



Goodwill Consolidating Work Centers in Roanoke, Rocky Mount, and Radford

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Goodwill Industries of the Valleys, the job training and employment non-profit organization, is consolidating its contract work centers in Roanoke, Rocky Mount, and Radford. Work contracts in Rocky Mount will move to Roanoke and the New River Valley.

The impact to clients and Goodwill staff will be minimal. Most of the individuals served, in Rocky Mount will continue in their current community based employment, work in Goodwill retail stores, or in the Roanoke center. Transportation to Roanoke and to retail stores in Martinsville and Bassett will be provided by Goodwill. Both Medicaid Waiver and Youth Work Experience programs will continue at the Rocky Mount center.

Goodwill serves a broad geographic region of Western and Central Virginia with diverse programs that fall under three specific segments.

- *Business Services* employs individuals served by Goodwill to work in production, assembly, and packaging, as well as community based jobs.
- *Mission Services* provides an array of training and employment programs for people who face barriers to employment. This includes dislocated workers, youth, seniors, and persons with social, physical, or intellectual challenges.
- *Donated Goods* operates Goodwill's 27 retail stores, as well as the extensive recycling programs that helped keep more than 10 million pounds of material out of area landfills last year.

The work center realignment supports Goodwill's ongoing efforts to create more community based employment for individuals served, but has been hastened by steadily diminishing work opportunities within the Rocky Mount work center.

Goodwill Industries of the Valleys President and CEO, Bruce Phipps, sees the move as a necessary part of Goodwill's responsibility to the community. "We have known for a long time that the work center concept must give way to more work opportunities that are actually in the community," Phipps said. "Franklin County has lost much of its manufacturing base which historically has generated jobs in our work centers."

Phipps points out that the realignment strengthens the efficiency of the organization and allows it to leverage its business in other areas. "Goodwill Industries of the Valleys is investing in long term solutions that tie directly to our strategic plan." He says Goodwill has a robust and growing donated goods operation "that is currently positioned to

expand stores, provide up to 60 new jobs, and generate new revenue to support more services.”

The changes begin in mid-March and will be complete by April 1. Goodwill owns the Rocky Mount facility and will use the space to support those Mission Services remaining in the facility as well as warehouse needs. The Rocky Mount Goodwill store, located at the same site, will continue to operate and serve the community with no changes.

Goodwill has significantly increased its profile in Franklin County in recent years. Since last July, 60 Franklin County youth have been served through the Youth Work Experience program. The organization also maintains an office in the Franklin Center where it assisted nearly 90 people last year.

Goodwill Industries of the Valleys, a United Way partner organization headquartered in Roanoke, serves 31 counties and 14 cities in the New River, Roanoke, and Shenandoah Valleys. Its mission is to help people and families in our community achieve a better life through work and independence. During the last fiscal year 90% of Goodwill revenues directly supported the training and employment programs enabling the organization to serve 10,815 individuals.

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