

FALL 2021

DOING GOOD

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

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GOODWILL'S BOO-TIQUE



CYCLE OF SUCCESS

a message from Anne Richards, Goodwill President and CEO

It happens about once a week. Someone I'm speaking with or someone I know on social media will say or post 'I don't give to Goodwill because....' The reasons they give often refer to rumors he or she has heard about a millionaire CEO or they believe Goodwill is not a real charity. Fake news!

These comments used to bother me. I would get so frustrated that someone believed a rumor before actually taking the time to learn more about the incredible work done at Goodwill Industries. I've found that one of the most effective ways to communicate who we are and what we do is a simple graphic we refer to as the **Cycle of Success**.

The Cycle of Success starts with **donating**. Gently used clothing and housewares are donated to Goodwill at one of our 21 stores or seven attended donation centers.

Those items are then sold in our network of retail stores where individuals and families **shop** for treasures and deals!

When community members have chosen to donate these unneeded items instead of disposing into the trash, it **saves** products from going into our local landfills.

Sales from the stores **raise funds** which then support 28 different local programs and services provided by Goodwill.

Goodwill mission programs provide job training and placement for individuals facing barriers to employment. The programs help support families and individuals in crisis. The programs work to **improve lives**.

When people have the tools to improve their lives, it can **empower the communities** that we serve.

Strong and thriving communities will ultimately start this Cycle of Success again, with forward-thinking and caring individuals who choose to **donate** to Goodwill.

I encourage you to give me a call and schedule a tour so you can see the Cycle of Success in person. Also, be sure to check out 'Just the Facts' on our website at goodwillgoodskills.org/just-the-facts to answer any tough questions you might have about your Goodwill. Thank you for what you do each and every day to help Goodwill's Cycle of Success!



Anne Richards

anne.richards@goodwillgoodskills.org
330.445.1000



ON THE COVER At Goodwill, October is an important time of year. Cooler weather oftentimes brings in more customers, searching for less expensive options for coats and sweaters. Also, each Goodwill store showcases a Halloween BOO-tique, a dedicated area packed with spooktacular costumes and home décor! In need of costume ideas or inspiration? Scan the QR code to view Goodwill's Halloween look book!

GOODWILLGOODSKILLS.ORG



GOODWILL RETAIL: CHANGES TO ADAPT TO MARKET

CARROLLTON EXPANDS

The retail store and donation center in Carrollton is getting a facelift and expanding its sales floor to nearly double its current footprint. The store will now include the current space, along with the former Aaron's Rental space next door.

Goodwill first opened a retail thrift store in Carrollton in 1998. Then in 2005, the store relocated to its current site at 709 Canton Road.

The store closed temporarily while new flooring was installed. Since then, the store has reopened and remodeling will continue through the beginning of October. There will be a grand reopening in October.



CANAL FULTON TO CLOSE



Goodwill will close its retail store located at 2254 Locust St. in Canal Fulton. Like many businesses, Goodwill is faced with labor shortages and this particular location had experienced severe staffing issues for the past year.

The store has had declining sales for the past three years; a steep and progressive decline after reopening from the COVID shutdown. This trend is unsustainable and not representative of other Goodwill stores which have expanded sales in the past months.

This location employs 14 full and part time staff members. All of these staff have been offered positions at surrounding Goodwill locations.

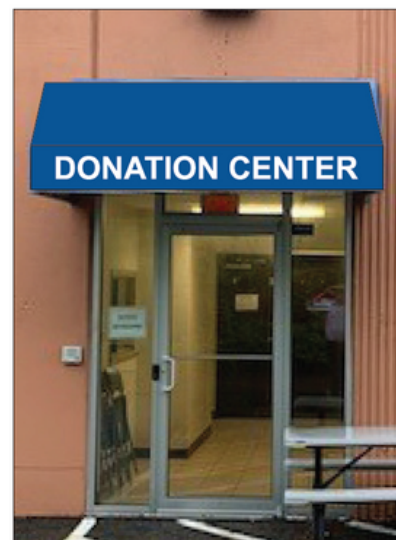
In Canal Fulton, Goodwill provides outreach programs including job training and placement for people with disabilities and other barriers to employment, family strengthening programs, rape crisis services, emergency vouchers and more. Most recently, Goodwill has been working with residents of Canal Fulton who are participating in the Young Adult Employment Program, gaining work experience, learning new skills, and preparing to launch their careers.

Those services will continue in Canal Fulton despite the closure of this store.

The last day of operation for the store will be Sunday, October 17. The donation center will remain open at this time.

NEW DONATION CENTERS

The demand for material donations continues for Goodwill. Several donation centers are set to open in the coming months. These centers are typically store fronts that may not sell any products but are instead designed to provide a convenient location for donors to drop off clothing, housewares and furniture donations. New donation centers are planned for Lyndhurst, North Canton and Westlake.



GOODWILL HIRING DAYS

In September, Goodwill Industries of Greater Cleveland and East Central Ohio helped lead a statewide effort to hire hundreds of candidates in Goodwill retail positions. On September 17 and 18, candidates across the state of Ohio could walk into more than 150 Goodwill stores for on-the-spot interviews and hiring. Locally, 29 people were hired during the event.

Like many businesses, staffing is a tremendous challenge for Goodwill. If you or someone you know is interested in joining the Goodwill team, text GWJOBS to 80123 for a list of current open positions.

Goodwill

POWER OF WORK

virtual awards



NOVEMBER 10 8AM

A CELEBRATION OF PARTICIPANTS AND
PARTNERS OF GOODWILL INDUSTRIES IN
THE GREATER CLEVELAND AREA

FEATURING LAUGHTER,
MOTIVATION & INSPIRATION
FROM ROB SNOW



REGISTER ONLINE AT
GOODWILLGOODSKILLS.ORG/RSVP

MAKING FINANCIAL LITERACY FUN



(L to R) Students Gavin Williams and Aaron Pike delivered five Budget or Bust board games to Mission staff Katie Gauze and Emma Walsh.

Budget or Bust is a financial literacy board game developed by 10 business students from North Canton's Hoover High School. The project was developed as part of Junior Achievement curriculum. The students formed a company, FinLit (short for 'financial literacy'), designed and manufactured the game, and now are selling it to the public. Their extensive project was recognized as the national winner of the Junior Achievement student competition. Goodwill Mission staff are now using Budget or Bust as a tool to help teach practical and day-to-day lessons on financial literacy to participants.



Board Member Cleo Lucas appeared
in a new Goodwill video.

lights, camera, action!

Cleo Lucas, a member of the Board of Directors for Goodwill is best known in the community as a dedicated volunteer and retired educator. Now, though, Cleo may be noticed for her role in Goodwill's recent donation video, 'The Little Teapot.' Scan the QR code to the right to view Cleo in this new video.



GOOD TURN DAY HAS LONG HISTORY WITH GOODWILL

SCOUTS SUPPORT GOODWILL FOR DECADES

It has been a tradition for decades that Girl Scouts and Boy Scouts from across the United States partner with local Goodwills to donate clothing and housewares during Good Turn Days.

First started in the 1940s, Good Turn Week promoted “20,000 Good Turns for Goodwill Industries,” which involved the Boy Scouts, Girl Scouts and Campfire Girls collecting various articles of clothing from their neighbors for Goodwill.

Today, Good Turn Days are held twice each year, once in spring and once in fall. Area scouts work hard collecting donations to earn their Good Turn Day patch. The scouts bring three bags/boxes to Goodwill donation centers on designated days and, in turn, Goodwill gives each scout a special patch for their efforts. The next Good Turn Day will be held November 6.

(CLOCKWISE) Girl Scouts pose for a media photo during Good Turn Days in the 1950s. (Right) Boy Scouts receive recognition from Goodwill for their Good Turn efforts, circa 1970s. (Lower Right) This spring, area Girls Scouts posed outside of the North Canton donation door as they filled bins with their Goodwill donations. (Bottom) Early advertising for Good Turn Day was featured throughout the community. (Below) This year's Good Turn patches awarded to participating local Girl Scouts and Boy Scouts.



OCTOBER

DISABILITY EMPLOYMENT AWARENESS MONTH

Disability Employment Awareness Month is held each October to commemorate the many and varied contributions of people with disabilities to America's workplaces and economy. 61 million adults in the United States live with a disability. 26 percent (one in four) of adults in the United States have some type of disability. Across all age groups, persons with disabilities were much less likely to be employed than those without a disability. Only four out of ten working-age adults with disabilities are employed.

Since its inception more than 100 years ago, Goodwill Industries has been focused on job training and placement for people with disabilities and other barriers to employment. Throughout the month of October, Goodwill will be sharing stories of success through its social media sites in honor of Disability Employment Awareness Month.

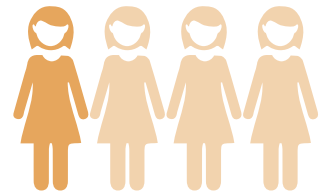
2 in 5

adults age 65 years and older have a disability

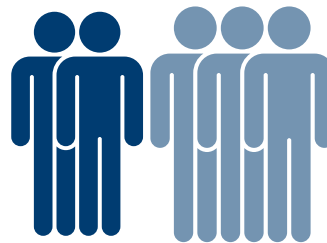


1 in 4

women have a disability



2 in 5



Non-Hispanic American Indians/Alaska Natives have a disability. Native Americans have the highest disability rate among working-age adults.

GOOD NEWS BITES

AmeriMark® YWCA

ROCKET Mortgage
FIELDHOUSE

AREA BUSINESSES, NON-PROFITS DONATE

Goodwill is fortunate to receive material donations from corporate businesses and non-profit organizations throughout the year. A special thank you to AmeriMark Direct, Rocket Mortgage Fieldhouse, and YWCA Canton for recent donations made to Goodwill!

WELCOME, TANZIE!

Tanzalea 'Tanzie' Daniels has joined Goodwill as its new Chief Financial Officer. Most recently Tanzie served as CFO for the Legal Aid Society of Cleveland. Prior to that, she was the Controller for the Detroit Zoological Society. Welcome to Goodwill, Tanzie!



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. The following list of individuals and organizations contributed financially June 1, 2021 through August 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 GIFTS OF \$5,000+

Raymond Q and Elizabeth Riley
Armington Fund No. 2
Samuel Fleming Charitable Trust
Huntington Foundation
Harley C & Mary Hoover Price
Foundation
The Lozick Family Foundation
Sisters of Charity Foundation of
Canton

PRESIDENT'S CIRCLE GIFTS OF \$1,000 TO \$2,499

Aultman Health Foundation
Beese, Fulmer Investment
Management Inc.
Luke and Nicole Cleland
The Charles Farran Fund
Larry and Nancy Hoover
Emma Jochum
Bill and Nancy Maddox
The Ronald C Miller and Patricia A
Miller Philanthropic Fund
Paris Presbyterian Church *
Regent Products Corporation

FRIENDS OF GOODWILL GIFTS OF \$500 TO \$999

A. Altman Company
The Paul R. Arena Fund
John Brannen
ProTech Security Inc

**Table of Hope donor*

SUPPORTERS OF GOODWILL GIFTS UP TO \$499

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Archer Sign Corporation
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Karen Callow
CSE Federal Credit Union
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Health
Deborah and Lawrence Coss *
Epcon Lane
Barbara Hannah
Deborah Hill
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Steven and Rebecca Moore
Avalene Neininger
St. Joseph The Workers Parish *
Dave and Diane Pilati
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Sikich
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Wheeling - Nippon Steel Inc. *
Steve Wilder
Thomas Wolf

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



participant spotlight

AARON CUTSHAW

FORMER GOODWILL PARTICIPANT
CURRENT GOODWILL STAFF MEMBER



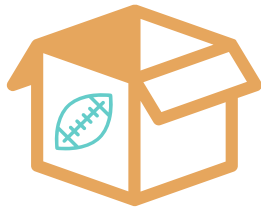
The greatest thing that Goodwill has done for me is basically given me a second opportunity at life. At my last factory job before I worked for Goodwill, I had an injury and was off work for two years. After doing the work rehabilitation here, [Goodwill] has given me a second chance to do something I want to do.

2,782



Number of people served by Goodwill's Employment and Social Service programs last year.

16



16 area high schools competed in the annual Drive to Victory donation drive.

70 pounds



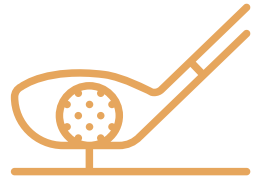
An average consumer throws away 70 pounds of clothing each year. Recycle by donating to Goodwill!

3,000



Number of flags displayed at The Ken Weber Community Campus in September honoring lives lost on 9/11. Many of the flags were donated to Goodwill from the community.

74



74 golfers and 25 area companies and donors supported Goodwill at this year's Golf for Good outing.

BOARD OF DIRECTORS

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