



Goodwill

WORKS

Spring 2005



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Goodwill and FREE pilot new program to benefit Roanoke Valley community

A new collaborative program between Goodwill Industries of the Valleys and the Foundation for Rehabilitation Equipment and Endowment (FREE) will help people with disabilities become more independent through the acquisition of medical adaptive equipment. The program will also provide the community with a cost-effective recycling program for used equipment that would otherwise be discarded. Goodwill and FREE have developed a nine month pilot program with a goal to serve 150 qualifying adults with appropriate medical adaptive equipment throughout the greater Roanoke Valley. If successful in this area, FREE hopes to expand the program throughout the Commonwealth through collaboration with other Virginia Goodwills.

FREE was formed in 1998 to help people with disabilities become more independent through the acquisition of rehabilitative equipment. FREE focuses on providing independence through mobility. Goodwill has been in operation in the greater Roanoke Valley since 1934 and helps people with disabilities and other disadvantaging conditions overcome barriers to employment. Goodwill focuses on providing independence through work.

Goodwill's four Roanoke area retail stores will be a collection point for the donation of used medical adaptive equipment on behalf of FREE. Items such as wheelchairs, walkers, bathroom equipment, canes, hospital beds, scooters and other similar equipment will be collected and transported to Goodwill's Salem



Bruce Phipps, President and CEO of Goodwill Industries of the Valleys, looks over the renovations taking place at Goodwill's Salem facility to accommodate the needs of the collaborative program.

facility on East Main Street to be recycled through a process of sanitization, inspection and repairs. The sanitization process will provide employment and training opportunities for up to six Goodwill program participants while FREE will provide the technical staff to make necessary repairs before distributing the recycled equipment to qualified individuals.

"This collaborative effort is a perfect fit for Goodwill," said Bruce Phipps, Goodwill's President and CEO. "Our established collection network combined with an available workforce puts us in a unique position to further support the needs of the community. We hope that as equipment is replaced or no longer needed that people will drop off their donations at a local Goodwill store."

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Goodwill program provides community employment opportunities for participants and benefits to businesses



Rosa Radcliff works as a garment hanger at Goodwill's Rocky Mount store.

Goodwill's Supported Employment program provides opportunities for people with disabilities and other social and economic disadvantages to work in the community while still receiving support from Goodwill services. The program provides placement services to employers and competitive employment opportunities for program participants with a goal of assisting

participants in transitioning to full community work integration.

Partnerships are developed with area businesses to promote employment opportunities for program participants while providing benefits to the employer such as on-the job training and follow-up support at no cost. Tax benefits are also available to businesses who hire program participants.

A Goodwill employment specialist works with a participant to assess individual skills and match his or her skills to potential job opportunities. Assistance is provided with the application and interviewing process and, if hired, the participant receives one-on-one support during a ninety day training period. Following this initial period, the employment specialist functions as a liaison between the participant and the employer and provides "follow along" support. Assistance such as independent living skills is also provided to the participant if needed.

Goodwill retail stores also benefit from the program and offer excellent community employment opportunities for participants through positions such as cashiers, donated goods processors, garment hangers and dock workers. Currently, three program participants are employed at Goodwill's Rocky Mount retail store.

Brenda Handy was hired at the store in October 2003 as a cashier and garment hanger. Brenda states, "I have made some good friends and reached some goals. I am happy to be a part of the Goodwill family." Charles Nipper has worked at the store since October 2004 as a dock worker. He drives the forklift, loads and unloads trucks and performs various other duties. Rosa Radcliff was hired as a garment hanger in September 2003. Rosa states, "I like my job and I have made some good friends. I look forward to a career with Goodwill." Rosa supports her family with the wages she earns at Goodwill.



Pilot Program (continued from page 1)

Robin Ramsey, Executive Director of FREE, stated "Through this collaboration, FREE will be in a better position to help more people in the area get the equipment they need to assist them in becoming self-sufficient. Local needs will be met and people will have greater mobility to participate fully in the community."

Anyone wishing to donate medical adaptive equipment can do so at the following Goodwill stores beginning April 1:

3206 Electric Road, SW (Cave Spring)

7208 Williamson Road (Hollins)

907 Hardy Road (Vinton)

1493 E. Main Street (Salem)

All donations are tax deductible and receipts will be provided to donors.

Goodwill participates in coalition to serve welfare recipients

In January, Goodwill Industries of the Valleys began providing health and situational assessments, medical case management and job coaching services to welfare recipients through a grant provided by the Roanoke City Department of Social Services. The grant is part of the Southwest Virginia Regional Employment Coalition's efforts to continue and expand current services to the region's projected 400 hardest-to-serve welfare recipients.

The Coalition is comprised of the departments of social services for Roanoke City and the counties of Botetourt, Craig, Franklin and Roanoke. Goodwill along with Blue Ridge Behavioral Healthcare, Total Action Against Poverty and This Valleys Works are the service providers.

The target group for services of this effort are the Virginia's Initiative for Employment Not Welfare (VIEW) clients with multiple barriers to employment such as lack of work history, training and education; poor reading, writing, math and critical thinking skills; lack of transportation, child care, safe housing and appropriate clothing; poor work habits and lack of work ethic; poor communication skills; domestic violence; homelessness; depression; various health problems and disabilities.

Under the 18-month grant, Goodwill will be serving individuals who have not obtained employment and may have a significant disability that limits work participation.



Bruce Phipps, President & CEO

In January, folks from across the Commonwealth trek to Richmond to “reach out and touch” our government leaders in an effort to advocate

Advocacy, Education or Influence?

“for or against” legislation that will or could impact them. They come from everywhere and from every walk of life. It not only keeps our lobbyists going, but also helps to better educate our legislators to the issues and concerns from the many districts.

We often read about the clout of big business in election politics or the influence of the labor movement. It was certainly an issue in the last election. Yet, when it comes to the law making process, small groups of concerned advocates can and do make an impact as well.

Like so many have done before me, I also traveled to the “statehouse” to meet and greet our elected representatives. Virginia-based Goodwill’s working along side other local community organizations come to inform and influence the legislature on the issues of employment and training.

In an environment of scarce government funds for social services, Goodwill looks to an economic development model for support of its social enterprises through new business ventures that create jobs and provide job training. It seems that as our tax burden

grows, fewer dollars are available to fund the traditional programs. New priorities have been identified in Virginia, such as homeland security and established commitments to programs that fund health care continue to escalate.

While these are very important needs, so are the human needs of the people. Through the efforts of Goodwill and our sister organizations, we will strive to advocate, educate and better inform our Virginia government to the impact we make daily to the economic well being of our community.



Save the dates

April 12

Goodwill will be exhibiting at the Roanoke Regional Chamber of Commerce’s Business and Technology Expo at the Salem Civic Center.

April 28-May 1

Goodwill will be participating in the “Trade In, Trade Up” program with Stein Mart at Tanglewood Mall in Roanoke. Customers will receive discount coupons for Stein Mart merchandise in exchange for donations of gently used clothing to benefit Goodwill’s mission.

May 5

Join Goodwill for our annual awards ceremony in Fitzpatrick Hall at the Jefferson Center.

June 27

Join Goodwill for our annual Captain’s Choice golf tournament at Hunting Hills Country Club. Rain date is June 29.

Contact Jodie Altice at (540) 581-0620, ext. 101, for more information on Goodwill’s upcoming events.

Waynesboro and Hollins retail stores hold ribbon cuttings



Anxious shoppers await the Hollins store grand re-opening in the newly renovated shopping center.

The grand opening of Goodwill Industries of the Valleys’ 20th retail store was held on Thursday, January 20. Located at 132 Lucy Lane in Waynesboro, the store was constructed specifically to suit Goodwill and meet the needs of donors and shoppers. The store offers 12,000 square feet of retail space and a drive-in donation center.

The Waynesboro store brought approximately 25 jobs to the local community and provides a convenient location to recycle unneeded clothing and household items. And, of course, Goodwill is a great place to shop for quality merchandise at bargain prices.

The grand re-opening of the Hollins retail store was held on Wednesday, February 23. The new, expanded store, located at the corner of Williamson and Peters Creek Roads in Roanoke, offers 15,000 square feet of retail space in the newly renovated Market Square North Shopping Center. “The larger store in a fresh new look is sure to please Goodwill shoppers,” said Linda LaMona, Vice President of Goodwill’s Central Division.

Goodwill originally opened its Hollins Store in 1993. The new store is nearly twice the size of the previous store and added eight additional job opportunities at that location.

Contributors make a difference by supporting our mission

Goodwill Industries of the Valleys would like to take this opportunity to recognize the following individuals and companies who have made a difference in the community by contributing financially to our mission between July 1, 2004 and February 1, 2005.* On behalf of the individuals with disabilities and disadvantages served by Goodwill, we express our sincere appreciation to:

Boones Mill Christian Church

Doe Run Christian Church

James Elliott, Jr.

Tom and Leah Fame

Larry Forbish

Jim and Jody Gurley

L.D. Hatch, Jr.

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Bruce Phipps

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Rocky Mount Christian Church

Rockydale Quarries Corp.

St. James United Methodist Women

Rusty and Laura Schundler

Richard and Carol Shoemaker

Ralph Smith, Inc.

SunTrust Bank

Telconn Directories

White Tire, Inc.

Dolores Zimmerman

In Memory of Betty Brabham

Henry J. Brabham

In Honor of Helen C. Fitzpatrick

Shirley and Bev Fitzpatrick

In Honor of Roger and Bonnie Matthews

Stan and Evelyn Byrd

In Memory of Jack Roope

In Honor of Rutherford Employees

John Parrott, Rutherford Companies

In Memory of Steven Slam

Richard and Jo-Ann Slam

*Goodwill wishes to recognize all of its contributors. If your name is inadvertently omitted from this list, please contact Jodie Altice at (540) 581-0620, ext. 101, so we may correct our records.

ISO 9001:2000 Certified, Western Division



Mission: To help people with disabilities and disadvantages overcome barriers to employment and to provide comprehensive services for achieving and sustaining independence.

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Goodwill Industries of the Valleys

