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FOR IMMEDIATE RELEASE

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Goodwill Awarded Three-Year Independent Accreditation

OAKLAND, Calif. – Goodwill Industries of the Greater East Bay is pleased to announce that it has been awarded a three-year accreditation from CARF (the Commission on Accreditation of Rehabilitation Facilities). This is the maximum length of accreditation possible from CARF, an organization whose primary responsibility is to ensure that nonprofit agencies serving individuals living with disabilities are meeting nationally-recognized program quality standards.

“Goodwill Industries of the Greater East Bay is proud to have received its second straight three-year accreditation by CARF. Our Goodwill has been helping those with disabling and disadvantaging conditions for more than 91 years now, but we realize that in addition to our long-standing record of serving the community, having independent, third-party accreditation of our programs is essential to demonstrating our continued commitment to meeting the needs of our community by offering the highest quality of services available,” said John B. Latchford, President & CEO of Goodwill Industries of the Greater East Bay

CARF’s certification indicates Goodwill’s commitment to helping those facing challenges to securing and maintaining employment while maintaining a high level of integrity in its fiscal responsibility, governance, and programs. “Goodwill Industries of the Greater East Bay works diligently to ensure we use the funds we receive through our socially-responsible businesses, government contracts, and financial donations with the utmost integrity and with the intent for which the funds were generated. Our new three-year CARF certification illustrates this continued effort on our part to provide program services so needed by our community with responsibility and transparency,” Latchford added.

Goodwill Industries of the Greater East Bay operates 26 retail stores, and the proceeds from the resale of donated items support Goodwill’s workforce development programs to help those facing barriers to employment, such as homelessness, limited education and language skills, history of incarceration, lack of work experience, and disabilities. Goodwill provides hands-on job training in our stores and facilities, along with our job readiness and life skills training free-of-charge to community members in need. During 2009, Goodwill served 3,123 individuals and families in the East Bay and placed more than 500 people into competitive jobs, an increase of more than 36 percent over 2008. As with all of Goodwill’s funds, for every \$1 generated by the agency, 91 cents will go directly into job training, placement, and support service programs Goodwill provides to individuals and families throughout the East Bay. For more information, please visit us at www.eastbaygoodwill.org or contact Kimberly Scrafano, Vice President for Development & Community Affairs, at (510) 698-7223.