



## Goodwill Is Good for Families

The Problem: Many workforce development and human services programs are limited in scope, lacking the long-term commitment and broad-based support needed to ensure the success of program participants. Family Strengthening is the means by which local Goodwill agencies go beyond these limits, understanding that many factors other than job performance can cause a person to lose his or her job. These factors include instability involving their children, limited access to transportation, inadequate shelter, a lack of health care benefits, and insufficient financial resources and assets.

Goodwill and Family Strengthening: Goodwill is good for families. In 2007, Goodwill agencies across the country provided nearly 6.7 million personal and family support services such as transportation, child care, residential and medical/nursing/therapy services. By adopting a focus on *family* needs, Goodwill is able to help people address issues proactively before those issues can impact work. The result is that participants can better focus on employment and career goals once home conditions are stable. Through Family Strengthening, Goodwill is able to support people as they move from poverty to economic self-sufficiency.

Goodwill utilizes 10 family strengthening strategies:

- Leadership Commitment – a philosophical commitment by the organization's leaders
- Financial Commitment – dedication of resources to support family strengthening activities
- Human Resources Policies/Procedures – family strengthening policies that benefit employees as well as program participants
- Community Resource Connections – strong partnerships with other community groups and utilization of local resources to better meet the needs of families
- Youth Development – helping youth and their families with education and career goals
- Job Readiness/Placement Services – programs and services that impact incomes
- Job Retention and Advancement Services – long-term, follow-up services
- Employer Relations – strong relationships with local employers
- Financial Education – teaching families to manage their money
- Asset Development – helping families learn about and use savings plans

The Solution: Goodwill's 21<sup>st</sup> Century Initiative, of which Family Strengthening is a key component, is designed to help 20 million people improve their economic self-sufficiency through work by the year 2020. The initiative takes a whole family approach to help people achieve success in the workplace. At Goodwill, we believe that by addressing the holistic needs of the family, we can increase our programmatic success. Greater success means increased job retention, opportunities to gain skills, likelihood of career advancement – and stronger families.

About Goodwill: Founded in Boston in 1902, Goodwill Industries trains people for careers in fields such as financial services, computer programming and health care. To pay for its programs, Goodwill sells donated clothes and other household items in more than 2,000 retail stores, and online at [www.shopgoodwill.com](http://www.shopgoodwill.com). The organization also builds revenues, and creates jobs, by contracting with businesses and government to provide a wide range of commercial services, including janitorial work, packaging and assembly, and food service preparation. In 2007, more than 1 million people benefited from Goodwill's career services. Goodwill Industries International channels 84 percent of its revenues directly into its programs.

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