WE ARE Goodwill.

GOODWILL INDUSTRIES® OF THE VALLEYS | 2012 ANNUAL REPORT
DEVIN WILLIAMS was incarcerated in 2004 at the age of 26 for malicious wounding and use of a firearm in the commission of a felony. Addicted to drugs and an alcoholic, Devin placed blame for his situation on others. Then one day Devin realized that if he had not been incarcerated for this particular crime, he would have been eventually for something else. It was simply the life he was living and he was ready to change.

Devin began taking pride in whatever job he was assigned while in prison and also took classes that would assist him upon release. Nearing the end of his incarceration, Devin met representatives from Goodwill during a session on job search and employment opportunities. Having already enrolled and taken classes in the Applied Science Degree with a specialization in water and wastewater at Mountain Empire Community College, Devin had 63 college credit hours and was determined to reach his goal of earning his degree. Representatives from Goodwill suggested Devin visit the Jobs Campus on Melrose Avenue in Roanoke following his release from prison.

The day after his release, in July of 2011, Devin visited the Melrose Jobs Campus and was enrolled in the Workforce Investment Act (WIA) Title I Adult program, which Goodwill operates for the Western Virginia Workforce Development Board. Devin completed career interest and aptitude assessments, which supported his decision to pursue a career in water treatment. The program paid for the classes Devin needed to obtain his degree and helped him secure an internship at the Western Virginia Water Authority, which he began in January of 2012.

On May 11, 2012 Devin successfully completed 150 hours of work experience with the Western Virginia Water Authority and obtained his Associate of Applied Science Degree in Environmental Science with a specialization in Water/Wastewater. On May 14, 2012, Devin started full-time with the Western Virginia Water Authority as a Water Treatment Operator. Devin is now married, has bought a home, and is pursuing his bachelor’s degree in environmental engineering. His desire to change his life led Devin to be named 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.

“With the help of Goodwill, all of my hard work has paid off. I’ve achieved things that many people doubted I could. My parents are proud and my son looks up to me. I have goals and know that I can do whatever I set my mind to.”

DEVIN WILLIAMS
Bethany Burton woke up from a coma after a car accident in 2007; her doctors told her that she would never walk, talk, or be independent again. Bethany was determined to prove them wrong. The first words and steps came slowly and required hard work; however over the next few years, Bethany learned to talk again and began walking with the assistance of a walker. She was now ready for her next step — regaining her independence.

Bethany was determined to find work and earn a paycheck. She had her eye on a job as a ticket taker at a local movie theatre, but knew that she first needed training to develop the necessary skill set. In December 2011, the Department of Rehabilitative Services referred Bethany to Goodwill. After basic interest & abilities testing, she was placed in Community Based Work Adjustment Training (CWAT). The CWAT program helps individuals with disabilities to develop skills and formulate plans to prepare for and obtain successful employment in the community.

Bethany started her training at a Goodwill store processing donations and pricing items. While working in the store she significantly improved her motor skills, stamina, and endurance. Together with her case manager, she also established a roadmap to achieve her goal of working at the theatre.

Bethany completed CWAT in May 2011 when she entered the Supported Employment program to assist with job placement and training once on the job. In August Bethany interviewed to be a ticket taker at the theatre. Her unbreakable will and great attitude led Bethany to being offered the job on the spot. After a month of follow along services from Goodwill it was evident that Bethany was where she needed to be and she exited the program. She now works two days a week taking tickets, with her next goal already in mind — becoming a cashier.

“"If someone tells me I can’t do something, I tell them ‘I’ll show you’. I have always wanted to be in charge of my own life and with the help from Goodwill I was able to learn the skills that I needed. My case manager provided me with the guidance I needed to get where I want to be.”

BETHANY BURTON
Alyssa Strickland was 15 years old when she gave birth to her first child. Determined to finish her education, she chose to remain in school. Several of Alyssa’s peers picked on her for having a child at such a young age so she eventually made the choice to leave school and obtain her GED. In 2012, Alyssa gave birth to her second child and also married her high school sweetheart.

Now married with a newborn and a 4-year-old, Alyssa knew she needed to get back into the workforce to help provide for her family. In August 2012, her sister was in a car accident resulting in a traumatic brain injury. Alyssa was so inspired by the medical care her sister received, she decided that she wanted to become a Certified Nursing Assistant (CNA). This would also allow her to assist in caring for her sister.

Alyssa inquired about the CNA program through Generations Solutions and was referred to the Career Center in Lynchburg after asking about financial assistance for the program. A partner at the Region 2000 Career Center, Goodwill operates the Workforce Investment Act (WIA) Title I Youth program through a grant from the Region 2000 Workforce Investment Board. The program helps youth with economic disadvantages get back to work or receive the training they need to get back into the workforce. In October 2012, Alyssa enrolled in the WIA youth program at the age of 19. After basic interest and abilities testing, she began taking classes to become a CNA.

The WIA program helped Alyssa pay for school, supplies, travel expenses to and from classes, exam fees, and more. Her case manager provided the hand to hold along the way and in March of 2013, after passing her boards to become a CNA, Alyssa was hired by Team Nurse as a part-time CNA.

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“Working part-time as a CNA allows me to contribute to my family and also be there for my kids. Without this opportunity I would be working longer hours making minimum wage. Goodwill has helped me in so many ways. I have made something of myself and can now help more with my sister. I am proud and so is my family. Goodwill didn’t just help me find a job. They helped me find a rewarding career.”

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I AM Confident.

CORY TINSON participated in Goodwill’s School to Work program while in high school. After graduating, he attended training programs for groundskeeping at Woodrow Wilson Rehabilitation Center in Fishersville and then began working. Cory struggled to maintain employment and in January of 2003, was referred to Goodwill by the Department of Rehabilitative Services.

Cory’s interests and abilities were assessed through the Community Based Work Adjustment Training program and it was determined that Goodwill’s Organizational Employment program, where he would work in the Radford Work Center, was a better fit for Cory. Reserved and secluded, Cory had a hard time making friends and communicating. He was afraid to try new jobs for fear of failure and was often late for work. He was living with his parents and was close to being kicked out and was almost arrested.

Cory’s fear and lack of communication were limiting his ability to succeed. He was not flexible with the jobs he could do for Goodwill’s Commercial Services department, which provides outsourcing solutions for area businesses and the work opportunities in the Work Center. His case manager met with him and discussed the importance of performing different jobs. She explained it through a sports analogy. Because he is such a huge sports fan, the message clicked that day and Cory began down a new road to success.

Cory became willing to try new jobs. He took pride in his work and his confidence began to grow. The young man who once struggled with a temper now found he was patient and enjoyed working with others. After over nine years in the program, Cory was now ready to take the next step and transition to Supported Employment and become a Goodwill employee.

In July of 2012, Cory was hired as a Production Worker in the Radford Work Center. He takes pride in encouraging his fellow Goodwill program participants to do their best work. Cory is now a dependable employee, lives on his own, and has reduced his dependence on Social Security by nearly half.

“Goodwill has taught me to never give up. I’m now happy, working, living on my own, and proud of what I have accomplished – but I’m not done yet. I have goals and am now confident that I’ll be able achieve them.”

“Last year, individuals with disabilities served by Goodwill Industries of the Valleys received Goodwill paychecks for nearly 251,408 hours of work. Thousands of additional hours were worked by people in our community that Goodwill helped place in competitive community employment.”
I AM Happy.

THOMAS BULLARD has suffered from Post-Traumatic Stress Disorder for most of his life, which he was diagnosed with after serving in the Vietnam War. In 2007, Thomas enrolled in an Incentive Therapy Program at the Department of Veterans Affairs in Salem. He worked as a greeter assisting visitors to the center. After about a year, he felt like the program wasn’t helping his condition and decided to leave. Without a plan for what to do after leaving, Thomas became unemployed.

Staying most of his days at home, Thomas was bored and his depression worsened. His condition took a toll on his marriage and he and his wife separated. Thomas was sinking deeper into depression and he knew that he needed to find a job to keep his mind off things.

Through a friend, Thomas heard about Goodwill’s Senior Community Service Employment Program (SCSEP). He enrolled in November 2010 and was assigned a training position at the Goodwill Melrose Jobs Campus in Roanoke. As part of his training, he acquired new skills in maintenance and security and completed his certification in First Aid and CPR.

Thomas enjoyed the training he received and having a meaningful job. His exceptional attitude and work ethic led to him being hired by Goodwill in January 2012 as the Campus Host. Thomas now looks forward to each day, has started working things out with his wife, and enjoys the responsibility of his job.

Thomas’s determination and perseverance led him 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.

“Thom was really excited to be working at Goodwill. For me, it is much more than just a job; it’s a real purpose and the work keeps me happy. It helped with my depression and I’m in a much better place now than I was before I entered the SCSEP program.”

THOMAS BULLARD

LAST YEAR, GOODWILL PROVIDED TRAINING AND WORK OPPORTUNITIES TO 871 INDIVIDUALS OVER THE AGE OF 55 IN THE WORK CENTERS AND THROUGH THE SENIOR COMMUNITY SERVICE EMPLOYMENT PROGRAM.
IAM Educating.

EDGAR® was born out of the “waste” from the 2008 Annual Report. The cover of the report featured a cut out in the shape of a person. This cut out was used to decorate the room at the Annual Awards Ceremony that year. People gravitated to the “Little Green Man” — even asking if they could take him home. Later, when sold in Goodwill stores to help support Goodwill job training and employment programs, the “Little Green Man” again showed his popularity by raising thousands of dollars to support the mission. He was taking on a personality of his own; it was time for a name.

Many names were suggested but one stood out because it also honored Goodwill’s heritage — EDGAR. In 1902, Goodwill Industries was founded by Reverend Edgar J. Helms. Working in a very poor area of Boston, he saw many individuals that were unable to find jobs and were desperate for food, clothing, and shelter. Rev. Helms went door to door asking those in wealthier neighborhoods for items they no longer needed. He hired people in need and paid them to mend and refurbish the goods. The Goodwill philosophy of a “hand up, not a handout” was born and recycling became a way of life for many, long before it was seen as environmentally responsible.

Today, EDGAR is Goodwill’s icon for recycling. His name is an acronym for Educating that Donations to Goodwill Are Recyclable. He is the face of Goodwill Industries of the Valley’s on social media; he visits local schools to promote not only the mission of Goodwill, but the environmental benefit that comes from keeping materials out of landfills; he is found on 24-hour donation bins located throughout the communities; and in the future you will see him at special events and in television commercials.

“'I'm excited to be a part of the Goodwill team and educating people — young and old — how donating to Goodwill helps the environment and people right here in our communities.'”
Goodwill programs provide training and employment opportunities for youth, adults, and seniors in our communities with disabilities, economic disadvantages, and those who have lost their job due to company closing or layoff so they may earn a paycheck and achieve greater independence.

Last year Goodwill served 59,659 people through basic services and 14,293 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 2012

<table>
<thead>
<tr>
<th>Disability Group</th>
<th>Number Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>VISUAL/Hearing Impaired</td>
<td>64</td>
</tr>
<tr>
<td>Physical or Disabling Condition</td>
<td>160</td>
</tr>
<tr>
<td>Developmental Disability</td>
<td>368</td>
</tr>
<tr>
<td>Psychiatric and/or Emotional Disability</td>
<td>183</td>
</tr>
<tr>
<td>Neurological Disability</td>
<td>13,110</td>
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<tr>
<td>Chemical Dependency</td>
<td>331</td>
</tr>
</tbody>
</table>

### The Community Investment

- Sales of Donated Goods (68.2%) $33,039,996
- Contract Earnings (8.7%) $4,217,075
- Workforce Development & Program Services (20.7%) $10,020,146
- United Way (0.3%) $72,499
- Other (2.1%) $1,626,150
- **Total Community Investment** (100%) $48,426,866

### Goodwill Returns to the Community

- Wages, Benefits and Taxes (56.9%) $27,577,281
- Supplies and Services (15.4%) $7,471,396
- Facility Expenses (16.5%) $7,997,477
- Future Funds Investment in Program Services (7.9%) $1,638,173
- Investment in Facilities and Equipment (4.3%) $2,867,965
- Other (2.1%) $1,782,271
- **Total Goodwill Returns to the Community** (100%) $48,426,866

*Workforce Development Funding by Workforce Investment Boards and Goodwill Industries International, Inc. grants:
- New River/Mount Rogers, Area 2 $1,184,384
- Western Virginia, Area 3 $1,188,992
- Shenandoah Valley, Area 4 $376,779
- Piedmont Workforce Network, Area 5 $1,108,760
- Region 2000, Area 7 $110,607
- Senior Community Service Employment Program (SCSEP) $2,467,664
- Good Prospects (GII) $115,251
- Workforce Investment $31,563

Good deeds:

A continued focus on a strong mission-margin balance resulted in 91% of all Goodwill Industries of the Valley’s revenues going directly to support the training and employment programs for individuals with disabilities and disadvantages.
BASSETT      5833 Virginia Avenue (540) 627-8663
BEDFORD      1128 Lynchburg/Salem Turnpike East (540) 586-6228
BLACKSBURG   1411 North Main Street (540) 951-0215
CHARLOTTESVILLE (Monday–Saturday 8 a.m. to 9 p.m., Sunday noon to 6 p.m.)
• 1242 Richmond Road (434) 295-3967
• 1720 Seminole Trail (434) 872-0170
CHRISTIANSBURG STORE & BOOKSTORE
255 Peppers Ferry Road, N.E. (540) 381-1544
COVINGTON     1252 South Craig Avenue (540) 962-9455
DALEVILLE     125 Commons Parkway (540) 992-3993
FAIRLAWN      7401 Lee Highway (540) 731-1360
FOREST        10101 Forest Road (434) 316-4770
Galax         949 East Stuart Drive (540) 236-3452
HARRISONBURG  247 South Main Street (540) 434-6050
LEXINGTON     200 Northland Lane (540) 984-1157
LYNCHBURG     2423 North Road (434) 239-6657
• 2210 Timberlake Road (434) 237-5470
• 3213 Forest Brook Road (434) 385-5575 (Opened March 2017)
MADISON HEIGHTS 4091 J. Ambler Highway (540) 679-1246
MONTIKA       7100 Beaver F. Washington Highway (540) 718-1103
MARTINSVILLE 294 Commonwealth Boulevard (276) 638-0100
PETERSBURG    300 North Main Street (540) 821-3333
ROANOKE       • 2506 Electric Road, SW (540) 377-1000
• 1500 William Street (540) 377-4765
• 3418 Orange Avenue NE (540) 377-7950
ROCKY MOUNT   8841 North Main Street (540) 603-3077
RUCKERSVILLE 8755 Seminole Trail (434) 998-1985
SALEM         • 1393 East Main Street (540) 986-1319
              Goodwill Gallery Store slic at this location
              (Opened March 2013)
              (604 Machine Shop Tr. – Sun. 10 a.m. to 6 p.m.)
              • 1500 North Main Street (540) 375-4090
STAUNTON      1194 Greenville Avenue (540) 896-0810
VERONA        405 Lee Highway (540) 248-0475
VINELAND     967 North Road (540) 875-0020
WAYNESBORO   132 Lucy Lane (540) 945-0525
WHITESVILLE 1155 North Fourth Street (540) 248-0288

RETAIL STORES

Last year Goodwill operated 33 stores in Goodwill’s 31-county service area. All stores are open Monday through Saturday 8 a.m. to 9 p.m. and Sunday noon to 6 p.m. unless otherwise noted.

BOARD OF DIRECTORS

Goodwill Industries of the Valleys is governed by a volunteer Board of Directors that provides vital 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.

Officers

Melinda Payne, Chair, City of Salem
Lew Bishop, Vice-Chair, National College
Howard Lyon, Treasurer, RGC Resources, Inc.
Harvey Brookins, Secretary, SunTrust Bank
Bruce Phillips, President & CEO, Goodwill Industries of the Valleys

Directors

Bob Archer, Blue Ridge Beverage Company, Inc.
Neil Birkhoff, Woods Rogers, PLC
Dr. John Capps, Central Virginia Community College
John Coker, SunTrust Investment Services (retired)
Jane Canlin, City of Roanoke
Andy Dickerson, Brandon Gals Retirement Community
Ed Garner, Retired, Norfolk Southern Corporation
Leah Gissy
Khaled Hassana, Legacy International
Sam Raszul, Kudzu Healthcare
Rhonda Shannon, Carilion Clinic
Jeffrey Van Doren, Van Doren Law Firm
Matt Webb, Scott Insurance
Randall A. Young, Advance Auto Parts

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

Good Deeds

Last year, 985,025 material donations were made at Goodwill stores and donation centers in our community.
When Edgar Helms developed the Goodwill model shortly after the turn of the Twentieth Century, he was building on a strong work ethic, social entrepreneurship, and the strength inherent in working together.

Goodwill Industries of the Valleys had another extraordinary year in 2012, bringing over $240 million of economic benefit to its service area while placing more than 2,300 people into jobs in the community. Much of that success came from building on the donations model Rev. Helms created while working collaboratively with other organizations to meet community needs.

Historically, Goodwill has partnered with several of the eight Community Colleges that reside within our 31-county service area. Today, we strive to engage even more, concentrating on those in communities with the greatest need for employment services.

Goodwill will work with the Roanoke Redevelopment and Housing Authority to obtain HUD funding for a Choice Neighborhoods initiative. This will impact the area in Roanoke City where Goodwill’s corporate headquarters are located. The initiative will provide meeting space and case management, but more importantly will support positive outcomes in employment and improving access to jobs.

We will continue to focus on informing area youth about the importance of education to their future development. Goodwill will build on our successful Project Search internship program with Carilion Clinic and take Reality Check, a financial fitness program, into schools throughout our service area.

Goodwill is increasing the services in the Eastern Region serving communities near Lynchburg, Charlottesville, and the Shenandoah Valley. A new Jobs Center in Madison Heights houses offices for program staff, a resource room that is open to the public for job search assistance, and the regional donated goods warehouse.

As we look to the future at Goodwill, we will keep our eye on the mission of helping people achieve better lives through work and gaining greater independence. We will develop strong relationships in the communities that we serve, and we will continue to work together to build better communities.
This report is possible in part because of the generous in-kind contribution of creative services by Wilma Ayers and William Mahone Photography.