



## Fact Sheet

### Mission

Helping people and families in our community achieve a better life through work and independence.

### Client Population

Goodwill programs assist youth, adults, and seniors with disabilities and disadvantages who need training or employment assistance to enter or re-enter the workforce. Barriers to employment may include:

- moderate to severe mental and/or physical disabilities
- disadvantages including
  - language barriers
  - drug abuse
  - educational disruptions
  - job loss due to layoff or company closing
  - at-risk youth from local schools with a lack of work experience
  - seniors over age 55 on a low income who lack the skills to re-enter the workforce

### Number Served

During 2011 Goodwill Industries of the Valleys served 75,734 individuals and placed 2,111 into competitive community employment.

### Geographic Area

Goodwill Industries of the Valleys serves 31 counties and 14 cities in the State of Virginia.

The Roanoke facility serves the cities of Buena Vista, Covington, Roanoke, and Salem and the counties of Alleghany, Amherst, Appomattox, Bath, Botetourt, Craig, and Roanoke.

The Rocky Mount facility serves the cities of Bedford, Lynchburg, and Martinsville and the counties of Bedford, Campbell, Franklin, Henry, and Patrick.

The Staunton Facility serves the cities of Charlottesville, Harrisonburg, Lexington, Staunton, and Waynesboro, and the counties of Albemarle, Augusta, Buckingham, Cumberland, Fluvanna, Greene, Highland, Madison, Nelson, Rockingham, and Rockbridge.

The Radford facility serves the cities of Galax and Radford and the counties of Bland, Carroll, Floyd, Giles, Grayson, Montgomery, Pulaski, and Wythe.

Workforce Development Programs are headquartered in Roanoke's Job Training Center at the Melrose Jobs Campus and provide services in Virginia's Workforce Investment Areas 2, 3, 4, 6, and 17. Workforce programs focus on the needs of the disadvantaged youth, adults, and

dislocated workers in our area and provide training through Workforce Investment Act Title I programs. The Senior Community Service Employment Program (SCSEP) for seniors age 55 and older on a low income is also managed by Workforce Development

Goodwill Industries of the Valleys Corporate Headquarters is located at the Melrose Jobs Campus.

## **Affiliations**

**Goodwill Industries International** - Goodwill Industries of the Valleys, serving central and southwest Virginia, is one of 179 Goodwill member organizations worldwide.

Goodwill's members operate under the umbrella of a common mission. However, each Goodwill functions as an independent organization with its own programs, services, and locally-elected board of directors. Goodwill Industries International (GII) links these members together to ensure quality standards, shared leadership, and a fluid exchange of ideas throughout the Goodwill movement.

**CARF** - Goodwill Industries of the Valleys received a three-year accreditation from an international accrediting commission, CARF, for its employment services programs, including community employment, employee development, employment planning, and organizational employment in Fall 2011. The latest accreditation is the third consecutive Three-Year Accreditation that the international accrediting body has awarded to Goodwill.

CARF, an independent, not-for-profit accrediting body whose mission is to promote the quality, value, and optimal outcomes of services through a consultative accreditation process that centers on enhancing the lives of the persons served by an organization. Founded in 1966 as the Commission on Accreditation of Rehabilitation Facilities, and now known as CARF, it establishes standards to help organizations measure and improve the quality of their programs and services.

## **Goodwill Programs**

**Mission Services** programs are the essence of the mission and are designed to provide participants with the level of support needed to succeed. From daily intensive skills training to job coaching, people with disabilities and disadvantages receive valuable training and employment opportunities to help change their lives and make a difference their community.

**Commercial Services** are a key component of Goodwill's mission. We offer innovative, efficient outsourcing solutions to business and industry, which provides the training and employment opportunities for individuals participating in our workforce development programs. Goodwill's industrial capabilities encompass a wide-range of services from labor, training and supervision to facility and production space, capital equipment and product manufacturing.

**Donated Goods** operations are the most familiar of Goodwill's operations. Through the collection and sale of donated clothing and other household items we are able to generate critical revenue to support our mission as well as provide needed jobs in the communities we serve. Our retail stores, attended donation centers and warehouses employ over 650 people and provide training and employment opportunities for individuals participating in Goodwill's workforce development programs.

# History

## History of Goodwill Industries

Rev. Edgar J. Helms, a Methodist minister, founded Goodwill in 1902 in Boston's South End. Helms collected used household goods and clothing in wealthier areas of the city, then trained and hired the poor and immigrants to mend and repair the used goods. The goods 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.

The organization, formally incorporated in 1910 and housed in Boston's Morgan Memorial Chapel, became known as Morgan Memorial Cooperative Industries and Stores, Inc. It provided job skills training programs and even a rudimentary placement service. The name "Goodwill Industries" was later adopted after a Brooklyn, NY, workshop coined the phrase.

During the decades that followed, Helms' vision spread as Goodwill organizations sprung up throughout North America. The Depression era brought an increased focus on people with disabilities. In later years, people with economic and social barriers to employment began to benefit from Goodwill's outreach. Today, Goodwill is international in scope and the populations we serve are more diverse than ever. Yet our ultimate goal remains unchanged: to place individuals in productive and competitive employment.

## Goodwill Industries of the Valleys History

Goodwill has been a part of the Roanoke community since 1931. Goodwill Industries of the Valleys, as we are known today, was created in January 2000 through the merger of four organizations with similar missions – all committed to serving people in need. This merger allowed us to better meet the needs of the individual communities within our service area.

Goodwill Industries of the Valleys is structured along critical business lines: Mission Services, Commercial Services, and Donated Goods. This structure, implemented in July of 2008, will help Goodwill to facilitate growth in all business segments including service to individuals with disabilities and disadvantages. Corporate offices provide support in finance, human resources, safety, informational technology, marketing, and compliance.

## Media Contacts

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