IN THE MIDDLE OF EVERY DIFFICULTY LIES AN OPPORTUNITY.

ALBERT EINSTEIN
The men and women who benefited from Goodwill training and employment programs in the past year now see the opportunity for a brighter future. In this report you will read about five determined people who, with the help of Goodwill, overcame difficulty and now see the promise of a better life. You will also discover how Goodwill found a “Silver Lining” in the midst of a national economic downturn in its ability to serve people at a level never before seen by the organization; to provide a high-quality, low-cost shopping alternative to families with ever-tightening budgets; and to continue to focus on environmental initiatives through enhanced recycling efforts that keep material out of landfills. Goodwill is committed to “Building a Better Community” and to helping individuals see opportunity in the face of adversity.
KATI JOHNSON

Kati Johnson, like many kids her age, did not know what her future would hold. From a single parent, low income household, she didn’t see many opportunities. Until one day a neighbor, Goodwill case manager Wanda Anthony recommended Kati consider Goodwill’s Workforce Investment Act (WIA) Title I Youth program. In July of 2006, the summer of her freshman year, Kati enrolled in the program.

Throughout her next three years of high school Kati participated in two summer leadership camps, and benefited from a variety of work experiences. With the goal of becoming a chef, Kati worked as a cashier for Food Lion, and then moved on to a Smith Mountain Lake marina where she trained in food service. Then in September of 2008, the start of her senior year, Kati began a work experience as the Youth Liaison for the Workforce Center in Roanoke, which Goodwill operates.

As the center’s Youth Liaison, Kati provided outreach to teens, explaining the opportunities available through the Goodwill program she herself was benefiting from. Through this experience, and the support of what she now calls her Goodwill family, Kati’s career goals began to change.

Three years after first entering the Goodwill program Kati is confident, motivated, and is focused on her future. In August of 2009 Kati entered Hollins University, with a full scholarship. A double major in Sociology and French, Kati hopes to continue the service to her community that she began while at Goodwill, by pursuing a career in social work.

“GOODWILL CHANGED MY LIFE COMPLETELY. I NEEDED A PUSH AND GUIDANCE TO GET WHERE I WANTED TO GO. GOODWILL HELPED ME REALIZE WHAT I WANTED OUT OF LIFE, AND HAS GIVEN ME THE TOOLS AND CONFIDENCE TO BE ABLE TO GO GET IT.”

GOOD DEEDS: GOODWILL INDUSTRIES OF THE VALLEYS WORKED WITH 548 AREA YOUTH PROVIDING TRAINING, MENTORING, AND WORK OPPORTUNITIES LAST YEAR.
James Williams came to Goodwill in June of 2006 with an unstable work history. Referred by the Department of Rehabilitative Services, James had struggled for years with a psychological disability, which led to his last three jobs lasting less than a year. Without the ability to maintain employment, James was unable to keep his own apartment and support himself financially.

Through Goodwill’s Work Adjustment Training program, James began to focus on appropriate work skills. A program plan was developed, with James’s input, to focus on areas such as attendance, work tolerance, and attitude. In September of 2006 James completed the program, and was hired by the Salem Goodwill store, where he had done his training. James now has the confidence and experience to maintain employment. Since being hired by Goodwill in 2006 he has been promoted to cashier, is now able to financially support himself, and has reduced his dependence on government benefits. He no longer receives food stamps or Medicaid, and now pays his Medicare premium rather than Medicaid covering the cost.

This commitment to success, and desire to make it on his own led James to become Goodwill Industries of the Valleys’ 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 GAVE ME THE OPPORTUNITY TO GET BACK INTO THE WORKING WORLD. MY CASE MANAGER’S SUPPORT AND GUIDANCE HELPED ME TO BECOME SUCCESSFUL. I BELIEVE IN THE MISSION OF GOODWILL, AND NOW WHEN I GO TO WORK EACH DAY I’M A PART OF THAT.”

GOOD DEEDS: LAST YEAR, ALL 27 GOODWILL INDUSTRIES OF THE VALLEYS STORES PROVIDED TRAINING AND EMPLOYMENT OPPORTUNITIES TO INDIVIDUALS WITH DISABILITIES AND DISADVANTAGES.
Ernie Belcher had spent his entire professional career in retail. As manager for a high-end jewelry store he was happy and successful. Then the national economic downturn hit home and Ernie lost his job when the store he managed closed. Like many, Ernie found himself unemployed and unable to find work.

After nearly eight months of searching unsuccessfully for employment, Ernie was forced to accept food stamps and rely on the assistance of others. He no longer saw himself as happy and successful. He was depressed, stressed, and hard on himself because he could not find a job on his own. Then Social Services referred him to Goodwill’s Workforce Investment Act (WIA) Title I Adult program.

Once enrolled in the program at Goodwill, Ernie’s skills and interest were assessed. Based on this information Ernie began a three week certified nursing assistant (CNA) training program. Upon successful completion, he then entered a five week phlebotomy program, which he completed at the top of his class. In addition to tuition for both programs, Goodwill also helped Ernie with living expenses, which enabled him to concentrate on his studies.

Three weeks after completing his training, Ernie was hired by Talecris Plasma Resources. He has since been cross trained to work in the lab, and been promoted to the designated trainer. His commitment and perseverance led Ernie to become Goodwill’s 2009 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.

“THANKS TO GOODWILL, I AM NOW ABLE TO ENJOY LIFE AGAIN. I NO LONGER RECEIVE PUBLIC ASSISTANCE, HAVE A CAREER I LOVE, AND CAN FOCUS ON BEING HAPPY. FOR OTHERS, WHO MIGHT BE IN THE SAME SITUATION, REMEMBER WHERE THERE’S A WILL, THERE’S A WAY AND GOODWILL HELPED ME FIND MY WAY.”

GOOD DEEDS: LAST YEAR GOODWILL INDUSTRIES OF THE VALLEYS PLACED 516 PEOPLE INTO COMPETITIVE EMPLOYMENT IN THE COMMUNITY.
Cynthia “C.C.” Cooper had a rich life. An accomplished trombonist, she had rubbed elbows with the likes of Buddy Rich, Carter Beauford and Leroi Moore of the Dave Matthews Band, and once even met Quincy Jones. Then in 2001 a serious car accident left C.C. with injuries that would limit her ability to work, and ultimately change her life forever.

Faced with raising her grandchild, C.C. worried that her Charlottesville City home would not provide the environment and educational opportunities her granddaughter needed. She pooled what little she had and moved to Albemarle County with other members of her family, but after paying rent there was nothing left.

Then in January of 2009 C.C. came to Goodwill. She had seen a sign for an older worker program and believed it might be the answer she had been looking for. The Senior Community Service Employment Program (SCSEP) is for individuals 55 and older, who are on a low income and need training to re-enter the workforce. C.C. entered SCSEP and was placed in a job training position at the Goodwill store on Route 29 in Charlottesville.

At first C.C. was barely able to walk, much less stand to process the donations of gently used clothing given by the community, but she was determined to earn a paycheck again. After eight months in the program, C.C. could stand for nearly 7 ½ hours, had lost weight, and had a new outlook on life.

“GOODWILL GAVE ME MY LIFE BACK. I LOVE COMING TO WORK EACH DAY. IT AMAZES ME WHAT PEOPLE DONATE TO GOODWILL TO HELP OTHERS. IT GIVES ME HOPE AND I NOW SEE A FUTURE FOR ME AND MY GRANDDAUGHTER. GOODWILL OPENED THE DOOR FOR ME, AND EACH DAY IT OPENS WIDER AND WIDER.”

GOOD DEEDS: LAST YEAR GOODWILL PROVIDED TRAINING AND WORK OPPORTUNITIES TO 545 INDIVIDUALS OVER THE AGE OF 55 IN THE WORK CENTERS AND THROUGH THE SENIOR COMMUNITY SERVICE EMPLOYMENT PROGRAM.
Rosa Radcliff moved back to her hometown, near Rocky Mount, Virginia, after a divorce left her depressed, alone, and with little hope and direction for the future. Then in 1997, through a referral from the Department of Rehabilitative Services, Rosa came to Goodwill and began working in the Work Center. The Work Center provided Rosa the stability and structure that she needed to begin the process of becoming independent again. Working with a team, meeting new friends, and earning a paycheck gave Rosa purpose and something to look forward to each day. Rosa’s determination and hard work paid off and in 2003 she entered Goodwill’s Supported Employment program and began working in the Rocky Mount retail store.

Supported Employment enables individuals to work in competitive community employment, but at the same time still benefit from the support of Goodwill case management services. Rosa thrived in her position in the retail store. She enjoyed the structure of the job, as well as the responsibility to work independently. After five years of working in the store it was time for Rosa to take the next step and move to a non-Goodwill employer in the community.

Since 2007 Rosa has been employed by Red Oak Manor, an assisted living facility, in Rocky Mount. A member of the housekeeping team, Rosa is successful in her new career. She likes her work, is highly dependable, and enjoys contributing to her family’s income.

Remarried, with a young son, Rosa takes pride in being able to provide for her family. For a time, Rosa was the sole support of her family, as her husband lost his job because of the economy and local layoffs. That makes Rosa even more grateful for the support that she received from Goodwill.

"JOBS ARE HARD TO FIND AND GOODWILL WAS A GREAT PLACE TO GET HELP AND START OVER. I DON’T KNOW WHAT I WOULD HAVE DONE WITHOUT THE SUPPORT OF GOODWILL AND MY CASE MANAGERS. I APPRECIATE ALL THAT GOODWILL HAS DONE FOR ME.”

GOOD DEEDS: GOODWILL INDUSTRIES OF THE VALLEYS SERVED 18,225 INDIVIDUALS LAST YEAR.
GOOD DEEDS:

Last year Goodwill served 11,871 people through basic services and 6,354 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 2008-2009

- .3% VISUAL/HEARING IMPAIRED
- .4% NEUROLOGICAL
- .9% PHYSICAL/DISABLING CONDITION
- 1.3% AT RISK YOUTH LOCAL FUNDED
- 2.3% PSYCHIATRIC/CHEMICAL DEPENDENCY
- 7.4% DEVELOPMENTAL/LEARNING DISABLED
- 8.1% SENIORS
- 79.3% DISADVANTAGING CONDITIONS

GOOD DEEDS: Last year individuals with disabilities, served by Goodwill Industries of the Valleys, received Goodwill paychecks for nearly 300,000 hours of work. Thousands of additional hours were worked by people in our community that Goodwill helped place in competitive community employment.

GOOD DEEDS: An increased focus on a strong mission-margin balance resulted in 92% of all Goodwill Industries of the Valleys revenues going directly to support the training and employment programs for individuals with disabilities and disadvantages.
BOARD OF DIRECTORS

Goodwill Industries of the Valleys is governed by a volunteer Board of Directors that provides vital support through guidance and fiduciary responsibility. The board is comprised of individuals with diverse backgrounds and fairly represents the geographical regions served by the organization.

OFFICERS

Harold McLeod, Chair, Wachovia Bank, N.A.
Jeffrey Glenn, Vice-Chair, SyCom Technologies
Lisa Ison, Secretary, New Century Venture Center
John Coker, Treasurer, Retired, SunTrust Investment Services
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Onzlee Ware, Law Office of Onzlee Ware
Matt Webb, SyCom Technologies
William Webb, Galax City Council
William White, William White Sr., CPA
Randall A. Young, Advance Auto Parts

RETAIL STORES

Last year Goodwill expanded its retail operations with a new store on Roanoke’s Melrose Avenue, bringing the total number of retail stores operating in Goodwill’s 32 county service area to 27. All stores are open Monday through Saturday 8am to 9pm and Sunday noon to 6pm unless otherwise noted.

GOOD DEEDS: LAST YEAR OVER 693,000 MATERIAL DONATIONS WERE MADE AT GOODWILL STORES AND ATTENDED DONATION CENTERS IN OUR COMMUNITY.

GOOD DEEDS: LAST YEAR GOODWILL INDUSTRIES OF THE VALLEYS RETAIL AND SALVAGE OPERATIONS HELPED PROTECT THE ENVIRONMENT BY KEEPING OVER 11 MILLION POUNDS OF MATERIALS OUT OF AREA LANDFILLS.
The clouds that enshroud our economy have given Goodwill Industries of the Valleys opportunities to provide job assistance to persons in unprecedented numbers. The profiles on the pages of this report reflect the positive impact Goodwill continues to have on people and communities in the face of severe economic challenges.

At year’s end Goodwill had provided job training and placement assistance to more than 18,000 people, 68% more than the year before. In spite of the struggling economy, Goodwill put over 500 workers into competitive employment, nearly 100 more than the year before. It was done efficiently, returning 92 cents of every dollar collected to the mission.

The personal and community impact of Goodwill creates silver linings in the darkest of clouds:

- Shoppers and donors rely on Goodwill’s high quality, low cost retail operations in record numbers, creating program revenue and putting people to work;
- A new computer recycling initiative with Dell results in 700,000 pounds of donations in just nine months;
- Recycling and salvage efforts keep 11,000,000 pounds of refuse out of regional landfills;
- Partnerships with Virginia’s Workforce Development Network and a commitment to the One Stop center concept, leads Goodwill to operate Virginia Workforce Centers in Charlottesville, Martinsville, Roanoke, and Wytheville;
- Initial steps to create job training efforts in Virginia’s prisons, will ultimately mean help for ex-offenders as they re-enter the workforce.
- A continued focus on area youth, through training, mentoring, and work experiences, provides guidance to nearly 550 teens looking for a brighter future.

Goodwill completed the year by moving into an exciting workforce complex that will offer expanded training opportunities, while at the same time enhancing economic development possibilities in an inner city community. The Goodwill Jobs Campus is a symbol of hope for those who are seeking greater opportunities through work, for companies who need a dependable and capable workforce, and for the community that benefits from citizens that contribute to the local economy.

The success of the past year, through our service to those with employment barriers and the communities in which they live, proves the organizational commitment to founder Edgar Helm’s 107 year legacy of a “hand up, not a hand out.”
GOODWILL JOBS CAMPUS

THE VISION
Born from the knowledge that the need for Goodwill services would continue to increase from year to year, and the desire to continue to “Build a Better Community”, in 2007 the Goodwill Board of Directors approved the creation of the Goodwill Jobs Campus. Goodwill’s promise to the community was that the Jobs Campus would:
- Provide training to people with employment barriers
- Create 50 new jobs
- Provide collaborations with colleges, businesses, and community organizations
- Create a walk-in job training and job search facility that matches workers with employers
- Include 100,000 square feet of training, meeting, and office space as well as an updated Work Center
- Include an 8,000 square foot, free standing, retail store
- Create a picturesque, inner-city learning environment
- Provide meeting areas for neighborhood groups

Two years later the Jobs Campus is more than a vision...

THE REALITY
Today the Goodwill Jobs Campus represents hope for those with barriers to employment. A model for community collaboration and revitalization, the Jobs Campus is allowing Goodwill to fulfill the vision set forth by the Board of Directors in 2007:
- The additional space that came through the creation of the Jobs Campus allows Goodwill to assist more than 30 additional individuals seeking employment each day.
- At the end of the year, Goodwill had already created 30 full-time positions, with additional positions anticipated in the next year.
- The completion of the Jobs Campus in the fall of 2009 enables Goodwill to collaborate with community partners who can be housed in the Workforce Training Center, and to seek additional outreach opportunities with businesses and local colleges.
- The Workforce Training Center offers not only case managed services to those that meet eligibility guidelines, but also offers a free computer resource room for the community. The center enables anyone to receive basic job search assistance, such as resume writing, application completion, and access to online job search services.
- The Jobs Campus is an investment in all of the individuals and businesses that Goodwill serves. The new, larger facility features an updated Work Center, state of the art training and testing facilities, as well as an expanded corporate center to support all Goodwill business segments throughout the 31 county service area.
- Opened in August of 2008 the Melrose retail store is not only a great place to shop for low cost, high quality clothing and household items, it is also a training center for individuals with disabilities and disadvantages.
- The addition of trees, shrubs, plants, as well as the extensive remodeling of both the retail store, and the main Goodwill facility, have completely changed the look of the inner city block.
- More than ten meeting rooms, both small and large, enable Goodwill to make the Jobs Campus a true community center, by hosting meetings for area groups and organizations.

GOOD DEEDS: BECAUSE OF THE TRAINING AND EMPLOYMENT PROGRAMS AT GOODWILL 369 PEOPLE ARE NO LONGER SOLELY DEPENDENT ON PUBLIC ASSISTANCE IN OUR AREA.

FOR THOSE THAT HAVE SUPPORTED THE GOODWILL JOBS CAMPUS PROJECT WE THANK YOU FOR YOUR INVESTMENT. GOODWILL IS A UNIQUE BLEND OF HUMAN SERVICES AND ECONOMIC DEVELOPMENT THAT REACHES THROUGHOUT THE SHENANDOAH, NEW RIVER, AND ROANOKE VALLEYS. THE JOBS CAMPUS IS CONTINUING TO HELP MOVE A LABOR FORCE FROM PUBLIC ASSISTANCE TO TAXPAYERS CONTRIBUTING TO OUR OVERALL ECONOMY.

GOOD DEEDS: GOODWILL ASSISTED 1,298 PEOPLE LAST YEAR, WHO LOST THEIR JOB DUE TO COMPANY CLOSING OR LAYOFF, THROUGH INTENSIVE JOB TRAINING AND EMPLOYMENT PROGRAMS.
MISSION
Helping people and families in our community achieve a better life through work and independence.

VISION
Goodwill – Making a difference for individuals, families, and our communities.

VALUES
Respect. We will treat all people with dignity and respect.
Stewardship. We honor our heritage by being socially, financially, and environmentally responsible.
Ethics. We strive to meet the highest ethical standards.
Learning. We challenge each other to strive for excellence and to continually learn.
Innovation. We embrace continuous improvement, bold creativity, and change.

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