

# Rappahannock Goodwill Industries Goodnews

Spring 2015

Changing Lives Through the Power of Work

## Goodwill's Donation Cycle – Turning Stuff Into New Opportunities



Most people think they know what Goodwill does and recognize the logo, but not everyone knows why we do what we do. The WHY is important. It's what drives our organization and strengthens our communities. We accept donations and sell those gently used items in our stores. The revenue from our stores allows us to be a leader in training and workforce development services for people with disabilities and other barriers to employment.

The donation cycle is simple.

- 1. You donate items to Rappahannock Goodwill (RGI).**  
We accept everything from clothing and accessories to housewares, furniture, and cars. Our conveniently located stores and attended donation centers are staffed with friendly Goodwill representatives who issue a donation receipt, when requested, for tax purposes.
- 2. Your donation is processed for resale and sold by Goodwill.**  
Many individuals involved with this process are receiving training services from Goodwill. We employ 467 hourly associates; almost 50% of them have a disability.
- 3. Proceeds from the sale of your donation help pay for programs and services.**

Goodwill programs help individuals with barriers to employment receive training to develop independence and employability skills. Barriers to employment include disability, long-term unemployment, age, criminal background, poverty, homelessness, and low literacy skills.

Currently there are four Goodwill Job Help Centers where people can go for free assistance. Located in Culpeper, Spotsylvania, City of Fredericksburg, and Stafford, these centers cost between \$100K and \$150K per year to operate. Each center is 100% funded by donated goods revenue.

In addition to funding our Job Help Centers, donated goods revenue also helps provide supplemental resources for several federal programs offered through RGI Mission Services.

- 4. Goodwill helps people find jobs.**  
The entire community wins: the individual, the employers, and the government. Goodwill helps the local community prosper as individuals with disabilities and other barriers benefit from training and thrive as contributing members of our local workforce.  
In 2014, Rappahannock Goodwill Industries served a total of 4,009 people. Almost 800 people utilized our Job Help Centers and 243 of them found employment – all because enough people decided to donate, instead of throw away, items they no longer use. It's that easy to turn old stuff into new opportunities for people who just need a little help to succeed.

**Goodwill  
Is Turning**

**Jeans**

**Into  
Jobs**



**Woody Van Valkenburgh**  
 President/CEO  
 Rappahannock Goodwill Industries

It's there, in the back of your closet. Or maybe it's wedged in the far reaches of a kitchen cabinet. It could be riding around in the trunk of your car,

**donating  
that thing**

or spilling out into your garage. Whatever it is, consider giving that thing you don't need any more a second chance by donating it to one of our Rappahannock Goodwill donation centers.

Each time something you donate finds a new home, Goodwill helps put people to work. We turn "Jeans into Jobs" for people facing barriers to employment. Put simply, your donations are the fuel for the economic engine of our jobs-centered mission services. More than 95% of all money received by Rappahannock Goodwill, including from the sales of your donated goods, helps fund our vocational and educational programs in our local Job Help Centers.

**95%**

There is no downside to donating. You end up with more space in your home or office. Your donated items end up restored, repurposed, and reused instead of in a landfill. Members of your **restored, repurposed, & reused** community are trained, educated, and employed and proud of their role in the workforce.

Of course, donating is only half the cycle of providing jobs. Shoppers of all ages, from all backgrounds, provide the income we need to support our mission services and Job Help Centers. Shopping at Goodwill is a unique experience! It's a scavenger hunt and each store has different, constantly revolving treasures just waiting to be discovered.

**scavenger  
hunt**

Whether you are looking for brand names or delight in vintage **brand names & vintage** finds, Goodwill is the answer. Every time you donate and then find great deals in our stores, we are able to provide much needed opportunities and jobs for individuals in our community.

**The Thrill of the Hunt**

You never know what you'll find tucked away in one of our Goodwill stores or hiding in the bins of our Outlet store. Every donated item has a history, a story to tell. You just have to be willing to look for it. No one knows that better than Betty Hilosky, a Goodwill regular who stumbled across a piece of her own family history during one of her shopping trips. According to a story in the *Free Lance-Star*, she could hardly believe it when she found a hand carved coat of arms with her maiden name, HINMAN, on it. Betty couldn't wait to get home and call her brother, who himself owned a coat of arms carved by their great-uncle, some 75 to 100 years ago, in Warrenton. The two compared photos and are certain that the coat of arms Betty found is also the handiwork of their great-uncle, who was a naval commander with a passion for wood carving. A family photo shows him in his den, surrounded by carvings and curios. Betty and her brother aren't sure how the coat of arms ended up at Rappahannock Goodwill — they are just glad that it did and that Betty is a daily shopper who happened to find it.

A number of other shoppers lucked out when Goodwill received, via a third party, several desks from the House of Representatives. A Stafford school recently donated a few

hundred desks that are selling like hotcakes the minute they are placed on the floor. If you are a fan of comfortable hotel mattresses, you need to be perusing our stores frequently. When hotels donate perfectly good mattresses, Goodwill sanitizes, tags, and bags them for resale.

For the do-it-yourself crowd, if you have a project inspired by a post on Pinterest or a store on Etsy, Goodwill is your go-to craft starting point. One of our stores is likely to have materials you can repurpose for a fraction of the cost you'll pay at a hobby big box store. The less you pay, the more free you'll feel to experiment and nurture your inner creative genius!



**Want to donate larger items or a house or office full of stuff?**

We will take it! Simply give us a call and we can let you know the options for picking up large donations. Call **800-789-2816**.

## Goodwill Growing

Rappahannock Goodwill Industries is always searching for new ways to grow so we can provide more job help services to those in our area. In our service region alone, there are thousands of people of working age with disabilities. Many of those who are not employed would choose to go to work if given the training and opportunity. As long as there are people willing to work, Goodwill is committed to providing them with programs and services to do so.

More programs and services create a need for more stores and donors and shoppers who support them. In 2012, Rappahannock Goodwill Industries opened a store in Lee's Hill. Last year we celebrated a new store in Harrison Crossing. This month we are inviting donors and shoppers to visit our newest 12,000 square foot store in Dahlgren. Each new store provides



Visit our newest 12,000 square foot store in Dahlgren



us with additional revenue that allows us to serve more people in our local community. Last year alone, we were able to assist 4,009 people. The number of people served has continued to climb as our region grows.

To fill our stores with great merchandise, we are continuously searching for additional sites for our attended donation centers. Local businesses and developers have been generous in their support and partnership in providing us with locations that are near residential areas.

Growth is exciting and it means we are able to do more for more people. We invite you to grow with us, in whatever way works for you. You can donate items, money, your car, or your time. You can shop at any of our stores. You can share the Goodwill message and mission with your friends and family. Help us grow!

## Your Jeans, Their Jobs

### Get Inspired by Wanda Cushman and David Fairfield

After more than forty years with the same company, Wanda Cushman found herself on the losing end of a company reorganization. Despite her wealth of knowledge and four decades of service, Cushman didn't have strong computer skills and that was cited as the reason she was let go. Rather than dwell on the situation, she took control of her life and her future. "I didn't want to sit at home," recalled Cushman. "I want to be done on my own terms, not because someone tells me I'm done. I heard about Goodwill's Job Help Center from the Virginia Employment Commission and have been coming at least four days a week to work on my computer skills." She has already received certificates in Microsoft Excel, Word, and PowerPoint and is concentrating on Access and Publisher next. "I am thrilled with my certificates. I feel good about applying for jobs and am confident in my ability on the computer now," she said. "I'd love to work as an administrator in the field of recreation or public relations. I'm ready and excited for what's next."



"I am confident in my ability on the computer now."

Wanda Cushman



"... the Job Help Center. For me, it is going to make the difference between success and failure."

David Fairfield

For David Fairfield, the job he's about to start will be his first. "Growing up, I took a wrong path and got into drugs," he said. "Those drugs landed me in prison for the last 13 years. I'm in my last year of incarceration and part of the Rappahannock Regional Jail Work Release Program, which means I am released during the day for twelve hours to either improve my skills or work." Fairfield has been coming to Goodwill's Job Help Center for several months, learning everything he can about computers, resumes, interviewing skills, and keyboarding. He applied for and was offered a job as a groundskeeper on a local golf course. "I'm trying to learn as much as possible right now, because once my job starts, I'll be working six days a week and won't have as much time. I am so grateful for Goodwill and the help I've received at the Job Help Center. For me, it is going to make the difference between success and failure. I have a chance for a better life now and I really believe that. I am coming out of jail a better man than I went in, and that means something to me."





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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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[www.FredGoodwill.org](http://www.FredGoodwill.org)