

It has only been two years since Rappahannock Goodwill opened its first stand-alone Attended Donation Center (ADC). In an effort to make donating to Goodwill as convenient as possible, Rappahannock Goodwill has opened ADCs in the communities it serves. There are now 10 ADCs; the newest located at the River Club Shopping Center on Tidewater Trail in Spotsylvania.

“More ADCs are in the works. We expect to have at least one more by the middle of the year”, said Ted Smith, Goodwill’s vice president of donated goods.

The opening of the ADCs has had a major impact on the number of donations Goodwill receives. In March 2010, with 6 ADCs, donations received solely from the ADC locations totaled 2,681. Now, with 10 ADCs, March donations totaled 4,947. In addition to making it more convenient to donate, the ADCs provide jobs. The 14 employees

More Donation CENTERS = Growth

currently working at the 10 ADC locations receive and sort donations and provide receipts.

“We will continue to open attended donation centers until we have at least two for each Goodwill store. Opening ADCs is only made possible because of the generosity of the landlords who allow us space in their

parking lots and the donors who donate their goods,” said Smith.

Goodwill is planning to open a retail store at the site of the Town and Country ADC on Route 218 in South Stafford. “The amount of donations the location has received has been impressive. Because of this, we know a Goodwill store would be supported by the community”, said Woody Van Valkenburgh, RGI’s president and CEO. The store is expected to open this summer.



The Core of Goodwill's Mission: Severe Disabilities

An archer's target consists of round concentric circles that increase in diameter as they progress outward. As long as they aim for the central circle, trained archers will at least hit within one of the rings, and may even pierce the target's bulls-eye.

Woody Van Valkenburgh, president and CEO of Rappahannock Goodwill Industries uses the target to describe Goodwill's mission. On Goodwill's target, each ring represents a group of people. The outermost ring is people with barriers to employment, the next ring is people with disabilities and the core is people with severe disabilities.

Like an archer, it's easier for Goodwill to hit an outer ring rather than the core.

Most of the people who are helped towards their employment goals by Goodwill are people in the outermost ring. They might have limited or no employment



history or lack skills with a computer, writing a resume or filling out an application.

The second highest number of people is in the next ring. These are people whose impairments affect one or more major areas of life. "Thirty percent of people who come to the Job Help Centers identify themselves as having a disability," said Van Valkenburgh.

And finally, the inner circle represents the main target - severe disabilities. These are people whose physical and/or mental impairments affect several major areas of life. Having these limitations reduces their chances for employment, unless they have access to quality vocational and educational services, such as those offered by Goodwill. Van Valkenburgh said, "The target that we are trying to hit are people with severe disabilities who want to work."

Discover the Good of Goodwill

When you mention Rappahannock Goodwill to most people, they immediately think of the incredible bargains at the Goodwill stores. But there is so much more! Every square inch of every Goodwill facility supports the mission to link people with barriers to employment, especially those with disabilities, to work. But telling can only go so far. That's why Rappahannock Goodwill is offering tours so people can experience the excitement of all that Goodwill accomplishes.

"You haven't seen Goodwill, unless you really see Goodwill," said Woody Van Valkenburgh, RGI's president and CEO. Each Goodwill carries out its mission differently, tailoring its operations and services in response to the needs within the community. "We want to tell the story about our Goodwill and we also want to listen to our community, given our mission here," he explained.

The tours give visitors a first-hand look at the work going on at the Goodwill commercial laundry. At the laundry, approximately



112 people, a large portion of whom are people with disabilities, are employed washing, drying, and folding laundry that is used at regional hospitals and even on Air Force One. It's a science of timing and laundry formulas inside 600-pound capacity washers and 400-pound capacity dryers. The tour also visits a Goodwill store and donation center so people can witness what happens behind the scenes as hundreds of

donations arrive daily.

Associates work hard so each donation is sorted, tagged, and then placed in our stores. Finally, the tour lets our community experience the exciting work being done at a Job Help Center. It's here anyone can get free assistance learning basic skills so they can get a job



Rappahannock Goodwill Industries Helped People Go to Work in 2010

Nina Branham's lack of confidence that grew out of many failed interviews left her unable to present herself in a positive light to a potential employer. Nina knew if she was going to find employment after 3 1/2 years without work, she would need help. Nina contacted the Cosner's Corner Goodwill Job Help Center. There, with the assistance of a Job Help Center employment specialist, Nina was able to learn basic skills such as filling out applications, and interviewing techniques.

She had first expected the Job Help Center to operate like an employment agency. However, she discovered that the employment specialist's job was to train her with the skills necessary to secure her own job, rather than placing her in a job.

It was a good misunderstanding, said Nina. With the help of the Goodwill Job Help Center, she discovered that she had been applying for jobs that were not suitable for her because of a disability. "I realized that there are places that I could work and things that I could do," said Nina, who was hired at her next interview and is still employed.

Nina is one of almost 600 who received assistance directly through the Job Help Centers in 2010. Through other programs that RGI



offers, last year they were able to help 2,732 people with barriers to employment. Out of these, 321 were people with disabilities and 215 with a severe disability.

"Employers are willing to hire people with severe disabilities because the significant support we offer is so attractive to them," said Megan Bergen, Goodwill's director of mission services.

One of the other programs offered by RGI is Social Security Administration's Ticket to Work. Rappahannock Goodwill became an active Employment Network for ticket holders last year. As a result, 20 persons receiving Social Security disability benefits, but wanting to

go back to work, assigned their tickets to Goodwill. One of these was Mary Myers who was hired by PETCO as a dog trainer. There was no fear in going back to work for Mary. In the program, she knew that her benefits were secure and that she had the

ongoing support and advocacy of an employment specialist.

Another ticket holder, Calene Curtis, applied and was hired for a job within RGI. She was hired in August 2010 as a part-time receptionist after losing her part-time job of six years. She is thankful for the opportunities provided by Goodwill.

in our community – regardless of their disability or barrier(s) to employment.

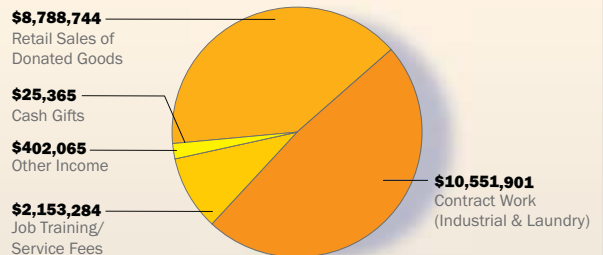
In just a couple of hours, tour groups of 3-7 people discover all the good of Goodwill. Tours are held each month and can be scheduled based on interests and larger group sizes can be arranged. Also, Goodwill offers a presentation about its mission and operations that includes a short video for businesses, government, and other groups.



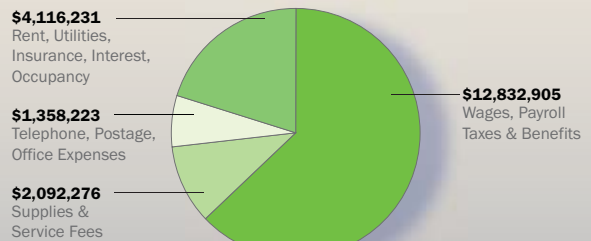
For more information and to arrange for a tour or presentation, contact Carrie Danko, executive assistant at 540-371-3070.



In 2010, the Community Gave to Goodwill



In 2010, Goodwill Gave Back to the Community



GoodNews

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Our Mission

To provide to people with barriers to employment - particularly those with disabilities - an array of quality vocational and educational services so that they can work most independently.

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Join our mailing list:
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Please visit our Web site:
www.FredGoodwill.org

When You Give - We Go to Work



There are so many ways you can help Goodwill as we serve people in our community who have disabilities and other barriers to employment. You can donate your gently used clothing and household items, volunteer your time at our offices, retail stores or Job Help Centers, or you can give a cash donation.

All three ways you can give are vitally important as we seek to help more people each year. For 2011, we will be placing a special emphasis on receiving cash donations as we seek to serve more people than we ever have before.

Before you give a cash donation to Goodwill, you want to know what you are investing in.

First, you are helping people who want to work but haven't been able to find or fit into a job. They are people with barriers to employment. Using the diagram of the archer's target, these would be the people in the largest outermost ring. Last year, your undesignated cash donations helped to fund the Job Help Centers which served nearly 600 people and their families. We provide the services for free and they're funded in part through donations from people in our community.

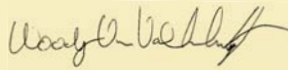
Your cash investment has an even greater reach. It hits the middle ring in our archer's target, the ring closer to the bull's-eye. This represents the 321 people we helped last year that have some type of disability. We know that about 30 percent of the people who enter the doors of the Job Help Centers identify themselves as people with disabilities. So, by opening our doors to the community, we are able to help them - free of charge.

Now, let's talk about the bull's-eye of our target analogy. This core group is more difficult to reach and help. To do it, just like an archer, our aim has to be more careful. We have to be intentional. And this is something

where you can help. The bull's-eye represents people with severe disabilities. These individuals don't come to us through the Job Help Centers; many are referred. We help them in a variety of ways, including matching them with an Employment Specialist who helps them discover what they want to do and what strengths they bring to a job. Then, we go to work helping them to do some job exploration and on the job training at our partner worksites.

In 2010, we helped 2,732 people in the community toward fulfilling their employment goals: 321 people had disabilities, and 215 were people with severe disabilities. We want to help all the people in our target. But if finances were to become limited, we would build a financial wall around the people with severe disabilities, because they are at the core of our mission.

When you give a financial gift to Rappahannock Goodwill, you help us serve more people with severe disabilities. Your help is needed as we seek to help more people this year. Will you consider a gift? Any amount would be appreciated. If you have any questions on how to give and where your gift can have the most impact, please give me a call at (800) 789-2816.



Woody Van Valkenburgh
President/CEO
Rappahannock Goodwill Industries

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