



**Media Alerts for Goodwill (Beginning Saturday, April 28<sup>th</sup>) (opportunities throughout the Roanoke, New River, and Shenandoah Valleys, including Lynchburg and Charlottesville) Included in this edition:**

- Goodwill and the City of Roanoke Enrolling Businesses as Partners in the Summer Youth Work Program
- Goodwill to Host Annual Awards Ceremony on May 10<sup>th</sup> Goodwill Tours
- Goodwill’s IMPACT: 2017 Community Report is Now Available Online
- Attend a Tour and Discover the Story Behind the Goodwill Stores
- Many more workshops, events, and photo/video opps.

Trouble viewing the email version of this Media Tips for Local News Media? [Click Here](#) to access it online.

**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

Goodwill® and the City of Roanoke's  
**Summer Youth Work Program**

**Does Your Business Need Extra Summer Staff? Goodwill Can Help!**

**Staff Available June 11<sup>th</sup> - July 20<sup>th</sup>**

**Goodwill and the City of Roanoke have partnered for a Summer Youth Work Program.**

- Program open to youth ages 14 - 21\*
- Youth will work for six weeks this summer
- Youth will be matched with a business based on their interests and skills

**Your Business will have the opportunity to meet Prospective Applicants at a future Job Fair.**

**Recruitment of students will begin the week of April 9<sup>th</sup>**

You Donate & Shop. We Train. People Work.  
 www.goodwillvalleys.com  
 \*14 & 15 year olds must have a work permit & parental consent

**For More Information Contact:**

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**Goodwill and the City of Roanoke Now Recruiting Businesses as Partners in the Summer Youth Work Program**

**Businesses Benefit from Youth who are Work Ready from June 11<sup>th</sup> – July 20<sup>th</sup>**

Goodwill is proud to be partnering with the City of Roanoke for the second year on a program that will provide 100 youth with work experience and training this summer.

The Summer Youth Work Program is a six week program that runs June 11<sup>th</sup> – July 20<sup>th</sup> for up to 225 hours of work.

Goodwill is seeking a variety of businesses as partners in the Summer Youth Work Program. “We hope to have businesses from various industries as a part of the Summer Youth Work Program this year,” states Nicole Ross, Regional Coordinator of Youth Services for Goodwill. “We try to match the youth with businesses that align with their interest and skills so that they get a true taste of what it will be like when they have a career in the future. Having business partners from multiple industries makes this much easier, more rewarding for

the youth, and the business may find a long term employee in the process.”

Businesses who partner with the Summer Youth Experience will have the opportunity to offer youth a quality and meaningful experience that will set a foundation for a strong work ethic in the future. Businesses will also benefit from:

- Liability insurance for the youth that is covered by Goodwill
- Wages being processed by Goodwill and billed to your company the following month
- A recruitment and placement process that is facilitated by Goodwill, ensuring that youth are matched with each business based on their interests and skills
- Youth who have completed job readiness training, prior to employment
- Weekly job coaching, by Goodwill staff, for youth to enhance their work performance and communication

**Businesses interested in being a partner in the Summer Youth Work Program should contact:**

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**Media Inquiries Contact:**

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## Goodwill Awards Ceremony Highlights Community Success and Support

Goodwill will host the Annual Awards Ceremony on Tuesday, May 10<sup>th</sup>

**The Goodwill Industries of the Valleys Annual Awards Ceremony will take place:**

**Thursday, May 10, 2018**

**Social 5pm | Ceremony 6pm**

**The Hotel Roanoke & Conference Center | Crystal Ballroom**

During the social, attendees will have the opportunity to network with others in attendance and enjoy light hors d'oeuvres. The Awards Ceremony is the opportunity to honor individuals who have received services from Goodwill and are now working and continuing to excel. Awards that will be presented include Achievers and Graduate of the Year, as well as awards to honor our supporters in the community who have made the success of the past year possible. Dress for the evening is business casual.

**Awards to be presented:**

Outstanding Employee – Mission	Maurice Hicks
Outstanding Employee – Support Services	Melissa Meador
Outstanding Employee – Donated Goods	Michelle Marino
Champion for Independence	Pradhat Jain
Employer of the Year	Virginia Employment Commission
Distinguished Service	Radford Clothing Bank
Roger Matthews Lifetime Achievement	Laura Dickerson
Achiever of the Year	Abigail Michael
Achiever of the Year	Christy Morris
Graduate of the Year	Kimberly Goodman

The keynote speaker for the event will be Joseph M. Ashley, Rh.D., CRC, Assistant Commissioner Grants & Special Programs for the Virginia Department for Aging and Rehabilitative Services (DARS). Mr. Ashley's comments will highlight his journey as an individual with a disability as well as the the needs of Virginians and how Goodwill and the DARS can assist in filling those needs.



Goodwill expects approximately 200 supporters to attend the Awards Ceremony.

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## Goodwill's IMPACT: 2017 Community Report is Now Available Online



IMPACT: 2017 Community Report is now available online. The report highlights how community support enabled Goodwill to serve nearly 45,000 people who needed assistance getting back to work or gaining greater independence.

"In 2017, Goodwill assisted nearly 45,000 people who walked through the doors of our organization in need of services," states Bruce Phipps, President & CEO in his comments in the Community Impact Report. "For one person they may have simply needed help with their resume, for someone else they may have needed to take one of the many public computer classes where they could advance their skills and ultimately

find a better job. Still for others [. . .] it was case managed services that helped them overcome the barriers they faced so they could receive training needed to find work, support their families, or become more independent."

The report also includes the success stories of three individuals who received services from Goodwill and outcomes of how Goodwill is working to change lives throughout our communities.

To view the interactive IMPACT: 2017 Community Report [click here](#).

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## Goodwill Invites the Media to Attend a Real Goodwill Tour

**Tours available in Roanoke, Lynchburg, and Radford**

Goodwill Industries of the Valleys is inviting members of the media to attend a "Real Goodwill" tour to learn about our organization's impact on the community. Thanks to your continued support, more people in our community are aware of the services provided by Goodwill to help youth, adults, and seniors find employment or gain greater independence.

During the tour, you will hear from volunteers, family of program participants, and Goodwill leadership about the "Real Goodwill." Individuals that have gained greater independence after participating in Goodwill's training and employment

programs will also tell their stories. **The tour is a great way to gain future story ideas and learn more about services available in our community.**

"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

- Thursday, May 3<sup>rd</sup>
- Wednesday, May 16<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, May 9<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, June 21<sup>st</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).

**Public Classes, Workshops, and More:**

Roanoke Valley			
April 28 <sup>th</sup>	<a href="#">Botetourt Kiwanis Annual Recycling Day Donation Drive</a>	8:30am - 1pm	Lord Botetourt High School, Daleville
May 2 <sup>nd</sup>	<a href="#">GoodCare Open House</a>	11am	Roanoke Jobs Campus, Suite B
May 3 <sup>rd</sup>	<a href="#">The Budd Group Job Fair</a>	12pm – 4pm	Roanoke Jobs Campus, Suite B
	<a href="#">Science Club</a>	6pm – 7:30pm	Roanoke Jobs Campus, Entrance between Suite B & C
May 4 <sup>th</sup>	<a href="#">Northstar Computer Assessments</a>	10am – 12pm	Roanoke Jobs Campus, Suite B
May 7 <sup>th</sup>	<a href="#">Beginner Computer Skills Class</a> (Class 1 of 4)	10am – 12pm or 3pm – 5pm	Roanoke Jobs Campus, Suite B
May 8 <sup>th</sup>	<a href="#">Beginner Computer Skills Class</a> (Class 2 of 4)	10am – 12pm or 3pm – 5pm	Roanoke Jobs Campus, Suite B
May 9 <sup>th</sup>	<a href="#">Beginner Computer Skills Class</a> (Class 3 of 4)	10am – 12pm or 3pm – 5pm	Roanoke Jobs Campus, Suite B
	<a href="#">GoodCare Open House</a>	3pm	Roanoke Jobs Campus, Suite B
May 10 <sup>th</sup>	<a href="#">The Budd Group Job Fair</a>	12pm – 4pm	Roanoke Jobs Campus, Suite B
	<a href="#">Goodwill Annual Awards Ceremony</a>	5pm Social 6pm Program	Hotel Roanoke and Conference Center Crystal Ballroom
	<a href="#">Science Club</a>	6pm – 7:30pm	Roanoke Jobs Campus, Entrance between Suite B & C
May 11 <sup>th</sup>	<a href="#">Beginner Computer Skills Class</a> (Class 4 of 4)	10am – 12pm or 3pm – 5pm	Roanoke Jobs Campus, Suite B



May 14 <sup>th</sup>	<a href="#">Intermediate Computer Skills Class</a> (Class 1 of 4)	10 am – 12pm or 3pm – 5pm	Roanoke Jobs Campus, Suite B
May 16 <sup>th</sup>	<a href="#">Intermediate Computer Skills Class</a> (Class 2 of 4)	10 am – 12pm or 3pm – 5pm	Roanoke Jobs Campus, Suite B
	<a href="#">GoodCare Open House</a>	11am	Roanoke Jobs Campus, Suite B
May 17 <sup>th</sup>	<a href="#">Intermediate Computer Skills Class</a> (Class 3 of 4)	10 am – 12pm or 3pm – 5pm	Roanoke Jobs Campus, Suite B
	<a href="#">The Budd Group Job Fair</a>	12pm – 4pm	Roanoke Jobs Campus, Suite B
	<a href="#">Science Club</a>	6pm – 7:30pm	Roanoke Jobs Campus, Entrance between Suite B & C
May 18 <sup>th</sup>	<a href="#">Intermediate Computer Skills Class</a> (Class 4 of 4)	10 am – 12pm or 3pm – 5pm	Roanoke Jobs Campus, Suite B

### Madison Heights/Lynchburg

April 30 <sup>th</sup>	<a href="#">Basic Computer Skills/Keyboarding Class</a>	1pm – 2:30pm	Madison Heights Jobs Center
May 1 <sup>st</sup>	<a href="#">Basic Computer Skills/Keyboarding Class</a>	1pm – 2:30pm	Madison Heights Jobs Center
May 2 <sup>nd</sup>	<a href="#">Microsoft Word Computer Class</a>	1pm – 2:30pm	Madison Heights Jobs Center
	<a href="#">GoodCare Open House</a>	3pm	Madison Heights Jobs Center
May 3 <sup>rd</sup>	<a href="#">Microsoft Excel Computer Class</a>	1pm – 2:30pm	Madison Heights Jobs Center
May 4 <sup>th</sup>	<a href="#">Financial Empowerment Workshop</a>	1pm – 2:30pm	Madison Heights Jobs Center
May 7 <sup>th</sup>	<a href="#">Basic Computer Skills/Keyboarding Class</a>	1pm – 2:30pm	Madison Heights Jobs Center
May 8 <sup>th</sup>	<a href="#">Microsoft Word Computer Class</a>	1pm – 2:30pm	Madison Heights Jobs Center
May 9 <sup>th</sup>	<a href="#">Microsoft Excel Computer Class</a>	1pm – 2:30pm	Madison Heights Jobs Center
	<a href="#">GoodCare Open House</a>	3pm	Madison Heights Jobs Center
May 10 <sup>th</sup>	<a href="#">Google Suite Computer Class</a>	1pm – 2:30pm	Madison Heights Jobs Center
May 11 <sup>th</sup>	<a href="#">Financial Empowerment Workshop</a>	1pm – 2:30pm	Madison Heights Jobs Center
May 14 <sup>th</sup>	<a href="#">Basic Computer Skills/Keyboarding Class</a>	1pm – 2:30pm	Madison Heights Jobs Center
May 15 <sup>th</sup>	<a href="#">Microsoft Word Computer Class</a>	1pm – 2:30pm	Madison Heights Jobs Center
May 16 <sup>th</sup>	<a href="#">Microsoft Excel Computer Class</a>	1pm – 2:30pm	Madison Heights Jobs Center
	<a href="#">GoodCare Open House</a>	3pm	Madison Heights Jobs Center
May 17 <sup>th</sup>	<a href="#">Internet, Social Media, Email, &amp; Web Safety Computer Class</a>	1pm – 2:30pm	Madison Heights Jobs Center
May 18 <sup>th</sup>	<a href="#">Basic Computer Skills/Keyboarding Class</a>	1pm – 2:30pm	Madison Heights Jobs Center

### Charlottesville Area

May 2 <sup>nd</sup>	<a href="#">GoodCare Open House</a>	3:30pm	Charlottesville GoodCare Office
May 3 <sup>rd</sup>	<a href="#">Employers of the Week Job Fair</a>	10am – 12pm	Charlottesville Workforce Center*
May 8 <sup>th</sup>	<a href="#">Resume Writing Workshop</a>	2pm - 3:30pm	Charlottesville Workforce Center*
May 9 <sup>th</sup>	<a href="#">Charlottesville Community Job Fair</a>	10am – 3pm	John Paul Jones Arena
	<a href="#">GoodCare Open House</a>	3:30pm	Charlottesville GoodCare Office
May 10 <sup>th</sup>	<a href="#">Employers of the Week Job Fair</a>	10am – 12pm	Charlottesville Workforce Center*
May 15 <sup>th</sup>	<a href="#">Strategies for Job Interviews Workshop</a>	2pm - 3:30pm	Charlottesville Workforce Center*
	<a href="#">Virginia Career Works Fluvanna Job Fair</a>	5pm - 7pm	Fluvanna County High School, Palmyra

May 16 <sup>th</sup>	<a href="#">GoodCare Open House</a>	3:30pm	Charlottesville GoodCare Office
May 17 <sup>th</sup>	<a href="#">Employers of the Week Job Fair</a>	10am – 12pm	Charlottesville Workforce Center*

### Staunton

May 1 <sup>st</sup>	<a href="#">GoodCare Open House</a>	3:30pm	Greenbrier Office Park
May 15 <sup>th</sup>	<a href="#">GoodCare Open House</a>	3:30pm	Greenbrier Office Park

### Radford

May 2 <sup>nd</sup>	<a href="#">GoodCare Open House</a>	2pm	Radford GoodCare Office
May 9 <sup>th</sup>	<a href="#">GoodCare Open House</a>	10am	Radford GoodCare Office
May 16 <sup>th</sup>	<a href="#">GoodCare Open House</a>	2pm	Radford GoodCare Office

### Clifton Forge

May 2 <sup>nd</sup>	<a href="#">GoodCare Open House</a>	10am	Dabney S. Lancaster Community College
May 9 <sup>th</sup>	<a href="#">GoodCare Open House</a>	2pm	Dabney S. Lancaster Community College
May 16 <sup>th</sup>	<a href="#">GoodCare Open House</a>	10am	Dabney S. Lancaster Community College

### Galax

May 2 <sup>nd</sup>	<a href="#">GoodCare Open House</a>	10am	Wytheville Community College Crossroads
May 9 <sup>th</sup>	<a href="#">GoodCare Open House</a>	2pm	Wytheville Community College Crossroads
May 16 <sup>th</sup>	<a href="#">GoodCare Open House</a>	10am	Wytheville Community College Crossroads

### Martinsville

May 4 <sup>th</sup>	<a href="#">GoodCare Open House</a>	11am	Martinsville Workforce Center
May 11 <sup>th</sup>	<a href="#">GoodCare Open House</a>	11am	Martinsville Workforce Center
May 18 <sup>th</sup>	<a href="#">GoodCare Open House</a>	11am	Martinsville Workforce Center

\*Goodwill operates Workforce Centers for various Workforce Investment Boards in Virginia. The centers offer workshops, job fairs, and other trainings as part of the basic services provided through the Workforce Innovation and Opportunity Act program.

## 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. Goodwill, as of the end of March, has assisted nearly 17,000 people in 2018.