

Phase I of New Goodwill Community Resource Center Complete



On October 12, Rappahannock Goodwill Industries opened its new home in Lee's Hill Center in Spotsylvania County. The 80,000 square feet of retail and office space were once Gallahan's Furniture, but are now the Goodwill Community Resource Center (GCRC), featuring a new Goodwill store, outlet and donation center. Plans are in place for it to become a hub of community activity.

The two-story building, constructed in 2001, had been vacant from 2008 until Goodwill bought it in 2011. Thanks to a depressed real estate market, Goodwill acquired it for roughly one-third of its assessed value and embarked upon a massive renovation.

Additional land was purchased to expand parking from 150 to 300 spaces. Indoors, a freight elevator was replaced with a passenger elevator and relocated, and stairs and restrooms were moved.

The rear of the building was most dramatically transformed. Two existing loading docks were inadequate and didn't have enough ground clearance for Goodwill's trucks, so the back exterior wall was removed, a deeper foundation dug, and ten more loading docks added to make it Goodwill's transportation hub.

The beautiful atrium with abundant natural light was retained, and a first-floor commons area added. Customers are welcome to relax, mingle and grab a bite from the vending machines.

RGI President and CEO Woody Van Valkenburgh sees the commons area as a destination for visitors, many with disabilities, who can come to socialize and make contacts.

Phase II of the project is set to be complete in mid-December, when RGI's administrative operations will relocate from downtown

Fredericksburg to the GCRC's second floor. The Cosner's Corner Job Help Center will move to the GCRC as well.

Prime office space toward the front of the building is reserved for Phase III, when other not-for-profits whose visions complement Goodwill's will be invited to lease space. This should result in savings from shared communal resources such as copiers, conference rooms and employee facilities. Van Valkenburgh hopes the boards and staffs of resident organizations will interact, both casually and formally, brainstorming about ways to expand the collective good they do.

The build-out of Phase III will include a Learning Center, roughly 9,000 square feet on the second floor. Rappahannock United Way, the Regional Adult Education Program, Germanna Community College, Central Rappahannock Regional Library and others will

be able to use the Learning Center to teach subjects that include numeracy, financial literacy and computer skills.

Visitors have been enthusiastic about the new facility, which is certain to become an important resource for people in our community.



Goodwill Community Resource Center

Lee's Hill Center
4701 Market Street
Fredericksburg, VA 22408

Hours of Operation:

Store and Donation Center
Monday–Thursday, 9 a.m. – 8 p.m.
Friday–Saturday, 9 a.m. – 9 p.m.
Sunday, 10 a.m. – 7 p.m.

Outlet

Tuesday–Saturday, 9 a.m. – 5 p.m.

Our Shared Vision is **Bigger** Than Any One of Us



Woody Van Valkenburgh
President and CEO
Rappahannock Goodwill Industries

*By Woody Van Valkenburgh,
President & CEO*

We at Rappahannock Goodwill Industries believe that our community can be better, and more lives can be changed, when there's a sense of community and common purpose.

A National Conference on Citizenship study recently revealed that localities with strong civic foundations have weathered the recession better than those without them. Two attributes seem to keep unemployment rates below national averages:

1. A large number of not-for-profits that directly engage residents, such as military and veterans' organizations, recreational clubs and fraternal societies.
2. Strong "social cohesion," which means close interaction, trust

and support among friends, family and neighbors.

Another vital component is investors, employers and citizens with a solid commitment to the community who create and protect local jobs.

Goodwill works closely with other organizations to help people find jobs, improve quality of life and build sound financial foundations for the future.

We give hope to individuals with disabilities, veterans and anyone entering the workforce so they can enjoy being productive citizens who contribute to the growth and prosperity of their communities.

Our new Goodwill Community Resource Center enables us to forge partnerships and offer training—job skills, money management, college planning for children, among other subjects—all in one easily accessible location.

There's incredible power in working together, and Goodwill strives to harness that power to make our community a great place to live.

Finding Purpose Through the Power of Work

Each container of items you give to Goodwill enhances the well-being of people

with severe disabilities.

Donations fuel RGI's programs that employ people with severe disabilities who are referred through the Virginia Department of Aging and Rehabilitative Services or the Rappahannock Area Community Services Board.

Employees of the Outsourcing and Contracting operation engage in tasks that area businesses hire RGI to complete, such as stuffing envelopes.

The operation, directed by Charita Bratcher, is Goodwill's in-house workgroup, handling the sorting and preparation of donated goods for sale, transfer to third parties or recycling. It occupies one large workspace at the new Goodwill Community Resource Center, creating a real-world production environment where workers can hone their job skills while receiving a high level of support and supervision.

One example of their work involves donated books and media. Employees scan gently used volumes into a software program from the Shared Knowledge Literacy Foundation, based in Richmond, to see if they're candidates for online sale. If so, Shared Knowledge receives the books, handles the transactions and shares the

proceeds with Goodwill. It's a complementary partnership that raises literacy and funds each organization's mission. Books that aren't sold online are recycled or sold in Goodwill stores.

Another successful operation is the commercial laundry housed nearby. It serves hospitals and military installations, as well as Air Force One and Air Force Two, the planes of the President and Vice

President of the United States. Laundry items with tears or permanent stains are cut into

rags to be bundled and sold in one-pound packages at Goodwill stores and the outlet.

Bundling and packaging are important tasks. Employees sort donated goods to create salable packages of similar items, such as Matchbox® cars or trading cards, for the stores to sell.

"Thanks to the diligence of the program's workgroups," says Vice President of Mission

Development Megan Bergen, "we throw very little away."

Employees may work full- or part-time, depending on their needs. They are matched to appropriate tasks according to skills, abilities, stamina and work preferences, with the goal of giving them the best possible chance to succeed.

On any given day, 15–40 people in Outsourcing and Contracting are at work at the GCRC. They are paid employees who make friends with co-workers and gain confidence and self-respect from belonging to teams and doing satisfying, meaningful work.



Charita Bratcher
Manager, Outsourcing
and Contracting

The Lifecycle of a Donation



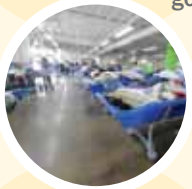
It's an adventure that could last thousands of miles, and it begins at a Goodwill Donation Center. According to Ted Smith, RGI's Vice President of Donated Goods, each gently used item of clothing, book or household item dropped off at Goodwill embarks on a journey.



Each Goodwill store has a work room where items received are sorted and evaluated for their potential resale and reuse. There are also numerous Goodwill Attended Donation Centers throughout the region where additional items are received and sorted.



Items in the best shape are tagged and placed in the Goodwill stores, where they are offered for sale for three to four weeks. "The length of time we keep things on the floor in our stores depends on the volume of new goods we are receiving," explains Smith.



Items that go unsold are transferred to the outlet at the new Goodwill Community Resource Center, where shoppers may purchase clothing and other small items by the pound. Larger items are priced and sold individually.



Items received that aren't in good condition or don't find new homes through the stores and outlet are sorted (metal, electronics, cloth, paper), baled and sold to after-market firms, which may ship them overseas or sell them by the pound for recycling.



The large new transportation hub in the Goodwill Community Resource Center is the clearinghouse for these goods. Unsold items arriving from the stores are transferred directly from incoming trucks to trucks holding loads in progress for specific after-market buyers. Smith says, "Goodwill keeps all donations moving. It saves us money not to store anything."



Proceeds from these transactions fund Goodwill's mission of helping people overcome barriers to employment to achieve their full potential.

Phase III— Collaboration for a Stronger Community

For thousands of people each year, Rappahannock Goodwill Industries is the conduit to the world of work. RGI helps people of all walks of life and abilities define their interests and discover their potential, providing the training, employment counseling and support they need to join the community of work. While participation in this community is vitally important, work is only one aspect of any multi-dimensional life. RGI's vision is to broaden its impact in the community beyond employment.

With this vision in mind, RGI is moving aggressively to create broader impact in our region, specifically through collaborations with other not-for-profits, state entities and the business community. This strategy is the driving force behind the new Goodwill Community Resource Center.



The GCRC will be powered by partnerships that help people find jobs and improve their lives and prospects for the future.

The GCRC will offer organizations whose visions align with RGI's office space with shared conference rooms, break areas and work space at a modest cost, creating a space that facilitates collaborative efforts. In addition, the Learning Center will be devoted to education-oriented partners tasked with teaching reading, numeracy, financial literacy and computer literacy—all basic skills people need to advance.

The impact of this combination of forces is expected to be staggering. RGI anticipates that within four years of completion, the number of people RGI serves will more than double, as partners come together in a single, community-accessible, integrated location.

RGI aims to have deeper impact on the lives of those already being served and those not yet served. Many organizations provide services and assistance to people facing barriers to employment, and RGI's plan is to partner with as many as possible to increase and promote opportunities for people to prosper.

The GCRC will be funded by the sale of RGI's downtown locations, operating resources and a fundraising campaign that allows members of the community to invest in the future. If you are interested in either supporting the collaborative project or exploring the idea of leasing partner space, contact Julie Rettinger at 540-371-3070 or email Julie.Rettinger@FredGoodwill.org.

Thanks to all of RGI's partners, friends and supporters for helping us make a difference in 2012. RGI's continuing success in putting people to work in the community depends on you. Best wishes for a happy, healthy, prosperous 2013!

GoodNews



Rappahannock Goodwill Industries Newsletter, December 2012

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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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Please visit our Web site:
www.FredGoodwill.org

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Goodwill Store and Donation Center locations can be found at www.FredGoodwill.org

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