



# GOODWILL WORKS

Community E-Newsletter of Goodwill Industries of the Greater East Bay

Winter 2011-2012

Changing Lives and Building a Stronger Community - One Job at a Time!

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## Goodwill Opens New Hayward Store

Goodwill Industries of the Greater East Bay opened a new Store in Hayward, with the grand opening taking place on November 18th. State Senator Ellen Corbett and a representative from County Supervisor Nadia Lockyer's office helped cut the ribbon.

"We were honored to have Senator Corbett and other local leaders help us dedicate our new store in Hayward," said John B. Latchford, Goodwill President & CEO. "As a nonprofit providing job training



Photo (R-L): Goodwill CEO John Latchford with Senator Corbett, Goodwill Chair John Brennan, and Anissa Basoco-Villarreal from Supervisor Lockyer's office dedicate the new Hayward store.

and placement services to those in need, we want to expand our social enterprise during this challenging economy in order to create more jobs

and expand training opportunities for those in need. Our new Hayward store is larger than our previous location and therefore will provide more jobs and services to those in need. We greatly appreciate the support we have received from the community on expanding our social enterprise in Hayward," he added.

Goodwill's donations and retail program provides 67 percent of total agency revenue. With 93 cents of every

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## A Green Holiday Season – Shopping Thrift for the Gift!

Goodwill Industries of the Greater East Bay is seeing more customers in its stores – not only shoppers generally trying to find bargains, but also those who understand the efforts by Goodwill and other similar community-based organizations to divert goods from landfill into recycling and re-use. During this past year, more than ever, Goodwill stores witnessed customers combining their desire to save money with their efforts to be 'green' when shopping for holiday gifts for their friends and family.

"Goodwill Industries of the Greater East Bay, along with our affiliated Goodwill agencies throughout the

country, have experienced an increase in shoppers and donors over the last two years," said John B. Latchford, President & CEO. "Local community members are becoming more aware of the positive impact Goodwill has on the environment through our proactive reuse and recycling efforts, and they want to participate in this effort to protect our resources."

When some local Oakland customers were queried about their interest in holiday shopping, folks mentioned that they were looking to save money and also participate in having a 'green' holiday.

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Dear Friends of Goodwill,

I want to thank you sincerely for your support of our mission and programs, particularly during this Season of Giving. As we saw last year, 2012 is promising to be a very busy year for Goodwill. This year we expect to continue to increase our services throughout the East Bay. Our job training and placement programs are in very high demand as our local communities continue to struggle with high unemployment and economic challenges.

Goodwill continues to see many individuals and families coming to us for help. While our mission has always been to serve those with significant barriers to employment, such as lack of education, multi-generational poverty, and disabilities, we are also seeing a new group of people coming to us for help – those who are being dislocated from local jobs. Shortly after losing their jobs, our neighbors quickly find themselves facing challenges in housing, healthcare, and other necessities as the government cuts vital programs and the unforgiving labor market continues to offer little hope.

Goodwill is striving to do our part to help our local community members by investing more money into our programs and asking our partners to increase their support. During this New Year, we ask that you consider helping your local community by donating to your local Goodwill. By participating in the following ways, you can help make sure that your neighbors in need receive the services to help them get back on their feet:

- Give a financial contribution to help support Goodwill services. You can be assured that your donation is used responsibly, since for every \$1 spent by Goodwill Industries of the Greater East Bay, 93 cents is dedicated to our program services.
- Donate, donate often, and donate as many material goods as you can. Even if you think it may not sell in our stores, we recycle and can reuse much of the material that we are unable to sell in our stores.
- Consider hiring one of our job training graduates or using Goodwill for your contract needs. With a Goodwill graduate, you know you are hiring someone with both the hard and soft skills needed in today's market.
- Spread the word about Goodwill's mission. The more people who know about the services we are providing to those in need, the more people will help support our work.

To find out more about how you can help your community by helping Goodwill, please call (510) 698-7200 or email [info@eastbaygoodwill.org](mailto:info@eastbaygoodwill.org).

Sincerely,



President & CEO



**Changing Lives and Building a Stronger Community - One Job at a Time!**

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## Contra Costa County Cuts Vital Workforce Development Programs

Goodwill Industries of the Greater East Bay's Work Experience Program (WEX) in Contra Costa County was closed as of June 30, 2011. This program provided those on public assistance with quality job training and career development services to prepare them to secure competitive employment.

"We were very disappointed that Contra Costa County closed all of their WEX programs, particularly given the economic challenges with which our community members continue to struggle in the face of high unemployment rates and slow job

growth," said John B. Latchford, Goodwill's President & CEO. "Goodwill has been experiencing very high demand for our programs since the economic downturn began in 2008, and this year we anticipate serving more than 4,000 individuals and families. Hundreds more could have been served if this vital program not been cut due to government budget constraints."

Goodwill has been operating a WEX program through the Contra Costa Workforce Development Board (WDB) for three years. In 2009 and 2010, Goodwill served 878 people

through this program, more than three times the contract goal of 144 individuals per year. In addition, a number of other community-based direct service providers also had similar contracts with the Contra Costa WDB eliminated, resulting in hundreds of people not receiving the services they need due to this program cut.

"Goodwill has been at the forefront of working with our local government and municipalities to ensure that community members are receiving the job training, placement, and support

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## Goodwill Success Story

Richard\* first started with Goodwill's Solano County Job Services Program in 2006. He had been working temporary jobs, but he could never find permanent employment. After each temporary assignment, he found himself back on public assistance.

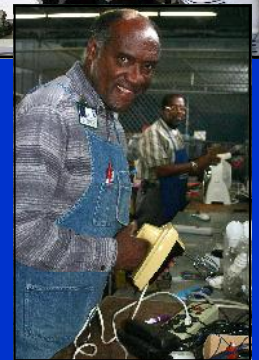
"For three years, when I first started at Goodwill, from 2006 through 2009, I struggled with inadequate employment and went through some very hard financial times," said Richard. "Things just kept getting worse – I was facing eviction, unable to pay my bills, and had my electricity shut off, all while I had a newborn son!"

During this time, Richard decided to expand his education so that he could become more competitive in

the job market. He attended Solano Community College and Heald College, studying Criminal Justice and receiving an Associate of Arts Degree (AA) degree in Business Administration. Then Richard came back to Goodwill for help in securing employment.

Richard arrived at Goodwill's Job Services Program very committed to securing a permanent job. Given his commitment to changing his life and his educational and personal background, his case manager encouraged him to apply for an employment specialist position with Goodwill.

Richard was hired, and has been an employee in Goodwill's workforce development and



\*Name changed to protect participant privacy.

*Continued on page 6*



## Calidad Opens Doors to the Community

Calidad Industries is a 501(c)3 nonprofit affiliate of Goodwill Industries of the Greater East Bay.

Started in 1990, Calidad has been providing vocational training, job placement, and life skills for the last 20 years to persons living with significant physical, emotional, and psychological disabilities.

Calidad participants also have access to all of Goodwill's workforce development services to help them secure and retain competitive employment.

### Calidad Industries Board of Directors

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Calidad Industries, Goodwill's nonprofit affiliate, celebrated October's National Disability Employment Awareness Month (NDEAM) with a series of events, including an Open House and site visits, to raise public awareness and showcase the skills and talents of workers with disabilities. This year's theme was *'Investing in Workers With Significant Disabilities: Empowering People, Creating Hope.'*

"Calidad provides vocational training and employment through the federal AbilityOne Program that has helped thousands of people with disabilities gain the skills and experience they need to sustain employment in the last 21 years. We have not done this alone, and to show our appreciation for local community and government partners, we opened our doors this year with an Open House," said John B. Latchford, CEO of Calidad Industries and Goodwill Industries of the Greater East Bay. "We have hosted Open House celebrations in recognition of National Disability Awareness Month for the last several years, and this year we were honored to host a luncheon with 15 partners and potential partners."

National Disability Employment Awareness Month (NDEAM) is a national celebration sponsored by the federal government's AbilityOne Program. NDEAM's focus is to emphasize the need for successful employment of workers with significant disabilities. Calidad hosted a series of events, including an Open House and site visits, to raise public awareness and showcase the skills and talents of workers with disabilities.

This year's Open House took place on October 28th. Following the Open House, attendees met with site project managers and were able to schedule site visits for personal tours of the facilities, explanation of what to expect during a typical workday at the site, and the basic functions of the positions available for hire.



"The theme, *'Investing in Workers with Significant Disabilities: Empowering People, Creating Hope'* was developed as a tool to educate the public about workers with disabilities. Our Open House presentation showcased our successes and illustrated that workers with disabilities represent a diverse and vibrant talent pool of qualified workers for hire," said Michael Goetz, President of Calidad and Vice President of Goodwill's Industrial Programs. "By showing our success through our participation in the AbilityOne program, we hope to reach out to potential new partners and increase our ability to help more people with disabilities secure the vocational training and sustainable jobs they need to become self-sufficient and, in many cases, live independently."

To learn more about Calidad's programs and how you can become involved, please call (510) 698-7244 or visit [www.calidadindustries.org](http://www.calidadindustries.org).

## Goodwill Opens New Hayward Store

\$1 spent at Goodwill going directly into our mission services, the earned-income from our stores enables Goodwill to provide much-needed job services to those facing barriers to employment. During 2010, Goodwill opened two new stores, in Brentwood and Fremont, and in 2011 relocated a store in Benicia.

“Goodwill Industries is committed to opening new stores and donation centers in the East Bay, as well as renovating older locations,” said Patricia Salmon, Senior Vice President for Retail Operations. “Our new and renovated stores showcase the unique design we launched in 2009, created to enhance the shopping experience for our customers, communicate our



*Photo Above :* Senator Corbett shopping at the grand opening!  
*Photo Below:* Storefront of new Hayward location



*(continued from page 1)*

mission, and provide more modern training sites for our program participants. We have received very positive feedback from customers, donors, and our participants, and are continuing to implement our new design throughout our East Bay locations.”

In 2012, Goodwill Industries of the Greater East Bay plans to open two stores in new communities in the East Bay, as well as to renovate two additional stores. Currently we are in the process of working on new retail and donation sites in Albany, San Leandro, and Fairfield. For more information on our social enterprise and socially-responsible business, visit [www.eastbaygoodwill.org](http://www.eastbaygoodwill.org) or call (510) 698-7200.

## A Green Holiday

*(continued from page 1)*

“Last year I gave my mother a sweater from Goodwill,” said one customer, who was shopping with her son and daughter at a local Oakland Goodwill store. “At first I wasn’t sure how she would react to a used gift, but she loved it. I am trying to get everyone on my list a used gift this year.”

Another customer was also holiday shopping – but for himself. “Every year at work we have a ‘Christmas sweater’ contest, and my first trip is to Goodwill!” I donate it back after the contest, and then come back the next year.”

Goodwill Industries of the Greater East Bay receives more than 625,000 donor visits every year, and of the goods not sold in our stores, recycles and reuses 15 million pounds of material. “We strive to send as little material to trash and landfill as we possibly can,” added Latchford. “Our Goodwill, like our affiliates nationally, has been involved in the three R’s – recovering, reusing, and recycling resources – since the Goodwill movement started more than 100 years ago. We like to call ourselves

the ‘original recyclers,’ and yet we are continuing to work on expanding our capacity to divert goods from landfill by efforts to recycle as much and as many different types of material as we can.”

Join Goodwill in making your New Year a Green one! Stop by your local Goodwill store for any occasion and give your friends and family more than a gently-used present – give them the gift of sustainability! To find the Goodwill store nearest you, please visit our [Online Store Page](#).



**Changing Lives and Building a Stronger Community - One Job at a Time!**

## Goodwill Hosts Third Annual Sustainability Shopping Trip for Local College

Goodwill actively partners with local colleges and universities. At the start of the 2011 Fall Semester, more than 120 first-year students from California College of the Arts visited Goodwill for an agency educational presentation, a behind-the-scenes tour, and a Goodwill shopping visit.

“This is the third year in a row that we hosted the students,” said Patricia Salmon, Senior Vice President for Retail Operations. “Our team appreciates the opportunity to educate college students about the mission and services of Goodwill. Not only do the students relate to the sustainability aspect of the trip, as many of our most loyal ‘green’ customers are high school and college students, but they also come away with a new sense of our role in the local



economy and job training sector.”

This year, the Sustainability Shopping Trip was part of the College’s effort to help students prepare their dorm rooms. The inclusion of Goodwill, along with other retailers such as Ikea and Target, was meant to raise the awareness of students by the College administration about the need for recycling and reuse.

“Most of the students, regardless of where in the country they grew up before

coming to school in Oakland, have heard of Goodwill.” said Kimberly Scrafano, Vice President for Development & Community Affairs. “The students are keenly aware of recycling and reuse issues, and so what we call our ‘secondary mission’ of decreasing landfill in our local community is very popular with this audience. Often this is not the first time the students have shopped at a Goodwill store, although it may be the first time they have heard about our mission.”

Goodwill is currently scheduling Open Houses and Goodwill Tours for 2012. Private group Tours are also available to those interested. For more information on scheduling a visit, please call (510) 698-7223. To keep abreast of our events, please visit our [Online Calendar](#).

## Goodwill Success Story *(continued from page 3)*

mission services department for two years. According to his supervisor, “He has excelled in the field of employment services, particularly helping those who are in welfare-to-work programs since he knows about this experience first-hand. He has mastered all aspects of his job, including helping participants conduct job searches, providing case management, and handling challenging situations.”

Richard’s confidence has grown so much that he recently started a DJ job on the weekends. He has been successful in this field as well, and is in a contest for ‘Best Latino DJ’ in the Bay Area.

“My life has changed so much for the better since 2006. In those days, I was just struggling to make ends meet. Now I have a permanent job, have been off public assistance for more than two years, and am branching out and

developing new interests. It is still a struggle, sometimes, but a lot easier than it used to be.”

Richard continues to grow in his work and personal life. As a father of two—his son who is now five years old, and he also has a two year-old daughter—he is thinking about his family’s future. “Now I am looking forward to buying my own home and getting married. I have so much to look forward to now, and I thank Goodwill for taking a chance on me.”



## Local Events Hosted by Goodwill

In 2011, Goodwill significantly increased our outreach into the community to help educate folks about our mission and how their donations and shopping support local community members. One of the ways we reached out was through our targeted donation drives in our local community. Overall, Goodwill held 53 donation drives throughout our local community, compared to 20 similar events in 2010. More than 5,000 individuals attended and donated at these events.

“As we continue to expand our social enterprise by opening new stores and donation centers, we need to maintain and grow our donations as these materials provide product

for all of our stores,” said Patricia Salmon, Senior Vice President of Retail Operations. “We are making a concerted effort to increase donations by reaching out to the community about our mission and hosting events in local communities, colleges, and businesses.”

As part of the plan to expand donations to support our growth, our business development department has launched a donations drive campaign targeting large institutional and corporate donors in the East Bay. As part of this strategy, Goodwill Industries of the Greater East Bay has been leveraging our participation in the national ‘Donate Movement,’ initiated

by Goodwill Industries International, to help corporate and other donors determine the value of the goods they donate. Since the donations drive launched in September 2011, Goodwill reached out to a number of organizations and successfully partnered with Lawrence Livermore and Lawrence Berkeley Labs, hosting a four-month-long donation event.

Goodwill is in the process of reaching out to organizations to create donation and other partnerships. We invite local companies, schools, groups, and community agencies to contact us if they are interested in hosting an event. Please call (510) 698-7200.

## Contra Costa Cuts Programs *(continued from page 3)*

services they need to become self-sufficient,” said Bob Brewer, Goodwill’s Vice President for Workforce Development. “In fact, during 2011, we served 80 percent more people than we did in 2008, many of whom were helped through our partnership with local government. Regrettably, cuts to workforce development services during this time of economic uncertainty only worsen our local economy and diminish our capacity to create much-needed jobs. In addition, our WEX contract supported five Goodwill workforce professional staff members, who are no longer employed with us because of this

contract closure.”

Goodwill is developing new partnerships and funding to help offset the gap in services that the WEX cuts will undoubtedly leave in Contra Costa County. We are working with local foundations and corporations to seek funds specific to this community so that we can expand our Goodwill Academy and help many of those that will not receive the training and support they need due to these government cuts. For more information on how you can help support this expansion, please call (510) 698-7223.

### Our Mission

Goodwill Industries of the Greater East Bay is a non-profit agency providing job training, employment experience and life skills, enabling disadvantaged and disabled individuals to achieve self-sufficiency.

We do this through financially sound community-based businesses that provide vital vocational services to our community.

To receive this newsletter electronically, please email [info@eastbaygoodwill.org](mailto:info@eastbaygoodwill.org).



## Thank You!

Goodwill greatly appreciates all of the support received from our community members. On behalf of the community members we serve, Goodwill would like to recognize the following individuals, foundations, and organizations who have contributed to ensuring our mission continues to help those in need.

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*for*

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**POWER OF WORK GALA**

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Goodwill's mission and honoring those who have  
transformed their lives through the Power of Work!*

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*Sponsorship opportunities and tickets are still available. Please contact Kimberly Scrafano  
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