When there's a way will there's a way
“Goodwill has helped me to be less shy; I now enjoy working with other people, and feel good about myself. I’m confident and determined to get a job and continue my education.”

“I will be independent.”

— Tamara Thomas

The Will: Tamara Thomas was entering her last year of high school. Diagnosed with an intellectual disability, she and her teachers were looking for a way to successfully transition her from school to the working world. Determined to make her own way, Tamara was focused on her future.

Having participated in Goodwill’s School to Work program earlier in high school, Tamara was already gaining work experience. While in the program she went to school half a day, followed by work experiences at community businesses such as Marshall’s for the remainder of the day. The opportunity to work and learn new skills gave Tamara the glimpse at the future she knew she wanted.

The Way: In the fall of 2010 Tamara was selected as one of twelve youth to participate in a new Goodwill program, Project SEARCH. A national program, the Roanoke Valley Project SEARCH is the fifth in Virginia and boasts the largest and most diverse collaborative effort. Partners include Roanoke City and County, Botetourt and Franklin Counties, and the Salem City school systems, Department of Rehabilitative Services, Blue Ridge Behavioral Health, local parent representatives, Goodwill, and Carilion Clinic.

A one year high school transition program, Project SEARCH allows students to train and work on-site at Carilion Clinic. Tamara and her fellow classmates learn employability skills in the classroom and job skills while participating in several work experiences throughout the year. The ultimate goal of Project SEARCH is for students to be employed after program completion.

Tamara works alongside Carilion employees in Materials Management, conducting inventory of medical supplies. She has her own office space, attends employee meetings, and goes out to lunch with co-workers. She is learning not only the skills required of her job, but how to be a good employee, life skills such as using public transportation to get back and forth to work, and the rewards of working hard.
The Will: Richard Ashmun grew up feeling he was never good enough. He lacked self-esteem and confidence in his early twenties after returning home from the Navy. Diagnosed with a psychiatric disability and having struggled for years with substance abuse, it was difficult for Richard to adjust to new settings and trust people.

Richard worked for his brother’s construction company until it was forced to close due to the economy. The thought of starting over, in a new job, was overwhelming and he didn’t know where to turn. Richard was out of work for a year. But Richard knew he had to return to work, he just needed the support to make it happen. Then his girlfriend, who works in a Goodwill store, told him about the training and employment programs at Goodwill.

The Way: Richard entered the Community Work Adjustment Training Program in June of 2009. The program is designed to help individuals with disabilities develop skills and formulate plans to prepare for and obtain successful employment in the community. Individuals work in Goodwill stores and area businesses where real world work opportunities are offered to assess a person’s abilities, interest, and job skills. Richard was placed at the Virginia Veteran’s Care Center (VVCC) in Salem where he began training in the Environmental Services Housekeeping Unit.

In September of 2009 Richard was offered employment by the VVCC and began working as a part-time floor technician. Richard had always depended on public transportation, but since working steadily at the VVCC he has been able to get his license and purchase a car. He remains drug, alcohol, and tobacco free and has seen an increase in his self-esteem since he is working and staying busy.

His perseverance and determination led Richard to become Goodwill’s Graduate of the Year. Each year this award honors an outstanding person who completed a Goodwill career services program and is competitively employed by a non-Goodwill employer.

“Goodwill has given me the chance to show I am somebody. I believe in myself and know there are people out there that care. If you don’t push forward you won’t ever know what is ahead. I now look forward to coming to work and I’m honored to work with our veterans.”

“I will overcome.” — Richard Ashmun
I didn’t think I was good enough for college. Goodwill has given me the support and motivation to succeed. I now see the light at the end of the tunnel and am enjoying my new life and opportunities.”

The Will: Kathy Chaney was a stay-at-home mom for 17 years. After a divorce she found herself trying to re-enter the workforce. With little work experience and no education beyond high school, her options were limited. After three months of looking she found clerical employment at the Botetourt Correctional Center.

Kathy worked for three years at the Center, where she met and married her husband. Now happily married, raising their children, and working, Kathy was rebuilding her life. Then the announcement came that the Botetourt Correctional Center would close in December of 2009 and both she and her husband were laid off.

Kathy’s first marriage left her with little self-confidence. She was unsure where to turn, until a co-worker at the Botetourt Correctional Center told her about Goodwill.

The Way: In January of 2010 Kathy entered the Workforce Investment Act (WIA) Title I Dislocated Worker program that Goodwill operates on behalf of the Western Virginia Workforce Development Board. With only a high school education and basic work skills, Kathy’s options for employment were very limited. Through interest and abilities testing Kathy realized her strengths and was enrolled in the Paralegal curriculum at Virginia Western Community College (VWCC). Kathy’s classes and books were paid through the WIA program.

Driven to succeed, Kathy took 20 credits her first semester, which she completed with a 4.0 grade point average. Kathy continues to strive for excellence and will receive her Associates in Paralegal Studies in December 2011 and will then pursue a Certificate in Database Management. Kathy is in school full-time, works part-time at Roanoke’s Glenn, Feldmann, Darby, and Goodlatte law firm, and also has a work study position at VWCC.

“EARN MY DEGREE.”

— Kathy Chaney
Michael Hogan was an executive chef. After suffering a stroke in 1988, Michael worked his way from dishwasher to chef at prominent restaurants in the New River Valley, including Maxwell’s and Mountain Lake Hotel. Then in 2009, his health once again declined. After surgery and suffering major complications, Michael was out of work and had limited mobility.

The medical bills continued to mount and after 16 months of not working, Michael knew he needed to find a way to re-enter the workforce. Accustomed to working 12 to 16 hour days, Michael now struggled with what he would be able to do. He lacked the self-confidence he once had, and was very introverted. But Michael was determined to regain the life he knew before illness.

Michael was searching for a job and attended a job fair at New River Community College. There he met Lisa, the manager of the Goodwill store in Christiansburg, who told him about Goodwill’s Senior Community Service Employment Program (SCSEP). A program that helps low income seniors, age 55 and older, re-enter the workforce, it was exactly the opportunity Michael had been looking for.

Michael enrolled in SCSEP in June of 2010 and was placed in a part-time position at the Christiansburg Goodwill store, where he again met Lisa, his new manager. With Michael’s limited mobility, he was initially placed at a stationary workstation to sort shoes and books. Very quickly Lisa learned that Michael was interested in doing more. He now works in other departments including the retail floor, placing items out for sale. Michael’s mobility has increased, and he enjoys interacting with customers and co-workers.

Michael’s determination and perseverance led him to become Goodwill Industries of the Valley’s Achiever of the Year. Each year this award recognizes an individual who has shown great progress and accomplishment in overcoming barriers to employment. While still benefiting from a Goodwill work environment or receiving services to support employment in the community, they are earning a paycheck and on their road to independence.

“Goodwill has helped me to be the man I was before. A job gives you self respect. Goodwill was better than a new start because it gave me the support I needed to get where I wanted and needed to be.”

“I will achieve.”

— Michael Hogan
“I will reach my goals.”

— Cornelius Furr

Cornelius Furr spent 13 years in prison. Released in 2008 he worked as a telemarketer in Sacramento, California. An illness forced him across the country for surgery at UVA Medical Center in December of 2008.

After surgery Cornelius left the hospital with only the clothes he was wearing and no money for food or lodging. After a night on the streets, he found shelter at the Salvation Army. But Cornelius had always taken care of himself, so he left, choosing to be independent and live in the woods.

Cornelius remained focused on the five year plan he had established in prison. His goal: to study computer technology and have a career.

The Way: Still homeless, Cornelius was determined to make his goals a reality. He went to the Charlottesville Workforce Career Center to use the computers available for job search. The Center, which is operated by Goodwill though a grant from the Piedmont Workforce Network, is one of several One-Stop Centers that Goodwill operates on behalf of Workforce Investment Boards in Virginia.

Cornelius applied for the Senior Community Service Employment Program (SCSEP), which helps low income individuals 55 and older who need assistance getting back to work. In May of 2009 he entered SCSEP and began working part time at the Workforce Center helping others with job challenges.

In September 2009 Cornelius enrolled in the Workforce Investment Act Title I Adult program, which Goodwill also operates on behalf of the Piedmont Workforce Network. The program helps low income adults with employment placement assistance and training. Cornelius was now able to enroll in classes at the local community college and start earning his degree in computer science.

Cornelius accepted a full time position with Goodwill in October 2009. His part-time SCSEP position had become the vehicle that would continue to move him toward his goal. Cornelius remains in school, earning top grades, has a place to live, and is once again making his own way.

"Goodwill has been an extreme blessing. I could be somewhere else, clawing and digging to reach self-sufficiency, but Goodwill has provided, through programs, the means for me to reach my goals. It has given me a reason to call Charlottesville home."
Community Impact

Goodwill programs provide training and employment opportunities for youth, adults, and seniors in our communities with disabilities, socio-economic disadvantages, and those that have lost their job due to company closing or layoff so they may earn a paycheck and achieve greater independence.

Last year Goodwill served 49,285 people through basic services and 10,814 through intensive services. Goodwill provides both basic and intensive services to the individuals that it serves. Basic services are the gentle push that someone may need to regain employment or increase independence. Examples of basic services include, job search assistance, community service work opportunities, and aid to write a resume.

Intensive services are those where a person requires a hand to hold along their road to independence. These are services which require the assistance of a case manager and include such programs as Workforce Investment Act (WIA) Title I programs for youth, adults, and dislocated workers, Supported Employment, Senior Community Service Employment Program, and those services within a Goodwill work center.

Primary barrier to employment for individuals served through intensive mission services in 2010:
- Visual/Hearing Impaired: 1%
- Physical or Disabling Condition: 1%
- Neurological Disability: 4%
- Learning Disability: 3.2%
- Chemical Dependency: 4%
- Psychiatric and/or Emotional Disability: 1.5%
- Developmental Disability: 5%
- Disadvantaged or Laid-Off: 87.5%

Financials

The Community Investment

- Sales of Donated Goods: $27,667,381 (60.4%)
- Contract Earnings: 4,582,496 (10%)
- Workforce Development* & Program Services: 12,135,309 (26.5%)
- United Way: 142,931 (0.2%)
- Other: 1,307,099 (2.9%)

The Community Returns: 45,835,216

Goodwill Returns to the Community

- Wages, Benefits, Taxes: 28,023,925 (61.1%)
- Supplies and Services: 6,862,001 (15%)
- Facility Expense: 7,184,143 (15.7%)
- Future Funds Investment in Program Services: 1,015,252 (2.2%)
- Investment in Facilities and Equipment: 753,192 (1.6%)
- Other: 1,996,703 (4.4%)

The Community Returns: 45,835,216

* Workforce Development Funding by Workforce Investment Boards and Goodwill Industries International (GII) Grants

West Piedmont, Area 17: 796,805
Senior Community Service Employment Program (GII): 3,377,583
Good Prospects (GII): 163,512
Goodwill Industries of the Valleys served 60,099 individuals last year.

Last year, all 31 Goodwill Industries of the Valleys’ stores provided training and employment opportunities to individuals with disabilities and disadvantages.

An increased focus on a strong mission-margin balance resulted in 90% of all Goodwill Industries of the Valleys’ revenues going directly to support the training and employment programs for individuals with disabilities and disadvantages.

Last year over 806,299 material donations were made at Goodwill stores and Attended Donation Centers in our community.

Goodwill assisted 3,142 people last year, through job training and employment programs, who lost their job due to lay off or company closing.

Goodwill Industries of the Valleys worked with 1,041 area youth providing training, mentoring, and work opportunities last year.

Last year Goodwill Industries of the Valleys’ retail and salvage operations helped protect the environment by keeping over 13.5 million pounds of materials out of area landfills.

Last year individuals with disabilities, served by Goodwill Industries of the Valleys, received Goodwill paychecks for nearly 314,862 hours of work. Thousands of additional hours were worked by people in our community that Goodwill helped place in competitive community employment.

Last year Goodwill provided training and work opportunities to 996 individuals over the age of 55 in the work centers and through the Senior Community Service Employment Program.

Goodwill Industries of the Valleys placed 1,784 people into competitive employment in the community.
Board of Directors

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Goodwill Industries of the Valleys is governed by a volunteer Board of Directors that provides vital community support and oversight of the organization and its programs. The board is comprised of individuals with diverse backgrounds and fairly represents the geographical regions served by the organization.

Last year Goodwill expanded its retail operation with new stores in Ruckersville and Daleville, bringing the total number of retail stores operating in Goodwill’s 31 county service area to 32.

All stores are open Monday through Saturday 8am to 9pm and Sunday noon to 6pm unless otherwise noted.

Bassett
5835 Virginia Avenue
276-827-9663

Bedford
1128 Lynchburg Salem Turnpike East
540-586-6228

Blacksburg
1411 North Main Street
540-951-0215

Charlottesville (Pantops)
1402 Richmond Road
434-295-3967

Charlottesville (Route 29)
1720 Seminole Trail
434-572-0711

Christiansburg Store & Bookstore
Monday – Saturday 8am to 9pm, Sunday noon to 6pm, 255 Peppers Ferry Road, N.E.
540-381-1544

Covington
1252 South Cranberry Avenue
540-962-9455

Daleville
125 Commons Parkway
540-992-3993

Fairfax
735 Lewis Highway
540-731-1360

Forest Store & Boutique
(Boutique open Monday – Saturday 9am to 9pm, Sunday noon to 6pm, 1866 Forest Road
434-316-0178

Galax
941 East Stuart Drive
276-316-3452

Harrisonburg
2475 South Main Street
540-434-0090

Harrisonburg
1740 East Market Street
540-432-9600

Lexington
8 Woodlawn Lane
540-464-1117

Lynchburg
2430 Wallis Road
434-319-6637

Madison Heights
4065 S. Amherst Highway
434-929-1246

Martinsville
500 Commonwealth Boulevard
276-618-1100

Moneta
1501 Baskett T. Washington Hwy
540-719-1503

Pulaski
310 North Main Street
540-511-1333

Roanoke (Cave Spring)
3206 Electric Road, SW
540-774-1000

Roanoke (Orange Avenue)
3418 Orange Avenue NE
540-342-9750

Rocky Mount
1645 North Main Street
540-483-0271

Roanoke
8738 Seminole Trail
434-990-1185

Shaded area shows Goodwill Industries of the Valleys service areas.
The opportunity to provide employment services came in unprecedented numbers in 2010. More than 60,000 people called upon Goodwill for employment assistance. Nearly 1,800 people found work in our communities because of our efforts, tripling the number from 2009.

Economic challenges remain, but we see signs of better days ahead. Goodwill has been a powerful player in job training in difficult times. Going forward, that same strength will deliver workers necessary to support growing labor needs.

Our Melrose Jobs Campus provides training space for Certified Nursing Assistants; computer literacy for older adults; training for retail; and resource facilities available to the entire community. Jobs campuses also operate in Staunton and Radford.

We oversee operations at three major One Stop Employment centers on behalf of the Virginia Workforce Network. Centers in Charlottesville, Roanoke, and Wytheville, as well as their satellites, bring hope and promise to the lives of Virginians from Bristol to Culpeper.

While winter weather challenged our retail efforts early in the year, our Donated Goods operation finished with robust results in 2010. New stores were also opened in both Ruckersville and Daleville.

“We will build a better community.”

— Bruce Phipps, Goodwill President & CEO
Jeffrey Glenn, Goodwill Board Chair
This report is possible in part because of the generous in-kind contribution of creative services by Inprint, Inc. and Greg Vaughn Photography.

For satellite locations or to make a donation please visit www.goodwillvalleys.com