

# Goodwill® WORKS

A quarterly newsletter  
from Goodwill Industries®  
of the Valleys.



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

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## Changes Coming for Goodwill Customers and Donors in the Shenandoah Valley

Goodwill customers and donors in the Shenandoah Valley will soon enjoy added convenience, fresh new looks, and more shopping! The first part of 2012 will bring a new Goodwill store to the area and a face lift for another.

The 32nd retail store for Goodwill Industries of the Valleys will open on Thursday, January 19th in Verona. The new store will feature 7,500 square feet of retail space where customers will find the high quality, low cost furniture, books household

"The Verona community has been very generous to Goodwill over the past several years. The location, as well as this support, led to the decision to open the store."

items, and clothing for the entire family that they are accustomed to shopping for in a Goodwill store. The store will also feature a convenient drive-up donation center.

Located at 465 Lee Highway in Verona,



Final work being done in preparation for Verona store's January opening.

the store will be in the storefront previously occupied by Dollar General. A Goodwill Attended Donation Center has been located on the same parking lot for several years. Beginning the week of January 16th the Attended Donation Center will close and donations will be accepted at the store.

"The Verona community has been very generous to Goodwill over the past several years", states Jerry Kite SrVP for Donated Goods. "The location, as well as this support, led to the decision to open the store. The community will also be glad to know that they will be greeted by the same familiar face in the store Donation Center that has been serving them at the Attended Donation Center in the past."

The new store will add 13 new jobs including supervisory positions. Goodwill Donated Goods operations currently

**Retail Changes continued on page 3**

# WINTER 12

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Letter from the President

## Good News

by Bruce Phipps, President & CEO

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In a world consumed by natural disasters, failing national economies, political discord, personal loss, and financial strife, I remain cautiously optimistic about the future.

Working for Goodwill over the years has given me a strong sense of hope as we see people overcome their barriers. Every day as people struggle to survive in our complex world, news comes of success; people beating the odds as their world turns to possibilities.

As I worked to find the Good News, I came across the Good News Network ([www.goodnewsnetwork.org](http://www.goodnewsnetwork.org)) which is filled with stories of success, optimism, and achievement. The web site reviews the

compelling news stories of our everyday heroes and reveals that the world is getting better every day. Reading through these stories, you will find your mood improves

and your sense of well-being renewed.

The Good News also abounds at Goodwill and is found in our Goodwill Annual Reports, newsletters, and personal encounters with those that have overcome obstacles. Their stories reveal how they broke the cycle of defeat. We also have a blog titled Good News Works and we encourage you to follow us at [www.goodwillvalleys.wordpress.com](http://www.goodwillvalleys.wordpress.com).

In this New Year, I hope

that you will find the Good News in your life to combat the barrage of tragedy that comes our way. Remember that Goodwill is always about hope and opportunity and that allows for Good News to follow. ■

“Working for Goodwill over the years has given me a strong sense of hope as we see people overcome their barriers. Every day as people struggle to survive in our complex world, news comes of success; people beating the odds as their world turns to possibilities.”

## Retail Changes . . . continued from page 1



New check out areas will be one of the upgrades to the Staunton Store that customers will enjoy upon reopening. Other changes include new vinyl flooring, expanded book section, and new store layout.

employs nearly 650 people throughout the Virginia territory and generates \$30 million in revenue to support the Goodwill mission.

In addition to the new store in Verona, the store in Staunton will also undergo an extensive remodel in late January, early February. The store will close on January

15th and hopes to reopen February 3rd, although renovations could take slightly longer.

While the store is undergoing renovations donations will still be accepted. Donors will be able to donate at the Goodwill truck in the parking lot during the first days

of the renovation, after which they will be accepted at the current donation door.

Upon reopening customers will enjoy new checkout counters, the carpet replaced with new vinyl flooring, a new store layout, and an expanded book section. The Staunton store will also keep the Training Center that is currently located at the store. Community Based Work adjustment training sessions will not take place during the renovations, but will resume upon the store's reopening.

Both Verona and Staunton will open to the public with Grand Opening Celebrations beginning at 8:45am and the doors officially opening at 9am. Regular store and donation center hours will be 8am - 9pm Monday through Saturday and Noon - 6pm on Sunday.

For information on store and donation center locations visit [www.goodwillvalleys.com](http://www.goodwillvalleys.com). ■



# BAG IT UP!

A COLLABORATIVE COMMUNITY DONATION DRIVE

**Saturday, March 31<sup>st</sup>**  
**10am - 7pm**  
All Goodwill® Store Locations

Local Girl Scouts will be collecting gently used material donations to benefit Goodwill. For every donation bin filled, the Girl Scouts will earn two \$10 Goodwill vouchers to distribute to local families in need.

For more information visit [www.goodwillvalleys.com](http://www.goodwillvalleys.com)

**HELP THE GIRL SCOUTS AND GOODWILL® CHANGE LIVES**

**girl scouts**  
of virginia skyline

Acceptable donations include gently used: clothing, toys, housewares, books, furniture, small appliances, cars, computer related hardware, and more.

**Goodwill**  
Industries  
of the Valleys

# Donating to Goodwill Will Be More Convenient in 2012

Donations are the fuel that drives the Goodwill enterprise. When you donate gently used items to Goodwill you help generate revenue that supports job training and employment opportunities for individuals right here in our communities. At the same time you keep material out of landfills and earn a tax deduction.

We at Goodwill know you often choose where to donate simply out of convenience. Stores and Attended Donation Centers offer many locations to donate, however in 2012 we will expand our donation collection program in an effort to be even more accessible.

## EDGAR Donation Boxes

In 2011 Goodwill introduced a new donation option, the unattended donation box, or EDGAR® Box. EDGAR, the "Little Green Man" that is Educating that Donations to Goodwill Are Recyclable, makes it easy to identify the box as a Goodwill location. Convenient 24-7, in 2012 additional EDGAR boxes will be added. A donation receipt is not available at these locations.

Many organizations, both non-profit and for-profit have donation bins across our area. If your intent is to donate to an organization providing services to individuals in our



**Goodwill Attended Donation Centers are open Monday - Saturday from 9am - 5pm and Sunday noon - 6pm.**



**EDGAR Donation Bins are an easy and convenient way to donate 24 hours a day, 7 days a week!**

communities, make sure that you read on the box who the donations will benefit. If it doesn't say, then likely you are donating to a for-profit company.

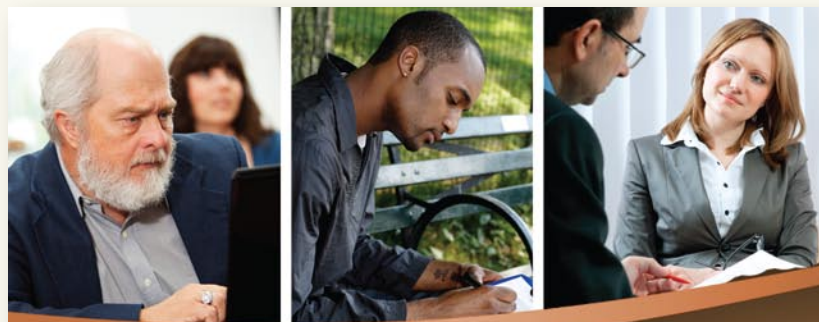
## Mobile Drives and Other Events

In 2012 Goodwill will be hitting the road and setting up mobile drives throughout our area. These will be advertised in local newspapers and will be easy to spot on donation day with "Goodwill Donation Drive Today" signage and the Goodwill

truck on site.

Drives are also being set up with local schools, community colleges, and area businesses. If you are interested in hosting a donation drive at your location contact Lucie Touchton at (540) 581.0620 ext. 174 by email at [ltouchton@goodwillvalleys.com](mailto:ltouchton@goodwillvalleys.com).

For more information on donation locations or upcoming events visit [www.goodwillvalleys.com](http://www.goodwillvalleys.com). ■



## LOOKING FOR A JOB GETTING YOU DOWN?

### Let GOODWILL® help pick you up!

Visit [www.goodwillvalleys.com](http://www.goodwillvalleys.com) and click on the GoodProspects link or visit <http://goodprospects.goodwill.org>



**GoodProspects** SM  
Join a Conversation, Grow Your Career



## "Bag It Up!" With Goodwill and the Girl Scouts

Goodwill and the Girl Scouts of Virginia Skyline Council are teaming up for the third annual "Bag It Up!". A donation drive, to benefit Goodwill, it will ultimately allow the Girl Scouts to help local families in need.

Girl Scout Troops will prepare for "Bag It Up!" by distributing bags throughout their communities. Donors will be encouraged to bring their bags, filled with donations of gently used clothing, toys, and household items, to any Goodwill store, Saturday, March 31st. For every donation bin filled with "Bag It Up!" donations, Goodwill will provide two, \$10 vouchers for the Girl Scouts to distribute to families in need in their community. Goodwill will track donations by troop this

year through a ticket system.

Girl Scouts will begin distributing the bags and tickets throughout the community starting in January. If you would like to be a part of "Bag It Up!" join the Girl Scouts on Saturday, February 25th at Goodwill stores for cookie sales and to pick up your bag to fill with donations.

Goodwill store revenues support the training and employment programs that Goodwill provides to individuals with disabilities disadvantages, as well as those

who have lost their job due to company closing or layoff. For more information on "Bag It Up!" please contact Lucie Touchton at (540) 581.0620 ext. 174. ■



### SAVE THE DATES

#### Holiday Store Hours

New Year's Day: Jan. 1st Noon - 6pm

Easter: April 8th CLOSED

#### Office & Work Center Closings

New Year's: Jan. 2nd CLOSED

Good Friday: April 6th CLOSED

#### January 7th & 21st

##### Warehouse Auction

Salem Goodwill Warehouse

1489 East Main Street, Salem, 8am

#### January 19th

##### Verona Store Opening

Come celebrate the opening of Goodwill's 32nd retail store!

465 Lee Highway (Suite 113)

8:45 Grand Opening Ceremony

9am Store Opens

#### February 18th

##### Warehouse Auction

Salem Goodwill Warehouse

1489 East Main Street, Salem, 8am

#### February 25th

##### Girl Scout Cookie Day at Goodwill

Purchase your favorite Girl Scout cookies at your local Goodwill store.

#### March 17th

##### Warehouse Auction

Salem Goodwill Warehouse

1489 East Main Street, Salem, 8am

#### March 31st

##### "Bag It Up!" with the Girl Scouts

All Goodwill stores and Attended Donation Centers

For more information visit "Events" at [www.goodwillvalleys.com](http://www.goodwillvalleys.com), call (540) 581.0620 ext. 107 or email [kcoleman@goodwillvalleys.com](mailto:kcoleman@goodwillvalleys.com).

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# WIA Services Help Disabled Veteran Open Business

Jason Cureton served in the Air Force for five years. A disabled veteran who completed Truck Driver Training with the assistance of the GI Bill, Jason was eligible for Workforce Investment Act (WIA) services after being discharged. In December 2010 he enrolled in the WIA Title I Dislocated Worker program that Goodwill operates for the New River/Mount Rogers Workforce Investment Board.

Having completed Truck Driver Training Jason expressed an interest in starting his own trucking company. Through the Dislocated Worker program Jason was referred to Crossroads Institute, a rural entrepreneurial and educational initiative located in Galax, where he participated in entrepreneurial training.

With funding provided through the

Dislocated Worker program and statewide Rapid Response awarded locally to Goodwill, Jason completed courses in business management, budget planning, and business plan development. He graduated from the program in April 2011.

Jason applied and was approved for a small business loan through People Incorporated's Small Business Development Program to buy his first truck. WIA/Rapid Response dollars allowed him to purchase his insurance and tags through a business grant he was awarded through the Do-It-Yourself program. Since opening his own business Jason has secured one contract and he continues to pursue additional contracts as the owner/operator of HighRoller Transport.

Jason's story of determination and success



Now the owner/operator of HighRoller Transport Jason Cureton is pictured here with his truck.

illustrates the opportunities available when organizations work together to help those in need. The Veteran's Program, Goodwill and WIA/Rapid Response, Crossroads Institute, and People Incorporated all helped Jason achieve his dream of owning his own business. ■

# Third Annual Project GIVE Benefits Four Organizations

Project Give, a collaborative, community donation drive, brought together four Roanoke area organizations to collect much needed donations to support their missions. Goodwill Industries of the Valleys, Feeding America Southwest Virginia, Roanoke Valley SPCA, and Habitat for Humanity in the Roanoke Valley came together for the 3rd Annual Project GIVE.

This year's event, which took place on November 12th from 10am - 2pm, was sponsored by Tanglewood Mall, Q99, Natural Awakenings, Lamar Advertising, and Salem Printing Company. The Kroger at Tanglewood Mall also supported the event by providing flyers to customers the week prior to the event.

"This year we were excited to bring on more partners to help us get the word out about Project GIVE," stated Lucie Touchton, Marketing Manager. "The willingness of community partners to help spread the



Donors give generously at the 3rd Annual Project GIVE on November 12th.

word, in support of the missions of the four organizations, is a great example of the community coming together to help those in need."

This year, unlike years past, the weather was sunny and warm. With the high visibility and convenience of this year's location at Tanglewood Mall, all organizations involved benefited from the more than 50 people that donated during Project GIVE. ■

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**TAX DEDUCTION\***

\*Donations may be tax deductible. Consult your tax advisor for more details.

**GIVE IT TO GOODWILL®.**

**Goodwill Industries of the Valleys**

[www.goodwillvalleys.com](http://www.goodwillvalleys.com)

# Two Goodwill Participants Receive Awards from DRS

October is National Disability Employment Awareness Month. Throughout the month the Virginia Department of Rehabilitative Services (DRS) hosted events to celebrate the "Champions" of disability employment, as well as individuals with disabilities who have successfully found and maintained employment.

The Augusta, Rockbridge, and Rockingham areas held a joint Champions breakfast on October 13th. This year two Goodwill program participants were

honored for their efforts to overcome barriers to employment. Both received the Achiever of the Year award for their commitment and determination to find and maintain employment.

Christine Ramsey was the recipient of the award for Rockbridge County. When Christine came to Goodwill she was a shy and timid, recent high school graduate with

dreams of working in a nursing home.

After an initial assessment Christine was offered a job and began working in

Augusta County. He came to Goodwill during his senior year of high school.

Frustrated with school, Brian had a strong desire to work. Assessments found that he was motivated and had a desire to do his best.

Goodwill worked with the school and Brian was enrolled in the Community Based Work Adjustment Training (CWAT) program while still attending his senior year. He graduated with his class and then participated in CWAT full-time.

When the Stuarts Draft Goodwill ADC opened Brian became an employee of Goodwill. His dependability, work ethic, and commitment to customer service are evident to everyone he meets.

For more information on DRS Awards during October visit [www.vadrs.org](http://www.vadrs.org). ■

**Pictured Left: Brian accepts his Achiever of the Year Award; Pictured Right: Christine Ramsey accepts her Achiever of the Year Award.**



the Dietary Department as an aide. Her Goodwill job coach was behind the scenes helping her overcome work challenges and take control of situations. Christine is now a confident young woman who is helping train new employees and coworkers look to her for assistance.

Brian Huffman received the award for

# Goodwill Launches Online E-commerce Bookstore

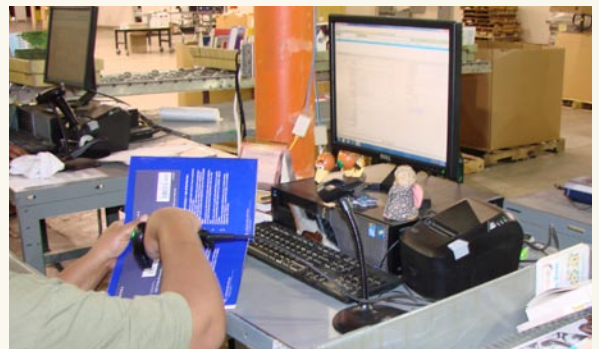
On October 3, 2011 Goodwill Industries of the Valleys launched its online e-commerce bookstore on Amazon.com. Valleys Books and More, which currently sells only books and movies, is generating revenue to support the mission and providing training and work opportunities.

The inventory for the online operation is coming from Goodwill's Donated Goods stream. Books that do not sell in the traditional Goodwill stores now have a second chance to be sold and are doing so at a significant level.

In the first two months of operation 2,800 books were sold generating \$24,000 in revenues to support the Goodwill mission. In contrast, prior to the e-commerce store, these same books would have been processed through recycling and

salvage efforts, yielding approximately \$1,045. Additionally the e-commerce business has added three training opportunities and three staff positions.

"We saw e-commerce as another way for Goodwill to provide real work and training opportunities to those with employment barriers," states Jodi Henrickson, Sr. Director Commercial Services. "From sorting and scanning books, to packaging and shipping participants working in the e-commerce jobs are learning real world skills that make them marketable in the community."



**Books are scanned into the system to be sold on through online store.**

Participants working in e-commerce are coming from various Goodwill programs including Community Based Work Adjustment Training and Organization Employment. In addition, one staff member was previously a participant in the Franklin County Youth Work Experience Program. ■



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