

Good Matters

A community newsletter



New Programs Benefit Veterans

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The Walmart Foundation and Goodwill Industries International have recently awarded Goodwill Industries of Ventura and Santa Barbara Counties a grant to implement Operation: GoodJobs. The GoodJobs program will serve 300+ unemployed or underemployed local veterans and their family members over the next three years by providing them with job training, placement services and wrap around supports to help them achieve economic security and advance their careers.

In addition to job training and placement, this Goodwill will support each veteran’s continued success by designing an individualized, holistic plan that outlines how they will retain their jobs, advance in their careers and ensure long-term financial stability for themselves and their household.

Bruce Wilroy, Vice President of Workforce Services, is enthusiastic about the opportunity to tailor a program specifi-



cally for vets and military families. “There are thousands of men and women in Ventura and Santa Barbara Counties who have served our country and can benefit from our services. We are committed to helping those individuals and their families earn sustainable employment.”

To supplement the services funded by the Walmart Foundation grant, Goodwill Industries of Ventura and Santa Barbara Counties is implementing an in-store donation program to fund a subsidized employment component of the program. Change for Change launched in 5 pilot locations on Veterans Day and will expand to all 17 retail stores in early 2014.

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Goodwill on List of America’s 25 Most Inspiring Companies

Question: What does Goodwill have in common with The Coca-Cola Company, Whole Foods Market and Starbucks?
 Answer: All four organizations have earned a spot on Forbes’ list of America’s 25 Most Inspiring Companies.

To identify America’s 25 *most* inspiring companies, 4,738 consumers were surveyed. Conducted online, the survey asked respondents which five companies they find most inspirational, and why. The goal of the survey was to find a correlation between successful companies and those that inspire their consumers.

Goodwill is #19 on this year’s list, up 4 spots from 2012. This is wonderful recognition of the inspirational work that Goodwill’s across the enterprise do on a daily basis as we fulfill the Goodwill mission. High five, Goodwill!

Get the link to the full list and article from the Good News Blog at GoodwillVSB.org.

A Message from the President & CEO



As the upcoming holiday approaches and 2013 nears its end, and as I complete my 16th year as president and CEO, I am moved to reflect on our accomplishments of the past year. It has been a good year, thanks to the dedication and hard work of our staff and community.

Spring 2013 was an exciting time as we experienced some 'firsts' with the Grand Openings of the Donation Express center in Thousand Oaks and combination Workforce Services Office/Donation Center in Santa Barbara. We also opened our 17th retail location on Rose Avenue in Oxnard.

The fiscal and economic impact of the Goodwill model statewide and the work we are doing locally garnered the attention of Congresswoman Lois Capps in August. Capps toured our Workforce Services office and retail store in Lompoc, and was impressed by the fact that we expect to have served 2,000, placed 500 in jobs and employed 370 people along the Central Coast in 2013.

The last quarter of 2013 has been productive, to say the least, as we have been ramping up for even more growth in 2014. We are planning to open our first Goodwill Outlet Center in Oxnard in January, 2014, at the same time that we will launch Operation: GoodJobs, a program for U.S. veterans and their families.

All of these developments are indicators of an organization on the move, and our progress is a tribute to the Goodwill family. As I count my blessings at this special time of the year, the opportunity to help improve the lives of individuals in our community is at the top of the list.

Have a safe and joyous holiday season and a happy and productive New Year!

Katherine A. Leahy
President & CEO
Goodwill Industries of Ventura and Santa Barbara Counties



Success Story

Rosie Padilla was referred to the Santa Maria Goodwill Workforce Services Office in January of 2013. As a result of mistakes she made in the past, Rosie faced barriers which made it difficult to secure employment.

After several meetings with her Workforce Services Counselor, it was evident that Rosie had an outgoing and bubbly personality along with a true passion for customer service. Rosie expressed an interest in pursuing managerial positions within the food service industry. Her resume was sent in response to a job posting for an assistant manager for a fast food restaurant. Shortly after submitting her resume, Rosie was invited to interview for the position. Upon completion of the interview, she was offered the position pending a background check. As a result of the decisions made in her past, Rosie could no longer be offered the Assistant Manager position. Although she was discouraged, Rosie agreed to continue to work with her Goodwill Workforce Services Counselor to secure employment.



Rosie's positive attitude and dedication made her the perfect candidate for the Work Experience Program (WEX), which placed her at a local Goodwill retail store. After exiting the WEX program, Rosie was determined to utilize the experience and skills she gained to secure sustainable employment. With the help of her Goodwill Workforce Services Counselor, she secured a temporary position assisting in the remodeling of a local discount store. The position was supposed to be temporary, but Rosie's positive attitude, excellent work ethic and amazing customer service skills resulted in a permanent part-time position.

Although she worked at night, Rosie wanted a job during the day. Rosie decided to pursue a position in the food service industry. With the assistance of Goodwill, Rosie interviewed for a position as a nutrition site host for a senior meal program. Rosie's work experience and attitude deemed her a qualified candidate, despite the mistakes that appeared on her background check.

In a just a few months, Rosie had blossomed from a client to a role model.

Rosie is a perfect example of how an individual can be successful if they persevere and maintain a positive attitude!

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Highlighting the importance of helping vets to become financially independent and successful in the long-term, the Change for Change campaign funds actual work experience for vets and their immediate family in their career fields. One hundred percent of Change for Change donations will fund subsidized employment in Santa Barbara and Ventura Counties.

Goodwill shoppers can expect to see signage promoting the program throughout the stores, as well as donation boxes at the register. Donors have the option of contributing cash or including their donation in their debit/credit transaction.

"We are proud to have the opportunity to serve veterans in our community", President and CEO Kathy Leahy said. "The Change for Change campaign will enhance the GoodJobs

program and expand our services to the people who need them the most."

**CHANGE FOR
change**



DONATE



This holiday season is the perfect time to clean out your closets and **DONATE** to Goodwill.®

Holiday Hours & Sales

- Sun–Sat: 9am - 8pm
- December 11th: 50% off 9am –1pm
- December 21st: 50% off All Day
- Christmas Day: Closed
- December 26th: 50% off All Day
- New Year's Day: Closed (except Downtown Ventura)



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