

People



& Places

Published for friends of Goodwill Industries of Kentucky

Employment at Goodwill helps employee achieve personal success

[Feature Story]



It hasn't been easy, but Paula Kidd is proud of her achievements as an assistant manager of a central Kentucky Goodwill center.

Paula began working at Georgetown's Goodwill in November 2009 after leaving her job as a cashier at a local gas station. While she was

motivated to move up through the ranks there, a traumatic experience set her back.

Paula was working an overnight shift in 2008 when two people walked into the gas station and demanded money. They took the money and ran, but while Paula was calling the police, they came back into the store and fired four shots, missing her head by a matter of inches. Though she stayed at her job and moved to second shift after the incident,

Paula wasn't able to achieve a promotion because she was no longer willing to work overnight shifts alone. Money was tight, and Paula wasn't sure how to change her life.

"I was pawning things to pay bills," said Paula.

She earned her GED in 1996 and had experience in factory work, retail, cashiering,

and as a hotel desk clerk, but available jobs were few and far between. A friend (now coworker) encouraged her to apply for a position at Goodwill, and she began working there as a cashier 30 hours per week.

"It was tough at first," said Paula. "But it wasn't long before Bonnie [Keith, center manager] promoted me to full-time work as a senior production clerk, and six months after that, I became assistant manager."

In early 2011, Paula had saved enough to buy a car, and she closed on her first house at the end of June. She enjoys the faster pace of Goodwill and the camaraderie of having more coworkers on each shift. Paula has also improved her customer service skills since she has more extended interactions with the public, especially the "regulars" that she has come to recognize.

"I had never been inside Goodwill before I applied," said Paula. "But I like my job and would like to manage my own store someday." ■

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Goodwill Industries of Kentucky helps people with disabilities or other disadvantages achieve and maintain employment to gain a better quality of life.

People & Places

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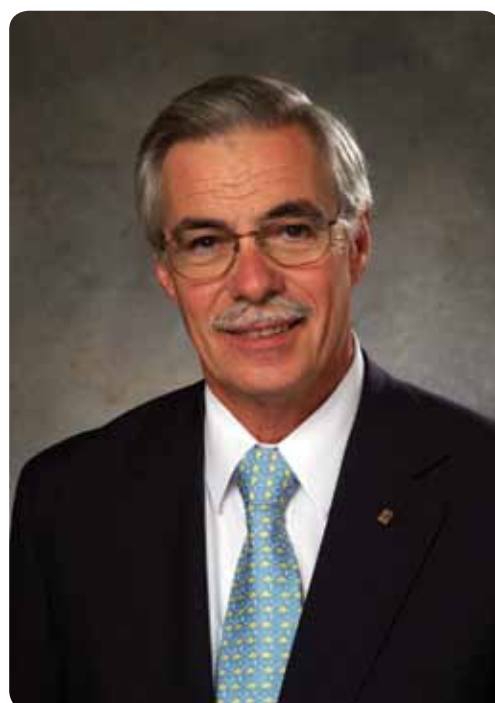
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- Accredited for vocational evaluation by CARE, The Rehabilitation Accreditation Commission
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- In partnership with Jefferson County Public Schools Adult Education and Literacy, Cabinet for Workforce Development



A letter from the President & CEO



Dear Readers:

Goodwill's recent fiscal year was one of great achievement in responding to great needs. It is often challenging to know the proper balance between celebrating achievement and soberly reflecting on the inability to serve all the people who could use help. I am certain that if you exhaust your staff, you will have less effective services that eventually result in fewer services and fewer results. It is a challenge for nonprofits to balance maximizing current services and investing the capital to grow the capacity to serve people.

Goodwill Industries of Kentucky tracks job placements and mission-related wages as the major measures for outcomes. During Goodwill's last fiscal year, the organization set a record in the number of people assisted in obtaining jobs as well as the

amount paid in mission-related wages. This occurred while Goodwill was also expanding its ability to serve more people in the future. The stage is set for 2012 to be a year of further expansion of our capacity to get results for people with disabilities or other disadvantages. The Broadway Beacon Initiative raised more than \$1,300,000 to improve the capacity for services in Louisville. Donated goods centers under construction in Louisville, Barbourville, and Elizabethtown will expand our capacity to provide jobs and training, offer low cost goods, and create convenient places for people to donate items they no longer need.

In this edition, you will read about people making use of Goodwill's services as well as volunteers helping guide Goodwill in its efforts. Also, take note of the wide range of organizations that are vital to Goodwill's mission. They include KentuckianaWorks, Kentucky Office for the Blind, Mesa Foods and many other organizations. The truth is there is no such state as independence. We are all interdependent in our neighborhood, the wider community, and in most cases, with different countries. But Goodwill is first and foremost dependent on the local community. We depend on you to accomplish our work in helping people with disabilities or other disadvantages achieve and maintain employment to gain a better quality of life.

Thank you for your support,

Roland R. Blahnik
 President & CEO
 Goodwill Industries of Kentucky, Inc.

Mesa Foods hires graduates of Goodwill-operated program



(Left to right) Louisville Metro Councilwoman Attica Scott, Mesa Foods employee Demetris McCown, Mesa Foods president Ted Longacre, Congressman John Yarmuth and Louisville Mayor Greg Fischer announce 80 new jobs at Mesa Foods.

Twenty of the 80 new jobs at a West Louisville food production facility were filled by graduates of the KentuckianaWorks Power of Work program, operated by Goodwill Industries of Kentucky. At a news conference on October 17, officials

from Mesa Foods Inc. announced the new jobs and their \$2 million investment in new equipment to expand production capabilities.

The Power of Work program helps people who receive Temporary Assistance for Needy Families (TANF)

funds move from public assistance into the workplace. In its 2011 program year, Power of Work placed 354 people into jobs.

Louisville Mayor Greg Fischer and Congressman John Yarmuth (KY-03) attended the news conference in support of Mesa's investment in the local economy. The 80 jobs were moved to Louisville from Mexico.

"Our top priority is to help people get back to work," said Fischer. "We applaud companies like Mesa Foods who put strategies in place to grow jobs for the future, not just the short-term."

Federal funding through the Workforce Investment Act and TANF allowed KentuckianaWorks, Greater Louisville's Workforce Investment Board, to pay for on-the-job training for the new employees, and they are reimbursing Mesa for 50 percent of the employees' wages during the 10-week training period.

"It means a whole lot to me to have this job," said Demetris McCown, a new Mesa employee. "It's going to change a lot because I can provide for my family now, and I can help my children out when they need help."

Ted Longacre, Mesa president, said the 80 new jobs include benefits, and the company's ability to hire qualified workers allowed the plant to start production 30 days early. The plant in Louisville produces corn and flour tortillas, chips, flat bread, pizza crusts and dinner kits. Products are distributed throughout the continental United States.

Goodwill receives Partnership Award

On November 2, Goodwill Industries of Kentucky was honored by the Kentucky Office for the Blind (OFB) with a Partnership Award for efforts in employee retention.

The award recognized Goodwill's collaborative work with OFB to make reasonable accommodations for one of Goodwill's KentuckianaWorks Power of Work program employees who was referred to OFB in 2010. Together, OFB and Goodwill made vision-related modifications to the employee's worksite, including a reorganization of his desk for functionality and upgrading technology to improve his ability to effectively use his desktop computer.

"Goodwill really stepped up to the plate," said Jenny Tyree, assistive technology specialist with OFB. "They basically gave us 'carte blanche' in terms of making suggestions to improve their employee's ability to do his job. We really appreciate their flexibility and willingness to work with us."



(Left to right) Kimberly Boyd-Lane, program manager for Goodwill's KentuckianaWorks Power of Work program, and Bobbie Brake, Goodwill community employment specialist, accepted the Partnership Award along with Goodwill Workforce Development Manager Sharon Duke.



Left to right: Jeff McGowan, Goodwill board chair; Paul Costel, president of Chase in Kentucky and Southern Indiana, and Goodwill Industries of Kentucky President and CEO Roland R. Blahnik.

Goodwill announces major donation from Chase

Goodwill Industries of Kentucky announced a major financial donation from the JPMorgan Chase Foundation and the successful completion of its \$1.3 million fundraising campaign at a celebration event on November 17. The \$200,000 donation from Chase pushed Goodwill over its fundraising goal in less than 12 months.

“Investing in programs that help people prepare to enter the workforce is a priority for us,” said Paul Costel, president of Chase in Kentucky and Southern Indiana. “Partners like Goodwill are making a real difference in our communities.”

Dubbed the Broadway Beacon Initiative, the project seeks to transform Goodwill’s East Broadway campus into a citywide destination for jobs and job training services for people who face barriers to employment.

“There’s never been a more critical time to devote resources to job creation and training,” said Roland R. Blahnik, president and CEO of Goodwill Industries of Kentucky. “Thanks to the generous donation from Chase and all of our campaign contributors, Goodwill can significantly expand its ability to give people the chance they need to succeed in the workforce.”

Goodwill’s facility at 909 East Broadway has not experienced significant renovations or upgrades since 1990. That year, Goodwill placed 38 individuals into jobs and employed 74 across the state. In 2011 alone, Goodwill placed 2,584 into jobs and now employs nearly 1,200 Kentuckians.

“For years, we’ve been bursting at the seams on Broadway,” said Dr. Marsha Berry, vice president

for Goodwill’s Louisville operations. “This renovation has been a long time coming and will help us achieve bigger and better results in job placement and employment counseling.”

Renovations are slated to begin before the end of 2011 with completion in late 2012. The building will be renamed “The Goodwill Center for Education and Employment, powered by Chase.” Improvements will include:

- Expansion of the Adult Learning Center from four classrooms to seven, increasing the daily capacity by 33 percent for people improving their reading and math skills or working towards a GED
- Modernization of Goodwill’s employment counseling facilities to provide critical space for job counseling, including classrooms, group meeting areas, assessment labs, and one-on-one evaluation space
- Renovation of the Broadway donation and retail center, increasing the number of training jobs at that location
- Expansion of a recycling/reuse program to create green jobs and divert even more items from landfills than Goodwill already does through its process of selling donated merchandise to the public



After a successful internal campaign resulting in 100 percent participation by Goodwill’s Board of Directors and 83 percent by Goodwill’s Louisville-area employees, the external phase of the campaign began on December 1, 2010. In addition to Chase’s support, Goodwill received leadership donations from the City of Louisville, The James Graham Brown Foundation, Brown-Forman Corporation, The Gheens Foundation, PNC Bank, UPS, and The Cralle Foundation, among many others. ■



THE GHEENS FOUNDATION

The Cralle Foundation Inc.



Above is a proposed rendering of the Goodwill Center for Education and Employment, powered by Chase, and the existing donation and retail center.



Jeff McGowan, Paul Costel, and Roland Blahnik took turns “breaking down barriers to employment.”



Goodwill Board Chair Jeff McGowan described the project to more than 150 attendees at the event.

“Partners like Goodwill are making a real difference in our communities.”

—Paul Costel, Chase



Kentucky hosts Goodwills from across southeast

Best practices, procedures shared with the Goodwill movement



Jim Gibbons, President & CEO, Goodwill Industries International

presentations from a variety of Goodwill Industries of Kentucky's personnel on local best practices and procedures. Jim Gibbons, president and CEO of Goodwill Industries International, gave a keynote address about the state of Goodwill as a whole and its importance in today's economy.

"Goodwill's relevance is greater now than ever in our history," said Gibbons. "Our obligation is also greater because we have the ability and capacity to serve people when the demand for jobs and employment services is going through the roof."

Gibbons noted it is in their best interest for businesses to work with organizations such as Goodwill in communicating their needs for the future. Such collaboration allows community organizations to prepare people for the workforce of tomorrow.

Among the topics discussed was Kentucky's focus on the donor-driven model in which nearly every decision at the donation and retail center (or "store") level is made with the donor in mind. The agenda also included discussions about the "least cost method" developed by Goodwill legend J.D. Robins, Jr., and how to strategically locate a Goodwill center in a rural area for optimal results.

A panel of workforce development staff and center managers spoke about the community employment program, which allows employment counselors and center managers to work together to help Goodwill employees succeed in keeping and thriving in their jobs. They discussed issues that frequently interfere with a person's ability to stay employed, such as transportation and child care challenges, lack of access to affordable medical care, substance abuse, and limited education.

"...We have the ability and capacity to serve people when the demand for jobs and employment services is going through the roof."

Attendees of the conference also took a trip to Keeneland, a Thoroughbred race track that is a client company of Goodwill Industries of Kentucky's subsidiary GTS Staffing. GTS' goal is to help people achieve their employment potential, whether by working temporary jobs or being hired permanently after a temporary placement. At any given time during a racing meet at Keeneland, GTS places between 35 and 60 temporary workers in housekeeping, landscaping and horse stable maintenance positions. ■

Goodwills represented at the conference:

- Goodwill Easter Seals of the Gulf Coast
- Goodwill Industries - Big Bend
- Goodwill Industries International
- Goodwill Industries Manasota
- Goodwill Industries of Acadiana
- Goodwill Industries of Central Alabama
- Goodwill Industries of Kentucky
- Goodwill Industries of Southeastern Louisiana
- Goodwill Industries of Southeast Texas and Southwest Louisiana
- Goodwill Industries of South Mississippi
- Goodwill Industries of the Southern Rivers
- Goodwill of North Georgia
- Memphis Goodwill Industries

The following is a list of financial donors from August 19, 2011 through December 4, 2011. We recognize these contributors for their ongoing support of Goodwill Industries of Kentucky.

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[Accomplishments]

Goodwill reaches major milestone in job placements

In its 2011 fiscal year, which closed September 30, Goodwill Industries of Kentucky placed 2,584 Kentuckians into jobs. The achievement marks the first time that Goodwill has placed thousands of people into jobs in a single year and also fulfills one of the goals of the organization's strategic plan.

Goodwill paid \$16.2 million in wages to people with disabilities or other disadvantages during the 2011 fiscal year and provided more than 13,000 services and referrals to Kentuckians.

Goodwill's Adult Learning Center in Louisville helped a record 17 people earn a GED in 2011, and the KentuckianaWorks Power of Work program, operated by Goodwill, helped 354 people move from public assistance into the workforce between July 2010 and June 2011. Another partner program with KentuckianaWorks called Reentry by Design helped place 40 ex-offenders into jobs, and 35 employers hired at least one ex-offender. ■



Mary Simmons, left, of the KentuckianaWorks Power of Work program, helps participants prepare resumés.