

# GOOD NEWS

SPRING 2016

CHANGING LIVES THROUGH THE POWER OF WORK

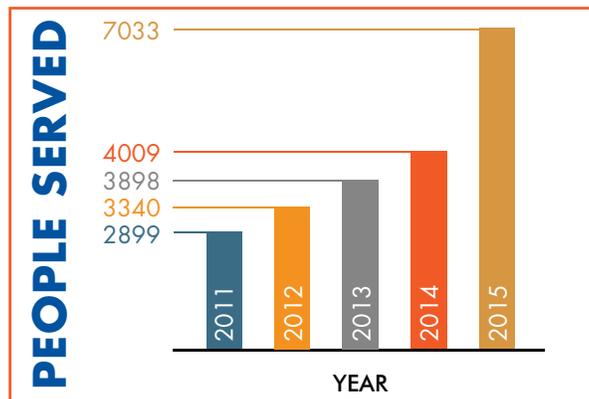
## rethink GOODWILL IN 2016

**A**re you interested in learning about an organization that served more than 7,000 people in the Fredericksburg region last year? How about a \$30 million business that grew its work force from 400 to nearly 700 in the past five years? Curious about an employer whose workers regularly say, "They changed my life"?

All of these statements describe Rappahannock Goodwill Industries (RGI). Yet when RGI representatives present facts like these to area residents, too often they are met with a common response. "They'll say, 'I had no idea,'" said RGI President and CEO Donnie Tolson. "It's a painfully common refrain."

*In 2016, RGI is on a quest to get the community to "Rethink Goodwill."*

"Everyone knows the stores and donation centers," said Julie Rettinger, RGI's Vice President for Community Relations & Resource Development. "What they may not know is that shopping in our stores and donating to RGI play a huge role in putting people in our community to work." RGI empowers individuals with barriers to employment in the Fredericksburg area by preparing people for work, creating jobs, and building bridges to community employment. All of the diverse activities in which RGI engages daily — including gathering donations of gently used goods, operating twelve retail stores and an outlet, running four Job Help Centers, and operating a commercial laundry — support its mission: Goodwill provides people with barriers to employment — particularly those with disabilities — an array of quality vocational and educational



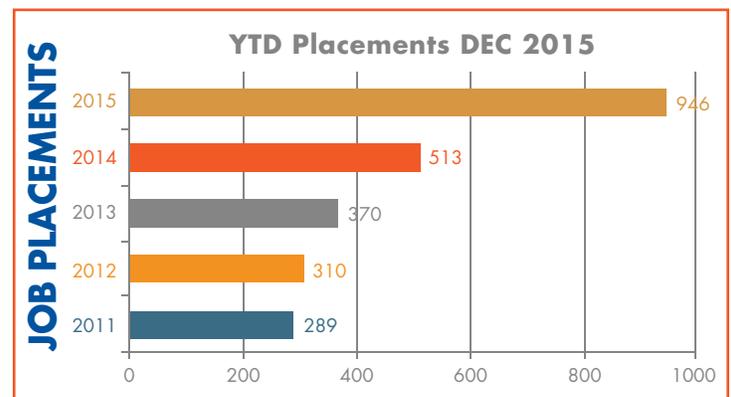
*"Everyone knows the stores and donation centers...What they may not know is that shopping in our stores and donating to RGI play a huge role in putting people in our community to work."*

services so that they can work most independently.

### ENGAGE IN THE CONVERSATION

Throughout the year, RGI is offering one-hour tours of its mission at the Goodwill Community Resource Center on the second Tuesday at 9 a.m. and fourth Thursday at 4 p.m. of every month. Each tour features the stories of four individuals whose lives have been changed dramatically by the organization. "Each of the 7,000 people we served last year has a story to tell about how RGI helped them," said Rettinger. "Those stories are so very powerful — and so often members of the community have no idea the services we offer and all the ways in which we can help."

To sign up for a tour, contact Julie Rettinger at (540) 371-3070 x222 or [julie.rettinger@fredgoodwill.org](mailto:julie.rettinger@fredgoodwill.org).



**DONNIE'S COLUMN****GOODWILL KNOCKS DOWN BARRIERS TO EMPLOYMENT**

By Donnie Tolson

What comes to mind when you try to name barriers to employment?

When I ask this question, people often bring up challenges like transportation, childcare, and housing. Indeed, these are very real problems. In our experience, these are not the barriers that ultimately prevent someone from enjoying the Power of Work.



At Rappahannock Goodwill, every day we help people overcome large barriers that prevent them from entering the competitive job market — including criminal records, disabilities, and the effects of poverty.

Think about an individual with a criminal record. Because of the stigma our society attaches to a criminal past, it can be unappealing for traditional business owners to hire these individuals. Does that mean they can't play meaningful roles, doing important work? The best answer I can give is to tell you about a man we hired who served 18 years in prison. Today, he manages our second largest store. He's been with us for five years and he's one of our best performers.

We help people with physical, mental, and emotional disabilities by finding and creating jobs that give them purpose and dignity. Other barriers — erratic or insufficient work experience, illiteracy, homelessness — stem from a common root of poverty. By putting more people to work, we can help combat poverty and stop what is often a generational cycle.

Regardless of the types of barriers they face, we believe all individuals have talents and potential. Many just need help matching their skills with the employment market, and they need someone to believe in them. Last year, more than 900 individuals found jobs after coming through our doors. Where there's a barrier, there's an opportunity, and Rappahannock Goodwill is there to help.

**GOODWILL PROVIDES HIGHEST LEVEL OF GREEN CLEANING SERVICES**

Rappahannock Goodwill's (RGI) custodial services now has one of the industry's highest certifications for green cleaning and quality cleaning management. Goodwill recently received the Cleaning Industry Management Standard (CIMS) and Cleaning Industry Management Standard – Green Building (CIMS-GB) from the International Sanitary Supply Association. The certification came after a thorough review of all of RGI's cleaning operations including training, financial management, and specific chemicals used. "This certification means that our customers are receiving the highest level of green cleaning available," said Norm Doucette, RGI vice president of contracts.

Goodwill's custodial services branch provides jobs for 120 people with disabilities and other barriers to employment. Major contracts include the Federal Bureau of Investigation Training Academy, the Drug Enforcement Administration's Justice Training Center, and Marine Corps Base Quantico.

Doucette said the green certification is of particular importance as more government organizations make green initiatives a priority. "When people contract with us, their janitorial services are automatically green certified," he said. "This year we are actively looking to expand into the commercial arena. We are looking for businesses to partner with us for their cleaning and, in the process, help provide jobs for people with disabilities."

Goodwill Contract Services and the Goodwill Community Resource Center (GCRC) at Lee's Hill were on display last December when ManageMen, a national custodial standards organization, hosted an East Coast hands-on training workshop at the building. Doucette said the Goodwill Community Resource



ManageMen speaker Timothy R. Poskin

Center's innovative mix of retail, office, and light industrial functions made it an ideal place for ManageMen to hold its training. Doucette said the training session was one more chance to show people the breadth of what Goodwill does. "It gave those participants in the training session an opportunity to see that Rappahannock Goodwill is not just stores," he said.

To learn more about Goodwill custodial services, contact Norm Doucette at 540-371-3070 or [norm.doucette@fredgoodwill.org](mailto:norm.doucette@fredgoodwill.org).

# GOODWILL COMBATS ILLITERACY THROUGH AMERICORPS PARTNERSHIP



Illiteracy is a formidable barrier for many in our community. Besides making it extremely difficult to fill out an application for a job, illiteracy becomes a barrier to getting the training necessary to compete and advance in today's job market.

Since 2012, Rappahannock Goodwill has partnered with AmeriCorps to provide the GoodSkills Literacy Corps, the region's most extensive literacy service for adults. **AmeriCorps** is a program supported by the federal government, foundations, corporations, and other donors to engage adults in service work to help meet critical needs in a community.

This year, the GoodSkills Literacy Corps is expanding to serve more people by adding to its curriculum financial literacy and English for speakers of other languages.

"The lack of basic literacy skills was a barrier for an increasing number of people we were trying to serve," said Shanna Boutchyrd, manager of volunteer services at Rappahannock Goodwill. When Goodwill first started GoodSkills Literacy Corps in 2012, the goal was to serve



300 people in the first three years. The final tally was 500.

This year, the program grows from five to ten AmeriCorps members who provide literacy tutoring and recruit local volunteers. The goal is to serve 200 people in 2016. "Having the AmeriCorps support really allows us to provide a high-quality program," Boutchyrd said. The program partners with Rappahannock Area Regional Adult Education, the Central Rappahannock Regional Library, Culpeper Literacy Council, and Rappahannock United Way to get referrals and find sites for tutoring sessions.

Local volunteers are a key element of the program, and we need more. Each quarter, Goodwill holds a five-

hour literacy tutor training. Boutchyrd stresses that teaching experience is not necessary, just the ability to read and the desire to help someone who has a barrier to employment that can be overcome with the right support.

To volunteer or learn more about the program, contact Shanna Boutchyrd at (540) 371-3070 or [shanna.boutchyrd@fredgoodwill.org](mailto:shanna.boutchyrd@fredgoodwill.org).

## SHAMYA—BUILDING A FUTURE

Orange County resident Shamyia was seeking a better life for herself and her son, who were living in the Paul Stefan Home in Orange. Through a connection at the home, she was introduced to the Orange Workforce Center, which is operated by Rappahannock Goodwill through a grant from the Piedmont Workforce Network.



The employment assistance she found at the Workforce Center enabled her to find employment at a local Goodwill store. The job at Goodwill allowed her to develop workplace experience and it was flexible enough for her busy life. Shamyia says the job at Goodwill and the support she received from the Workforce Center have allowed her to build a future.

See more of her story at [FredGoodwill.org/report](http://FredGoodwill.org/report).

## GOODWILL EMPLOYEE OF THE YEAR!



L-R: Ted Smith, VP of Donated Goods, Mike Reynolds, Donnie Tolson, President & CEO

Mike Reynolds was recently selected as the Rappahannock Goodwill Employee of the Year. Mike has worked for RGI for 9 years. In 2014, Mike utilized RGI's tuition assistance program to go to school for his commercial driver's license. He is now RGI's sole large commercial truck driver. **Congratulations to Mike!**

# GOODNEWS

RAPPAHANNOCK GOODWILL INDUSTRIES  
4701 MARKET STREET, SUITE A  
FREDERICKSBURG, VA 22408

Goodwill Store and Donation Center locations  
can be found at [www.FredGoodwill.org](http://www.FredGoodwill.org).

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ILLITERACY**



**SHAMYA-  
BUILDING  
A FUTURE**



**EMPLOYEE  
OF THE  
YEAR**

## 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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