



GOODWILL[®] NEWS STORIES

Central,
Southwest, &
Southside
Virginia

looking for a good news story?

www.goodwillvalleys.com

Media Alerts for Goodwill Beginning April 27th - opportunities throughout Central, Southwest, and Southside, Virginia. Included in this edition:

- Goodwill Virtual Services During COVID-19 Crisis Include Live Online Classes & Personal Career Coaching Services
- Goodwill's Partnership with Spectrum Grows During the COVID-19 Crisis
- Live Classes through Goodwill Virtual Services

Looking for a Goodwill 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:

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Goodwill Virtual Services During COVID-19 Crisis Include Live Online Classes & Personal Career Coaching Services

Goodwill has moved its **training and employment services** online as a result of the COVID-19. [Virtual Services](#) launched mid-March and have quickly become a resource for individuals throughout our communities. Services include live classes and personal career coaching services.

Currently, Goodwill Virtual Services includes an offering of more than 20 free, live online classes, ranging from work readiness, professional development, personal improvement, soft skills, safety and health, and technology. Each class lasts approximately 40 minutes, including a certification quiz, completion certificate, and an accompanying continuing education unit (CEU). Classes meet multiple times a day, Monday through Friday with additional class topics added on a regular basis. In addition to the live classes, there are more than 40 on-demand classes available for the public to complete at their own pace.

“We want to continue developing and adding content that is relevant to the people we are serving through Virtual Services,” states William Long, Director of Learning & Organizational Effectiveness for Goodwill. “We will be adding more classes involving technology platforms, smartphones, web and cloud based platforms at Beginner, Intermediate and Advanced levels. We anticipate virtual training becoming a distance learning platform where Goodwill can offer learners a more robust online learning experience. Plans include development of a series of interrelated classes, full course offerings, and certification-level classes.”

Personal Career Coaches are another offering through Goodwill's Virtual Services, which will greatly benefit the public. Career Coaches help individuals with tasks like resume writing assistance, online job application help, interviewing, personal development planning, and more. For people who would like one-on-one assistance and additional support Career Coaching is available free of charge.

“The opportunity to have a human connection when individuals need extra guidance or help is invaluable during these uncertain times,” states Stephanie Hoer, Senior Director of Program Services for Goodwill. “It is one thing to offer information and training services online; at Goodwill we wanted to provide individuals with additional one-on-one assistance that an online class or training would not provide. Individual’s needs and circumstances vary greatly during this crisis, and Goodwill Career Coaches are here to help people by answering questions and providing specific assistance.”

Individuals may sign up for Career Coaching by [clicking here](#).

All Goodwill Virtual Services can be accessed by [clicking here](#).

Goodwill’s Partnership with Spectrum Grows During the COVID-19 Crisis

[Goodwill Donation Centers](#) are open. Many individuals have used this time of self-isolation to clear the clutter and bring it to Goodwill, and we are very grateful! And likewise, Goodwill donation attendants are grateful for the opportunity to remain working and of service to the public. Attendants are interacting a bit different these days – staying at least 6 feet away, removing donations from your trunk for you, or offering bins for you to place the donations yourself. And they are using hand sanitizer, lots and lots of hand sanitizer.

Like the public and other businesses, Goodwill has struggled to find certain supplies during this unprecedented time. Hand sanitizer was an item we were worried about obtaining. Until Goodwill board member, Mike Flint and community partner, Donal Robb from [Spectrum Brands – Global Pet Care](#) in Blacksburg, came to the rescue. Mike and Donal have been friends for quite a while and when Mike told Donal of Goodwill’s challenge to find hand sanitizer it spurred an early morning call with members of Goodwill’s Executive Team.

Goodwill and Spectrum working together is not something new. In fact, the relationship goes back more than 15 years. [Goodwill Business Solutions](#), Goodwill’s department that provides outsourcing solutions for area businesses, provides manufacturing and fulfillment, as well as janitorial services, for the Blacksburg plant.

Spectrum, in response to the crisis, has shifted one of its lines to [produce hand sanitizer](#). They donated product to both Lewis Gale Hospital and Carilion Clinic, and during the call, committed to provide the much-needed hand cleaner for Goodwill employees collecting donations. Goodwill Business Solutions has also begun making masks for Spectrum. The relationship is really a win-win.

“What made this partnership with Spectrum even more rewarding? When the hand cleaner donations made it to the donation attendants, states, Kelly Sandridge, Vice President of Brand Strategy & External Affairs. “They were so excited and thankful. Thanks to Spectrum and our generous donors, our attendants are safely and happily still collecting donations throughout our communities.”

For more information on the Goodwill and Spectrum partnership, [click here](#) to read our recent blog post.



Live Classes through Goodwill Virtual Services

[Click here](#) for more information on other Virtual Services.

April 27 th	Nail the Interview; Get the Job	11am
	Excel - Let's Make a Spreadsheet	1pm
	Professional Communication	2:30pm
April 28 th	Smartphone Basics	9:30am
	PowerPoint 101	11am
	Excel - Formatting & Formulas	1pm
	Mental Health in the Workplace	2:30pm
April 29 th	Creating a Powerful Resume	9:30am
	Time Management & Prioritization	11am
	Excel - Let's Make a Spreadsheet	1pm
	Being Positive	2:30pm
April 30 th	Employ Excellence	9:30am
	Excel - Formatting & Formulas	1pm
May 1 st	PowerPoint 101	11am
	Excel Lab	1pm
	Being Positive	2:30pm

About Goodwill

Goodwill Industries of the Valleys serves 35 counties and 14 cities in Central, Southwest, and Southside Virginia. Its mission is to help people and families in our community achieve a better life through work and independence. In 2019, Goodwill assisted more than 38,000 individuals with barriers to success, helped 2,921 people find jobs in our community, and provided training opportunities that resulted in 2,550 credentials being earned by individuals participating in Goodwill programs. Through the end of March, Goodwill has helped over 16,800 people in 2020. Visit www.goodwillvalleys.com for more information.