

WINTER 2024

DOING GOOD

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

Goodwill

GOOD PARTNER

BRINGING MISSION
TO GOODWILL
STAFF

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Crystal Page
Good Partner Case Manager

COMMITMENT TO SUSTAINABILITY

a message from Anne Richards, Goodwill
President and CEO



In the realm of recycling and sustainability, Goodwill has long been recognized for its iconic thrift stores. However, what many may not know is that the organization's commitment to recycling extends far beyond the shelves of our retail stores. From our Outlet stores to our innovative aftermarket salvage program, Goodwill is proving that recycling can be a powerful force for positive change.

While traditional Goodwill thrift stores are a treasure trove of secondhand finds, Outlet stores take the concept of recycling to a whole new level. At these two locations (one in Canton and one now open in Cleveland), items that don't sell at regular stores move to the Outlet, where they are sold by the pound. This approach minimizes waste by giving a second chance to items that might otherwise end up in landfills.

The Outlet stores not only offer an affordable shopping experience for customers but also contribute to the reduction of waste. Through this initiative, Goodwill is actively promoting a circular economy, in which goods are reused and repurposed, rather than discarded.

Goodwill's commitment to recycling extends even further with its innovative aftermarket salvage program. Items deemed unsuitable for sale because of damage or wear are redirected to this program. Instead of being discarded, these items are carefully sorted and sold to be repurposed or recycled.

From textiles and clothing to electronics and housewares, the aftermarket salvage program ensures that the maximum value is extracted from each donated item. By salvaging materials and components, Goodwill reduces its environmental footprint and supports sustainable practices in the retail industry.

GOODWILL IS
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CIRCULAR ECONOMY,
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RATHER THAN
DISCARDED.

Recently, our Goodwill introduced SalvageforGood, an online platform that expands the aftermarket sales opportunities by collaborating with other Goodwill organizations across the United States.

When you donate to Goodwill, you're not just decluttering your home — you're actively contributing to a more sustainable future. Your donations fuel Goodwill's recycling initiatives, supporting our organization's mission to empower people on their journey to independence.

As a supporter of Goodwill, you are part of a community that goes beyond just shopping for bargains. You are actively participating in a recycling revolution that transforms lives and reduces environmental impact. Whether you shop at the traditional thrift stores, explore our Outlet stores or make a donation, your involvement makes a difference.

President and CEO / 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



automated
giving

Set up a monthly or quarterly
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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.



PURSES FOR A PURPOSE

LIVELY AUCTION EVENT TO KICK OFF SEXUAL ASSAULT AWARENESS MONTH

Tote, satchel, clutch or hobo — whatever style handbag you favor, you can find it at Purses for a Purpose. A signature COMPASS (Sexual Assault Education, Prevention & Support) event, Purses for a Purpose kicks off Sexual Assault Awareness Month with an online purse auction and a culminating in-person celebration on April 3 at The Cultural Center for the Arts in downtown Canton.

The auction will have a wide selection of purses, bags and totes to bid on — and each bag will be filled with mystery items with a minimum value of \$50! Online bidding will begin March 15 and will end at 7:30 p.m. April 3.

Handbags from designers including Michael Kors, Tory Burch, Kate Spade, Coach and more will be available for bidding. Mystery

items inside the bags include gift cards, wine, jewelry, Echo Show 5, JBL speaker and more.

This year, there will be a grand raffle of a Gucci Marmont Mini shoulder bag. Tickets will be \$25 each, and only 200 will be sold!

Tickets for the in-person celebration are \$50 each and include heavy appetizers, desserts and an open bar. To purchase tickets, visit compassrapecrisis.org/purses. To sponsor or donate to the event, please email donations@compassrapecrisis.org or call 330-617-4734.

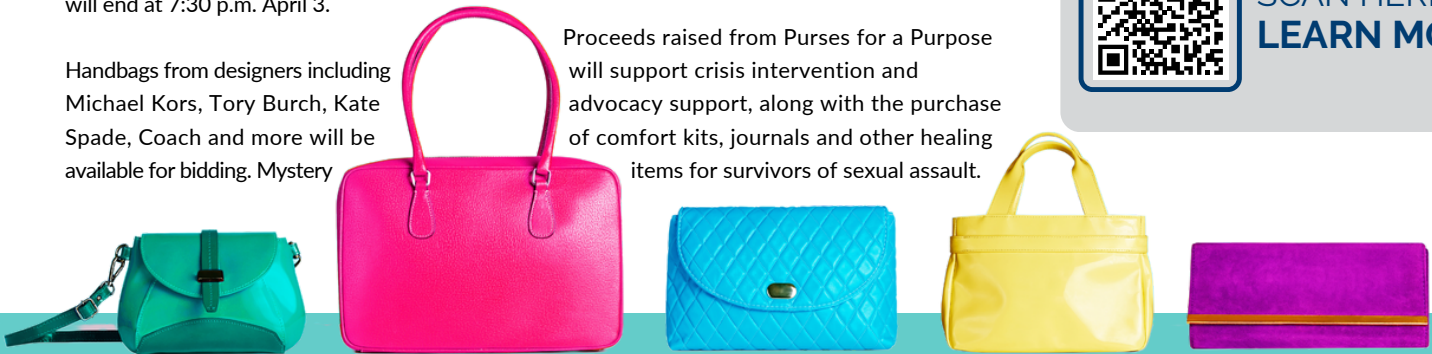
Proceeds raised from Purses for a Purpose will support crisis intervention and advocacy support, along with the purchase of comfort kits, journals and other healing items for survivors of sexual assault.

COMPASS is an affiliate program of Goodwill. The mission and vision of COMPASS is to promote the healing of individuals impacted by sexual violence, create social change and to strive for a community where all people can live free of sexual violence.

For more than 26 years, COMPASS has been serving the Stark, Tuscarawas and Carroll County communities by providing education, prevention and support to schools and organizations.



PURSES FOR A PURPOSE
SCAN HERE TO
LEARN MORE



NEWS BITE:

MEET PARALYMPIAN
SANDY DUKAT, THIS YEAR'S
GOODWILL COMMUNITY
BREAKFAST SPEAKER

OUR ANNUAL GOODWILL COMMUNITY
BREAKFAST IS A BIG DRAW FOR OUR
SOUTHERN TERRITORY. THIS YEAR'S EVENT AT
THE PRO FOOTBALL HALL OF FAME ON MAY 23
WILL FEATURE SPEAKER SANDY DUKAT.

Sandy Dukat was born and raised in Canton, Ohio. Dukat was born with a limb deficiency in her right leg. When she was four years old, her leg was amputated above the knee.

Growing up, Dukat played able-bodied sports. It was not until 1996 when Dukat learned about adaptive sports and the Paralympic Games. Growing up as a swimmer, Dukat jumped back in the pool. After a couple of years training, Dukat made the U.S. Disabled Swim Team, competing at



the 1998 Disabled Swimming World Championships. During her swim career, she was introduced to alpine skiing. Finding her love for speed on the slopes, she switched sports after the 1998 World Championships and moved to Colorado.

Making the U.S. Disabled Ski Team in 2000, Dukat captured two bronze medals at the 2002 Paralympic Games in Salt Lake City, Utah. She won her first gold medal at the North American World Cup in 2005 and captured the bronze in the slalom at the 2006 Paralympic Games in Torino, Italy. In July 2007, Sandy retired from competition.

But not one to sit idle, Dukat teamed with four women with disabilities to climb Tanzania's Mount Kilimanjaro in September 2007. In 2008, she won the World Triathlon Championships (Vancouver, Canada) for the female above the knee amputee category and the U.S. Disabled National Triathlon Championships (NYC).



Four years in a row, Dukat won the U.S. Paratriathlon Nationals.

In 2015, Dukat joined the Range of Motion Project (ROMP) where she hiked Cayambe (18,996-foot volcano) in Ecuador to raise awareness and funds for those living with limb loss without access to prosthetic care in developing countries. Finally, in 2019, she summited Cotopaxi (19,000 feet) as part of the ROMP's elite climbing team.

In her free time, Dukat enjoys hiking, skiing and biking with her husband and 11-year-old son.



(Left) The Cleveland Outlet officially opened November 3, 2023. (Below) The Opportunity Center is housed in the same building as the outlet. (Center) The Cleveland Outlet features a mural by Cleveland artist Chad Fedorovich of Cleveland Mural Co.



CLEVELAND OUTLET AND OPPORTUNITY CENTER NOW OPEN

On November 3, Goodwill's Cleveland Outlet and Opportunity Center officially opened its doors to the public. Spanning approximately 8,000 square feet, this outlet is a paradise for resellers, upcyclers and treasure hunters.

Oftentimes referred to as the “pound store” or “Goodwill bins,” the outlet has become a haven for all kinds of shoppers, as new merchandise bins are introduced to the floor every 30 minutes. Clothing and housewares not sold within five weeks at our retail stores find a second chance at Goodwill Outlet locations.

Items are priced per pound or per item, with the following rates.

- \$1.79 per pound for wares, textiles, shoes, and accessories
- \$0.99 per item for books and media
- \$0.79 per pound for electrical, glass, dishware and breakable wares

Beyond the thrill of the hunt, shoppers contribute to environmental sustainability. Bryant Taylor, VP of Innovation and Technology, mentioned that since its opening,

the Cleveland Outlet has diverted more than 90,000 pounds of items from landfills.

Taylor emphasized Goodwill's commitment to maximizing donations' impact.

“We make the most of every single one of the donations we receive — whether it's selling it in our stores or outlets or recycling those items to ensure a sustainable future for us all,” said Taylor.



The Outlet is open daily from 8 a.m. to 6 p.m.

The Outlet is complemented by the new Opportunity Center. This center provides a range of services, including social services navigation, assistance with applications and resumes, and training in interview skills. It also offers access to laptops.

Katie Gauze, Director of Mission Services, expressed the center's long-awaited

presence in Cleveland, aiming to address the needs of Cuyahoga County. Plans for community workshops, seminars, and job fairs are in progress, with the center operating from 8 a.m. to 4 p.m. Monday through Friday. For more information, contact missions@goodwillgoodskills.org.

Both the Cleveland Outlet and Opportunity Center are located at 1333 E. 179th Street in Cleveland.

7 THINGS TO KNOW BEFORE SHOPPING AT THE OUTLET

- 1 Items are placed in bins, organized by category.
- 2 Pricing is per pound.
- 3 Gloves aren't required but can be helpful.
- 4 You should plan to spend more time shopping than usual.
- 5 Carts run out quickly.
- 6 There aren't bags.
- 7 Items are sold as is.

GOOD PARTNER

BRINGING MISSION TO GOODWILL STAFF



Crystal Page exudes happiness. Her personality is a perfect fit for her job as a Good Partner Case Manager. In her role, she bounces from store to store, helping employees with a multitude of things.

“Good Partner is a personalized employment assistance program geared toward helping our staff overcome barriers that they may have coming into Goodwill as a new employee or that may pop up,” Page said. “We connect them with resources for emergency needs or work with them one-on-one for goals that they may have — personal or work-related. Good Partner also can jump in and offer job coaching, if needed.”

Some of the main things Page helps employees with are finding transportation to and from work, getting clothes for a new job and finding the nearest food pantries.

Nearly 40% of Goodwill’s staff self-identify as disabled or disadvantaged. It takes a specific type of person to help employees feel comfortable enough to share their struggles. Page credits her past experiences with helping

her relate to the barriers employees have. She herself used programs and resources similar to the ones she shares with employees.

Page was going through the worst time in her life 12 years ago when she stumbled upon Goodwill. She had been unemployed for two years. During that time, her car was stolen, and she was riding a bike to get around. She went through a divorce and became a single mother to three kids.

Through Job and Family Services, she started volunteering at Goodwill, so she could receive cash assistance to support herself and her children.

After two months of volunteering, the cash assistance was running out. Page knew she needed to get a job and knew Goodwill would be a good fit. She applied and worked as a clothes processor for nine months. During this time, she also attended Stark State College for human and social services.

As a clothes processor, Page worked closely with people from the Stark County Board of Developmental Disabilities through a pilot program. The case manager noticed Page’s interactions with the group and recommended she work as a job coach.

“I had no idea the job coaching world existed back then. I didn’t know anything about it,” Page said.

Because of her schooling and working with her child who is on the Autism spectrum, she had experience working with people who have barriers. She

applied for and landed a job coach position in Goodwill’s Mission Services Department. From there, she had several roles, varying from case manager to job coach to lead employment specialist.

When the Good Partner position opened, she hesitated but ultimately decided she wanted it. Page has been in the Good Partner position for two years now and said she truly loves her

job and what Goodwill stands for.

“I love my job. I love what I do. I love helping people, just letting them know that this company cares — or this role wouldn’t exist. We’re here to help,” Page said.

“I LOVE MY JOB.
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PEOPLE, JUST
LETTING THEM
KNOW THAT THIS
COMPANY CARES
— OR THIS ROLE
WOULDN'T EXIST.
WE'RE HERE TO
HELP.”

Good Partner isn’t only

used in times of crisis. Page said she helps connect employees with other resources, such as finding cooking classes, helping people explore higher education, or helping people get information about purchasing their first home, among other things.

“Going through all of my life experiences, I feel like I have the ability to empathize, or relate on some level, to a lot of what people go through,” Page said.

Trusting someone with this information can be scary for employees, and Page understands that. Everything employees tell her is completely confidential.

This kind of program isn’t common at most companies, and it’s available to all Goodwill employees — from retail workers to the CEO. It’s simple to access. Just call, text or email.



ONE-YEAR RULE PLEDGE

A NEW WAY TO BE PART OF THE CYCLE OF SUCCESS

How many items sit unused for a year or more in the average American home? A lot. From clothes that no longer fit to trinkets, gadgets and specialty kitchen appliances that no longer serve a purpose, there are most likely lots of unused items sitting around most houses.

What if those items could be given a new life and help someone? That's exactly what the One-Year Rule Pledge was created to do.

The pledge states: "I pledge to donate the clothing, housewares, electronics, toys, books, and furniture I no longer need to Goodwill. If I have not used it in a year, I will donate it because by giving to Goodwill, I change lives for good."

Items donated through the One-Year Rule Pledge play a crucial role in funding 30 vital local outreach programs, including adult literacy, digital skills training and job placement for individuals facing barriers to employment.

So, if that shirt or gadget has been unused for a year, take the One-Year Rule Pledge — a small act that contributes to a big impact in your community.



Visit goodwillgoodskills.org/take-the-pledge to take the pledge. We'll even send you a bag to fill with your donations.

Additionally, Goodwill is collaborating with a different business each month this year to commit to take the pledge and host an employee donation drive.

To date, the City of Solon, Employers Health, Aultman, CSE Federal Credit Union, Cleveland Charge, Cleveland Monsters, HP Products and the North Canton Chamber have taken the pledge!

SCAN HERE TO TAKE THE PLEDGE

- 1 Scan QR code with phone camera
- 2 Fill in the form and hit submit



UPCOMING EVENTS



APRIL 22 EARTH DAY

Earth Day is an annual event on April 22 to demonstrate support for environmental protection. It was first held on April 22, 1970.

Did you know the average American throws away 81.5 pounds of clothes per year?

Make it your mission to donate your unwanted clothes to Goodwill going forward. You help the planet by recycling and you help Goodwill fund 30 vital mission programs that help people in your community.

Visit Goodwillgoodskills.org to locate a donation center

MAY 23 REPORT TO THE COMMUNITY BREAKFAST

Goodwill's annual Report to the Community Breakfast will be held Thursday, May 23. The annual event allows Goodwill to report back to the community and honor the success of our participants and recognize the outstanding work of area businesses and community leaders.

**THURSDAY, MAY 23
PRO FOOTBALL
HALL OF FAME**

volunteer spotlight

KRISTEN PETRILLA
2024 PURSES FOR A PURPOSE
CHAIRPERSON



Gigi's Playhouse, and has hosted a number of fundraisers with these and other organizations.

She is delighted to be the 2024 chair for Compass's Purses for a Purpose event to not only help raise money, but also to raise awareness.

"Sexual violence is not a women's issue. It's not a children's issue. It is not a man's issue. It is a worldwide humanitarian issue that deserves our immediate attention. We can no longer sweep the topic of sexual violence under the rug and treat it like a dirty word. If we cannot openly talk about it and educate ourselves, we will continue to perpetuate the problem."

"I cannot wait to welcome everyone to our event on April 3 at the Canton Cultural Center. It is going to be a wonderful evening of fabulous purses, drinks and hors d'oeuvres. Whether it's date night, girls night or just a Wednesday out, you won't want to miss this event!"

Originally from Warren, Ohio, Kristen moved to Canton almost 20 years ago. She immediately fell in love with the area and became active in the community. She has served on several boards, including the Aultman's Women's Board, Canton Ballet, Community Harvest,

OUR DONORS with gratitude

We appreciate the continued support of our donors. The following list of individuals and organizations contributed financially between January 1, 2023 and December 31, 2023. If your name is misspelled or has been omitted, please contact Goodwill at 330-617-4734 so we may correct our records.

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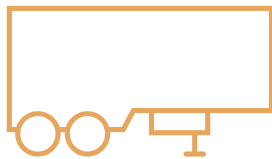


16,924



Goodwill mission programs impact thousands of lives each year. Last year, 16,924 people were served by your Goodwill.

1,495



Since mid-April, our Mobile Donation Centers received 1,495 donations. We have six trailers available to reserve for free, with four more coming soon.

115.3K



Our most-viewed TikTok video has 115,300 views. Follow us @goodwillgoodskills on TikTok.

30



Goodwill has 30 mission programs that provide vital services to the communities we serve.

16-18%



Of all Americans, 16 to 18% shop at thrift stores.

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