



## Goodwill® Q&A

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### What is Goodwill, and what do you do?

When someone is having a hard time finding a job, Goodwill is there to help. Goodwill generates opportunities for people to achieve economic stability and build strong families and vibrant communities by offering job training, employment placement services and other community-based programs for people who have disabilities, lack education or job experience, or face employment challenges.

Goodwill Industries® is one of the nation's top five most valuable and recognized nonprofit brands as well as a leading social services enterprise. Goodwill is the leading nonprofit provider of job training programs and career services in North America. Goodwill's goal is to help people find and keep good jobs.

### What is the founding of your organization?

For more than 107 years, Goodwill has witnessed the power of work in people's lives. Goodwill was founded in 1902 in Boston by Rev. Edgar J. Helms, a Methodist minister, early social innovator and entrepreneur. Helms collected used household goods and clothing in wealthier areas of the city, then hired and trained those who were poor to mend and repair the used goods. The goods were then resold or were given to the people who repaired them. The system worked, and the Goodwill philosophy of "a hand up, not a hand out" was born.

Helms' vision set an early course for what today has become a \$3.3 billion social enterprise. Helms described Goodwill Industries as an "industrial program as well as a social service enterprise...a provider of employment, training and rehabilitation for people of limited employability, and a source of temporary assistance for individuals whose resources were depleted."

### How does Goodwill fund its programs?

To pay for its programs, Goodwill sells donated clothes and other household items in more than 2,300 retail stores and online at [shopgoodwill.com](http://shopgoodwill.com). Goodwill agencies are innovative and sustainable social enterprises that fund job training, employment placement services and other community programs by selling donated clothes and household items at Goodwill retail stores and online. Goodwill Industries collectively reported \$3.3 billion revenues in 2008. Eighty-four percent of collective revenues raised go directly toward supporting and growing critical community-based programs and services. Last year, more than 64 million people donated to Goodwill in North America.

**In 2008, Goodwill provided employment training and job placement services to 1.5 million people in North America.**

### **What is *shopgoodwill.com*?**

*shopgoodwill.com*, the nation's first and only nonprofit Internet auction site, is a charitable auction site ranked one of the Top 10 online auction sites and Time.com's "50 Best Websites of 2009." The site has created a window into cyberspace, bringing a whole new world of shoppers and donors in contact with Goodwill and generating more than \$75 million to be used toward the mission of providing job training programs throughout North America.

### **Does Goodwill utilize other forms of giving such as private and public grants, individual giving, or other means of funding?**

Yes, our primary constituents are those we serve with help from supporters for our job training programs including the Annie E. Casey Foundation, Charles Stewart Mott Foundation, Dell, and the U.S. Department of Labor, to name a few. Goodwill also partners with businesses and public agencies to develop innovative job training and placement programs. In addition, Goodwill establishes alliances with cause-marketing partners, including Ann Taylor, Banana Republic, Bon-Ton, FLW Outdoors, JoAnn Fabrics and Levi's to raise awareness of our mission and brand.

Goodwill works with a variety of nonprofits in order to fulfill the mission of finding employment for anyone having a hard time finding and keeping a job. Some of these partners include the American Red Cross, Easter Seals, the National Industries for the Blind (NIB), and NISH.

### **How many Goodwill agencies are there?**

There are 166 independent, community-based Goodwill agencies in North America and 14 international affiliates. Collectively, we provided employment training and job placement services to 1.5 million people in North America in 2008.

### **What happens when someone walks into a Goodwill looking for career services?**

Goodwill agencies in North America will not only train someone for a career but they'll also help someone transition to a new field by teaching them new skills.

Each Goodwill is independent and has its own specific procedure for people looking for jobs. Usually, someone on the workforce development staff or a career counselor will obtain background information, work experience, skills (such as computer or customer services skills) and job interests from the person who is seeking assistance. Based on the information, the person will be presented with the programs that fit his or her needs. Sometimes, Goodwill will even have specific jobs in mind for that person.

The important thing to remember here is that Goodwill will customize a plan for these individuals, based on their interests, skills and education. Each individual will receive the necessary job training and support from Goodwill to be successful at his or her job, earn a paycheck and become self-sufficient.

## What are the types of industries in which Goodwill can help people find jobs?

Goodwill provides people with job training and support services in a variety of industries: financial services, health care, computer programming, retail, construction and others.

Community-based Goodwill agencies build revenues and create jobs by contracting with businesses and government to provide a wide range of commercial services, including packaging and assembly, food service preparation, document imaging and shredding, groundskeeping, and administrative support. Some of these businesses include renowned organizations such as the Internal Revenue Service, General Electric, General Motors, the Marines, SE Johnson, the U.S. Navy, and Whirlpool.

These commercial services earn revenue for Goodwill while creating thousands of jobs for people who otherwise might not have one. They also save money for businesses and agencies looking to cut costs. Goodwill is a leader in the social enterprise model. Companies rely on us for employees, and we provide employment as well.

## How many people has Goodwill served?

Goodwill served more than 1.5 million people through its career services in 2008. During that time, approximately 172,317 Goodwill program participants in North America obtained meaningful employment as a result of Goodwill career services programs. Collectively, these employees earned \$2.3 billion in salaries and wages and contributed to their communities as productive, tax-paying citizens.

## How often does Goodwill provide job training services?

Goodwill places someone in a good job every 42 seconds of every business day.

## Does Goodwill offer any other types of services beside job training programs?

Goodwill's philosophy is that it is no longer sufficient to offer holistic family-strengthening programs. Goodwill must become family-strengthening organizations. Many Goodwill agencies demonstrate a leadership commitment to family strengthening throughout all levels of their organizations, creating family-strengthening teams, allocating more financial resources toward programs that support families, and working with community partners to provide a wider array of services for families. These services include financial literacy programs, free tax assistance, childcare, transportation, residential and medical services, and career services for people ages 55 and over.

**Collectively, employees placed by Goodwill Industries in 2008 earned \$2.3 billion in salaries and wages and contributed to their communities as productive, tax-paying citizens.**

Goodwill has employed the “reduce, reuse, recycle” framework since its founding in 1902.

### How does Goodwill help the environment?

Goodwill is an entrepreneurial leader, environmental pioneer and social innovator of the “reduce, reuse, recycle” practice and through the creation of jobs in emerging industries.

**Entrepreneurial:** Through a business model of donating and shopping, Goodwill is keeping usable items out of local landfills.

**Environmentally Conscious:** Goodwill’s process of selling and recycling used goods creates thousands of jobs and millions in revenues that fund job training programs in communities across North America. It’s an environmentally sound process and, at the same time, a sound investment in the economic health of your community.

**Socially Innovative:** Through partnerships with Dell, county and city governments — as well as other organizations — local Goodwill agencies divert used computers and computer equipment from area landfills and provide consumer education on the importance of environmentally responsible computer disposal. These programs create job training opportunities as well as entry-level and skilled green-collar jobs for people in need of work.

### How do I find a Goodwill in my neighborhood?

To find your local Goodwill, use the Goodwill locator by visiting <http://locator.goodwill.org>, or call (800) 664-6577 and dial your zip code.