

Media Alert

For Immediate Release
August 23, 2021



Goodwill Industries® of the Valleys Announces Board Leadership Change

Roanoke, VA – Goodwill Industries of the Valleys Board of Directors announced new board leadership today. Effective Monday, August 23rd, Matthew Churchill, Wells Fargo, will assume the Chairman of the Board position.

Matt has served on Goodwill's® board since 2016. He is actively involved throughout the community, also serving on the Board of Directors for the YMCA of Virginia's Blue Ridge. Matt is the former President of the Salem-Roanoke County Chamber of Commerce. He says one reason he gives back to the community is because he enjoys living here. He wants to contribute to what makes it a worthwhile place to live – part of which is a healthy economy. Matt points out that a good economy is dependent on a healthy workforce, and he believes "Goodwill is as much an economic development agent as it is a non-profit organization. Goodwill offers something unique: access to and the dignity of work." He speaks highly of the programs the organization offers that help people prepare for the workforce, as well as the many job opportunities Goodwill provides. Matt is also appreciative of Goodwill's consistent presence in the community.

Goodwill Industries of the Valleys is governed by a volunteer Board of Directors. They provide critical support through guidance and fiduciary responsibilities. The board consists of individuals with diverse backgrounds and represent the geographical regions served by the organization.

###

About Goodwill Industries of the Valleys

Goodwill Industries of the Valleys serves 35 counties and 14 cities throughout Central, Southwest, and Southside Virginia. Its mission is to eliminate poverty through empowering individuals, strengthening families, and building stronger communities. In 2020, Goodwill served 63,078 youth, adults, and seniors who needed assistance getting back to work and gaining greater independence, placed 2,598 people into jobs in our community, and helped individuals attain 6,321 industry recognized credentials that will allow them to be more competitive in their job search and to find higher paying employment. At the end of July, Goodwill had already assisted over 23,419 people in 2021. Visit www.goodwillvalleys.com for more information.

For more information:

Michelle Darby, Vice President, Marketing & Communications
(540) 581.0620 ext. 1107 | (540) 525.5728 | mdarby@goodwillvalleys.com

Chelsea Moran, Marketing & Public Relations Manager
(540) 581.0620 ext. 1225 | (540) 520.8138 | cmoran@goodwillvalleys.com