

SPRING 2023

DOING GOOD

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



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STRATEGIC PLAN SETS PATH FOR IMPACT

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



Late last year, Goodwill completed a comprehensive strategic planning process. As a result, we kicked off 2023 with a clear vision of how our agency will grow its impact throughout the communities we serve.

No organization can hope to succeed by not having a plan and simply hoping to stumble across success. Our strategic plan is a roadmap, clearly defining the best route for Goodwill to take in the years ahead. Our plan is focused on five key areas: **MISSION CAPACITY, PEOPLE, IMPACT, INNOVATION** and **BRAND**.

MISSION CAPACITY focuses on our ability to expand and grow our social enterprise, or stores, which directly relates to our ability to grow our mission impact.

At Goodwill, we employ more than 700 people and serve thousands through our mission programs. Focusing on **PEOPLE** must be at the center of all our decisions.

Goodwill's **IMPACT** is great, and our work creates a positive ripple effect in the communities served through our stores, our programs and our environmental impact.

Goodwill focuses on **INNOVATION**. We continually seek to improve processes and efficiencies as a way to provide a great impact.

And finally, our **BRAND** is one of our most valuable assets. Goodwill will work to expand awareness of its mission to all.



President and CEO / anne.richards@goodwillgoodskills.org / 330.445.1000



Alisha Davidson
Aultman Hospital

NEW MEMBERS TO GOODWILL BOARD

Goodwill has welcomed two new dynamic community leaders to its Board of Directors.

Alisha Davidson is an Employee Engagement and Inclusion Specialist at Aultman Hospital. Davidson has been with Aultman for more than five years coordinating employee recognition, events, employee resource groups, and community projects along with education initiatives related to diversity, equity and inclusion.



Jennifer Earles
TimkenSteel Corporation

Jennifer Earles is an Assistant Treasurer for TimkenSteel Corporation where her primary responsibilities include overseeing the maintenance and forecasting of cash positions, ensuring sufficient funds are available to meet ongoing operational and capital investment requirements, monitoring debt covenant compliance and preparing related calculations and certificates in accordance with debt agreements, overseeing the financial management of the defined benefit and defined contribution plans, acting as treasury liaison with respect to leasing property, plant and equipment and managing the acquisition of appropriate insurance coverage for the business.

NEW SITES HELP TO EXPAND GOODWILL IMPACT



The new Massillon Donation Center is located at 2102 Lincoln Way E and will offer a convenient drive-thru drop off

As spring flowers are blooming, there are also new sites popping up from Goodwill. Three new sites will open in the coming months, helping to expand the donor and shopper opportunities throughout the region.

"Retail is the key driver to helping fund and support our 28 outreach programs," explained President and CEO Anne Richards. "We are always looking for new ways to improve the donor experience and improve our stores for shoppers. When someone donates a bag of clothes or shops for a treasure in our stores, they are helping thousands of people supported through our mission programs."

1 MASSILLON DONATION CENTER

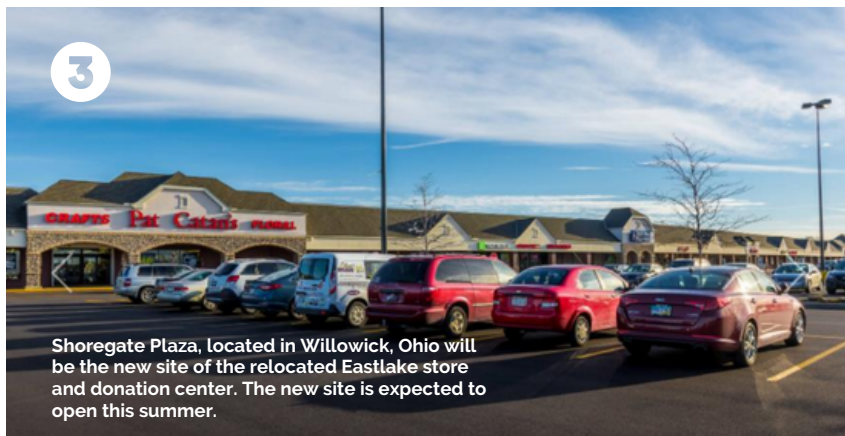
A new attended donation center opened in Massillon this spring. The site is a drive-thru donation drop off, conveniently located in the center of a growing shopping district in western Stark County. The site is located at 2102 Lincoln Way E in Massillon, Ohio.



(Proposed view) The new Goodwill Bookstore will be located in Washington Square in North Canton near Walsh University. The site is expected to open late spring.

2 NORTH CANTON BOOKSTORE & DONATION CENTER

In 2022, a new Goodwill Bookstore opened in Westlake, Ohio. This store and donation center has been a tremendous success and, now, Goodwill will open a second bookstore in Washington Square shopping center in North Canton, Ohio. The store will include a donation drop off which will accept donations of clothing, housewares and more. The site is slated to open early summer.



Shoregate Plaza, located in Willowick, Ohio will be the new site of the relocated Eastlake store and donation center. The new site is expected to open this summer.

3 EASTLAKE STORE & DONATION CENTER MOVES

The current Eastlake store and donation center will relocate less than two miles away to 30040 Lakeshore Blvd. in Willowick, Ohio. The new store will be the largest retail space yet from Goodwill Industries of Greater Cleveland and East Central Ohio and has a planned opening of late summer/early fall.

NEW LOYALTY PROGRAM LAUNCHES IN JUNE

Goodwill retail stores are in the process of transitioning to a new computer system. The new system will provide more efficiency at the registers and easier pricing and processing. The new system provided an opportunity to introduce a new customer loyalty program. Good Points Plus+ will continue to offer rewards for points (dollars spent). In addition, new customer promotions and birthday discounts will be introduced with the new program. Good Points Plus+ will launch June 1 across the Goodwill network.





CELEBRATE EXCELLENCE

GOODWILL COMMUNITY BREAKFAST

THURSDAY, MAY 18 at Nash Family Event & Conference Center, Pro Football Hall of Fame

Goodwill's breakfast has been set for May 18 at 8am at the Nash Family Event & Conference Center located at the Pro Football Hall of Fame. This annual event celebrates the accomplishments of Goodwill participants, staff and community partners in the southern region served by the agency (Stark, Tuscarawas, Carroll, Harrison and Jefferson Counties in Ohio and Brooke and Hancock Counties in West Virginia).

The keynote speaker for this one-of-a-kind celebration is Jim Tressel, former President of Youngstown State University and former head football coach of The Ohio State University national championship team.

The breakfast is made possible through the support of the community and dedicated sponsors. Tickets for the event will be \$30.

SPONSORED BY



THURSDAY, MAY 18
at Nash Family Event
& Conference Center
Pro Football Hall of
Fame

SCAN HERE TO
ORDER TICKETS



- 1 Open your camera and scan QR code
- 2 Place your order and pay
- 3 Look for confirmation email



Among his many honors, Jim Tressel has been named Chevrolet National Coach of the Year, the Eddie Robinson Coach of the Year Award, the American Football Coaches Association National Coach of the Year, the Paul "Bear" Bryant National Coach of the Year, and the Sporting News National Coach of the Year. He was inducted into the Ohio State Athletics Hall of Fame in 2015. He was enshrined into the College Football Hall of Fame in 2015. He has published two books, has given hundreds of presentations and lectures across the country.

NEW PARTNERSHIP PROVIDES HOME PICK UP SERVICES

Goodwill has partnered with ReSupply to offer a fee-based home pick up service to donors. ReSupply employs licensed and insured drivers and promises donation pickups in 48 hours or less. The veteran-owned company will take all items the donor wishes to donate whether it is one item or an entire estate, regardless of staircases or disassembly.

"We are happy to be able to offer another convenient way for the community to donate items," said Mark Trew Chief Operating Officer. "ReSupply partners with Goodwill's all over the country and has an outstanding reputation."

The vast majority of items are taken to Goodwill, and anything Goodwill is not able to use will be recycled or ethically disposed.

Donors may get a quote and schedule a pickup by calling 216-677-3485 or online at GoodwillGoodSkills.org/donate. Donations are also accepted daily at any Goodwill donation center during regular business hours.



SUMMER EMPLOYMENT EXPERIENCES FOR ALL STUDENTS

Summertime can oftentimes be an opportunity for high school-age students to try working for the first time. Students with disabilities or other barriers, also use these sunny months to focus on work skills and employment.

Goodwill Industries provides two options for summer employment, both focused on youth.



Sydnie works with Goodwill staff at her job at the YMCA. Sydnie was part of the summer youth programming through Goodwill.

Opportunities for Ohioans with Disabilities (OOD) partners with Goodwill for a summer youth work experience program. High school students, typically Juniors or Seniors, work up to five weeks during summer months, and up to 20 hours each week in a variety of work settings. An Employment Specialist accompanies the students and Goodwill provides transportation to and from the work sites.

"The OOD program introduces students to a wide variety of jobs in our community," explained Director of Mission Services Katie Gauze. "Some of the students work in our network of Goodwill stores, and others will have work experiences at a number of community employers."

Youth Summer Employment Program, or YSEP, is operated by Goodwill in Stark and Tuscarawas Counties in partnership with the Stark/Tuscarawas Workforce Development Board. High school-age students explore a variety of different employment opportunities. They can work up to 30 hours each week, May through September.



"These programs are sometimes a young person's very first time in a work setting. The skills they learn are so valuable during these summer months; from learning how to clock in and out, using good customer service skills and learning more specialized skills," added Gauze. "There is really nothing better than seeing the look on their faces when they receive their first paycheck!"

Sydnie's experience during Goodwill's summer youth employment programs allowed her to secure employment as a day care employee.

UPCOMING EVENTS

MAY 18

CELEBRATION OF EXCELLENCE COMMUNITY BREAKFAST

Goodwill Community Breakfast is a celebration and recognition of Goodwill participants, staff and community partners. Hosted May 18 8am at the Pro Football Hall of Fame Nash Center. Tickets \$30 each and available at GoodwillGoodSkills.org/breakfast



MAY 27 & JUNE 3 COMMUNITY RECYCLE EVENTS

Do your part helping the environment and recycle at two upcoming community recycle events. Goodwill will be present to accept clothing, housewares and technology donations.



**CLEVELAND HEIGHTS ECO FAIR
SATURDAY, MAY 27
COVENTRY PEACE PARK**

**COMMUNITY RECYCLE DAY
SATURDAY, JUNE 3
STARK STATE COLLEGE**

AUGUST 4

HALL OF FAME FASHION SHOW

Goodwill fashions will be featured in the Pro Football Hall of Fame Enshrinement Festival Fashion Show this summer. This annual show draws in thousands of attendees. This is the first time Goodwill will be a featured retailer!



**HOF FASHION SHOW
FRIDAY, AUGUST 4 AT 11AM
CANTON MEMORIAL CIVIC CENTER**

donor spotlight



CARRIE ROSENFELT & FAMILY

GOODWILL VOLUNTEER & DONOR



My family and I are proud to support Goodwill's mission to improve the lives of ALL people by providing programs and services that lead to jobs and independence. When you support Goodwill by donating financially or items you no longer use, you help fund programs like workforce development and food security AND help the environment by saving more stuff from ending up in landfills.

I know first hand how impactful the services they provide can be. A Goodwill Employment Specialist helped someone I love build the confidence and skills needed to get a living wage job. I am grateful for the support Goodwill has provided to my family and countless others in our community.

GOOD NEWS BITES



CURBSIDE DONATIONS

Goodwill has piloted new Mobile Donation Trailers! These small trailers can be delivered to homes or businesses for several days for donors to fill up with Goodwill donations. Contact Community Material Donations Manager Colleen Porter for more information cporter@goodwillgoodskills.org.



GoodwillFinds

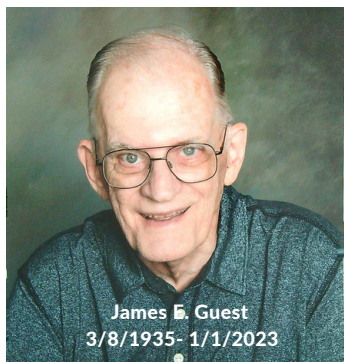
ADD TO CART! NEW E-COMMERCE PLATFORM

Goodwill Industries of Greater Cleveland and East Central Ohio has joined with other Goodwill systems on the new e-commerce platform, GoodwillFinds.com. The new platform specializes in brand name apparel. Collectibles and vintage finds can still be found on ShopGoodwill.com/Cleveland.



GOODWILL PRESIDENT & CEO HONORED

Goodwill President and CEO Anne Richards was honored as a recipient of the National Sales and Marketing Executives Achievements in Excellence in February. She was honored alongside 25 other community members for their outstanding professional achievements.



James B. Guest
3/8/1935- 1/1/2023

IN MEMORIAM: LONGTIME SUPPORTER JAMES GUEST

James Guest was a dedicated volunteer and leader with Goodwill Industries of Greater Cleveland and East Central Ohio since the 1970s. In 1999, James was named as a lifetime honorary board member with Goodwill.

James served in a number of volunteer roles with Goodwill and its committees through the years. He was also a member of the Jaycee's, former Pro Football Hall of Fame Parade Chairmen, Soap Box Derby Volunteer, Massillon Train Club, Rose Society, Plain Township Historical Society, Canal Fulton Heritage Society, TCA, Elks, Eagles, Ohio Canal Society, Ohio and Erie Canal Corridor Coalition, as well as other canal societies.

His work and dedication to Goodwill was invaluable and he will be greatly missed. James is survived by his wife, Barbara and daughter, Cynthia.

OUR DONORS with gratitude

We appreciate the continued support of our donors. The following list of individuals and organizations contributed financially between November 1, 2022 to March 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

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ReSupply
Landi Industries
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Universal Direct



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



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.



18,628



More than 18 thousand people were served through Goodwill's mission programs in 2022.

15%



Only about 15% of used clothes in the U.S. get reused or recycled. Donating to Goodwill helps divert more from local landfills.

23million



More than 23 million pounds of material were diverted from local landfills because items were sold or recycled through local Goodwill efforts.

51%



51% of local thrift shoppers say they shop at a thrift store at least a couple times a month or more, which is significantly more often than national trends.

105



This year, our local Goodwill will celebrate its 105th year of service.

Locally, Goodwill was started in the midst of the Spanish Flu epidemic in a warehouse on Thackery Street on the east side of Cleveland.

BOARD OF DIRECTORS

Luke Cleland, Board Chair, University Hospitals Health System

Katie Spahnie, Vice Chair, Westfield Bank

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Marcie Finney, Secretary, Cleveland Cord Blood Center

Alisha Davidson, Aultman Hospital

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