

SUMMER 2021

DOING GOOD

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



BOARD OF DIRECTORS UPDATE - PAGE 2

VIRTUAL COMMUNITY BREAKFAST - PAGE 3

NEW STORE OPENING BREAKS RECORDS - PAGE 5

HONORING SUCCESS

*Rachel Woods,
2020 Achiever of the Year Award
Winner*

FILL A BAG, CHANGE LIVES

a message from Anne Richards, Goodwill President and CEO



anne.richards@goodwillgoodskills.org
330.445.1000

A handwritten signature of Anne Richards in black ink.

President and CEO

Last year at this time, most families were at home during the COVID-19 shutdown. It was during these long days at home that many community members chose, to our benefit, to clean out their closets and basements, and donate those items to Goodwill.

We were overwhelmed at that time with the volume of donations we received at our stores and donation centers. Fast forward to this year. Although we are excited to see more and more COVID restrictions lift, we are faced with a shortage of material donations to fill the racks and shelves of our stores.

I oftentimes say that 'donations are our lifeblood.' We value your donations and your donations are a critical part of what we refer to as Goodwill's Cycle of Success. Community members like you make donations → those donations are sold in our network of local stores → funds from the sales are invested into outreach programs → which, in turn, make our community stronger.

Over the next few months, our team will be working to open new donation centers throughout the region we serve, providing convenient opportunities for people to donate their clothes and housewares. And, we are working to develop new initiatives and partnerships that will help to drive material donations to our stores.

What can you do? Fill up a bag or two with clothes or housewares you no longer need or want. Consider a donation drive at your place of business or church. Let us know if you are having a neighborhood garage sale; our truck can be available at the end of the sale so you can donate anything you didn't sell. Every donation helps. Every donation changes lives for good.

donations@goodwillgoodskills.org

NEW GOODWILL BOARD MEMBERS

In April, five new members of the Board of Directors were nominated for three year terms. As new Board members joined the Goodwill family, we said goodbye to five extremely dedicated volunteers, who have served our Goodwill for many years. Many thanks to outgoing members: Timothy Beauch, Michael Eberhart, Lisa Gavales, William Maddox and Mark Thurin.



Tiffany Evans
Aultman Healthcare Delivery System



Stacy Feiner, PsyD
Feiner Enterprises



William Morgenstern
Perspectives CAC, LLC



Carrie Rosenfelt
Huntington National Bank



Taylor Schauer
Schauer Group

HONORING SUCCESS, RECOGNIZING ACHIEVEMENT

Goodwill's annual Report to the Community Breakfast was hosted virtually this year. The YouTube live event showcased the achievements of three outstanding Goodwill participants and honored other community leaders and businesses. Attendees to the virtual event were able to participate in a lively chat and order breakfast boxes to be delivered ahead of the show. New this year, an online fundraising auction was introduced as part of the breakfast. Donated items were auctioned off to support outreach programs for Goodwill.



WATCH THE EVENT
SCAN ME

One very special highlight of the event was a performance from Sharon's Signers, a sign language choir.



RACHEL WOOD
2020 Achiever of the Year



AARON CUTSHAW
2020 Edgare J. Helms Award Winner



GIANT EAGLE
2020 Employer of the Year



JONI CLOSE
2020 Ambassador of the Year



ALLIANCE RAPE CRISIS
2020 Collaborative Partner of the Year



AARON SCHREFFLER
2020 Graduate of the Year



JAMES BLACK
2020 Ken Weber Servant Leader Award

FROM STORES TO OUTLET TO AFTERMARKET

Most donations to Goodwill Industries are sold in the network of stores throughout the northeast Ohio and West Virginia region. Products that are not sold within four weeks, though, enter into a recycling process unknown to most people.

First, products can be sold at the Goodwill Outlet. The Outlet, located at 4379 Whipple Ave in Canton, is a clearance center of sorts. Items not sold at area stores are sent to the Outlet where they are deeply discounted or sold by the pound. Large rolling bins filled with these items are placed on the sales floor for a few hours where customers can sort and select for discounted buys.

Once items are rolled off of the Outlet floor, many of these products are sorted and then sold into the aftermarket. The aftermarket, or sometimes referred to as salvage, includes a network of vendors who purchase specific products or materials for use in manufacturing or may be shipped to other countries throughout the world. On average, 1.3 million pounds of material are sold into the aftermarket from your local Goodwill.

"If you have ever watched television and have seen someone across the globe wearing a shirt from a local school or agency, many times that is the result of the aftermarket sales," explained Executive Retail and Aftermarket Manager Michele Tokos. "We work with a large network of vendors who will find uses for these products. For Goodwill, this means we can continue to fund our mission and we are keeping these items out of the landfill. Goodwill is a recycler in so many ways, even once our products leave the sales floor."

ITEMS SOLD IN AFTERMARKET



Q&A: DONATIONS ARE KEY TO GOODWILL SUCCESS



MEET COLLEEN

Colleen Porter joined to Goodwill family in 2020. In her role as Community Material Donations Manager, she oversees all attended donation centers and community donation events. She works closely with area businesses and is the lead for regional programs like the Girl Scouts' Good Turn Day.

Q: You oversee ADCs. What are those?

A: ADCs are Attended Donation Centers. These are storefronts or trailers that are staffed by Goodwill employees and can accept donations of clothing and housewares. ADCs are typically located in residential areas or in shopping plazas that see lots of traffic. Each month, we greet and accept items from 5,000 to 8,000 donors. Its important for us to staff these sites to ensure donations are cared for and handled properly.

Q: What is a normal day like for you?

A: There is no such thing as a normal day! I travel most days to our donation sites throughout our territory which means I may be driving from Canton to Louisville to Pepper Pike to North Royalton. I work with our staff at the centers and sometimes jump in to help a donor unload his or her car. Other days, I may be working with large companies like Amazon or TJMaxx to help facilitate donations to our stores. There is never a dull moment in my role!

Q: What would you say to someone who asks 'why should I donate to Goodwill?'

A: I thought I knew about Goodwill before I started in this role. But, I quickly learned just how great the reach and breadth of our services are. Thousands of people are served each year through so many different types of mission programs, and that is only possible with the support of our donors.

RECORD BREAKING SALES AT NEW STORE OPENING

The new University Heights Goodwill store opened Friday, April 2 with record-breaking sales. Located in the Cedar Center South plaza, the store is actually a move from a previous store location in Shaker Heights, less than two miles from the new store.

"Despite the pandemic, despite occupancy limits, despite the delay in opening this new store from last year; we saw amazing support from the community," commented Vice President of Donated Goods Bryant Taylor. "We are so appreciative to the donors, shoppers, staff and community that rallied together to make this opening such a success."



(Top) Racks were full and ready to greet customers at the new University Heights store. (Left) Michael Dylan Brennan, Mayor of University Heights presents Goodwill President and CEO Anne Richards with a proclamation from the city welcoming the new retail store. The presentation was made at a sneak peak event with members of the Heights-Hillcrest Chamber of Commerce and local elected officials.



WATCH: LITTLE TEAPOT: THE JOURNEY OF A GOODWILL DONATION

Log onto Goodwill's YouTube Channel (GoodwillGCECO) or [GoodwillGoodSkills.org](https://www.GoodwillGoodSkills.org) to view the latest video...Little Teapot: The journey of a Goodwill donation. This heartwarming production spotlights the journey of a teapot; from donor to Goodwill store to shopper and ultimately, to the support the little teapot lends to thousands in our community. Be prepared to sing "I'm a Little Teapot" for days after seeing this charming new video!

GOLF FOR GOOD

a charity outing supporting
Goodwill Industries

Goodwill Industries will be teeing up support on Friday, September 24 at The Sanctuary Golf Club in North Canton. The Golf for Good charity golf outing was first introduced in 2019. After a COVID hiatus, the event will return this year at a new course, and will include food, drink, raffle items and much more. Funds raised from this event support Goodwill's mission outreach programs.

REGISTER ONLINE at
[GoodwillGoodSkills.org/Golf](https://www.GoodwillGoodSkills.org/Golf)



A foursome of golfers from the last Goodwill outing pose for a quick photo on the course. This year's outing will be held at The Sanctuary Golf Club in North Canton.



donor spotlight

MARCAS MILES
GOODWILL DONOR



Associated with the Goodwill movement for 21 years, I've been lucky enough to play roles as employee and board member. But nothing tops the self-identified role of ambassador for Goodwill Industries of Greater Cleveland and East Central Ohio. Whether it's donations of clothing and home goods, an investment of my time, or financial contributions, I know for sure that Goodwill will be responsible stewards of those resources. I've seen the mission of the organization come to life time and time again over the last two decades. Goodwill is woven into the fabric of the community because of the immeasurable impact on the lives of those it serves.

GOODWILL JOINS 'OPEN TO ALL' CAMPAIGN



At a time of deep divisions, Goodwill Industries of Greater Cleveland and East Central Ohio has chosen to be a part of the Open to All nonprofit campaign. The campaign is a national nondiscrimination campaign based around the idea that everyone should be welcome regardless of race, ethnicity, national origin, sex, sexual orientation, gender identity and expression, immigration status, religion or disability.

Goodwill joins a growing coalition of more than 200 non-profits, from the Leadership Conference on Civil and Human Rights and the Anti-Defamation League to disability groups, LGBTQ groups, faith organizations and more. Businesses like Goodwill share the message through their signs, social media and advertising that they are a business 'open to all,' and will not tolerate any discrimination of customers or staff. Look for Open to All marketing at Goodwill stores soon.

GOOD NEWS BITES



GW STAFFER SELECTED FOR ACCELERATOR PROGRAM

Director of Mission Services Katie Gauze was selected as part of the inaugural class for Goodwill International's Accelerator Program. This year-long program will work to cultivate and expand ideas for serving more families and individuals across Goodwill program areas.

CLEVELAND
LEADERSHIP CENTER

LEADERSHIP
STARK COUNTY
SIGNATURE PROGRAM

CONNECTING and LEADING

Congratulations are in order to several Goodwill staff members who recently graduated from esteemed leadership programs. President and CEO Anne Richards graduated as part of the 2021 class for Leadership Cleveland. Vice President of Missions and Administration Mark Trew graduated from Leadership Stark County's Signature Program. And, Maureen Ater, Vice President of Marketing and Development graduated from the Stokes Fellowship program of the Cleveland Leadership Institute.

OUR DONORS with gratitude

Monetary support of Goodwill Industries makes an immediate and lasting impact on the lives of thousands of individuals in our community. We appreciate the continued support of our donors, especially during these difficult times. The following list of individuals and organizations contributed financially between February 1, 2021 – May 31, 2021. 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

Harley C & Mary Hoover Price Foundation
Raymond Q and Elizabeth Riley Armington Fund No. 2
Samuel Fleming Charitable Trust
The Edward A. Bugala Charitable Fund No. 2

CHAIRMAN'S CIRCLE DONORS WHO GIVE \$2,500 TO \$4,999 ANNUALLY

PNC Financial Services Group

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

Aultman Health Foundation
Beese, Fulmer Investment Management Inc.
First Christian Church *
Paris Presbyterian Church *
The Charles Farran Fund

FRIENDS OF GOODWILL DONORS WHO GAVE \$500 TO \$999

Rabbi Jon Adland
Deonte J Carter
Ken and Janet Douglas
Fully Promoted of Canton
Marcas Miles
Protech Security
Regent Products Corporation
Anne Richards
Marisa Rohn
Dr. Christine A Krol and Mr. David A Sagerser
Larry and Ginny Smerglia
The Ronald C Miller and Patricia A Miller Philanthropic Fund
Bill and Nancy Maddox

SUPPORTERS OF GOODWILL DONORS WHO GAVE UP TO \$499 ANNUALLY

Amazon Smile
Christopher and Stacie Ady

Maureen and Patrick Ater
Andi Barnett
Beumer Corporation *
Michael Bodgan
Karen Callow
Joni Close
Geri Colvin
Dr. Dorr and Joyce Dearborn
Richard and Jean Erickson
Stacy Feiner
Thomas and Rose Ferrell
Richard Finkes
Marcie Finney
Frank Fleischer
Katie Gauze
Sean Gillom
Jim and Sheri Gist
Darcie and Tim Goodman
Cornelia and Simone Gregory
Tammy Griffith
Matthew Hinderegger
The Chuck and Rosemarie Hoover Fund
Brett Kimmell
William Lago
Cleo Lucas
Bill and Sharon Luntz
Faith McAllister
Nan McClenaghan
Fr. James McKarns
Jill McQueen
Mary and Richard Mittica
Mary Moriarty
Michael Murphy
Cheryl Musgrove
Dede Nalls
Avalene Neiningner
Maureen O'Connell *
Ken and Marlene Palosi
Dawn Parris
Dave and Diane Pilati
Colleen and Todd Porter
Carol Richards
Laurie Rowe
Constance Rubin
Robert Salo
Mark Scheffler
Ryan and Shelle Schnell
Chase Senk
Bill Smith
Katie Spahnke
Synchrony Financial Employee Matching Gift
The Sherry and Denny Fulmer Charitable Fund
Nadine Timmons
Mark Trew
Emily Turner
Jeannine Warner
Jack H. Warning
Fran Wells
Judge Curt Werren
Lawrence and Marilyn Young

REPORT TO THE COMMUNITY SPONSORS

PNC Financial Services Group
Aultman Health Foundation
Beese, Fulmer Investment Management Inc.
Fully Promoted
ProTech Security
Regent Products Corporation
The Print Shop

REPORT TO THE COMMUNITY AUCTION ITEM DONORS

Christopher and Stacie Ady
Maureen and Patrick Ater
Canton Special Improvement District
Cedar Point
Craig Chaffinch
Fox 8
iHeart Radio
Rachael Knisely
Legends Golf Course
M Squared Living
Ellen McCarthy
Colleen Porter
Pro Football Hall of Fame
Q92 Radio
Anne Richards
Sanctuary Golf Club
Christina Schiltz
Shelly St. Clair
Bryant Taylor
Michelle Tokos
Jane Vignos
Karen Vrabec
WKYC
YMCA Of Central Stark County

**Table of Hope donor*

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



MAKE A LOCAL IMPACT

Goodwill of Greater Cleveland and East Central Ohio operations go well beyond the retail stores. With 27 mission-based programs, Goodwill works to help individuals obtain meaningful employment, strengthen families, provide needed counseling or access to food and basic needs. Monetary donations support programming for the individuals served throughout Goodwill's 10-county footprint. Whether it is job training programs, parenting classes, rape crisis counseling, hot meals, emergency support of basic life needs, and much, much more, donations touch those in your own community. When you choose to donate to Goodwill, you change a life – for good.

\$5,601



One of the top grossing sales from ShopGoodwill.com last year was a collection of vintage action figures that sold for \$5,601.

35k



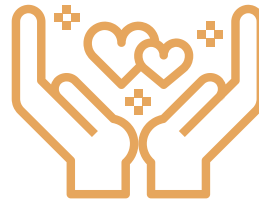
More than 35,000 individuals donated goods at attended donation centers in 2020.

70%



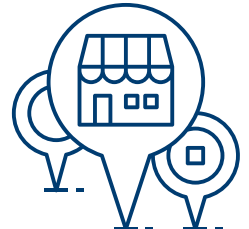
Thrift shopping is more popular than ever. 70% of women have or are open to shopping secondhand.

2,935



2,935 people were served by COMPASS Rape Crisis Center in 2020 in Stark, Carroll, Tuscarawas counties.

23



Your Goodwill has 23 stores located throughout our region in Ohio and West Virginia.

BOARD OF DIRECTORS

OFFICERS

Chairperson Marisa Rohn, Stark State College

First Vice Chairperson Luke Cleland, University Hospitals Health System

Second Vice Chairperson Katie Spahnne, America's Pharmacy Source, LLC

Treasurer Matthew Long, UBS Financial

Secretary Marcie Finney, Cleveland Cord Blood Center

Rabbi Jon Adland, Temple Israel

John Brannen, Retired

William Bryan, Community volunteer

Kenneth Douglas, CliftonLarsonAllen

Tiffany Evans, Aultman Healthcare Delivery System

Dr. Stacy Feiner, Psynamics

Cleo Lucas, Retired

Jill McQueen, Arnold-Schafer

Bill Morgenstern, Perspectives CAC, LLC

Carrie Rosenfelt, Huntington National Bank

Taylor Schauer, Schauer Group