



Goodwill WORKS

Winter 2005



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Goodwill Makes Commitment to All Customers, Both Internally and Externally

Goodwill Industries of the Valleys is embarking upon a broad customer service campaign focusing on all of its stakeholders, including its own employees.

By emphasizing a positive work environment within the organization, Goodwill seeks to improve customer service in donated goods and retail, industrial services, and services to governments and boards that support the individuals with disabilities and disadvantages. Goodwill Industries of the Valleys understands that when employees are happy, working as a team, and having fun all customers will benefit.

Last year a commitment was made to provide customer service training to all Goodwill employees. The FISH! Philosophy, a nationally recognized customer service training program, was adopted and is being taught and integrated into all divisions and departments of the organization. Bruce Phipps, president and CEO states, "The customer service philosophy being taught focuses on the importance of customer service and teamwork. It means that when any customer receives service from a Goodwill employee they will be experiencing the philosophy we are teaching: Be There, Play, Make Their Day and Choose Your Attitude."

The In-Touch team was created with members from a variety of areas and employment



A team of employees cheers in response to a correct answer during a recent In-Touch training session.

levels throughout the organization, to lead the customer service efforts. Through training, employees are encouraged to have fun while they work, recognize one another for great

customer service, and to bring suggestions and concerns to the attention of management.

"We ask that each customer also become involved with efforts to improve service levels. Let Goodwill employees know how they are doing. Give a pat on the back for a job well done. Make us aware if we did not meet your expectations," states Phipps.

Goodwill Industries of the Valleys is part of the communities that we call home. Together with our customers, both internal and external, we will continue to "Build a Better Community" throughout the 31 counties and 15 cities that we serve in Virginia.

"We ask that each customer also become involved with efforts to improve service levels."



Bruce Phipps, President & CEO

Reaching Out

The emphasis in the last few months has been “reaching out” to our many stakeholders and letting them know how to go about meeting our mission. Anyone who has been around Goodwill for very long knows that we are much more than what they see in our stores. Yet communicating, “who we are and what we do” has been an age-old problem.

- Goodwill is an employer with over 630 staff and an additional 600 people receiving services through our diverse programs.
- Goodwill is an outsourcing provider that works with local, regional and national businesses in providing value-added operations.
- Goodwill is a recycling leader at businesses and in local facilities which last year pulled 7,000,000 pounds of recyclable textiles out of the waste stream.
- Goodwill is a regional retailer with 20 stores located over a 31 county area.
- Goodwill is a provider of training for a large array of people with disabilities and disadvantages.
- Goodwill is a manufacturer of wood products that includes boxes, baskets, and pallets and if we really look at our organization, you would find another half dozen core ventures

centered on work and helping people become more self-reliant.

With such a large range of activities at Goodwill, the challenge is to market to our differing public in a manner that does not overwhelm them. Recently our Marketing Department has developed a comprehensive plan to better communicate, “who we are and what we do” to the broad audience that supports Goodwill. Soon you will see new ads, a re-vamped web site, a marketing video along with a host of public relations articles showing the news of Goodwill.

We cast a large shadow and trying to explain exactly how it all fits together is not an easy task. Yet in an organization like Goodwill, our image is valued and our brand treasured. I hope that you will continue to learn how we help and support an enterprise that is teaching people the meaning of self-worth.

Save the Dates



December 25

Retail stores and attended donation centers closed. Merry Christmas!

April 14

Retail stores and attended donation centers closed. Happy Easter!

Tuesday, May 2

Join Goodwill Industries of the Valleys for the Annual Awards Banquet at the Hotel Roanoke.

Monday, June 5

Annual Goodwill Industries of the Valleys Captain’s Choice Golf Tournament at Ashley Plantation. Tee-off at 1:00 with dinner and awards immediately following tournament.

Contact Kelly Sandridge at 540.581.0620 ext. 107, for more information on Goodwill’s upcoming events.



Looking for a new model? We’ll take your old one!



Donating your old vehicle to Goodwill gives you a tax deduction. It gives disabled and disadvantaged people in your community a chance to work.

Goodwill and Area Schools Provide Work Opportunities



Jennifer Bradley pictured with the Patrick Henry Good Citizen Award at Food Lion where she works through the School to Work Program

Jennifer Bradley works at Food Lion on weekday afternoons. While there she stocks shelves, bags groceries, and helps with janitorial duties. Jennifer enjoys her work in the community, which is possible due to a relationship between Goodwill and area high schools.

For the past 13 years Roanoke area schools and Goodwill have worked together to provide work opportunities. The Goodwill School to Work Transition Program enables special needs high school students to safely explore the work world and prepare for the future.

Students who participate in the School to Work Program receive individual assistance in developing job and social skills needed for successful transition to the workplace. In addition to coaching students, Goodwill Transition Specialists also evaluate their job performance and develop tailored job site plans with individual goals. Students are provided life skills training throughout the school year in order to further enhance each participant's employment potential.

To meet the needs of all students enrolled in the School to Work Program, Goodwill offers both Community and Center Based employment opportunities. Through evaluations and recommendations from the student's teach-

ers, Goodwill determines the program best suited to the student's capabilities.

The Community-Based program places students in competitive work in a variety of community settings. Work sites are developed by Goodwill with the cooperation of local businesses. Students are placed in jobs compatible with their capabilities and interests. Students work at different job sites each semester to afford them as many

diverse job experiences as possible. Community-Based job sites include, Marshall's, Macado's, Home Depot, TJ Maxx, Food Lion, and other businesses in the Roanoke Valley.

The Center-Based program is offered in the Goodwill work center for students not yet ready to work in the community. Students benefit from vocational training and work readiness classes to assist in the transition to the workforce. A Goodwill Job Trainer supervises students' progress in performing such jobs as sorting, packaging, assembling, inspecting, collating, and quality control.

This school year, 42 area students are benefiting from the School to Work Program, including Jennifer who attends Patrick Henry High School. Recently Jennifer was awarded the Patrick Henry Good Citizen Award. This award is given to one student each nine weeks in recognition for their commitment to their school work and community. Goodwill is proud to be a part of the lives of students like Jennifer in our area.

Employees Honored by Department of Rehabilitative Services



Angela Smith and Linda St. Clair shown with awards from DRS.

On October 6, 2005 the Department of Rehabilitative Services (DRS) hosted an awards banquet at the Salem Civic Center in celebration of National Disability Employment Awareness month. During the banquet two Goodwill Industries of the Valleys employees were honored for their achievements.

Linda St. Clair, Consumer Services Director for the Central Division of

Goodwill Industries of the Valleys, received an Award of Excellence for Employer of the Year. She was recognized for demonstrating best practices in hiring, accommodating, and supporting employees with disabilities so they can fully participate and thrive in the work place. Linda has been with Goodwill for 17 years.

Angela Smith, Lead Case Manager Rehabilitative Services for the Central Division of Goodwill, was given an Award of Excellence for being a successful consumer of DRS services and for outstanding achievement in the workplace. Angela has been with Goodwill for two and a half years.

The Department of Rehabilitative Services partners with Goodwill to provide employment and vocational services to individuals with disabilities in Virginia.

Ribbon Cutting Kicks Off Collaborative Program with FREE



John Hager, Goodwill and FREE executives along with Goodwill and FREE program recipients cut the ribbon on the collaborative program located at the Goodwill offices in Salem.

John Hager, assistant secretary for the Office of Special Education and Rehabilitative Services for the United States Department of Education, joined Goodwill and the Foundation for Rehabilitation Equipment and Endowment (FREE) on October 28, 2005 for the ribbon cutting to kick off the collaborative program.

FREE and Goodwill Industries of the Valleys began a pilot program in April 2005 to create a one-of-a-kind equipment housing and cleaning program to serve communities throughout southwest and southside Virginia. Donations to FREE of mobility related equipment can be made at any Goodwill retail location in the Roanoke Valley. Individuals with disabilities and disadvantages that Goodwill serves then prepare the equipment, for distribution and house it on-site at the Goodwill Salem facility. FREE, a non-profit organization based in Roanoke, then provides the equipment, at no cost, to qualified adults to improve their mobility and independence. These devices include: wheelchairs, walkers, power chairs, crutches, canes, tub transfer benches, hospital beds and more.

Through the FREE program, over 600 individuals have been served since 2001. The collaboration between

FREE and Goodwill will allow more individuals to be served throughout the valley.

Robin Ramsey, executive director of FREE stated during the ribbon cutting ceremony "the collaborative program between Goodwill and FREE is a win-win for everyone involved. FREE benefits from the visibility of Goodwill

retail stores as collection points for the mobility related equipment. Goodwill benefits from work opportunities to clean the equipment that provide jobs for the individuals with disabilities and disadvantages that it serves. And the community benefits from a collaborative program that is giving back by providing mobility related equipment to individuals who otherwise would not be able to obtain the devices."

During the ribbon cutting John Hager, who is wheelchair bound, voiced his confidence of the program when he stated that he had old wheelchairs at home that he had never known what to do with, and now plans to donate them to FREE and Goodwill.

Prior to his current appointment, Hager was appointed the director of Virginia's homeland security soon after the events of September 11, 2001. In 1997 he was elected to Virginia's second-highest office, lieutenant governor where he served the state for four years.

The Bookmobile Brings the World to the Doorstep of Goodwill



Roanoke City Library Assistant, Jennifer Hartman shows a Goodwill program recipient a book.

On a cold Tuesday in December, Roanoke City Library's Bookmobile pulled up to the front doors of the Goodwill Work Center in Roanoke. Goodwill program participants waited patiently for their turn to board the mobile library, where a whole new world was opened to each of them.

Some chose books on sports, oth-

ers movies and cds. Whatever their interest each left with a smile, in part due to the relationship they have with the library and its employees. Jennifer Hartman, the library assistant who typically works the Bookmobile, on this Tuesday brought with her a book that she thought would interest someone in particular. She also spent extra time determining if there were other items people wanted that she could bring on the next visit. For many of the individuals with disabilities and disadvantages that Goodwill serves this is their only opportunity to experience the library and all it has to offer.

The Goodwill staff in the Central Division has arranged for the Bookmobile to visit the work center in Roanoke the first Tuesday of every month. It also visits the facility in Salem monthly.

Goodwill's Southern Division Hosts Taste of Franklin County



The Franklin County community supports the Southern Division by coming out to Taste of Franklin County.

The Southern Division of Goodwill Industries of the Valleys was filled with the smell of wonderful food and the sounds of people enjoying the company of others in the community during the Taste of Franklin County on Monday, September 26th.

Those attending were able to enjoy a "tasting" of appetizers, salads, main dishes and desserts from the cookbook *Another Taste of Franklin County*. More than 35 recipes were prepared by individuals, organizations, and businesses from the Franklin County area. Tours of the workshop were conducted and included the work center and Goodwill basket making operation. Local artist Leighann Boone, who designed the cover of the cookbook

and is also the artist for the annual Goodwill ornament, was available to sign cookbooks.

Another Taste of Franklin County contains over 750 recipes from the wonderful cooks in Franklin County, Virginia and are available for purchase for only \$10.00 plus tax. All proceeds from Taste of Franklin County event and cookbook sales benefit the programs and services of the Southern Division.

The Taste of Franklin County will be returning by popular demand in 2006! Mark your calendars to attend this wonderful event on Monday, September 25, 2006.

Need to Make Room For Your Holiday Gifts?

Goodwill has just the place!

When you donate to a Goodwill store or attended donation center you help individuals with disabilities and disadvantages overcome barriers to employment and achieve and sustain independence!

Didn't realize your old stuff was worth so much did you?

Goodwill Industries of the Valleys
Building a Better Community
540.581.0620 www.goodwillvalleys.com

Goodwill Program Participants Receive the Gift of Sight



Pictured from left to right: Lynda Edghill (consumer services director), Pat Adams, Marie Kincer (LensCrafters), Keshia Thomas, Robert Penn, Cindy Paris (LensCrafters), and Deon Taylor.

On December 6, 2005 Goodwill program participants received an early Christmas present; the gift of sight from LensCrafters in Valley View Mall.

The first Tuesday in December was Hometown Day at LensCrafters' locations across the United States. Through a partnership with the independent doctors of optometry located next to LensCrafters, Goodwill program participants were able to receive an eye exam and eye glasses at no charge.

This year, twenty-two individuals with disabilities and disadvantages that Goodwill serves had the opportunity to benefit from this program. Nationwide LensCrafters' parent company, Luxottica Retail, estimated that it would help approximately 20,000 people this Hometown Day.

Goodwill also collaborates with LensCrafters throughout the year by collecting eyeglasses in Goodwill retail stores for distribution through LensCrafters and the Lions Club to those in need.

Turn Your Weekly Grocery Shopping into Jobs



Food Lion's LionShop & Share program gives back to local organizations in the community.

Many of us want to help our neighbors in the community, but we just aren't sure of the best way. Now you can help every time you purchase groceries at your local Food Lion.

LionShop & Share is an easy and convenient way to raise money for Goodwill Industries of the Valleys. Each time you shop at Food Lion and use your MVP card, a portion of your total grocery purchase will be donated to Goodwill. Food Lion understands how important it is to be involved in the community and LionShop & Share

is a way of helping the community grow and prosper.

How can you sign up for LionShop & Share? Follow these easy steps:

1. Log on to www.foodlion.com
2. Select LionShop & Share under "In the Community"
3. Select register MVP cards
4. Select organization - Virginia, Roanoke, Goodwill Industries of the Valleys
5. Add MVP Cards
6. Enter requested information including MVP # and select next.

After completing these steps your card will be linked to Goodwill for that year. In the fall of every year each organization and MVP card holder must re-register to participate in the LionShop & Share program. Therefore if you participated in 2005, you will need to register now to participate in 2006.

At the end of each quarter Food Lion divides the LionShop & Share funds proportionally among all participating organizations depending on their total accumulated funds.

The funds received from the LionShop & Share program benefit all communities served by Goodwill Industries of the Valleys. From Harrisonburg to Wytheville your dollars go directly to support the mission of helping individuals with disabilities and disadvantages overcome barriers to employment.

ISO 9001:2000 Certified, Western Division



Specific programs
accredited by

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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