



Media Alerts for Goodwill (Beginning August 20th) (opportunities throughout the Roanoke, New River, and Shenandoah Valleys, including Lynchburg and Charlottesville)

Included in this edition:

- Goodwill Industries of the Valleys Welcomes Altavista Goodwill Store to the Organization
- Goodwill® to Expand GoodStart Re-Entry Job Training Program in Roanoke
- Goodwill Partners with Ferrum College to Give Freshman a Reality Check
- Goodwill Offers Workshop for Elderly to Learn How to Use Voice Activated Assistants Like the Amazon Alexa Device
- Many more workshops, events, and photo/video opps.

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
C: (540) 525.5728

Goodwill Industries of the Valleys Welcomes the Altavista Goodwill Store to the Organization



Beginning September 23rd the Altavista Goodwill store will transition operations to Goodwill Industries of the Valleys. The existing employees of the Altavista store will be hired by Goodwill Valleys and the store will remain operational.

The Goodwill store in Altavista, even though it sits within Goodwill Industries of the Valleys' [service area](#), had always been operated by another independent Goodwill organization, Goodwill Industries of South Central Virginia, headquartered in Danville. Goodwill Industries of South Central Virginia, has announced that the organization will be making some changes to its operating model to better position the organization for future service within its service area. The organization serves the City of Danville as well Pittsylvania, Halifax, Prince Edward, Amelia, Brunswick, Charlotte, Mecklenburg, Nottoway, and Lunenburg counties and is a separate, independent organization from Goodwill Industries of the Valleys. Goodwill Industries of the Valleys serves 31 counties and 13 cities in Virginia, including Campbell County.

“We at Goodwill Industries of the Valleys are very excited to welcome the Altavista store to our network of stores that already serve central and southwest Virginia,” states Mindy Boyd. “As an organization our training and employment programs have been available to residents of Campbell County for years. With the Altavista store now being operated out of our organization, donors and shoppers can feel good knowing that when they donate and shop at Goodwill in Altavista they will be helping their neighbors overcome obstacles they may have to finding or maintaining a job or gaining greater independence.”

The week of September 23rd the Altavista Goodwill store will maintain their current hours of operation (Monday through Saturday 9am – 8pm and Sunday 1pm – 6pm). The store will be closed on Sunday, September 30th as the store is transitioned to the Goodwill Industries of the Valleys operating model. When the store reopens on Monday, October 1st the store will begin operating Monday through Saturday from 8am -8pm and Sunday from Noon – 6pm.

When the store reopens on the 1st customers and donors will enjoy, not only the extended hours, but also:

- A streamlined shopping experience with well-defined departments
- Increased inventory with an emphasis on quality brands
- Lower pricing on some accessories
- Continuation of the Color of the Week Sale
- Local donations and sales benefitting the local community
- The same familiar faces that have served them at the Altavista Goodwill in the past, and an additional sales associate position to enhance customer service and product delivery

Goodwill Industries of the Valleys is part of the Goodwill network of 162 independent Goodwill organizations in the United States and Canada. Each organization has its own board of directors, mission, and operates independently to better serve the needs of the individual communities that it serves.

Goodwill® to Expand GoodStart Re-Entry Job Training Program in Roanoke

Goodwill Industries of the Valleys knows that individuals who have formerly been incarcerated can turn their lives around and be productive employees. To help with that effort, Goodwill is expanding its work training program for people with criminal backgrounds.

The GoodStart Prisoner Re-Entry program provides training for in-demand jobs in fields such as Advanced Manufacturing and Information Technology. Through a \$4.5 million grant from the U.S. Department of Labor to Goodwill Industries International, the program is expected to serve nearly 600 people across the United States. As a sub-grantee, Goodwill Industries of the Valleys will receive more than \$750,000 in funding to provide services locally to an expected 150 individuals over the next three years in Roanoke and select areas of Roanoke County.

[Click here](#) to read the full Media Alert about the program expansion.

Goodwill Partners with Ferrum College to Give Freshman a Reality Check

Reality Check Helps Bridge the Gap Between Education and Having the Life You Envision as an Adult



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.

On Wednesday, September 26th and Thursday, September 27th Goodwill will bring this interactive, financial "fitness" program to Freshman at Ferrum College.

"Reality Check gives those participating 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 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.

"We are excited to have our freshmen participate in the Goodwill Reality Check program," states Leslie Holden, Director of Career Services for Ferrum College. "This activity is a great way for them to connect choices they make now to the next four years to their future. For some it may be an eye-opener, but they will have time to learn the necessary skills to be financially successful when they leave Ferrum College."

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

Goodwill Offers Workshop for Elderly to Learn How to Use Voice Activated Assistants Like the Amazon Alexa Device



New Vision provides Assistive Technology for the Elderly training and devices to those who qualify.

The Assistive Technology for the Elderly (ATE) program through New Vision at Goodwill allows the elderly to have access to the internet without having a computer or smart phone. ATE provides free equipment and training to qualified individuals on the use of voice-activated virtual assistants such as Amazon Echo and Google Home.

ATE 2.0 provides free equipment and training to qualified individuals. Instruction includes the use of voice-activated virtual assistants such as Amazon Echo and Google Home.

[Click Here](#) to print information on Assistive Technology for the Elderly.

Workshop Information:

When: Wednesday, Oct. 3 from 2pm – 2:30pm
Where: Roanoke Melrose Jobs Campus, 2502 Melrose Ave. NW, Suite B, Roanoke VA 24017
What: This 20-30 minute workshop will provide information about New Vision's free program for seniors (age 55 and older) who reside in the Roanoke Valley. The program purchases and places an Amazon Echo or Google Home device with a senior. Space is limited.
RSVP: Please call David Ward to reserve your seat at (540) 985.8900 ext. 1122 or email info@goodwillvalleys.com.

ATE 2.0 is funded in part by a grant from the Mary Louise Home Fund of the Foundation for Roanoke Valley.

Public Classes, Workshops, and More:

		Roanoke Valley	
Sept 26 th	Real Goodwill Tour	8:30am – 9:30am	Roanoke Jobs Campus, Suite B
August 29 th	Workforce Unlimited Job Fair	1pm – 4pm	Roanoke Jobs Campus, Suite B
Sept 26 th	GoodCare Open House	3pm	Roanoke Jobs Campus, Suite B
Sept 27 th	The Budd Group Job Fair	12pm – 4pm	Roanoke Jobs Campus, Suite B
	Science Club	6pm – 7:30pm	YouthHQ@Goodwill
Oct 3 rd	GoodCare Open House	11am	Roanoke Jobs Campus, Suite B
Oct 3 rd	Assistive Technology for the Elderly Workshop	2pm – 2:30pm	Roanoke Jobs Campus, Suite B

Madison Heights/Lynchburg

Sept 26 th	GoodCare Open House	3pm	Madison Heights Jobs Center
Oct 3	GoodCare Open House	3pm	Madison Heights Jobs Center
Sept 12 th	GoodCare Open House	3pm	Madison Heights Jobs Center

Charlottesville Area

Sept 25 th	Professionalism Workshop	2pm – 3:30pm	Charlottesville Workforce Center*
Sept 26 th	GoodCare Open House	3:30pm	Charlottesville GoodCare Office
Sept 27 th	Employers of the Week Job Fair	10:30am – 12pm	Charlottesville Workforce Center*
Oct 3 rd	GoodCare Open House	3:30pm	Charlottesville GoodCare Office

Harrisonburg

Sept 24 th	Perdue & Pilgrims Hiring Event	9am – 1pm	Harrisonburg Workforce Center*
Sept 25 th	George's Hiring Event	9am – 1pm	Harrisonburg Workforce Center*
Sept 26 th	Pilgrims Hiring Event	9am – 1pm	Harrisonburg Workforce Center*

Staunton

Sept 25 th	GoodCare Open House	3:30pm	Greenbrier Office Park
Oct 2nd	GoodCare Open House	3:30pm	Greenbrier Office Park

Radford

Sept 26 th	GoodCare Open House	2pm	Radford GoodCare Office
Oct 3 rd	GoodCare Open House	10am	Radford GoodCare Office

Clifton Forge

Sept 26 th	GoodCare Open House	2pm	Dabney S. Lancaster Community College
Oct 3 rd	GoodCare Open House	10am	Dabney S. Lancaster Community College

Galax

Sept 26 th	GoodCare Open House	2pm	Wytheville Community College Crossroads Campus, Galax
Oct 3 rd	GoodCare Open House	10am	Wytheville Community College Crossroads Campus, Galax

Martinsville

Sept 28 th	GoodCare Open House	11am	Martinsville Workforce Center
Oct 5 th	GoodCare Open House	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 August, has assisted more than 30,000 people in 2018.

