Goodwill Industries® of the Valleys

Media Kit

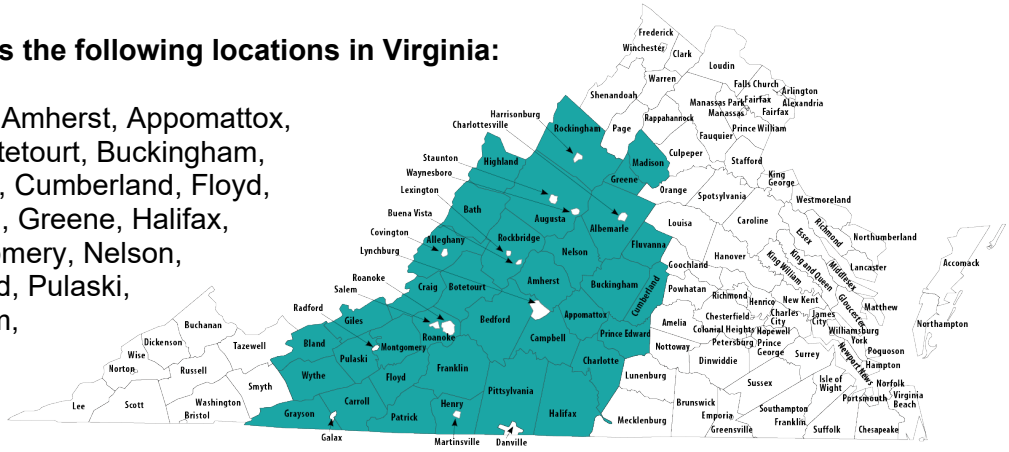
Goodwill Industries of the Valleys Mission
Empowering Individuals. Strengthening Families. Inspiring Communities.

Client Population
Goodwill® serves individuals who need training or job assistance to enter or re-enter the workforce. Goodwill helps people find a job, train for a better job, or earn life skills that allow them to live more independently and help reach their fullest potential.

Number Served
In 2025, Goodwill served 26,931 indidviduals.

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 are located at
310 1st St SW, Suite 1200, Roanoke, VA 24011
PO Box 2420, Roanoke, VA 24010

Melrose Plaza is located at 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 150 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 and Community Employment Services: Job Development in July 2024. The latest accreditation is the eighth consecutive Three-Year Accreditation that the international accrediting body has awarded 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 people 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

Job and Training Services are the essence of the mission and are designed to provide individuals with the level of support needed to succeed. We empower individuals facing challenges, disadvantages, disabilities, and the general public, through job training and employment services. Goodwill helps people in Virginia communities find jobs, develop new skills, and achieve their full potential.

Through the power of work, Goodwill transforms lives – offering a pathway to success and self-sufficiency.

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 700 people and provide training and employment opportunities for individuals.

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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, information 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 Contact

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Goodwill Industries International Media Contact
(National Media Inquiries Only)

For national media interviews, e-mail at pr@goodwill.org.