

FALL 2020

# DOING GOOD

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

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## **IN THIS TOGETHER**

*Frances LaFond,  
2019 Achiever of the Year*

# IN THIS TOGETHER

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

It was March 20 when the leadership team at Goodwill and myself had to share the unsettling and surreal news that we would be closing our stores and furloughing nearly 700 members of our Goodwill family. Since that time, our lives and our agency have been turned upside down.

2020 has been a year of triumphs and struggles, yet through it all, Goodwill Industries of Greater Cleveland and East Central Ohio has continued to deliver on its mission of serving the needs of our community. Despite the shutdown, we continued to provide our mission to thousands of individuals throughout the 10 counties we serve. Some services, like The Ken Weber Community Campus at Goodwill and COMPASS Rape Crisis Services, experienced an increased demand during shutdown.

So often, we think of people who receive services from agencies like Goodwill as 'others.' One thing the COVID pandemic has taught us, is that we are all in need sometimes of support and care. Individuals and families in our own neighborhoods found themselves suddenly in situations where they needed a solid hand-up, supporting them as they work to improve their lives and the lives of their families. And, just as Goodwill has done for more than 100 years, where there was a need, we answered the call.

We have struggled. But together with our staff, leadership and community, Goodwill has weathered this storm and continued to strive. As we continue to maneuver the challenges of this difficult time, I rest easy knowing that with your support, with our outstanding staff and our clear focus on our mission, Goodwill is sure to excel into the future.



anne.richards@goodwillgoodskills.org  
330.445.1000

*Anne Richards*

President and CEO

## GOODWILL'S PANDEMIC JOURNEY

Unlike many other non-profits whose funding may not have been affected immediately during the pandemic, Goodwill's primary source of revenue, our retail stores, were shuttered for nearly three months. Despite this, mission outreach continued.



### MARCH 2020

By state mandate, all Goodwill stores and donation centers are closed. Nearly 700 staff are furloughed. The agency's primary source of revenue to provide mission outreach comes to a halt.



### APRIL - MAY 2020

Despite store closures, Goodwill continues to provide mission outreach. The Ken Weber Community Campus remains open. Services like COMPASS Rape Crisis begin to see increase in demand.



### MAY 2020

State and local health departments allow Goodwill to open donation centers. Overwhelming amount of donations received during this time. Staff begin to be called back from furlough.



### JUNE 2020

Goodwill opens the remainder of its stores and begins selling to the public again with safety precautions in place for staff and customers. Store traffic down 15-30%.



# AND THE WINNERS ARE...

Goodwill's annual Report to the Community Breakfast typically brings together more than 400 attendees to celebrate the accomplishments of participants, staff and area businesses. The mid-March event was cancelled due to the COVID-19 pandemic. Celebrate the award winners virtually by logging onto **ChangeALifeForGood.org**, a special website dedicated to these winners and this event.



## **FRANCES LAFOND, 2019 ACHIEVER OF THE YEAR**

Frances excelled through Goodwill's Work Assessment program and found employment with Goodwill's Table of Hope, a hot meal site serving those in need. She has shown determination in achieving her goals and compassion towards others.



## **CHRISTOPHER POWELL, 2019 EDGAR J. HELMS AWARD**

After caring for an ill parent and facing other unexpected challenges in his life, Christopher found himself unemployed and homeless. He was connected with Goodwill and he began to see the possibilities in his future.



## **DAYREE STOKES, 2019 GRADUATE OF THE YEAR**

Dayree was enrolled in the Parenting Skills Training Program as a minor. While living in foster care, she completed the program, graduated high school and maintained custody of her daughter. Dayree has continued to succeed and reach her goals.



## **MARIANNA PAPROCKI, 2019 KEN WEBER SERVANT LEADERSHIP AWARD**

For nearly 25 years, Marianna has dedicated her career to adult education, first with Canton City Schools and for the last thirteen years as a member of Goodwill's mission services team.



## **REFUGE OF HOPE, 2019 COLLABORATIVE PARTNER AWARD**

Refuge of Hope, a men's homeless shelter in Canton, has partnered with Goodwill to provide much needed services to their clients. During meals on Fridays, Goodwill staff are on site at the shelter to provide social service navigation, bus passes, emergency vouchers and connection to employment programming.



## **CRACKER BARREL OLD COUNTRY STORE, 2019 EMPLOYER OF THE YEAR**

Cracker Barrel supports the community it serves by partnering with Goodwill to hire individuals who face barriers to employment. The company has welcomed Goodwill Employment Specialists into the restaurant who provide on-the-job support, job retention and individual employment support to participants.

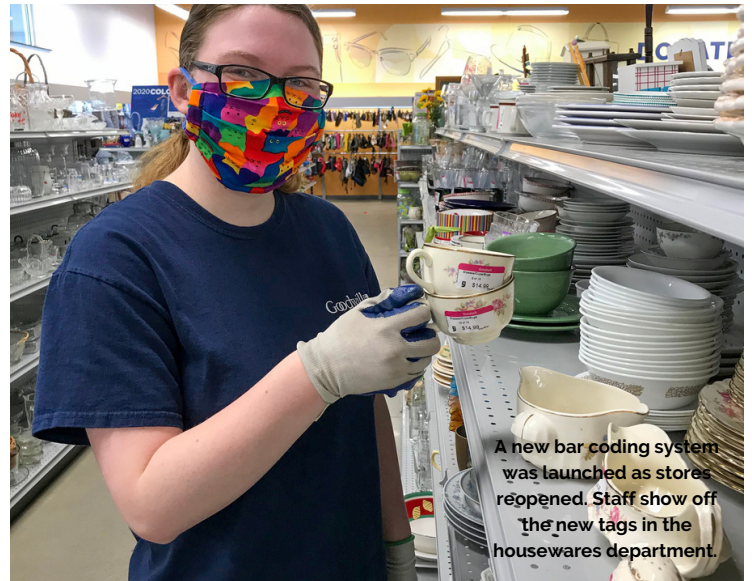


# THE RETURN OF RETAIL

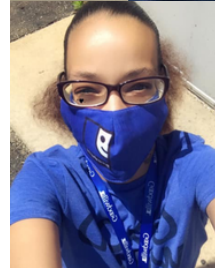
Late May and early June, Goodwill's retail stores reopened with safety precautions in place for both staff and customers. Working at the stores presented new challenges, but the Goodwill team members adapted well to this new way of doing business. Since reopening, customer traffic has decreased since before COVID, but sales remain strong at most locations.

## MEET BRYANT

Bryant Taylor has joined Goodwill as the Vice President of Donated Goods. He oversees the Retail operations of the agency including its 22 stores, outlet, salvage and transportation departments. Bryant has worked for the past nine years in the Goodwill system in Florida, Michigan and New York.



A new bar coding system was launched as stores reopened. Staff show off the new tags in the housewares department.



(Left) Staff were issued Goodwill masks to wear. (Below) Thumbs up at the donor door of the Strongsville location.



Weirton WV staff gear up for their reopening in June.



Customers have been required to wear a mask or face covering while shopping at Goodwill stores, even before the state mandate.



# GOODWILL PARTNERS WITH NEW STATE PROGRAM

As the state of Ohio continues its economic recovery amid the COVID-19 pandemic, Gov. Mike DeWine announced a new program which seeks to help Ohioans who are looking for a job to have a better chance at finding that job.

The 'Ohio To Work' initiative led by JobsOhio, the Ohio Department of Jobs and Family Services, in association with Goodwill Industries and Urban League of Greater Cleveland brings together employers, nonprofits, educators, and training providers to help Ohioans reskill and restart their careers. The program was launched in Cleveland/Cuyahoga County, and will expand to more areas of the state.

Ohio To Work will help someone who is out of work to identify a new career opportunity, train for it, and then be placed with an employer. Already, more than 30 employers have signed on with the initiative.



## donor spotlight

— ” —  
We donate to Goodwill because we believe increasing job skills and helping others secure employment is key to improving an individual's worth and helping our community. We have seen first-hand how donations to Goodwill's retail stores or a monetary gift can help to make a difference in the lives of thousands.

—  
WILLIAM AND NANCY MADDOX  
GOODWILL DONORS



## how you can **CHANGE LIVES FOR GOOD**

Cash donations, bequeaths and other financial gifts are another way to change lives for good. However large or small, gifts to Goodwill Industries are tax deductible and fund vital, local programs that help people find jobs, improve skills or discover new opportunities.

**Sustainable gifts:** Setup a sustaining gift schedule via Goodwill's online giving page. As a Goodwill sustained donor, you provide ongoing support that is automatically charged to your credit card each month.

**Endowment:** Goodwill has endowment funds with the Cleveland Foundation and Stark Community Foundation. Making a contribution to these funds provides support to Goodwill for long-term growth and future expansion of its mission.

**Planned giving:** Leave a legacy of hope by incorporating charitable gifts into your overall financial and estate plans:

- Naming Goodwill in your will.
- Declaring Goodwill as beneficiary of a 401(k), 403(b) or IRA plan.
- Giving Goodwill an insurance gift.
- Create a Charitable Remainder Trust.



### MEET JANET

Janet Capocci serves as the Manager of Community Awareness and Fund Development for Goodwill Industries. Raising awareness and raising dollars is her focus. If you are considering a financial donation to Goodwill or a planned gift, please contact Janet at [jcapocci@goodwillgoodskills.org](mailto:jcapocci@goodwillgoodskills.org) or 330-617-4734 to learn more.

# SERVING UP HOPE



Tucked away in a small church just off the highway in Weirton, West Virginia is hope....Table of Hope, that is. This hot meal program has served the most basic needs of Hancock and Brooke Counties in West Virginia since 2012.

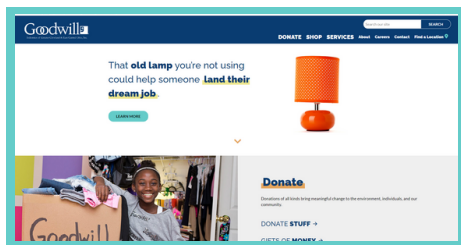
Changes to their operations had the staff and volunteers of this vital program wondering if the outreach could continue without outside support. A happenstance meeting of Goodwill staff and participants, though, changed everything. At the beginning of 2020, Table of Hope became a program of your Goodwill.

Typically, Table of Hope serves two hot meals weekly, Mondays and Wednesdays. There is no cost and no questions asked of those in attendance.

COVID-19 restrictions temporarily closed the program, but in September, they were able to reopen with limited hours and safety precautions in place.

Table of Hope is operated with support from volunteers, local businesses, donors and, now, Goodwill Industries.

## GOOD NEWS BITES



### NEW SITE

Log onto GoodwillGoodSkills.org to check out Goodwill's new website. The fresh, new design features an events calendar for all upcoming sales and special events, along with new blogs and videos.



### ONLINE SHOPPING

Goodwill's e-commerce department has continued to grow over the years. In August, e-Commerce sales ranked 25th in the nation amongst other Goodwills. Shop online at ShopGoodwill.com/Cleveland.



### COVID SUPPORT

Sisters of Charity Foundation of Canton, Stark Community Foundation and other local funders joined forces to collectively respond to the needs of organizations affected by COVID-19 in Stark County. Goodwill was the recipient of a grant to support operations and outreach during the pandemic.



### UNIVERSITY HEIGHTS

Plans to open a new retail store in University Heights have been delayed due to the pandemic. Goodwill hopes to open this location in spring 2021.



# 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 January 1, 2019 to August 31, 2020. 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**

Anonymous  
Raymond and Elizabeth Rieley  
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United Way of Greater Stark County  
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## **CHAIRMAN'S CIRCLE DONORS WHO GIVE \$2,500 TO \$4,999 ANNUALLY**

Serra Foundation\*

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

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Aultman Hospital  
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The Timken Company Charitable and Educational Fund  
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United Way of Greater Cleveland

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

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United Way of Greater Milwaukee and Waukesha County  
Louis and Nancy Valles\*

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

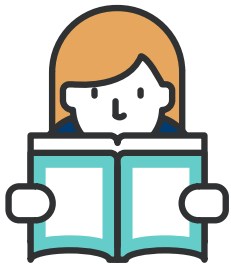
Jon Adland  
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Patty Wackerly  
Jack Warning  
Robert & John Weiss  
Curt and Stephanie Werren  
Wesbanco\*  
Gail Selick Wittmuss

*\*Table of Hope donor*

1,830



Children  
provided free  
books through  
BookWorks  
program

11million



Pounds of  
textiles and  
wares diverted  
from area  
landfills

598k



Material donors  
at your  
Goodwill stores  
and donation  
centers

3 year



Accreditation by  
the Commission  
on Accreditation  
of Rehabilitation  
Facilities

22



Retail stores  
throughout 10  
county area  
generating  
revenue to  
support outreach

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