

Media Kit

Goodwill Industries of the Valleys Mission

Empowering Individuals. Strengthening Families. Inspiring Communities.

Client Population

Goodwill® programs assist youth, adults, and seniors with disabilities and disadvantages who need training or employment assistance to enter or re-enter the workforce. Obstacles to employment may include:

- moderate to severe mental and/or physical disabilities
- disadvantages including
 - language barriers
 - drug abuse
 - educational disruptions
 - job loss due to layoff or company closing
 - at-risk youth from local schools with a lack of work experience
 - seniors over age 55 on a low income who lack the skills to re-enter the workforce
 - ex-offenders

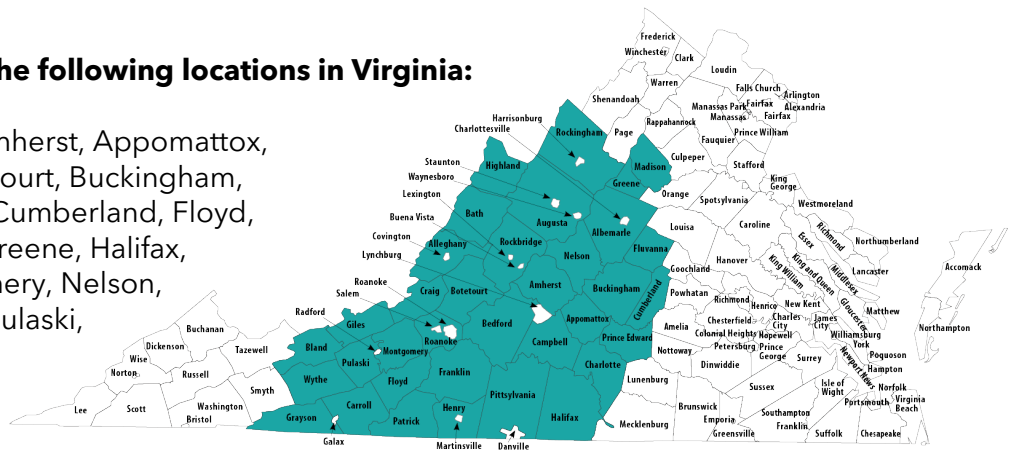
Number Served

In 2021, Goodwill served 38,446 youth, adults, and seniors, placed 670 people into jobs in our community, and helped individuals attain 2,949 industry recognized credentials that will allow them to be more competitive in their job search and to find higher paying employment.

Geographic Area

The Goodwill service area covers the following locations in Virginia:

Counties - Albemarle, Alleghany, Amherst, Appomattox, Augusta, Bath, Bedford, Bland, Botetourt, Buckingham, Campbell, Carroll, Charlotte, Craig, Cumberland, Floyd, Fluvanna, Franklin, Giles, Grayson, Greene, Halifax, Henry, Highland, Madison, Montgomery, Nelson, Patrick, Pittsylvania, Prince Edward, Pulaski, Roanoke, Rockbridge, Rockingham, and Wythe.



Cities - Buena Vista, Charlottesville, Covington, Danville, Galax, Harrisonburg, Lexington, Lynchburg, Martinsville, Radford, Roanoke, Salem, Staunton, and Waynesboro.

Goodwill Industries of the Valleys Corporate Headquarters and Support Center is located at the Roanoke Jobs Campus, 2502 Melrose Avenue, NW, Roanoke, Virginia.



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Affiliations

Goodwill Industries International - Goodwill Industries of the Valleys, serving Central, Southwest, and Southside Virginia, is one of 155 community-based, independent organizations in the United States and Canada with a presence in 12 other countries. Goodwill's members operate under the umbrella of a common mission. However, each Goodwill functions as an independent organization with its own programs, services, and locally elected board of directors. Goodwill Industries International (GII) links these members together to ensure quality standards, shared leadership, and a fluid exchange of ideas throughout the Goodwill movement.

CARF - Goodwill Industries of the Valleys received a three-year accreditation from an international accrediting commission, CARF, for its Community Employment Services: Employment Supports, Community Employment Services: Job Development, and Organizational Employment Services at in July 2021. The latest accreditation is the seventh consecutive Three-Year Accreditation that the international accrediting body has awarded to Goodwill.

CARF, an independent, not-for-profit accrediting body whose mission is to promote the quality, value, and optimal outcomes of services through a consultative accreditation process that centers on enhancing the lives of the persons served by an organization. Founded in 1966 as the Commission on Accreditation of Rehabilitation Facilities, and now known as CARF, it establishes standards to help organizations measure and improve the quality of their programs and services.

Goodwill Programs

Work and Training Services programs are the essence of the mission and are designed to provide participants with the level of support needed to succeed. From daily intensive skills training to job coaching, people with disabilities and disadvantages receive valuable training and employment opportunities to help change their lives and make a difference their community.

Business Services are a key component of Goodwill's mission. We offer innovative, efficient outsourcing solutions to business and industry, which provides the training and employment opportunities for individuals participating in our workforce development programs. Goodwill's industrial capabilities encompass a wide range of services from labor, training and supervision to facility and production space, capital equipment and product manufacturing.

Donated Goods operations are the most familiar of Goodwill's operations. Through the collection and sale of donated clothing and other household items we can generate critical revenue to support our mission as well as provide needed jobs in the communities we serve. Our retail stores, attended donation centers, and warehouses employ over 650 people and provide training and employment opportunities for individuals participating in Goodwill's workforce development programs.

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History of Goodwill Industries of the Valleys

Goodwill has been a part of the Roanoke community since 1931. Goodwill Industries of the Valleys, as we are known today, was created in January 2000 through the merger of four organizations with similar missions - all committed to serving people in need. This merger allowed us to better meet the needs of the individual communities within our service area.

Goodwill Industries of the Valleys is structured along critical business lines: Mission Services, Goodwill Business Services, and Donated Goods. This structure, implemented in July of 2008, helps Goodwill to facilitate growth in all business segments including service to individuals with disabilities and disadvantages. Corporate support offices provide support in finance, human resources, safety, informational technology, marketing, fundraising, and compliance.

History of Goodwill Industries

Rev. Edgar J. Helms, a Methodist minister, founded Goodwill in 1902 in Boston's South End. Helms collected used household goods and clothing in wealthier areas of the city, then trained and hired the poor and immigrants to mend and repair the used goods. The goods were then resold or were given to the people who repaired them. The system worked, and the Goodwill philosophy of "a hand up, not a handout" was born.

The organization, formally incorporated in 1910 and housed in Boston's Morgan Memorial Chapel, became known as Morgan Memorial Cooperative Industries and Stores, Inc. It provided job skills training programs and even a rudimentary placement service. The name "Goodwill Industries" was later adopted after a Brooklyn, NY, workshop coined the phrase.

During the decades that followed, Helms' vision spread as Goodwill organizations sprung up throughout North America. The Depression era brought an increased focus on people with disabilities. In later years, people with economic and social barriers to employment began to benefit from Goodwill's outreach. Today, Goodwill is international in scope and the populations we serve are more diverse than ever. Yet our ultimate goal remains unchanged: to place individuals in productive and competitive employment.

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Goodwill Industries of the Valleys Media Contacts

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Goodwill Industries International Media Contacts (National Media Inquiries Only)

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