

November 30, 2010

**FOR IMMEDIATE RELEASE**

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## **Korean Government Officials Visit Goodwill Industries**

**OAKLAND, Calif.** – Goodwill Industries of the Greater East Bay welcomed the Korean Ministry of Employment and Labor to learn more about the mission of Goodwill Industries and how we support our programs through social enterprise. The visit was organized by Korea’s Employment Service Bureau in the Ministry’s Social Service Department and included dignitaries from government, business, and nonprofit organizations.

“Goodwill Industries of the Greater East Bay welcomed our global neighbors to see how we operate our social enterprises, through integrating our earned-income socially-responsible businesses with our job training mission,” said John B. Latchford, President & CEO of Goodwill Industries of the Greater East Bay. “We appreciated their genuine interest in learning more about social enterprise and welcomed the opportunity to share our story with them.”

The visit took place at the headquarters for Goodwill Industries of the Greater East Bay in Oakland, California. The Korean Ministry of Employment and Labor trip comprised 21 members from various government, business, and NPO organizations, headed by Kwon Hyuk Jung, the deputy director of the Social Services Department at the Ministry of Employment and Labor in Gwacheon City in the Seoul National Capitol Area (SNCA) of the Republic of Korea.

“Korea passed the Social Enterprise Promotion Act in 2007. Since then, 353 social enterprises with business operations have been certified by the government, and more than 50 are currently being initiated,” said Kwon Hyuk Jung through the group’s translator. “We are very interested in seeing what other countries are doing in social enterprises and learned from seeing the Goodwill operations.”

Goodwill Industries of the Greater East Bay is one of 165 Goodwill agencies in the United States and Canada, along with 14 international Goodwill agencies, including one in the Republic of Korea. “We shared both our regional and international work with the group. I think several of them were surprised that there is a Goodwill Industries of Korea, so we were able to educate them about this agency and perhaps help create some partnership with them,” Latchford added. The delegation seemed interested and mentioned that they planned to contact Goodwill Industries International to learn more about Goodwill of Korea.

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, an increase of more than 36 percent compared to 2008, and placed 450 people into competitive jobs. 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](http://www.eastbaygoodwill.org) or contact Kimberly Scrafano, Vice President for Development & Community Affairs, at (510) 698-7223.