

# WORKING TOGETHER



Constance Mitchell, Michelle Sterling, Patrick Burris and Georgianna Harrison at Charlotte Art League gallery opening.

## Three Part Harmony... Part Two

*This is the third article in a series that explores the essential ingredients that make up Goodwill: a Caring Community Enterprise.*

In this issue I would like to explore what **Community** means to us and why it is an integral part of who we are. There are two dimensions of community that have helped make Goodwill the organization it is today. The first is geographic and it defines where we provide our services. The second is philosophical and it informs what we are trying to create within that geography.

From a geographical standpoint our **Community** is made up of 13 counties in North Carolina and 5 counties in South Carolina. This area of the Carolinas is generally known as the Southern Piedmont. So our official name, Goodwill Industries of the See **HARMONY**, INSIDE

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Goodwill

In Touch has received your suggestions for this year's Team Member Appreciation event, and will be voting on them during our May meeting. Stay tuned for more information on the winning idea!

## HARMONY

• from cover

Southern Piedmont, describes the physical boundary of our **Community**. The geographic dimension is important because it reveals to us which programs and services are most needed by the residents of our local communities. As we develop training to help people achieve employment and career advancement, we design training to meet the needs of local employers and jobs that are in demand in our territory. We work closely with local workforce development organizations to design services and supports that complement and leverage the resources of our region.

The philosophical aspect helps us understand what we are trying to do within our physical space. For us it is all about building **Community**. What does that really mean for Goodwill? Martin Luther King, Jr. said, "We are tied together in the single garment of destiny... We are inevitably our

brother's keeper because we are our brother's brother. Whatever affects one directly affects all..." If one area or one group within our community is disadvantaged or disenfranchised the health and wellbeing of the entire community is impacted.

The roots of Goodwill are inextricably tied to the belief that a healthy community is one in which everyone has the opportunity to develop to their fullest potential, or in the words of our founder, "to enjoy a maximum of abundant living." The ability of its citizens to provide for themselves and their families is one key measure of a healthy community. Goodwill's mission of helping people to achieve greater stability and economic strength, through the power of work, is all about building **Community**.

By Michael Elder

## What is Community Engagement?

Roundtables, speaking engagements, social media, tours, newsletters, newspaper articles, Cornerstone, website, graduations, donation drives, grand openings, special events, volunteer opportunities. These are a few of the tools that we use to tell the Goodwill story and to engage the community in our work. Community engagement is simply creating opportunities to get people excited about the work that we do and more importantly, to get them to care enough to want to get involved to support our mission. It can be summed up in three words. Inform. Inspire. Engage.

The first step is to Inform the community about who we are and what we do. This is why we spend so much time seeking tools with which we can share all the ways that Goodwill impacts the community. The second step is to Inspire people with powerful success stories about the lives that have been changed as a result of the mission. The goal is to create

a connection with people so that they want to support our mission and see the value in what we do. When we have done the first two things well, the ultimate compliment is when people want to join with us to advance and advocate for our mission. To be able to Engage the community to join with us in improving the lives of others is powerful. Engagement results in more material donations for retail, more volunteers for workforce development and other parts of the organization. It creates a groundswell of support with more people telling our story and

serving as ambassadors for Goodwill. It results in financial gifts when people can see the impact of our work and want to invest in it. When we engage in authentic ways to build relationships and partnerships with people and organizations in our community, the results can make a tremendous difference for the people we serve.

By LaRita Barber

inform  
inspire  
engage

# Goodwill Branded Merchandise for Sale



How would you like to have a Goodwill logo shirt for your department to wear to your next group event or presentation? Are you looking for something to wear with your jeans on Fridays? Would you like to reward your staff with something you know they will use? Let the **Retail Division** help you.

We have multiple items to choose from including short and long sleeve T-shirts and polo shirts, sweatshirts, jackets, and baseball hats. All items come in sizes small to 3X-large. Show your Goodwill pride and contact Sharon Jones at 704-393-6880 to place your order.

*By Sharon Jones*

## Price List

Royal Blue T-Shirt .....	\$5.00-7.75
Long Sleeve T-Shirt.....	\$8.50-9.50
Royal Blue Vest .....	\$11.75-12.75
Jacket.....	\$32.00-36.00
Royal Blue Sportshirts (Female) .....	\$17.55
Long Sleeve Royal Blue Sportshirts (Female) .....	\$19.95-20.95
Royal Blue Sportshirts (Male).....	\$17.55
Long Sleeve Royal Blue Sportshirts (Male) .....	\$19.95-22.95
Fleece Sweatshirt.....	\$8.50-12.50
Cobbler Aprons .....	\$14.00
Royal Blue Soft Hat .....	\$6.00
Knit Caps.....	\$5.00



## Tamyra

Tamyra came to Goodwill in February 2011 as a 15-year-old West Charlotte High School student with no work experience and no idea how to begin her job search. She spent her spring break and after-school hours attending several Youth Job Connection workshops, including Job Readiness, Customer Service, Financial Literacy, and Resume Writing.

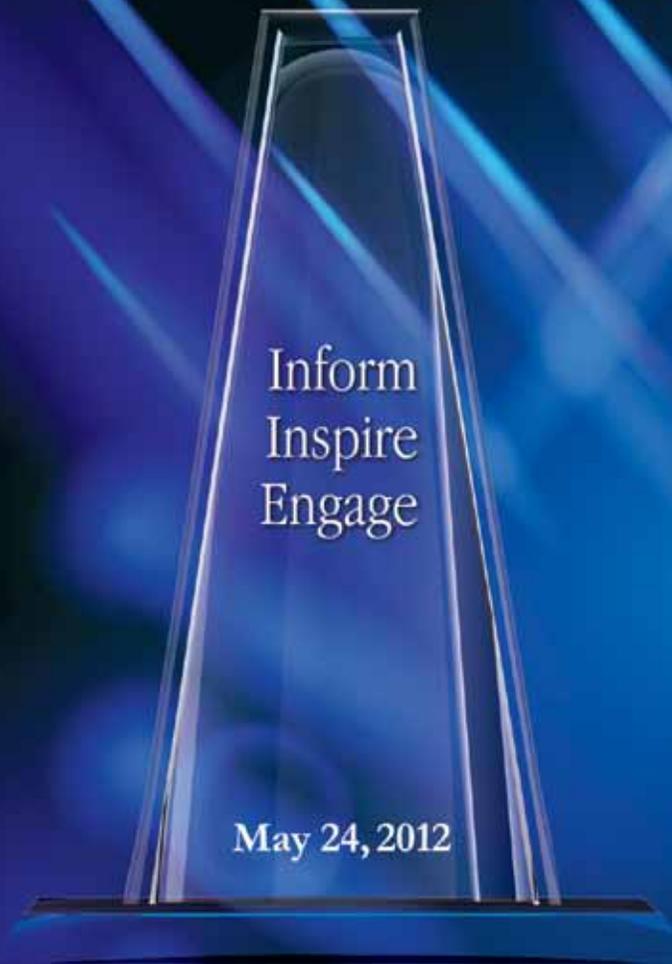
As a teenager, Tamyra knew it would be harder for her than for those with more experience to find employment. "The way the economy is, it's hard for anyone to get a job," she said. She hoped the certifications and training she received at Goodwill would help her shine ahead of the competition. After working closely with her career development specialist, Shay Perry, Tamyra successfully landed a job at the Moores Chapel Food Lion last summer. "Despite her age, Tamyra stayed motivated and continued job searching until she accomplished her goal,"



Perry said. "She is a great example to other youth going through the same process."

*By Lelia King*

mission  
moment



## CORNERSTONE CELEBRATION

Presented By

WELLS  
FARGO

# Cornerstone Award Winners Announced!

On May 24th, more than 600 guests will join us for the 19th Annual Cornerstone Celebration Luncheon, a time that we celebrate Goodwill's mission of Changing Lives Through the Power of Work! This year's theme is *Inform. Inspire. Engage.* and aims to inform the community about who we are, what we do, and most importantly, the impact we have on people's lives.

Cornerstone guests, including business and community partners, will be inspired by success stories that demonstrate the power of work. We will also extend an invitation for guests to support our efforts and engage with us as we embark on exciting plans for the future.

This year's **Good Work! Award** recipients are:

### **Allen Taylor**

Participant

**Client of the Work Adjustment Training and Coaching Services Programs**

Employed at Lowe's North Charlotte

### **Lisa Obeid**

**Graduate of the Banking and Customer Service Occupational Skills Training Program**  
Employed in customer service with AXA-Equitable

### **Edwin Vasquez**

**Client of Operation Independence and GoodWork Staffing**

Employed with Ashley Home Furniture



Other award recipients include **Dr. Tony Zeiss**, President of Central Piedmont Community College (CPC) who will receive the **Jack Callaghan Cornerstone Award** for his career dedication to providing workforce development opportunities and services for the Southern Piedmont Region.

**Elizabeth Cobb** of Wells Fargo will receive the **HELMS Volunteer of the Year Award** for her donation of time and her passion for encouraging others in her sector to donate their time in assisting **Goodwill's Occupational Skills Training Program** participants obtain the skills necessary for careers in banking and customer service. During her time as a volunteer, Elizabeth and her staff were responsible for placing 14 graduates at Wells Fargo.



Elizabeth Cobb works with students in our Banking and Customer Service training program.



We are celebrating two **Corporate Champion Award** recipients this year. **Chartwells** – UNC Charlotte will be recognized for their commitment to providing employment opportunities for individuals with disabilities. In 2011, the company hired 19 individuals from Goodwill's **Supported Employment and Work Adjustment Job Coaching Programs** and expanded their relationship with Goodwill to place individuals at Queens College and Belmont Abbey College in addition to UNCC.

**Microsoft**, the second **Corporate Champion Award** recipient, will be recognized for their partnership with

Goodwill's **Operation Independence** program including contribution of technology to improve the program's training and services for Veterans. In addition, the partnership opened the door for Operation Independence to be a part of a National roundtable with U.S. Senators to discuss the challenges Veterans face when returning to the civilian workforce and how public and private sectors can work together to better serve them.



Please join us in congratulating this year's award winners!  
By D'Najah Pendergrass

# new faces

- Ballantyne..... Sarah Williams
- Franklin Square ..... James Bryant
- Sarah Smith
- Heaven Sowell
- Michael Thompson
- Michelle Yates
- Freedom Dr. .... William Leary
- GoodWork Staffing ..... Monica Kilgo
- Harris Blvd..... Antoine Fernandes
- Lincolnton ..... Megan Culbertson
- Scotty Bryant
- Pineville ..... Terry O'Neal

Congratulations to team members on their recent promotions!

- **Nicholas Streubel** was promoted from Retail Lead Worker to Assistant Store Manager at **Computer Works** on 03/10/12.
- **William Maurer** was promoted from Assistant Store Manager at **Computer Works** to Business Systems Developer in **Information Technology** on 03/10/12.
- **Nicholas Riggins** was promoted from Vocational Evaluator in Evaluation & OST to Centralized Intake and Support Manager in **Centralized Intake and Support** on 03/24/12.
- **Amy Jordan** was promoted from District Manager of the North District to Director, Retail Development in **Retail Services** in 03/12/12.
- **Mack McDonald** was promoted from Business Relations Manager in Business Ventures to Manager, Performance Excellence in **Strategic Planning and Organizational Development** on 03/10/12.

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



# Amazing Growth for GoodWork Staffing

Since its launch in 2009 **GoodWork Staffing** has realized tremendous growth. In the past three years, GWS has grown from revenues of \$580,000 to revenues of \$1.8 million. That represents growth of 312% - WOW!

While the revenue growth is important, it is the growth in opportunities for the individuals we serve that makes the most significant impact. GWS team members have developed strong relationships with many of our area's business leaders, ensuring that our consumers gain valuable experience while our Workforce Development Services team members continue to assist them in finding permanent employment. In 2011, GWS provided 144,034 hours of temporary placement opportunities which provided \$1.3 million in temporary employee payroll. That represents growth of 335% - another WOW!

Well on our way to our goal of \$7 million in revenue in

five years, GWS is branching out into neighboring counties to introduce our temporary staffing services to area businesses. In late 2010, we began our sales efforts in the Gaston County market, and our plan is to begin growing into the Cabarrus County market in the second quarter of 2012.

All of that growth is due to our highly motivated and successful staff. **Jessica Collier** leads the GWS team. **Monica Kilgo** recently joined us as the Territory Sales Manager for the Gaston County office.

**Emily Coble** and **Mindy Perrin** are the Staffing Specialists who match individuals with appropriate job opportunities. **Madge Smith**, Payroll and Invoicing Specialist, makes sure both the clients and Goodwill are paid. Congrats to a great team with awesome results!

*By Robin Carson*



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## Equipping The Next Generation: Goodwill Youth Services

These past few months, you may have noticed more than one member of the **Goodwill Youth Services** team leave the building pulling a cart. Perhaps you were around one evening in April and happened to walk by room 95 and witnessed more than 40 students being trained in customer service. These activities can all be attributed to our Youth Services team's role in supporting the Mayor's Youth Employment Program.

The Mayor's Youth Employment Program (MYEP) exists "to create meaningful opportunities within local business and government, where youth are exposed to careers and gain an understanding of the skill sets and qualifications necessary to succeed in future employment." Youth who successfully participate in the program are provided an internship in the public, non-profit and private sectors. Through a partnership with the MYEP, Goodwill Youth Services receives funds to provide training in Job

Readiness, Customer Service and Personal Finance, to high school students.

This past February, with the help of key partners MYEP, Communities in School and Right Moves for Youth, the Youth Services team began taking the core curriculum on the road. The team visited 11 high schools and 1 middle school and trained nearly 300 youth. This process was not only unique because much of it was done off-site, but also because students were assessed before and after each workshop. The team used this information to reflect on the curriculum and instruction, making necessary modifications where appropriate. Most importantly, the pre- and post-assessments proved that students were gaining knowledge; Youth Services was making a difference!

None of this would have been possible without the tremendous effort put forward by staff members.

**Kwain Bryant** developed and led a "train the trainer" session for team members and **Latoya Lowery** contributed to our résumé workshop. **Petrea Anderson**, **Kwain Bryant**, **Shay Perry**, **Stephanie Speece** and **Rich Vreeland** all played a part in training youth both on-site and at school campuses. **Roderick Ewell** and **Kimberly Poindexter** lent their expertise by acting as instructors. We also want to thank **April Hood**, **Amanda Furuseth**, **Donna Dysart**, and our team leader, **Laura Casoni**.

In addition to partnering with the MYEP, Youth Services continued to offer career development services to young people looking for work. There was even a field trip to Muzak in Fort Mill.

It has been an exciting year for Youth Services, and there is still more to come!

*By Rich Vreeland*



Rich Vreeland leads a group of students in a job readiness workshop.

# GISP Risk Management Initiative

Over the past year, **Corporate Compliance Services** has worked diligently on an initiative to create a comprehensive Risk Management plan for Goodwill. The plan will ensure that we operate in a way that protects the health, safety and security of clients, team members, customers, donors and volunteers. The plan includes Goodwill's current risk mitigation strategies, identification of key risks, risk measurement tools, reporting requirements, and tracking and monitoring tools.

So, what is risk management? It's the process of analyzing an organization's exposure to risk. Why do we

need a Risk Management Plan? We want to make sure that all team members understand that we all have a role in protecting our mission and our organization. The plan will make sure that team members from every department understand how we can identify risks to Goodwill.

How will risk management affect you? We will provide more information in a future newsletter about how you can be involved with managing our risk. In the meantime, if you have questions, please contact the Corporate Compliance Team.

*By Felicia Denman*



## Have you donated lately?

See back cover for  
upcoming donation drives

### Gastonia Grizzlies

The Community Engagement and Workforce Development Services teams invite Goodwill team members to attend Military Night at the Gastonia Grizzlies vs. Military All-Stars baseball game on Saturday, June 23rd at 7:30 p.m. at Sims Legion Park.

We have 200 free tickets for team members (up to 4 per person) on a first come, first serve basis beginning on May 15th. The Military All-Stars will be in patriotic uniforms and the night will be themed around honoring our Military with a "swearing in" ceremony on the field for new Military men and women.

We will also have a Goodwill donation drive at the game, so bring a donation item to support our mission.

To receive tickets, please contact Lelia King, [lelia.king@goodwillsp.org](mailto:lelia.king@goodwillsp.org) or 704-916-1667. We hope you will join us for an evening of fun and honoring our military!



you're invited

at a  
glance

**May 4, 8, 12**  
Wingate University Drive

**May 7-10**  
UNCC Drive

**May 9**  
Community Engagement  
Roundtable

**May 10**  
Banking & Customer Service  
Class 113 Ends

**May 11**  
9:00-10:00am OST Graduation

**May 18**  
“A Morning to Remember”  
Pre-Memorial Day Celebration  
Career Development Center  
10:00-11:00am

**May 19**  
Charlotte Clean & Green

**May 20-21**  
Davidson College Drive

**May 21**  
Hospitality Class 47 / Banking & Customer  
Service Class 114 Begin

**May 24**  
11:45-1:30 2012 Cornerstone Luncheon Celebration

**May 28**  
Memorial Day  
CDC and all Job Connections Closed

**May 29**  
Construction Class 39 Begins

**May 30**  
8:30am - 4:00pm NEO

**June 7 & 13**  
8:30am - 4:30pm Genuine Leadership Series

**June 23**  
7-11pm Gastonia Grizzlies Baseball Game

**June 27-28**  
8:30am - 4:00pm NEO

**June 29**  
Construction Class 39 Ends