

FALL 2023

# DOING GOOD

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

**NEW WILLOWICK STORE OPENS- PAGE 3**

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*Lethola Wright  
2023 Achiever of the Year*



# EXPANDING MISSION IMPACT

*a message from Anne Richards, Goodwill  
President and CEO*



So often, when people think of Goodwill Industries, they only consider our retail operations. Goodwill is much more than our impressive network of retail thrift stores, though. The revenue generated from donations and sales at our stores feeds a system of vital outreach programs that supported more than 18,000 people in our community last year.

This fall, we have expanded our mission programs even more. In partnership with United Way of Greater Stark County, our Goodwill will be assuming two new programs. Prosperity at Work is a partnership with local businesses and provides case management and community connections to employees experiencing barriers to being effective workers. The second program, Project Blueprint, is a biannual training and development program focused on improving diversity in volunteer leadership on boards and committees.

Other mission programs like our Employment GPS continue to grow and reach more people in the communities we serve. Goodwill's Employment G.P.S. (Goals. Planning. Support.) is an individualized approach to helping someone return to school, secure a job or improve their pay. Whatever their goals, specialized staff and wrap-around services are provided to help guide someone toward their objectives.

Each of these mission programs meets a need in the communities that we serve and will be supported by the stores that we operate. You will read in this edition of the Doing Good newsletter how we have relocated our Eastlake store to a new, larger site in Willowick. You will learn about our new Mobile Donation Center program. And, you will even get a chance to check out our Halloween Lookbook. All of these retail efforts drive support to these mission efforts which ultimately change lives for **good**.



**Project Blueprint is a new Goodwill mission program focused on improving diversity in volunteer leadership positions.**

President and CEO / [annerichards@goodwillgoodskills.org](mailto:annerichards@goodwillgoodskills.org) / 330.445.1000

## 5 WAYS TO GIVE

TO GOODWILL INDUSTRIES OF GREATER CLEVELAND AND EAST CENTRAL OHIO



mail

Mail your gift to:  
Goodwill Industries  
408 Ninth St. SW  
Canton OH 44707



online

[GoodwillGoodSkills.org/donate](https://GoodwillGoodSkills.org/donate)



automated  
giving

Set up a monthly or quarterly  
automated gift with  
Manager of Community  
Relations & Fund Development  
Diane Pilati at 330-617-4734



text

text GOODWILL  
to 44-321



endowment  
giving

Establish a sustaining gift  
through one of Goodwill's  
endowments, available  
through the Stark  
Community Foundation or  
The Cleveland Foundation.

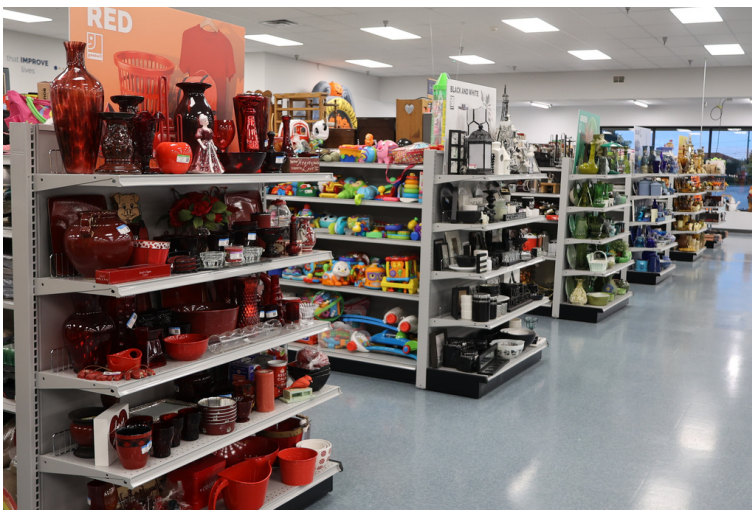


# EASTLAKE RELOCATES TO NEW WILLOWICK SITE



Goodwill's Eastlake retail store and donation center moved to its new location at 30040 Lakeshore Blvd. in Willowick in the Shoregate Town Center shopping plaza. The new location is just 1.4 miles from the previous site and boasts an expanded retail space filled with newly stocked donated clothing, housewares, shoes and more. The new site is the largest Goodwill retail store in the region. The store hosted a ribbon cutting and opened to the public on Friday, August 25.

(Left) Goodwill Board and staff, Willowick officials and Chamber representatives cut the ribbon and officially opened the new store August 25. (Bottom) The new Willowick store has more than 16,000 square feet of retail shopping space.



## HALLOWEEN IS A SPOOKTACULAR TIME TO SHOP GOODWILL

Americans spend a terrifying amount on Halloween each year; typically \$169 to \$183 per person. Costumes represent 42% of that annual investment. For those who have shopped one of the big-box Halloween shops, this high price tag is no surprise. Kids costumes typically start at \$30 or more and adult costumes can be \$50 or more.

Goodwill offers a less expensive, environmentally friendly and community supportive option for trick-or-treaters. Goodwill boasts prices 50 to 90% off retail prices, including Halloween costumes.

Goodwill offers a wide variety of costume options so shoppers should keep an open mind when shopping for their Halloween get-up. Each store has thousands of individual and unique items, and products change daily. Goodwill's Halloween Lookbook video offers some creative DIY costume ideas for the entire family. Search @goodwillgoodskills on YouTube to view this year's lookbook, or scan the QR code above.



Scan the QR code for Goodwill's Halloween Lookbook





# DONATE AT YOUR DOORSTEP: NEW MOBILE DONATION CENTERS

Looking for ways to declutter your home or office? Support local mission programs by donating to Goodwill. And now, it's easier than ever!

Goodwill's new Mobile Donation Center program provides a donation trailer free to donors and offers a convenient way to donate a large amount of materials. The program is available in select areas at this time.

- 1** Contact Goodwill at [donations@goodwillgoodskills.org](mailto:donations@goodwillgoodskills.org) to request the Mobile Donation Center trailer. Goodwill will work with you to find the best days to deliver and pick up the trailer.
- 2** Goodwill parks the trailer at your home or business for up to a week at no cost.
- 3** Fill the trailer with boxes, furniture or other household goods you would like to donate.
- 4** Goodwill picks up the trailer and delivers your donations to an area store.



## GOODWILL PARTNERS WITH CLE SPORTS TEAMS

Goodwill Industries of Greater Cleveland and East Central Ohio has been named an official partner of both the Cleveland Monsters and the Cleveland Charge.

The Cleveland Monsters are a professional ice hockey team in the American Hockey League. The team began play in 2007 as the Lake Erie Monsters and since 2015 has served as the top affiliate of the Columbus Blue Jackets of the National Hockey League. The team competes at Rocket Mortgage Fieldhouse.

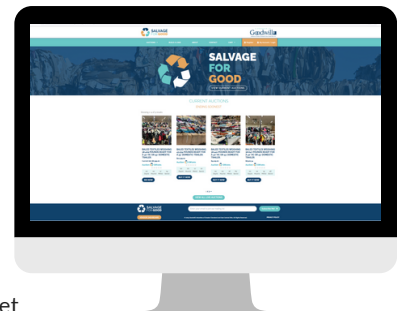
The Cleveland Charge is an American professional basketball team in the NBA G League, and is affiliated with the Cleveland Cavaliers. The team plays its home games at the Wolstein Center in downtown Cleveland.

"This partnership connects our brand with two highly popular Cleveland sports clubs," said Vice President of Marketing and Development Maureen Ater. "This is a way for Goodwill to expand awareness to thousands of individuals and families who are fans of these outstanding teams."



## SALVAGE FOR GOOD OFFERS SUSTAINABLE OPTIONS

Products unable to be sold in Goodwill stores are oftentimes recycled by selling to aftermarket vendors. Categories such as textiles, linens, glassware, books and stuffed toys are purchased and used in manufacturing or resold elsewhere.



"Our goal is to keep as much as we can out of area landfills and find ways to drive revenue to support our mission programs," commented Vice President of Innovation and IT Services Bryant Taylor.

Connecting those products with key vendors is the basis for Salvage for Good, a website and innovative online marketplace operated by Goodwill Industries of Greater Cleveland and East Central Ohio. The website connects Goodwills across the nation to vendors across the globe with Buy It Now and Auction services.

Working together with Goodwills and vendors, Salvage for Good creates a unique partnership with suppliers, vendors and recyclers that are focused on helping others and the planet. Valued aftermarket customers appreciate this one-stop shopping for their business needs.





# CONVERSATION WITH NED HELMS, GRANDSON OF GOODWILL FOUNDER

*Ned Helms is the grandson of Goodwill founder Rev. Edgar J. Helms. He has served as the previous Chair of the Board for Goodwill Industries International. Helms will be the keynote speaker at Goodwill's Power of Work Breakfast on October 19.*

**Q: How does it feel to be a descendant of the founder of the Goodwill movement?**

**A:** It's really something, to be very honest — sort of the family legacy. Edgar Helms, the founder of Goodwill, had 12 kids, and my dad was number 11. I remember growing up and hearing about Morgan Memorial, (the name of the Goodwill in Boston and Goodwill in general), it was sort of a family thing. We had a number of folks in the family who worked for Goodwill. I was really not that involved in it until the Extra Mile medallion for my grandfather was placed in Washington, DC. The medallion is a dedication made on the Points of Light Volunteer Pathway honoring citizens for charity and public work.

**Q: How did your grandfather come to found Goodwill?**

**A:** My grandfather started the movement in Boston, which was being inundated with immigrants primarily from Europe. They'd arrive, wouldn't speak the language, didn't have a job, they probably had only the clothes on their back and the money in their pocket and they were looking around

thinking, 'How do I get started?'

It was a really interesting time, and then it just sort of grew across the country. In 1925-26, my grandfather took a yearlong trip around the world. When he came back, he found that people not only wanted to know about this thing, Goodwill, but he learned a lot about social enterprises in other countries. The fact that it has grown to be what it is now, a lot of people ask, 'What would your grandfather say if he saw what was going on right now?' I have said, 'He'd probably say what a lot of Goodwills have up on their wall: Be dissatisfied until everybody in your community can have a full life.'

**Q. You are retired now as Director of the New Hampshire Institute for Health Policy and Practice. What do you do now?**

**A:** Since retiring in 2015, a large share of my time has been on volunteer board work. I was on the Goodwill of Northern New England Board. Then seven to eight years ago, I came on to the National Board for Goodwill and, in the last four years, I was chair for two years before I was the vice chair and chaired the strategic Planning Committee. And now I'm the immediate past chair. It's been nice, and being chair of the National Board, was sort of a capstone. Having been able to be engaged in something that's still so vital over 120 years later, is just such an overwhelming privilege, and it's just been extraordinary.



Ned Helms (above) is the grandson of Edgar J. Helms (right) the founder of the Goodwill movement.



## UPCOMING EVENTS

### OCTOBER 19 POWER OF WORK BREAKFAST

Goodwill's Power of Work Breakfast is a celebration and recognition of Goodwill participants, staff and community partners from the greater Cleveland area. Tickets are \$30 each and available at [GoodwillGoodSkills.org/RSVP](http://GoodwillGoodSkills.org/RSVP)

**OCTOBER 19 | 8AM  
CORPORATE COLLEGE EAST**



### NOVEMBER 15 AMERICA RECYCLES DAY

America Recycles Day is a nationally recognized day dedicated to promoting and celebrating recycling in the United States.



The U.S. generates 17 million tons of textile waster per year. That is approximately 112lb per person. Consider recycling clothing and housewares with Goodwill.

**VISIT [GOODWILLGOODSKILLS.ORG](http://GOODWILLGOODSKILLS.ORG)  
TO LOCATE A DONATION CENTER**



Points of Light Volunteer Pathway plaque honoring the work of Goodwill Founder Edgar J. Helms.

**POWER OF WORK BREAKFAST  
SCAN HERE TO  
ORDER TICKETS**



- 1 Scan QR code with phone camera
- 2 Place your ticket order and pay
- 3 Look for confirmation email

### APRIL 3 PURSES WITH A PURPOSE

Goodwill's affiliate program COMPASS Rape Crisis serves survivors of sexual assault and provides vital prevention programming in Stark, Tuscarawas and Carroll counties. Purses with a Purpose is fundraising event that supports COMPASS.



**WEDNESDAY, APRIL 3  
CULTURAL CENTER FOR THE ARTS**



## volunteer spotlight



KELLY PIERO  
GOODWILL VOLUNTEER & DONOR



I believe many people are aware of the employment opportunities and job training that Goodwill provides. However, their mission extends far beyond that and can actually be felt by nearly everyone in our community including in the areas of strengthening families, crisis support, financial literacy, diversity and inclusion, and so much more. I am proud to serve in a volunteer capacity to help tell the full story and advocate on behalf of this expansive mission.

I have personally witnessed how Goodwill can transform a life through someone near and dear to my heart. I encourage you to take a moment to learn more about the comprehensive mission and identify how you can best contribute your time and resources. Even small acts of service can make an immense impact through Goodwill's programs.

And let this serve as your reminder to drop off those donations in your car today!

## GOOD NEWS BITES



### RICHARDS ELECTED GOODWILL INDUSTRIES INTERNATIONAL BOARD CHAIR

Anne Richards, president and CEO of Goodwill of Greater Cleveland and East Central Ohio, has been elected to serve as board chair on the Goodwill Industries International (GII) Board of Directors. "I am honored to help lead the efforts of this great organization that impacts the lives of so many individuals," commented Richards.



### PLAZEK JOINS GOODWILL BOARD OF DIRECTORS

Ron Plazek, Vice President of Global Sourcing at Swagelok has joined the Goodwill Board of Directors. In his roll at Swagelok, Plazek is responsible for procurement, raw material operations and warehousing. He has been with Swagelok for 10 years in leadership roles within sourcing and finance.

### GOODWILL FEATURED VENDOR AT HALL OF FAME FASHION SHOW

Goodwill Industries of Greater Cleveland and East Central Ohio participated this year as a featured vendor in the Pro Football Hall of Fame Enshrinement Festival Fashion Show in August. Fashion from area stores walked the runway for thousands, and attendees could shop a Goodwill pop-up shop before the show.



## A SET OF DONATED BOWLS WAS MY RECIPE FOR CAREER SUCCESS.



Your donations fund career training and support services in your community.

Where your things start new lives.



Learn more



# OUR DONORS with gratitude

*We appreciate the continued support of our donors. The following list of individuals and organizations contributed financially between March 16, 2023 and September 15, 2023. 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

A Altman Co.  
Raymond Q and Elizabeth Riley  
Armington Fund No. 2  
Emotional Relief Fund  
Samuel Fleming Charitable Trust  
The Lozick Family Foundation  
Swagelok Foundation

## CHAIRPERSON'S CIRCLE DONORS WHO GIVE \$2,500 to \$4,999 ANNUALLY

Pro Football Hall of Fame  
Stark-Tusc-Wayne Joint Solid Waste District

## PRESIDENT'S CIRCLE DONORS WHO GIVE \$1,000 TO \$2,499 ANNUALLY

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CareSource  
Luke and Nicole Cleland  
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Mutual of America  
Paris Presbyterian Church \*  
TimkenSteel

## FRIENDS OF GOODWILL DONORS WHO GIVE \$500 TO \$999

The Paul R. Arena Fund  
Innis Maggiore Group  
Dr. Christine A Krol and Mr. David A Sagerser

Nancy Maddox  
Mainstream Boutique \*\*  
The Ronald C Miller and Patricia A Miller Philanthropic Fund  
Anne Richards  
Carol Richards  
Schauer Group

## SUPPORTERS OF GOODWILL DONORS WHO GIVE UP TO \$499 ANNUALLY

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Women's Safe  
YWCA Canton  
Glenwood Intermediate School  
ReSupply  
St. Joseph Church, Massillon  
Amazon  
Calfee, Halter & Griswold LLP  
Universal Screen Arts  
North Canton Library  
Uncle B's  
John Carroll University  
University of Mount Union  
Malone University  
Case Western Reserve  
Walsh University  
Pro Football Hall of Fame  
Leadership Stark County  
North Canton City Schools  
St. Rita's Church  
Community Action Council of Portage County  
Huntington  
Ameripro Heating & Cooling  
iDesign  
Chesterland Leave & Take  
Steubenville High School  
McKinley High School  
Perry High School  
Dover High School  
Steubenville Catholic Central  
Weir High School  
Weirton Madonna High School  
Indian Valley High School  
Harrison Central High School  
Oak Glen High School  
Alliance High School  
Carrollton High School  
Berea Animal Rescue  
Don & Maggie Dolesh

\* Table of Hope \*\* Compass





121  
years



It was 121 years ago, when Rev. Edgar J. Helms first started the Goodwill movement in Boston. Sixteen years later, Goodwill Industries was started in Cleveland.

100%



Glass bottles and jars are 100% recyclable and can be recycled endlessly without any loss in purity. Goodwill recently launched Goodwill Rocks, recycled and tumbled craft glass available in stores.

6

awards



Six Goodwill participants and community partners were honored at Goodwill's community breakfast in May. The event was hosted by the Pro Football Hall of Fame.

30



With the addition of Prosperity at Work and Project Blueprint, Goodwill now provides 30 mission programs that serve the community.

71%



In a recent study, 71% of local donors named Goodwill as the store most donated to within the past three months.

## BOARD OF DIRECTORS

Luke Cleland, Board Chair, University Hospitals Health System

Katie Spahnle, Vice Chair, Westfield Bank

Taylor Schauer, Treasurer, Schauer Group, Inc.

Marcie Finney, Secretary, Cleveland Cord Blood Center

Alisha Davidson, Aultman Hospital

Jennifer Earles, TimkenSteel Corporation

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