

Media Alert

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Preliminary Study Suggests that Goodwill® Programs Can Influence Earnings Potential for Individual Participants

Roanoke, VA — Preliminary research has been conducted to study whether there is a correlation between an individual's participation in programs at Goodwill Industries® of the Valleys and earnings potential. Initial findings suggest that there could be a correlation.

Using data from the Virginia Longitudinal Data System (VLDS), the preliminary study looked at 2006-2015 earned income data of 4,647 individuals who participated in programs offered by Goodwill Industries of the Valleys during the year 2010. This timeframe includes income data from the four years prior to 2010 and the five years after 2010. Of the individuals studied:

- 85% were enrolled in one Goodwill program; 15% participated in two or more programs
- 8% had a two-year degree; 2% had a four-year degree The two largest program categories were for dislocated workers and unemployed individuals, followed by programs for seniors and youth
- The average annual income was \$12,000, with 50% having annual income less than \$1,000

Richmond Business Consultants, founded and run by University of Richmond faculty, was contracted to study and analyze the data. From the preliminary analysis of initial data, there is evidence to suggest that Goodwill programs can positively influence the income of individuals participating in programs by 25% to 50%.

Economic Outcomes:

- For Individuals who participated in Goodwill youth education programs, annual income increased by \$6,000.
- Individuals who participated in Goodwill center-based, employment and adult programs experienced a \$3,000 increase in annual income.
- People who participated in Goodwill dislocated worker programs experienced a \$1,000 increase in annual income.

As a result of these preliminary findings, member organizations of the Virginia Goodwill Network (VGN) plan to collaborate with the VDLS and Richmond Business Consultants to collect additional demographic data on individuals served through Goodwill programs, and study whether the economic outcomes experienced by those in the initial analysis are consistent across the commonwealth of Virginia. It is anticipated the next phase of study to begin yielding data in early 2018. For more information about the VGN [click here](#).

About the Goodwill Industries of the Valleys:

Goodwill Industries of the Valleys serves 31 counties and 13 cities in the New River, Roanoke, and Shenandoah Valleys. Its mission is to help people and families in our community achieve a better life through work and independence. In 2016, Goodwill assisted over 45,000 individuals and helped more than 4,000 people obtain employment in our community. So far this year, Goodwill has assisted over 33,000 people, helped 2,500 individuals find employment, and enabled 956 credentials to be earned by individuals participating in Goodwill programs.

About Richmond Business Consultants:

Richmond Business Consultants is a consulting firm founded and run by University of Richmond faculty, with expertise in strategy, operations, organizational development, and data analysis. The firm serves clients throughout the mid-Atlantic region, in industry sectors including healthcare, professional services, and utilities.

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