities and disadvantages; veterans and military families; youth and young adults, including youth who are at risk and opportunity youth; older workers; people reintegrating into society; and others facing challenges to finding employment.

Goodwill was rated the number one brand doing the most good in the world for 2016 and 2017 in the Brand World Value Index from the creative agency enso. It has been on *Forbes'* list of top most inspiring companies for three consecutive years — the only nonprofit featured on that list — and is proud to be recognized by GuideStar with its Platinum Seal of Approval, the organization's highest rating for charities.

### 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. He hired and trained people who needed work to mend and repair the goods. The items were then resold or distributed to the employees. The system worked, and the Goodwill philosophy of “not charity but a chance” was born. From these humble beginnings, Goodwill has witnessed the power of work in people's lives for 116 years. Goodwill is now a secular nonprofit organization with no ties to any religious institutions.

### How many Goodwill organizations are there?

There are 161 independent, community-based Goodwill organizations in the United States and Canada. Goodwill also has a presence in 13 other countries.

*“When you give a man a job, you are not dealing with a pauper. He is not an applicant for charity. He wants to give something for what he receives...”*  
— Dr. Edgar J. Helms, 1924

## What happens when someone walks into a Goodwill looking for help finding a job?

Goodwill organizations offer job placement services, on-site and virtual job training, and other community-based services such as career counseling, résumé preparation, financial education and child care.

Each Goodwill organization is independent and has its own specific procedures to serve its community and help people create better futures for themselves. Usually, a career counselor will obtain background information and assess a job seeker's work experience, skills and interests. Based on the assessment, the counselor will customize a plan to fit the person's needs and talents. Counselors may recommend training programs, provide help with writing a résumé, assist with filling out applications, or provide coaching for job interviews. The counselor may also refer the individual for jobs that may be available both inside and outside of Goodwill.

The ultimate goal is for the job seeker to earn a paycheck, become self-sufficient and realize the independence and dignity that work brings. Goodwill organizations not only train candidates for their first jobs, but also help many people transition to different fields by teaching them new, marketable skills.

## What kind of jobs can I find through Goodwill?

Goodwill provides employment placement, training and support services in information technology, health care, automotive services, construction, hospitality, manufacturing, retail and more. Job seekers can boost their careers by earning credentials like Certified Nursing Assistant (CNA), medical billing and coding, IT and software certifications, commercial driver's licenses and other professional qualifications. The offerings will vary depending on the needs of the community the Goodwill serves.

In addition, many local Goodwill organizations also contract with businesses and government to provide a wide range of services, including janitorial, manufacturing, warehousing and distribution, packaging, assembly, food preparation, document management, groundskeeping and administrative services.

People who have participated in Goodwill organizations' career services have gone on to work with competitive employers, including General Electric, General Motors, SC Johnson, Whirlpool, Cintas, the General Services Administration, the Internal Revenue Service, and the U.S. Army, Air Force, Navy, and Marines.

These contracts create thousands of jobs while building revenue for Goodwill organizations and providing reliable, high-quality services to businesses and government.

## How many people find jobs with Goodwill's help?

In 2016, Goodwill organizations' career service programs connected more than 313,000 people in the United States and Canada with jobs.

## How often does Goodwill provide job training services?

Every minute, 70 people access Goodwill opportunities to advance their careers. Every 23 seconds of every business day, a person served by Goodwill earns a good job.

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

Goodwill's philosophy is that job training and career advancement must be supported by holistic, family strengthening programs. Many Goodwill organizations have created family strengthening teams, allocating funding for family programs and enlisting community partners to provide a wider array of services. Those family support services vary by community and might include financial education, free tax preparation, housing and medical services, child care, transportation, youth mentoring and career services for people over age 55.

## How does Goodwill create its programs?

Local Goodwill organizations sell material donations to fuel a social enterprise and retail footprint that provides training and placement opportunities to help people find jobs, earn paychecks and build their skills. Donated clothes and other household items are sold in more than 3,200 stores and online at [shopgoodwill.com](http://shopgoodwill.com)<sup>®</sup>, as well as through other online marketplaces. These sales create job opportunities and training in local communities.

In 2016, more than 101 million people in the United States and Canada donated to Goodwill and became job creators.

## What is *shopgoodwill.com*®?

*shopgoodwill.com* is the nation's first nonprofit internet auction site where shoppers can browse for and bid on unique merchandise, such as collectibles, and antique and vintage items. The site has been featured in Time.com's 50 Best Websites, the *Rachael Ray Show* and the *LA Times*. The site offers items sold by local Goodwill organizations, and it connects shoppers with Goodwill's mission of providing job placement and training programs. Some Goodwill organizations also offer merchandise on other online marketplaces.

## Does Goodwill receive other forms of funding and support?

Goodwill organizations are grateful to partner with businesses and public agencies to make innovative job training, placement, financial wellness and other programs available to people who need help finding jobs. Such funders include Google.org, the Annie E. Casey Foundation, the Walmart Foundation, Accenture, the Bank of America Charitable Foundation, the U.S. Department of Labor, the U.S. Department of Justice, USAA, SafeLink Wireless, the Dulin Fund, and the Charitable Giving Fund of Tides Foundation. In some cases, these partners provide financial resources and expertise to strengthen Goodwill's approach to job training and placement services.

Goodwill also receives financial support through legacy bequests, online gifts, direct mail, annual giving and other means.

Goodwill has developed alliances with cause partners, including The Bon-Ton Stores, Inc., Levi Strauss & Co., Sony Pictures Entertainment, The Container Store and IKEA, among others, to raise awareness of the Goodwill mission and brand.

Goodwill also works with other nonprofits to fulfill the mission of connecting people with career opportunities and resources to support success. Some of these partners include Easterseals, Habitat for Humanity, Feeding America, Achieving the Dream, Lumina Foundation, Hope Street Group and SourceAmerica.

## How does Goodwill help the environment?

Goodwill is an entrepreneurial leader, environmental pioneer and social innovator of the "reduce, reuse, repurpose" practice. 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 landfills.

Through a partnership with Dell, known as Dell Reconnect, as well as with county and city governments and other organizations, local Goodwill organizations divert used computers and electronic equipment from landfills and provide consumer education on the importance of environmentally responsible computer disposal.

Goodwill's process creates jobs and raises revenue for employment training and placement programs, while promoting recycling and protecting the environment.

## How do I find a Goodwill in my neighborhood?

Eighty-two percent of the population lives within 10 miles of a Goodwill store. To find your local Goodwill, visit [www.goodwill.org](http://www.goodwill.org), call 1-800-GOODWILL, or download the Goodwill Locator App for Android or iPhone at [www.goodwill.org/apps](http://www.goodwill.org/apps).

