

WORKING TOGETHER



Vocational coaching specialist Patrick Burris patiently trains his students.

Three-Part Harmony... Part One

One voice can be powerful and beautiful. When that one voice is joined by other voices singing in harmony, something very special happens.

Several years ago, a group of Goodwill leaders came together to capture the essence of who we are. They came up with three words to describe the essential ingredients that make us Goodwill: **Caring, Community and Enterprise**. Each of these words, like voices, is powerful and beautiful. When blended together, they form a harmony that is uniquely Goodwill. Over the next three issues of *Working Together*, I will focus on each of these three ingredients, and in the fourth issue, I will reflect on what happens when all three come together.

We begin with **Caring**. For me, caring is the foundational ingredient. It speaks to why See **HARMONY**, INSIDE

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Goodwill Opens with Record Sales in Ballantyne



Elder, to mark the occasion. "Goodwill has a long history of supporting communities and encouraging recycling, and we welcome Goodwill to Ballantyne," he said.

Shoppers packed the store from the moment the doors opened until they finally closed again after 9 p.m. Saturday night. They enjoyed music and giveaways from a variety of local radio stations, and seven lucky shoppers even won \$250 gift cards to US Airways! Our team members worked tirelessly to provide great customer service and keep the racks and aisles full.

By the end of the day, sales were through the roof at the Ballantyne store, which will employ 20-25 people and



expects to generate approximately \$500,000 in annual wages and benefits. Congratulations to the Ballantyne store staff and thank you to each team member who supported the grand opening. We look forward to opening our next location this summer – stay tuned for more information in an upcoming issue.

By Lelia King

At 7 a.m. on Saturday, Jan. 28, customers began lining up in front of our new **Ballantyne** retail store and donation center – located at 16025 Lancaster Highway– for what would become the most successful grand opening in Goodwill's history. Charlotte City Council member Warren Cooksey joined the Ballantyne Goodwill staff, along with the chair of our Board of Directors, David Haggart, and our President and CEO, **Michael**



HARMONY

• from cover

Rev. Edgar Helms founded the Goodwill organization and why we continue his work on a worldwide basis 110 years later. For Helms, the Golden Rule was in fact the "rule" for his life. He believed that we are here on this earth to love and care for our neighbor and he believed that everyone is our neighbor.

There is a poster down the hall from my office that reads, "People don't care how much you know, until they know how much you care." Isn't that true? It's not the words about caring that someone may speak, it is their behavior that lets you know if they really care about you as a person.

When a job seeker walks into our lobby for the first time and is greeted with a warm smile and treated with respect

instead of a blank stare and being told to get in the back of the line, they experience Goodwill as a caring place. The same holds true for how we treat a donor with a carload of items to donate, or a customer with a cart full of items to purchase. It is also true for how you and I, as team members, treat each other as we go about our daily work.

People don't care how much you know, until they know how much you care.

For us to be true to the mission of Goodwill, we must act in ways that demonstrate that everyone is indeed our neighbor and everyone deserves to be treated with dignity and respect, the way we would like to be treated. **Caring** is one of the three "voices" that makes up the unique Goodwill harmony.

By Michael Elder

2011 Strategic Plan Highlights

In the July issue, we introduced Goodwill's Path to 2020 Vision Fulfillment and the 2011 Strategic Plan with the aim of familiarizing team members with our organization's decision-making and goal setting processes. This comprehensive planning approach included extensive review of our organizational accomplishments, discussion of external factors that may impact business operations, and most importantly, identification of the needs of both our team members and those we serve every day. We want to share some of remarkable successes we accomplished in 2011 thanks to your hard work.

The **Workforce Development Services** division provided 16,407 individuals with 20,554 services. We placed 2,174 people with employment opportunities and served 184 transitioning veterans and their family members. We are proud to note that all of these numbers surpassed the 2011 key objectives. In the **Business Ventures** division, **GoodWork Staffing** established a presence in Gastonia and generated 13,054 work hours for clients. **Goodwill Construction Services** developed an energy efficiency/weatherization business and will have a ribbon-cutting ceremony for the Goodwill/Habitat ReHouse project on February 18. E-books and **Environmental Enterprises** provided 7,000 and 14,000 hours of work experience, respectively.

The **Operational Support Services** team completed

We placed 2,174 people with employment opportunities

the complicated task of enhancing remote access to corporate technology and established an organizational solution for enabling virtual meetings. The **Retail** division provided revenue above goal by 6.5% and had a record breaking grand opening at the **Rock Hill** retail store and donation center. In the **Community Engagement** division, the Internal Business Partners and Volunteer satisfaction ratings were 82.5% and 82.6%, respectively. Throughout the year, more than 100 community leaders, business partners and friends of Goodwill attended roundtable discussions and examined new ways to engage with and support our organization. Over \$5 million in contributions in the form of in-kind, sponsorships, grants and individual gifts were made to support the mission of Goodwill.

In December, our Board of Directors approved the 2012 organizational plan. This year is a strategic planning period, during which time we will study specific

Workforce Development Services division provided 16,407 individuals with 20,554 services

recommendations to align with implementation of the Balanced Scorecard. We will move to a cycle of strategic planning every two years, and look forward to introducing you the final plan in the next issue.

By Holly Cooper

team member spotlight

Redefining Work Ethic

Eighty-six-year-old **Thomas Roddy** works at the **Attended Donation Center (ADC)** on Thunder Rd. in Concord. A World War II veteran, Roddy worked in the transportation industry for more than 30 years after retiring from the military. When he saw an advertisement for a position as an ADC attendant for Goodwill, he jumped at the chance to contribute.

Roddy, who lost his second wife to cancer after only eight years of marriage, approaches his position with great respect. "I'm still here, and there aren't many people who are at my age who are healthy enough to do work like this," he said. He enjoys his job so much that he often refuses to take time off to rest. "He is always here and always ready," said **Michelle Daley**, Roddy's supervisor.

A father of eight – one son, seven daughters including a set of twins – a grandfather of 12 and great-grandfather of three, Roddy's work ethic has been passed along to his family. His son served 27 years in the U.S. Army, and three of his grandchildren are CMPD officers. Others went on to college or found trades, but



most all of them he says are committed to the work they began.

"I taught them and I tell people, I haven't found a place yet where I'm better than anyone else," Roddy said. "So, I live and treat people that way I want to be treated."

By D'Najah Pendergrass

Movin' On Up Business Ventures, Retail Operations To Join Forces

During the past several years, Goodwill has grown exponentially. Many of our facilities are busting at the seams as we continue to serve more people and add new business partners, new divisions and new retail stores. Goodwill's leadership team has been working diligently with an outside consultant to evaluate our current space needs and proposed needs in the future. Based on the current space requirements of our **Retail and Business Ventures Divisions**, the consultants have agreed with our **Executive Leadership Team's** recommendation that the two divisions pursue co-locating to a new facility while we continue determining our long range facility plan. To that end, we have engaged a real estate broker to assist us in finding a 75,000-sq. ft. warehouse space. If we find a space that meets our needs, that space will

house the current **Retail Operations Center (ROC)**, the **Environmental Enterprise Group** (e-commerce, recycling and construction), and the administrative teams for Business Ventures and Retail. The Business Relationship Management function will remain at the current **Career Development Center**, located at 2122 Freedom Drive. Based on the location selected, **GoodWork Staffing** will likely relocate its main office as well. The new location will become the **Regional Operations Center** (the new ROC). We do not anticipate the move of either division to be made before the summer. Once the move is complete, our consultants will help us determine how we will utilize the vacated space. As these decisions are made, we will keep you informed.

By the Executive Leadership Team

Retail Corner: The Rhythm of Retail



Members of the Retail Management Team pause to celebrate Rock Hill grand opening.

2011 was certainly a record-breaking year for our retail division at Goodwill. We celebrated the **Pineville** store as being the first Goodwill store to achieve \$2 million in revenue. We celebrated grand re-openings for our remodeled stores, including our **Shelby, Lancaster, Franklin Square** and **Weddington Road** stores. We relocated our **Rock Hill** store with a very successful grand opening as well. Sales were fantastic in 2011 with a 10 percent growth over the previous year. However, this level of success does not happen

overnight. There are many moving parts that must work together seamlessly, not only to ensure that we grow financially, but also to continue to strengthen Goodwill's image as a welcoming and positive experience for our shoppers and donors.

I like to refer to the success we experienced as the rhythm of retail. From accepting donations, to processing them, to merchandising for effective presentations, to outstanding customer service at the register, each and every team member played an integral part in the success of 2011.

The other part of the business that strengthens the rhythm is the movement of product from the transportation department and the donations accepted by our attended donation processors. All this success is achieved by strong leadership at store level and a strong retail leadership team.

The keys to our success include training, dedication and standardizing our operation.

We have already kicked off 2012 with a record-breaking grand opening in **Ballantyne**, and we are looking forward to opening locations in **Huntersville** and **Waxhaw** in the next 12 months as part of our territory expansion plan. Thanks to the innovation and rhythm of our retail team, I am confident that we can change even more lives through the power of work in 2012.

By Barbara Maida-Stolle

OST Graduation – A New Look, A New Start



Graduates celebrate their success.

Graduation season kicked off one month earlier than usual this year and found a new home in a new location – The Charlotte Museum of History. On January 20, more than 50 graduates from Goodwill's **Occupational Skills**

become a reality - something tangible and achievable," she said. The remaining 2012 OST graduation dates are March 16, May 11, July 6, September 14 and November 9.

By D'Najah Pendergrass



Graduate Beatrice Gilbert with Kevin Elder and Brian Otto.

Training (OST) programs gathered with staff, family, and friends to celebrate the successful completion of our **Banking & Customer Service, Construction & Green Jobs or Hospitality & Tourism** training programs.

Nah Darkwa, speaker for the Banking & Customer Service class, encouraged her fellow graduates to "Believe always in the talents and skills that you have nurtured over the past seven weeks and continue to nurture them." "Continually strive to extend yourself even further - little by little every day, every week, every month and every year and ultimately your success will

Keeping 'In-Touch'

Happy New Year! The In Touch team is taking the energy and excitement from "Team Member Appreciation 2011" and running full steam ahead for 2012. Starting in March, In Touch team members will be making visits to all departments and stores! We'll be bringing goodie baskets just for you – to say 'thanks' for all of your hard work and dedication to Goodwill.

Moving forward, formal Team Member Appreciation

will be every other year, with a smaller less formal outing in between. With that in mind, we will also be picking your brain for ideas for "Team Member Appreciation 2013" next year as well as our casual gathering this summer. So, get those creative ideas flowing because we want to hear from you. Still laughing about Team Member Appreciation? Visit the Goodwill YouTube page to watch to highlights.

By Nikkie Adams

mission moment

Rick Jones

As a teenager, Rick Jones often considered himself a loner. When many of his friends went off to college or joined the military after finishing high school, Jones chose to stay behind. "I didn't care what people thought of me, what I did to people, or what I did to myself," he said. Jones began to distance himself from his friends and family, and eventually landed in prison. In fact, during the next few years, he bounced in and out of the prison system on several occasions. "I thought that I still didn't need help from anyone, but it started getting harder," he said. Jones was skeptical when he first heard about Goodwill's job training programs one day after he had recently been released from his latest stay in prison. But he knew that the program might be his only chance to escape the pattern his life had taken. "I was nervous," he said. "But even on the first day of class, I felt like people actually cared about whether I succeeded for the first time in my life."

Jones graduated in November 2011, and was immediately hired on contract with Zemko Supply as an electronics processor. He thanks not only Goodwill's program instructors, but also the donors, shoppers and supporters who make



Rick Jones (right) with instructor Thomas Elijah at graduation.

our programs possible. "Just by donating and giving, it keeps people like me motivated and gives us a place to go where someone can help us find our way," Jones said. "We can become the men and women our families need us to be."

By Lelia King

You're invited!

Congratulations to Business Ventures for successfully launching its newest business, Goodwill Construction Services, with the completion of the Goodwill/Habitat ReHouse. Check out the team's capabilities by joining us for a tour of the ReHouse on Saturday, Feb. 18 or Sunday, Feb. 19. For more information, visit rehousecharlotte.com.

Family Strengthening Corner

The Earned Income Tax Credit (EITC) is frequently the most misunderstood of all tax credits. Enacted by Congress in 1975, EITC is the federal government's largest benefit program for certain people who work and have low wages. Most individuals think you must have children in order to receive EITC; however, this is not the case. If you have any earned income throughout the tax year and meet certain eligibility requirements, you may qualify to receive a portion of the credit.

The EITC seeks to provide an incentive for work, so it doesn't matter how long you have worked on a job or whether your employment status is full-time or part-time. The average credit amount for tax year 2011 is \$2100, but can be as much as \$5751 for those that qualify. For the tax year 2010, more than 26 million workers received nearly \$59 billion in EITC dollars. However, an estimated 25% of

eligible workers did not receive the credit they worked hard for because they did not know how to claim it. To qualify for EITC, workers must file a federal income tax return even if the yearly income is below the filing requirement. For eligibility requirements, please visit www.irs.gov.

Need tax assistance? Visit Goodwill's Volunteer Income Tax Assistance (VITA) site! Goodwill will operate the VITA site at its Career Development Center at 2122 Freedom Drive during the 2011 tax season, which ends on April 17. The site will be open by appointment only each Tuesday, Wednesday and Thursday from 6 p.m. to 9 p.m., and each Saturday from 9 a.m. to 2 p.m. for walk-ins. To schedule an appointment for Goodwill's VITA site, or to see if you qualify for free tax preparation, please call 704-761-VITA (8482).

By LaToya Lowery

board member focus

Inspired Philanthropy with Lee Armstrong Lumpkin

Lee Armstrong Lumpkin is the type of donor that all non-profits embrace. An informed, committed and passionate philanthropist, Lee has been a longtime supporter of Goodwill, generously contributing her time, talents and treasure. In a recent interview, we asked Lee to share with us why she supports Goodwill.

What inspired you to make your first financial gift to Goodwill?

Lee: Any financial gifts I make are first based in my belief in the mission and my understanding of the organization's operational integrity. In the case of Goodwill, my desire to "put my money where my mouth is" was completely in line with those two donor tenets, and furthered my wish to see Goodwill extend its reach ever further.

What inspires you to continue to give?

Lee: The inspiration for giving is based in both my upbringing and my sense of responsibility. I believe that what I have, however hard-earned, does not belong just to me, but rather that I am a steward of what I "own" with an obligation to put it to work for the greater good. My history-wise father taught us that one of the most critical parts of the U.S. Constitution was the part of the

preamble that said our nation was formed to "promote the general welfare." A community or nation is like the human body, requiring that its strengths are tempered and channeled and that its weaknesses are healed and reinforced.

How does it feel to know that you are contributing to the success of Goodwill's mission, Changing Lives Through the Power of Work?

Lee: Because I believe in the value of productivity in our lives and because Goodwill helps people realize the satisfaction of working to provide for themselves and their families, I feel confident that my donation of time and money is well spent with Goodwill.

What are you most proud of as a donor and board member?

Lee: I am most proud of knowing that Goodwill helps people who want to go to work and grow their careers find the best opportunities to do so.

What one word best describes the work of Goodwill?

Lee: Empowering

Interview by LaRita Barber



new faces

Albemarle.....	Shirley Cosey Jaquana Sigle Jamie Walker	Marketing & Communications.....D'Najah Pendergrass Mountain Island.....Erica Foreman Melvin Steward
Ballantyne.....	Boisey Armwood Kenneth Bellinger Shaneka Coleman Eloise Lewis Latasha Lindsey Aida LiPera Margaret McCrorey Susanna Park Arika Peebles Diquan Redd LaVicki Richmond Laura Riss Laurie Roberts Brittany Smith Ashley Soelberg Frankie Sutton, Jr. Hyrum Timmons Kevin Williams	Pineville.....Desiree Marquez Rock Hill.....Rosa Durham Ryan Fudge Brenden Jewell Natasha Page
Concord.....	Camille Toscano Kim Burton Frankie Jackson Keyra Keller Mary Mulligan Ayme Palacios	Sardis.....Valencia Gaston Shaunet King
Donor Development Services.....	Carrie Collier Vanika Hoyle Daniel Lor Lauren Stirewalt Thomas Wilson	Shelby.....Bobby Gidney South Blvd.....Richard Reid Venita Roebuck-Orelue Twanda Stanford
Franklin Square.....	Emily Kelker Desiree Tillis	Transportation.....Henry Fryer Israel Govan Harold Johnson Dominique Pryor Khidhr Stacey Glenwood Walker
Freedom Dr.....	Kyara Blackwell Heather Kinley Tierra Morris	University.....Pilar Campbell McCauley Ayanna Fallsversity Ellen Humbel Irina Masters
Gastonia.....	Sharon Summitt	Weddington.....Alicia McKoy Octavia Murphy
GoodWork Staffing.....	Madge Smith	
Harris Blvd.....	JaQuella Kimble Bryan Lockridge Phillip Mackey	
Lincolnton.....	Tonya Clark Betty Hendricks Jamie Parker	
Loss Prevention.....	Lloyd Cochran, Jr.	

- Congratulations to team members on their recent promotions!
- Shapana Truesdale was promoted from Cashier at the Freedom Outlet to Retail Lead Worker at Ballantyne on 01/14/12.
 - Jason Thomas was promoted from E-Books Production Supervisor to Operations Manager, Environmental Enterprises on 12/19/11.
 - Patti Settle was promoted from ADC Attendant to Retail Lead Worker at Franklin Square on 10/22/11.
 - David Adams was promoted from Donation Processor to Retail Lead Worker at Lincolnton on 11/05/11.
 - Douglas Barnes was promoted from Assistant Store Manager at Sardis to Store Manager at Monroe on 11/12/11.
 - Cynthia Cummings was promoted from Cashier at Concord to Retail Lead Worker at Pineville on 01/28/12.
 - Eric Cunningham was promoted from Donation Processor at Albemarle to Retail Lead Worker at University on 01/07/12.
 - Roxanna Pelham was promoted from Cashier to Pineville to Retail Lead Worker at Weddington on 12/24/11.

Do you know someone who should be featured in Working Together? Contact Holly Cooper: holly.cooper@goodwillsp.org 704-332-0262



search: goodwillsp
Visit our blog: www.WOWGoodwill.com

at a
glance

February 12

6pm – Goodwill Electronics Drive
at the Charlotte Checkers

February 13-17

Champions for Goodwill:
Random Acts of Kindness Week

February 18

10am – Goodwill/Habitat ReHouse
Ribbon Cutting and Tour

February 19

1pm – Goodwill/Habitat
ReHouse Tour

February 21

3pm - Goodwill Youth Services
presents HBCU Awareness and
Career Day

February 22-23

8:30am – New Employee
Orientation

February 29

10:30am – Lunch with the
President/Team Refresher

March 16

9am – OST Graduation
Charlotte Museum of History

March 16

6pm – Goodwill Donation Drive
at the Charlotte Checkers

March 28-29

8:30am – New Employee
Orientation

April 6

Goodwill Offices closed in
observance of Good Friday

April 6

6pm – Goodwill Electronics Drive
at the Charlotte Checkers