Goodwill Industries of the Valleys Receives National Recognition for Outstanding Career Placement and Services

Roanoke, VA — Goodwill Industries of the Valleys has been designated by Goodwill Industries International as a 2019 Center of Excellence for Career Navigation. The Roanoke Goodwill has shown tremendous success in addressing its local community’s need of sustaining employment opportunities for individuals with disadvantages.

In 2014, the local Goodwill team noticed a number of former program participants would return from their jobs for additional services because they could not make ends meet for themselves or their families. In some cases, they could not afford the transportation and childcare costs necessary to work while making only $10 per hour. Through collaboration with community partners, braiding of funding streams, and strategic business engagement, the Goodwill committed to a five-year plan of providing job skills training for in-demand careers to help individuals achieve self-sufficiency and improve their quality of life.

Workforce industries in the Goodwill’s communities include information technology, healthcare and advanced manufacturing. The Goodwill partnered with eight community colleges, six regional adult education programs, and several private and online training providers to best meet the needs of individuals who are unemployed and underemployed. Additionally, partners such as Bank on Roanoke Valley lead a financial literacy program to help individuals understand how to address financial needs and assist with planning success for future earnings.

This approach, “Sector Strategies,” has yielded outstanding results. Over the past five years, the Roanoke Goodwill placed more than 8,500 individuals into employment, increased average wage of career opportunities for program participants by almost $4, and has seen a nearly 90 percent employment retention rate at one year post-placement.

“We are so pleased that Sector Strategies is receiving recognition for all of the lives it has impacted,” said Bruce Phipps, president and CEO at Goodwill Industries of the Valleys. “We’re very grateful to our community partners and other organizations that have contributed to the success of this program, allowing us to continue providing employment opportunities for our community, especially to those were facing challenges.”

The Goodwill Center of Excellence Award for Career Navigation celebrates a local Goodwill organization with demonstrated success of providing career navigation and financial wellness, placing persons served and employed in careers, and collaborating with community partners and/or employers to create locally relevant career opportunities for populations who are underrepresented. Launched in 2001 with the generous support from the Annie E. Casey Foundation, the Center of Excellence Awards recognize local Goodwill organizations with exceptional family strengthening practices. The award was recently presented at Goodwill’s annual spring conference in Ft. Worth, TX.
ABOUT 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 2018, Goodwill assisted more than 47,000 individuals with barriers to success, helped 3,300 people find jobs in our community, and provided training opportunities that resulted in more than 1,400 credentials being earned by individuals participating in Goodwill programs. As of the end of March, Goodwill had already assisted more than 13,000 people in 2019. Visit www.goodwillvalleys.com for more information.

ABOUT GOODWILL INDUSTRIES INTERNATIONAL
Goodwill Industries International (GII) is a network of 160 community-based, autonomous organizations in the United States and Canada with a presence in 13 other countries. GII is a 501(c)(3) nonprofit that is recognized by GuideStar with its Platinum Seal of Approval, the organization’s highest rating for charities. For the past three years, Goodwill was ranked in the top five brands that inspired consumers the most with its mission in the World Value Index, commissioned by the creative agency, enso. Goodwill has been on Forbes’ list of top 20 most inspiring companies for three consecutive years, the only nonprofit featured on that list.

Local Goodwill organizations are innovative and sustainable social enterprises that offer job placement and training services, and other community-based programs by selling donated clothing and household items in more than 3,300 stores collectively and online at shopgoodwill.com. Goodwill helps people facing challenges to finding employment, including people with disabilities, veterans and military families, youth and young adults, older workers, people reintegrating into society, and others working to advance their careers. Local Goodwill organizations build revenues and expand employment opportunities by contracting with commercial, state, government and non-government organizations to provide a wide range of business services, including janitorial and grounds maintenance, flexible staffing, food service, manufacturing and contracts packaging, reverse logistics, document imaging and shredding, and laundry services.

Last year, local Goodwill organizations collectively placed more than 288,000 people in employment in the United States and Canada. In addition, more than 36 million people used computers and mobile
devices to access Goodwill education, training, mentoring and online learning services to strengthen their skills, and more than two million people received in-person services.

Goodwill is both an icon and accessible neighbor: more than 82 percent of the U.S. population resides within 10 miles of a Goodwill location.

For more information or to find a Goodwill location near you, visit goodwill.org, or call (800) GOODWILL. Follow us on Twitter: @GoodwillIntl and @GoodwillCapHill, and find us on Facebook, Instagram and YouTube: GoodwillIntl.