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## Media Alerts for Goodwill (Beginning March 5<sup>th</sup>) (opportunities throughout the Roanoke, New River, and Shenandoah Valleys, including Lynchburg and Charlottesville)

Included in this edition: Donating to Goodwill Helps People & Environment, The Story Behind the Stores, Reality Check for Students in Bedford & Franklin County, Workshops, Job Fairs, Public Classes, & more!

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### Looking for a special or last minute story? Contact us today!

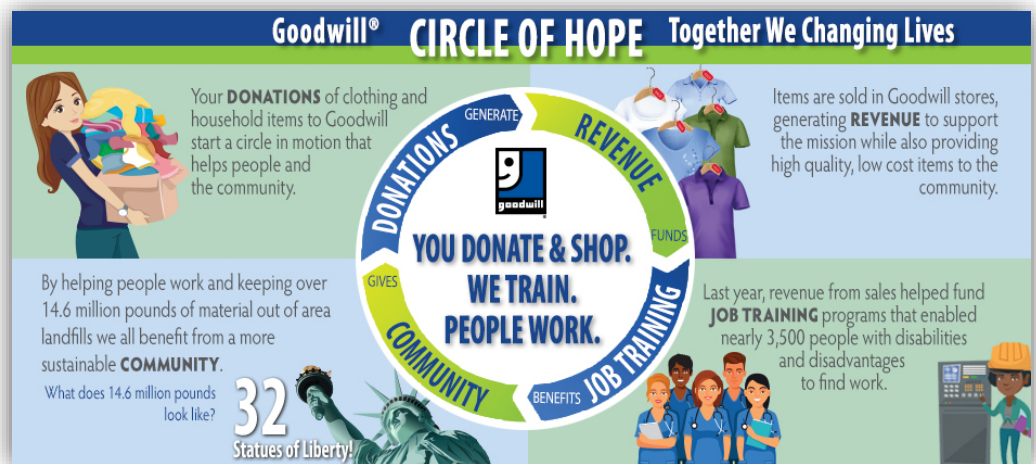
We would love to brainstorm potential story ideas with you, including personal interest stories of the people we serve.

For more information or to set up an interview please contact:

Kelly Sandridge: E: [ksandridge@goodwillvalleys.com](mailto:ksandridge@goodwillvalleys.com)  
C: (540) 525.5728

## Thinking about Starting Your Spring Cleaning? Donating to Goodwill Helps People and the Environment - This Winter's Colder Weather Has Caused Donations to Goodwill to Decrease

During the winter months, Goodwill traditionally sees a decline in material donations. The extreme cold this season has led to an even greater decline in the number of donations. With the trees budding, and warmer temperature tempting us with the possibility of Spring, Goodwill is reminding people to donate those items that you no longer need. There is a current need for clothing for men, women, and children as well as household items.



"Donations are the lifeline of our organization," states Mindy Boyd, Vice President of Donated Goods. "The sale of donated items in Goodwill retail stores supports our mission by helping to fund training and employment programs to help individuals throughout our communities who have barriers to success. When the community chooses to donate to Goodwill, it ensures that these services are available for those who need the assistance of Goodwill programs in the future."

Goodwill retail stores provide funding to support programs such as the [GoodStart Re-Entry Program](#), [Reality Check](#), and other supportive services for individuals enrolled in Goodwill programs to ensure they are able to complete their training, find and job, and remain successful.

Donating to Goodwill also helps to keep material out of area landfills. Last year alone, Goodwill Industries of the Valleys kept more than 14.6 million pounds of material out of area landfills through salvage and recycling efforts. What does 14.6 million pounds look like? Imagine 32 Statues of Liberty!

In 2017, revenues generated in Goodwill stores and through recycling efforts helped Goodwill to provide training, employment, and support services to nearly 45,000 individuals and assist 3,494 people to find jobs in the community. Goodwill's service to the community is possible because of the support of those who donate, shop, volunteer, and advocate for the organization. When you support your local Goodwill, you also support your community and protect the environment.

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## Discover the Story Behind the Stores

**Attend a Real Goodwill Tour - available in Roanoke, Lynchburg, and Radford**

Goodwill Industries of the Valleys is inviting the public to discover the story behind the stores. "Real Goodwill" tours provide a glimpse at the impact the organization is having on lives of individuals, families, and the community.

During the tour, volunteers, family of people who participate in Goodwill programs, and Goodwill leadership highlight the "Real Goodwill", through their experiences. Individuals that have gained greater independence after participating in Goodwill's training and employment programs will also tell their stories. Tour attendees will walk away with a greater understanding of the programs offered at Goodwill, the impact that these programs are having on the lives of people in our community, and the real purpose of Goodwill stores.



"Real Goodwill" tours take place twice a month and require prior registration as space is very limited.

### **Roanoke Jobs Campus Tour Dates:**

*All tours begin at 8:30am and last one hour - 2502 Melrose Avenue, NW, Roanoke, VA 24017*

- Wednesday, March 14<sup>th</sup>
- Thursday, April 5<sup>th</sup>
- Wednesday, April 18<sup>th</sup>

### **Madison Heights Jobs Center Tour Dates:**

*All tours begin at 8:30am and last one hour - 174 River James Drive, Madison Heights, VA 24572*

- Wednesday, March 7<sup>th</sup>
- Wednesday, April 11<sup>th</sup>

### **Radford Jobs Campus Tour Dates:**

*All tours begin at 8:30am and last one hour - 103 Duncan Lane, Radford, VA 24141*

- Thursday, April 12<sup>th</sup>

For more information on the "Real Goodwill" tour, [click here](#) or to sign up for a tour contact Kelly Sandridge at (540) 525.5728 or [ksandridge@goodwillvalleys.com](mailto:ksandridge@goodwillvalleys.com).

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## Goodwill Partners with Schools in Bedford and Franklin Counties to Host Reality Check Event for Students - Reality Check Helps Bridge the Gap Between Education and Having the Life You Envision as an Adult



**Franklin County High School, Rocky Mount**

Reality Check provides students a glimpse at what real life will be like. From paying bills, caring for children and pets, to managing through unexpected expenses, it is a true reality check to see if what they are planning to do for a career will give them the lifestyle they envision for themselves.

**Goodwill will bring this interactive, financial "fitness" program to students on:**

**Wednesday, March 7<sup>th</sup>  
Beginning at 9am  
Staunton River High School, Moneta**

**Wednesday, March 14<sup>th</sup>  
Beginning at 9am**

“It gives teens and pre-teens a glimpse at future obligations and responsibilities and puts it in perspective for them,” states Wanda Anthony of Goodwill. “They already know the things they want in life, whether it be a fancy car, 2 children, or a dog, but do they truly know how expensive these things can be. Do they understand that the education they are receiving today will help them to be able to afford the life they want down the road? Through Reality Check we hope to connect the dots and help the students to realize the importance of an education on their futures.”

In preparation for Reality Check, students work with their teachers to determine their career at age 30. They then choose if they are married and how many children they have. When they arrive at Reality Check, they are given a paycheck based on their career choice and then the fun really begins. They travel through life stations to see how far their paycheck will go. Life stations include:

- Buying or renting a home
- Phone and utility costs
- Vehicle purchase
- Medical costs
- Recreational activities and more

They also have to place money in savings and in addition to the routine monthly responsibilities above, they face unexpected medical bills and maintenance costs. At the end of the circuit they are met by a career counselor who talks with them about their career decision and the outcome of the Reality Check - whether they had money left or not.

For more information on Reality Check, [click here](#).

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## Public Classes, Workshops, and More:

### Roanoke Valley

March 7 <sup>th</sup>	<a href="#"><u>GoodCare Open House</u></a>	3pm	Roanoke Jobs Campus, Suite B
March 8 <sup>th</sup>	<a href="#"><u>Internet Tips and Tricks Workshop</u></a>	10am – 11:30am	Roanoke Jobs Campus, Suite B
	<a href="#"><u>The Budd Group Job Fair</u></a>	12pm – 4pm	Roanoke Jobs Campus, Suite B
	<a href="#"><u>Science Club</u></a>	6pm – 7:30pm	Roanoke Jobs Campus, Entrance between Suite B & C
March 9 <sup>th</sup>	<a href="#"><u>Northstar Computer Assessments</u></a>	10am – 12pm	Roanoke Jobs Campus, Suite B
March 12 <sup>th</sup>	<a href="#"><u>Basic Computer Skills/Keyboarding Computer Class</u></a>	10am – 1:30pm	Roanoke Jobs Campus, Suite B
	<a href="#"><u>Growing Goodwill Community Garden Information Meeting</u></a>	5:30pm	Roanoke Jobs Campus, Entrance between Suite B & C
March 13 <sup>th</sup>	<a href="#"><u>Beginner Word Computer Class</u></a>	10am – 11:30am	Roanoke Jobs Campus, Suite B
March 14 <sup>th</sup>	<a href="#"><u>Real Goodwill Tour</u></a>	8:30am – 9:30am	Roanoke Jobs Campus, Suite B
March 14 <sup>th</sup>	<a href="#"><u>Beginner Excel Computer Class</u></a>	10am – 11:30am	Roanoke Jobs Campus, Suite B
	<a href="#"><u>Mathemagician: Math for Daily Life Workshop</u></a>	10am – 11:30am	Roanoke Jobs Campus, Suite B
	<a href="#"><u>GoodCare Open House</u></a>	3pm	Roanoke Jobs Campus, Suite B
March 15 <sup>th</sup>	<a href="#"><u>Beginner PowerPoint Computer Class</u></a>	10am – 11:30am	Roanoke Jobs Campus, Suite B
	<a href="#"><u>The Budd Group Job Fair</u></a>	12pm – 4pm	Roanoke Jobs Campus, Suite B
	<a href="#"><u>Science Club</u></a>	6pm – 7:30pm	Roanoke Jobs Campus, Entrance between Suite B & C
March 16 <sup>th</sup>	<a href="#"><u>Northstar Computer Assessments</u></a>	10am – 12pm	Roanoke Jobs Campus, Suite B

### Madison Heights/Lynchburg

March 5 <sup>th</sup>	<a href="#"><u>Basic Computer Skills/Keyboarding Computer Class</u></a>	1pm – 2pm	Madison Heights Jobs Center
March 6 <sup>th</sup>	<a href="#"><u>Careers in Technology</u></a> Information Session	10am – 11am	Madison Heights Jobs Center
	<a href="#"><u>Microsoft Word Computer Class</u></a>	1pm – 2:30pm	Madison Heights Jobs Center
March 7 <sup>th</sup>	<a href="#"><u>Real Goodwill Tour</u></a>	8:30am – 9:30am	Madison Heights Jobs Center
	<a href="#"><u>Careers in Technology</u></a> Information Session	10am – 11am	Madison Heights Jobs Center
	<a href="#"><u>Internet, Email, &amp; Social Media Computer Class</u></a>	1pm – 2:30pm	Madison Heights Jobs Center
	<a href="#"><u>GoodCare Open House</u></a>	3pm	Madison Heights Jobs Center
March 9 <sup>th</sup>	<a href="#"><u>Microsoft Excel Computer Class</u></a>	1pm – 2:30pm	Madison Heights Jobs Center
March 12 <sup>th</sup>	<a href="#"><u>Basic Computer Skills/Keyboarding Computer Class</u></a>	1pm – 2pm	Madison Heights Jobs Center
March 13 <sup>th</sup>	<a href="#"><u>Careers in Technology</u></a> Information Session	10am – 11am	Madison Heights Jobs Center
	<a href="#"><u>Microsoft Word Computer Class</u></a>	1pm – 2:30pm	Madison Heights Jobs Center
March 14 <sup>th</sup>	<a href="#"><u>Careers in Technology</u></a> Information Session	10am – 11am	Madison Heights Jobs Center
	<a href="#"><u>Microsoft Excel Computer Class</u></a>	1pm – 2:30pm	Madison Heights Jobs Center
	<a href="#"><u>GoodCare Open House</u></a>	3pm	Madison Heights Jobs Center
March 15 <sup>th</sup>	<a href="#"><u>Google Suite Computer Class</u></a>	9am – 10:30am	Madison Heights Jobs Center

## Bedford/Franklin County

March 7 <sup>th</sup>	<a href="#"><u>Reality Check</u></a>	9am – 2pm	Staunton River High School, Moneta
March 14 <sup>th</sup>	<a href="#"><u>Reality Check</u></a>	9am – 2pm	Franklin County High School, Rocky Mount

## Harrisonburg

March 13 <sup>th</sup>	<a href="#"><u>Job Seeker Workshops</u></a>	9:30am – 1:30pm	Harrisonburg Workforce Center
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## Charlottesville Area

March 6 <sup>th</sup>	<a href="#"><u>Resume Writing Workshop</u></a>	2pm – 3:30pm	Charlottesville Workforce Center
March 7 <sup>th</sup>	<a href="#"><u>GoodCare Open House</u></a>	3:30pm	Charlottesville Workforce Center
March 8 <sup>th</sup>	<a href="#"><u>Employers of the Week Job Fair</u></a>	10am – 12pm	Charlottesville Workforce Center
March 9 <sup>th</sup>	<a href="#"><u>Workforce Center Job Fair</u></a>	2pm -4:30pm	Crozet Library
March 13 <sup>th</sup>	<a href="#"><u>Strategies for Job Interviews Workshop</u></a>	2pm – 3:30pm	
March 14 <sup>th</sup>	<a href="#"><u>GoodCare Open House</u></a>	3:30pm	Charlottesville Workforce Center
March 15 <sup>th</sup>	<a href="#"><u>Employers of the Week Job Fair</u></a>	10am – 12pm	Charlottesville Workforce Center

## Staunton

March 6 <sup>th</sup>	<a href="#"><u>GoodCare Open House</u></a>	3:30pm	Greenbrier Office Park
March 13 <sup>th</sup>	<a href="#"><u>GoodCare Open House</u></a>	3:30pm	Greenbrier Office Park

## Radford

March 7 <sup>th</sup>	<a href="#"><u>GoodCare Open House</u></a>	10am	Radford GoodCare Office
March 14 <sup>th</sup>	<a href="#"><u>GoodCare Open House</u></a>	10am	Radford GoodCare Office

## Clifton Forge

March 7 <sup>th</sup>	<a href="#"><u>GoodCare Open House</u></a>	10am	Dabney S. Lancaster Community College
March 14 <sup>th</sup>	<a href="#"><u>GoodCare Open House</u></a>	2pm	Dabney S. Lancaster Community College

## Galax

March 7 <sup>th</sup>	<a href="#"><u>GoodCare Open House</u></a>	10am	Wytheville Community College Crossroads Campus, Galax
March 14 <sup>th</sup>	<a href="#"><u>GoodCare Open House</u></a>	2pm	Wytheville Community College Crossroads Campus, Galax

## Martinsville

March 9 <sup>th</sup>	<a href="#"><u>GoodCare Open House</u></a>	11am	Martinsville Workforce Center
March 16 <sup>th</sup>	<a href="#"><u>GoodCare Open House</u></a>	11am	Martinsville Workforce Center

## About Goodwill

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 2017, Goodwill assisted nearly 45,000 individuals and helped 3,494 people obtain employment in our community. More than 1,300 industry recognized credentials were also earned by individuals participating in Goodwill programs in 2017.