

FALL 2022

DOING GOOD

*a publication of
Goodwill Industries of
Greater Cleveland
and East Central Ohio*

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Jermario Cannon
Edgar J. Helms Achiever of the Year Award Winner

YOU ARE CHANGING LIVES FOR GOOD

a message from Anne Richards, Goodwill President and CEO



Anne poses with Tim Ford. Tim was recognized recently for 40 years of service to Goodwill. He works as a Donor Door Attendant at the Perry Town Center (Perry Township in Canton) site.

The leaves have fallen and there is a chill in the air these days. At Goodwill, we have just wrapped up one of our busiest seasons for our retail stores. And now, we are looking forward to the holidays and a new year!

This year, for the first time since the pandemic, it has felt like a somewhat 'normal' year. Then again, maybe it wasn't! At Goodwill, we have worked at a pace our agency has never seen in our 104 year history. We've been making up for the past two years, I suppose! We have relocated two stores, opened new donation centers, expanded our mission impact and updated our internal processes to become a more efficient agency.

When I think about the success Goodwill has realized this year, I really think of two groups that made it possible: our donors and our staff.

Every person that drops off a bag of clothes or unloads a trunk full of housewares at our stores or donation centers is really making our mission possible. We cannot provide job training or placement for people with barriers without our donors. We cannot offer hot meals to those in need without our donors. And, we cannot continue to help survivors of sexual assault without our donors. Thank you to all that changed lives for good because you donated!

I'm also grateful to our staff. Nearly 700 dedicated individuals work for our Goodwill. I am in awe of the amazing work done by our team members. Whether it's a cashier at our stores, an employment specialist from our mission team or a donor door attendant, our team members demonstrate care, compassion and focus in their jobs every day.

So, if you are reading this as a donor or a staff member...know that your support of Goodwill is appreciated. You are changing lives for **good**!

President and CEO

anne.richards@goodwillgoodskills.org
330.445.1000

GOODWILL BOARD UPDATES

Five new members have joined Goodwill's Board of Directors this year. Each were nominated for three year terms. Special thanks to outgoing Board members including: John Brannen, William Bryan, Ken Douglas, Jill McQueen, Marisa Rohn and Bill Morgenstern. We are so appreciative of the leadership these members have provided through the years.



Greg Luntz
NAI Spring



Edward Smith
Brouse McDowell



Shana Marbury
Cuyahoga Community College



Debjani Roy
Social Security Administration



David Henkel
Hirtle Callaghan & Co.

NEW DONOR, SHOPPER EXPERIENCES: GARFIELD, PERRY AND BAINBRIDGE TOWNSHIP



Two Goodwill retail stores (Garfield Heights and Perry Township in Canton) relocated recently to larger, newer spaces.

"Moving to new locations gives us a chance to improve the donation process, expand our sales floor and offer an improved experience all around," explained Chief Operating Officer Mark Trew. "We want to keep our customers coming back and these beautiful new spaces are a great draw for our current and new customers."

Both sites experienced record sales and crowds on their opening days.

More recently, a new computer store and donation center opened in Bainbridge Township in the Tanglewood Plaza. This first-of-its-kind store features sales of computers, game consoles and tech gear. The center also offers a drive up donation door.

"Expanding and improving our retail operations means we can continue to expand our impact with mission programming," added Trew.



(Above and bottom left) The new Garfield Heights location boasts one of the largest sales floor among Goodwill stores. Located on Transportation Boulevard, the store's Grand Opening was the largest opening in local Goodwill history. (Center) Customers started lining up outside of the new Perry Town Center (Perry Township in Canton) store at 6am on its first day. (Right) Regional Team Leader Jami George greets guests at the Perry Town Center Grand Opening. (Bottom center and right) The new Tanglewood store and donation center in Bainbridge Township includes a computer store and donation center.



POWER OF WORK: OVERCOMING OBSTACLES TO EXCEL



Jermario Cannon faced tremendous challenges after suffering a stroke and struggling with literacy issues. He was determined to return to work, though, despite his disability. With assistance from Goodwill, he was able to find employment with Kernels by Chrissie, a downtown Cleveland candy and popcorn store.

"I overcame a lot of stuff and I'm trying to get back to some normalcy," said Cannon. "I just knew [my job at Kernels by Chrissie] was where I was supposed to be. Everybody comes in with a smile because it's popcorn!"

Jermario worked with Employment Specialist Leslie Bendter to improve his skills and find a job. Bendter explained, "His title now is 'Candy Maker' and he loves it and that means that I did my job."

(Left, top & bottom) Jermario was honored at Goodwill's Power of Work event as the winner of the Edgar J. Helms Achiever Award. (Below) Other winners included Samuel Majoros as the Achiever of the Year, Kernels by Chrissie as Employer of the Year, PCs for People as Collaborative Partner of the Year and Nancy O'Donnell as the Ken Weber Servant Leader Award.



COMPUTERS, TVS, CELL PHONES: E-WASTE RECYCLING AT GOODWILL



It is estimated that e-waste comprises 70% of our overall toxic waste in the world today.

Community Material Donations Manager Colleen Porter added, "And, only 12.5% of e-waste is recycled. Our Goodwill is working to keep these products out of our area landfills."

Goodwill accepts working and non-working computers and laptops, tablets, printers, cell phones, modems and routers, game consoles, DVD Players, flat screen TVs and monitors, wires and cables, small appliances and more.

Donors can be assured that donating e-waste to Goodwill ensures safety. Goodwill adheres to a strict process to ensure all data is erased from donated computers and equipment. Functioning electronics are sold in Goodwill stores. Unusable products are stripped down and materials are recycled. E-waste donations are accepted at all stores and donation centers operated by Goodwill.

MISSION SPOTLIGHT: GOODWILL CAMPUS IS ONE-STOP SERVICE HUB



What at first appears to be an unassuming office in downtown Canton is a hub of valuable services that touches the lives of thousands of community members each year. Welcome to The Ken Weber Community Campus at Goodwill!

The Campus, situated at the corner of Cleveland Avenue and Ninth Street SW is one of 28 outreach programs operated by Goodwill and is funded, in part, through the donations and sales at Goodwill stores. Originally built in 1971, the Campus has had many lives over the past 50 years. The center has consistently served as the corporate headquarters for the local Goodwill. Over the years, it has also been home to a Goodwill thrift store, computer refurbishing center, living quarters for Goodwill participants and even a seeing eye dog training facility.

In 2010, the facility grew to become a Community Campus, the first of its kind in the region. As a Campus, the facility is home to 20 other

independent, non-profit organizations who work in collaboration to serve the needs of the community. The visionary behind the Community Campus concept was Ken Weber, then President and CEO of Goodwill Industries of Greater Cleveland and East Central Ohio. In 2017, the center was renamed The Ken Weber Community Campus at Goodwill, after Weber's untimely passing the previous year.

During the COVID pandemic when many sites were forced to close, the Campus remained open to serve the needs of the community.

Today, it's estimated that more than 60,000 people visit the Campus annually.

"The Campus is a very special place," explained Vice President of Marketing and Development Maureen Ater. "We see people come through our doors from all walks of life. And, no matter if someone is here in crisis, or here to work or volunteer, there is an amazing sense of belonging for all."

Walk-in days are offered on Tuesdays and Thursdays on Campus. Any community member with a need may 'walk in' to meet with a Goodwill case manager. The staff will work to meet the needs of the individual through Campus Partners or beyond.

Community events are also hosted at the Campus including Community Resource Fairs and art shows.

(Above) The Ken Weber Community Campus welcomes an estimated 60,000+ visitors each year. (Center) The facility first opened in 1971 as offices of Goodwill. (Bottom) Goodwill, along with 20 other independent non-profit organizations, provide services to the community from the Campus.



CAMPUS PARTNERS

Access Health Stark County
Alzheimer's Association
American Red Cross
Beacon Charitable Pharmacy
Canton Ex-Newsboys
COMPASS, Inc. (Sexual Assault Education, Prevention & Support)
Family & Community Services, inc.
Goodwill Industries
Greater Canton Martin Luther King Jr. Commission
Guardian Support Services
Junior League of Stark County
Latino Business League, Inc.
Lifecare Family Health & Dental Center
NAACP, Stark County
Project Hope – Canton City Schools
Senior Corps of Stark County
Stark County Hunger Task Force
Stark Housing Network Inc.
TRIAD Deaf Services, Inc.
Vantage Workforce Solutions



donor spotlight



CATHERINE, EARLE,
MARIA AND LIBBY WISE

GOODWILL DONORS



My family and I are proud to support Goodwill and their mission of providing a hand up to individuals in our community. It is good to know that revenue generated from material donations to the Goodwill retail stores funds employment training programs, parenting classes, rape crisis counseling, and other outreach programs. Most people only know the retail side of Goodwill, and I encourage them to learn more about the mission outreach programs that impact thousands of individuals each year in our community.

-Judge Earle Wise

COMING TOGETHER FOR GOOD OFFERS TRAINING TO COMMUNITY

Community groups and businesses can tap into valuable training opportunities through Goodwill's Coming Together for Good.

The outreach program, which originally grew from a merger between Goodwill and Coming Together Stark County, provides customized training on issues of diversity, equity, inclusion and belonging (DEIB). Topics offered as training modules include: Equity vs. Equality, Generational Diversity, Implicit/Unconscious Bias and more.

"Studies show that employees want to work at companies that have DEIB strategies," explained Vice President of DEIB Ellen McCarthy. "It improves retention and expands leadership skills."

Coming Together for Good provides complimentary downloadable tool kits to the community. Businesses or organizations can download these tools and learn more about training opportunities by scanning the QR code below for more information.



SCAN ME



Scan the QR code to
learn more about DEIB
tools and training.

GOOD NEWS BITES



GOODWILL PRESIDENT & CEO HONORED

Goodwill President and CEO Anne Richards was named as a Notable Executive in Diversity, Equity and Inclusion by Crain's Cleveland Business. (Pictured above) Board Secretary Marcie Finney and Chair Luke Cleland joined Anne for her recognition event in downtown Cleveland last month.



GW HONORED WITH PROGRESSIVE ORGANIZATION AWARD

The Smart Women Breakfast recognizes achievements of leading businesswomen, inspiring male advocates and effective women's programs. Goodwill was awarded the Progressive Organization award at this year's event.

OUR DONORS with gratitude

We appreciate the continued support of our donors. The following list of individuals and organizations contributed financially between July 1, 2022 to October 31, 2022. If your name is misspelled or has been omitted, please contact Goodwill at 330-617-4734 so we may correct our records.

EDGAR J. HELMS SOCIETY DONORS WHO GIVE \$5,000+ ANNUALLY

Kevin and Kate Bang
Samuel Fleming Charitable Trust
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Anne Richards
Stark County Educational Service
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Judge Earle Wise

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* Table of Hope ** Compass

HOW CAN YOUR BUSINESS SUPPORT GOODWILL?

**Sponsorship support, donation
drives with employees and company
donations of computers can make a
positive and meaningful impact.
Email info@goodwillgoodskills.org
for more information.**

ways to give

online

GoodwillGoodSkills.org/donate



call

Speak with Manager of Community
Relations & Fund Development
Diane Pilati at 330-617-4734



text

text GOODWILL to 44-321



GOODWILL OUT & ABOUT

(L to R) In September, the annual Golf for Good outing was held at Sanctuary Golf Course. Many thanks to the sponsors and golfers that made the event possible. October 12, the Power of Work annual breakfast honored Goodwill participants and area businesses. The event featured Hall of Famer Anthony Muñoz as the keynote speaker. The Drive to Victory donation drive included 16 area schools competing to donate the most pounds of goods to Goodwill.



11,895
pounds



Jackson High School (Massillon) won the Drive to Victory with 11,895 pounds of goods donated. 65k+ pounds was donated among 16 area schools.

150+



Already this year, Goodwill has partnered with more than 150 other organizations to help grow impact in our community.

12million



More than 12 million pounds of material have been recycled into the aftermarket so far this year from your Goodwill.

6k+



More than 6,300 children have received free books through Goodwill's BookWorks program since 2019.

192



Pro Football Hall of Famer Anthony Muñoz played 192 games in his pro career.

Muñoz was the keynote speaker at the recent Power of Work breakfast. He offered inspiration on overcoming obstacles and achieving goals.

BOARD OF DIRECTORS

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