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Goodwill workingtogether

Believe in the power of work Summer 2000

Technology Training Center opens with fanfare ... and already has fans

The first session of classes at Goodwill's new Technology Training Center has already drawn testimonials from grateful students.

"I'm thankful for the chance to enhance my computer literacy and I hope to use this knowledge to support my home-based resume service. I hope to encourage others not to be intimidated by technology, but to use it to better their lives," said Chereia Boone.

"This program allows people who might not have computer skills to succeed in the 21st century," said Rudy Rodriguez, another enthusiastic student.

The students' comments reflected the idea behind the Technology Training Center: to offer computer technology training to central city residents who might not otherwise have that chance, with the goal of giving them access to

real careers with family-sustaining wages.

The first 25-week class began Jan. 3, with 72 students enrolled. The center occupies a newly renovated portion of the Goodwill Commerce Center at 27th St. and North Ave. in Milwaukee, a convenient location for central city residents.


The Center was made possible in part through a City of Milwaukee Community Development Block Grant. Goodwill's other partners in the project are Marquette University, Electronic Data Systems (EDS), and a Business Advisory Council composed of area businesses and corporations.

The Milwaukee Metropolitan Association of Commerce has taken a strong interest in the project as well.

"The Technology Training Center is another piece of good news for the City of Milwaukee," said Mayor John Norquist. "I love Goodwill's slogan, 'Believe in the Power of Work.'"

Center Administrator Corliss D. Wood encourages businesses to support the mentoring programs. Call 414/933-8452 for more information on how to provide support or to refer potential students.

Upcoming classes start June 19 and run through December 8, 2000.



Chereia Boone, (left) and Rudy Rodriguez are students at Goodwill's new Technology Training Center, located at 27th and North Avenue in Milwaukee. Both say this new center will open doors to potentially better jobs.



Goodwill
Industries of Southeastern Wisconsin
and Metropolitan Chicago, Inc.

Working **1** Together

Goodwill has wide impact

There are countless waves lapping along the shoreline of the beautiful cities of Racine and Kenosha. And it would be impossible to count the number of smiles among the people who enjoy the lakefront, the educational and cultural offerings, and the famous kringles and other baked goods.

Although many people do not know it, Goodwill's presence in the Racine/Kenosha area and its commitment to the citizens of this area is almost as immense.

Goodwill is one of Racine/Kenosha's largest private sector employers, providing jobs for some **350** people at **8** different locations, in jobs as diverse as

helping a developmentally disabled senior citizen enjoy arts and crafts to driving a forklift truck loaded with cases of scented candles that have been packaged by people with disabilities or disadvantages.

An astonishing number of products are assembled or packaged by Goodwill for other companies, such as S.C. Johnson & Co., Cherry Electric, In-Sink-Erator, and more. At **Goodwill's Center for Work and Training at 5420 21st Street** in Racine, more than **200** employees work in a state-of-the-art plant that uses the latest equipment available to do high volume plastic and

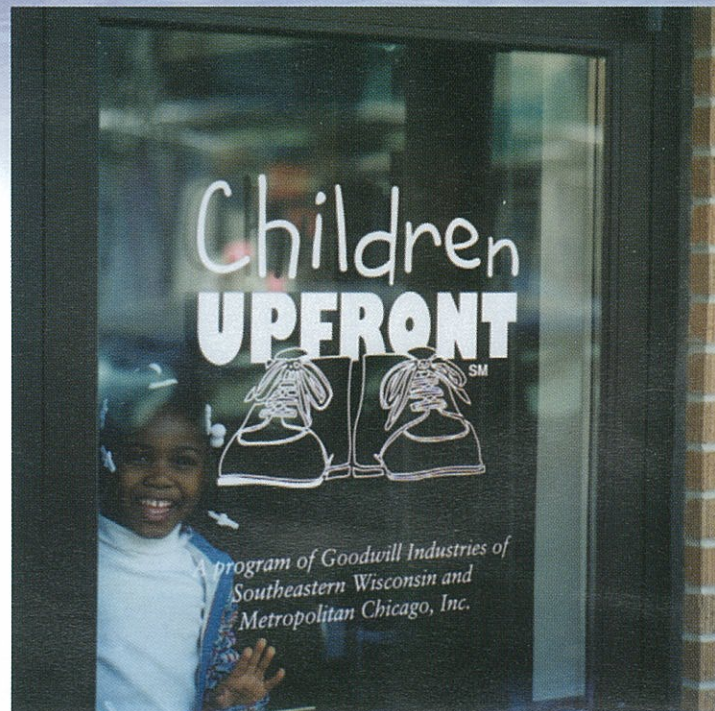
cardboard packaging. We're talking semi-truckloads of products each day.

The Center for Work and Training is also the site of Adult Day Services, where **45** adults with developmental disabilities participate in social activities geared to their individual preferences and needs.

Few people realize that about **150** Goodwill employees work at the **Waxdale** facility owned by S.C. Johnson & Co., at 2512 Willow Road, Sturtevant. They work in three separate areas: creating point-of-purchase displays for Johnson products; recycling or repackaging liquid products; and recycling used manufacturing materials, such as cardboard, plastic spray bottle caps, and plastic packaging materials. An average of **5,824,337** cases of products flow through the Goodwill Waxdale plant per year. Recycling operations generated a total of **5,385** tons during 1999: materials that would have otherwise gone to landfills.

The Racine Goodwill Retail Store and Donation Center at 3131 S. Oakes Road in Mt. Pleasant, is the workplace for **24** employees. These jobs provide excellent experience in the world of retail sales, while providing area shoppers with wonderful bargains. This Goodwill store is brand new, and replaces an older store in Racine.

Another **24** employees work at the **Kenosha**



Goodwill's Children Upfront program strengthens at-risk families.



Goodwill's Center for Work and Training, 5420 21st St., Racine.

Goodwill Retail Store and Donation Center, 5109 52nd St. Revenue generated at Goodwill's retail stores helps support Goodwill's training and social services programs for people with disabilities or other barriers to employment.

The Goodwill Children Upfront program at 403 Main St., Racine, provides comprehensive services and intensive case management to address the needs of non-custodial fathers and helps both mothers and fathers develop parenting skills and build healthy relationships with their children. In 1999, this program served **90** families.

Since 1965, the **Goodwill Foster Grandparent Program** has connected the generations, building upon natural bonds between younger people and older people. We have **23** volunteer foster grandparents at **11** sites, who enrich the lives of **237** children, adolescents and young adults in schools, day care centers, Southern Oaks Girls School and the Southern Wisconsin Center.

At the **Ridgewood Care Center**, 5455 Durand Ave., Racine, Goodwill provides social work services to **210** residents: assessment, care planning, family support, and resident advocacy.

Goodwill's Center for Work and Training on 21st Street in Racine encompasses 97,000 sq. ft. Assembly lines run 3 shifts per day.



ct in Racine and Kenosha

Root River
with riverwalk
in Racine, Wis.

PHOTO COURTESY
OF TED WILSON

Goodwill's Kenosha County Job Center, 8600 Sheridan Road, has a staff of about **45** that provides workforce development services to as many as **2100** low-income individuals yearly.

Goodwill offers:

- Employment assistance and training for recipients of W-2, Temporary Aid to Needy Families (TANF), Children First, and Workforce Investment Act (WIA). The Goodwill services at the Job Center, offered in partnership with the Kenosha County Department of Human Services and 16 other organizations, include developing employability plans, improving skills for balancing work and life, obtaining child care financial assistance, and other support to help parents re-enter the work force.
- Landlord/tenant training, in conjunction with the City of Kenosha Housing Authority Welfare-to-Work program.
- Kenosha staff also created a curriculum in conjunction with the Wisconsin Alzheimer's Institute for its Worker Education Training Assistance Program for long-term caregivers.

At Children Upfront, case managers provide one-on-one consultation and guidance.



Foster Grandparent Kay Edwards with friend.

Goodwill collaborates with Kenosha County Division of Aging Services to offer an **Adult Protective Services program**, with offices at 5407 8th Ave., Kenosha. This program offers intervention and help for individuals at risk for elder abuse, including physical abuse, financial abuse, neglect, or self-neglect. The program also helps physically disabled individuals under age 60 who are at-risk. When necessary, case workers petition the court for guardianship or protective placement for individuals requiring protection. Last year, **301** individuals were referred to the program.

Goodwill provides clerical support to employees at the **Racine County Child Support Department**, 411 7th St., Racine; and case management, assessment and referral services to the **Racine County Workforce Development Center**, 1717 Taylor Ave., Racine.

These eye-opening numbers show Goodwill's commitment to the Racine/Kenosha communities and to all the people in these communities.

No "make-work" jobs for me!

Helen Johnson-Leipold describes her admiration for Goodwill employees

Helen Johnson-Leipold knows how it feels to be given a "make-work" job.

The daughter of Sam Johnson of S.C. Johnson & Co., was given a summer job as a teenager in her dad's Racine-based company. She was assigned to test a variety of consumer products.

"I killed a lot of bugs. I polished lots of furniture," she recalls. "I sprayed lots of rooms to make them smell fresh. After a while, it dawned on me that I had a make-work job — a job created for the boss's daughter. To be honest, it didn't feel very good because I wasn't doing anything genuinely productive."

Years later, as Chairman and CEO of Johnson Worldwide Associates, a branch of the company founded by her grandfather, Helen Johnson-Leipold feels as strongly as ever that it's meaningful, productive work that makes people feel proud. One thing that makes her feel proud is her organization's affiliation with Goodwill Industries. Goodwill employees package S.C. Johnson products and assemble point-of-purchase displays for stores that carry Johnson products. Goodwill employees also recycle and repackage products that retailers return to S.C. Johnson's and recycle scrap materials that would otherwise go to landfills.

"I went out to our Waxdale plant to see for myself what Goodwill was doing," said Johnson-Leipold, speaking at Goodwill's annual Community Recognition Luncheon. "I walked away with an even higher level of respect and gratefulness for what Goodwill is doing for so many individuals. I would like to tell you about an individual who works there and about some of the things I learned."

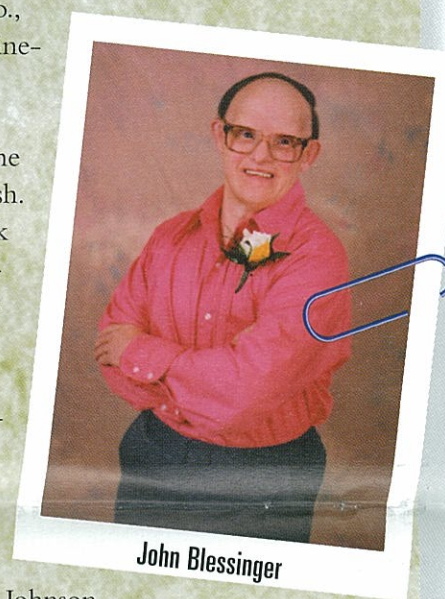
"Johnny is 50 years old and runs the baler in the recycling operation. He lives with his mother and is developmentally disabled. Yet he's up at 5 a.m., catches the bus at 6 and begins work at 7. He's never late and he's never missed a day of work. His mother told me that he loves his work."

"One day he came home and said to his mother, 'Tommy was out at the plant today.' She asked, 'Who's Tommy?' But he just answered, 'Yep, Tommy was out at the plant.' A few days later, Johnny and his mother ran into an acquaintance who said, 'Hey Johnny, I saw your picture in the paper this morning with Gov. Thompson.' And Johnny replied, 'Yep, Tommy was out at the plant.'"

"I'm told that the governor was totally charmed by Johnny's incredible enthusiasm for his job. It was very apparent that work is really Johnny's expression, his joy, his art, and his whole purpose in life."

"Goodwill not only provides quality services to companies like S.C. Johnson and individual jobs to people like Johnny, it provides a greater social good as well," said Johnson-Leipold. "Goodwill knows how to lead and manage people who are the most challenged and challenging in our society."

Government can provide money to communities, but what's in short supply is the intermediary organization that can actually connect to the individual and change his or her life. That is what Goodwill does and does extremely well."



John Blessinger



Helen Johnson-Leipold

Chicago Donor's Gift Will Live On

Ray Norton, a life-long resident of Chicago, retired from a successful career in the insurance industry about three years ago. Soon after his retirement, one of his closest friends died unexpectedly. Ray was named executor in his will.

After cleaning out his friend's residence, Ray contacted another Chicago charity and offered to donate quality clothing, small appliances, and other household items.

The charity's response was less than welcoming and presented a cumbersome process for a senior citizen. Ray contacted the Chicago Goodwill office, which

promptly sent a truck to pick up the items. Ray was impressed by the service and felt his donation was appreciated. Because Ray had donated items to Goodwill before, he was also aware that Goodwill provides work opportunities

and skill development to people in Chicago who face barriers to employment. Ray's own understanding of the value of work made the connection to Goodwill seem very natural.

Ray's friend's death made Ray think about his own estate. He wanted to "get his affairs in order," knowing that if you don't take action while you're alive,

the government, by law, will do so on your behalf. Ray also wanted to "give back" and support the organization in his community that had recently been so helpful to him and which worked to improve the quality of life for many others: Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago. After several discussions with Goodwill representatives and his own lawyer, Ray decided to name Goodwill as the sole beneficiary of his individual retirement account (IRA).

"Ray is a remarkable man," said Pat Boelter, Vice President of Marketing and Development. "His gift to Goodwill is a vote of confidence in the programs and services provided. Ray's generosity will allow us to impact so many more people, giving them a chance for self-sufficiency, and helping them capture their dreams through work."

"His gift to Goodwill is a vote of confidence in the programs and services provided."

Retirement Assets as Charitable Gifts

Donating retirement plan assets to Goodwill could be the most cost-effective gift you can make. Did you know that your retirement plan assets are facing double taxation? If you leave the assets to your heirs, you'll generate "income in respect of a decedent." So not only is the amount diminished by estate taxes, but the recipient also must pay income taxes on it! If you can make other provisions for your family, there's a better option for your retirement plan assets — a charitable gift.

By naming Goodwill as the primary beneficiary of your retirement plan assets, you can avoid all income and estate taxes. If you are interested in designating a specific amount to Goodwill before giving your family the remainder, you will incur partial savings.

To implement your wishes, simply advise the plan administrator of your decision and sign whatever form is required. For an IRA or Keogh plan you administer personally, notify the custodian in writing, and keep a copy with your valuable papers. For more information on this topic or other ways to make planned gifts that have financial and tax benefits, call Goodwill's Development Department at 414/353-6400 Ext. 501.

Goodwill Community Service Center is new Waukesha Landmark

The beautiful building on the hill with the blue roof and lovely lights at night is quickly becoming a Waukesha landmark. But what's happening inside Goodwill's new Community Service Center is even better.

Twelve adults with disabilities come there weekdays for fun and socializing, including music therapy, art therapy through Waukesha's Donna Lexa Art Center, and other social activities. Goodwill's staff is trained to provide personal care assistance to participants who need help eating, taking medication, etc. The building has laundry, showering, and kitchen facilities to help participants practice living skills.

In other areas of the light, cheerful building, Goodwill's Community Employment Specialists are busy helping people with barriers to employ-



Goodwill Community Service Center in Waukesha

ment determine their job abilities and find jobs. They follow up, too, to make sure the new employees are able to succeed on the job, and work with employers to make accommodations, if needed.

The general public is quickly becoming familiar with the large, attractive Retail Store and Donation Center located in the Goodwill Community Service Center. It replaced a smaller, older Goodwill store in downtown Waukesha, and has

seen sales increase by nearly 70%. The new store is roomy and pleasant, with lots of parking.

The number of donated items has increased dramatically, which means customers are finding new bargains every day. Goodwill has made it convenient and attractive to drop off clothing, furniture, appliances, toys, and other items in Waukesha by providing a drive-through Donations Area, with a protective roof, automatic sliding doors, and staff ready to assist with carrying bags and boxes.

What happens to my donations?



The items are sorted, priced and sold in our stores, providing jobs and training to people with disabilities and disadvantages.



Revenue from Goodwill stores supports our training and workforce development programs.



Clothing that is not purchased may be sold to developing countries around the world or to sent aid disaster victims.



goodnews

Goodwill participant wins Very Special Arts Award

When Governor Tommy Thompson and First Lady Sue Ann Thompson presented her with a statewide art award, Louise Anderson's smile lit up the State Capitol building in Madison.

Louise is one of five adults with disabilities whose art-

work was chosen for an award and purchase by Very Special Arts of Wisconsin. Louise's colorful drawing of a vase with flowers will be on display in several cities throughout the year and then added to the VSA's permanent collection.

What makes the award even more special for Louise is that until she became a

participant at one of Goodwill's Senior Centers less than two years ago, she had never attempted artwork.

Louise, 76, is developmentally disabled and hearing impaired. When she retired from her job at a restaurant, the days became long. She became interested in art when she started going three days a week to Goodwill's



Louise Anderson with Marty Howell-Myer of Goodwill

North Senior Center, which provides daytime activities for older adults with disabilities. Goodwill staff offer participants plenty of art materials, ideas, physical assistance if needed, and most of all, enthusiasm for their efforts.

Employment Solutions, Inc. becomes first human service provider to achieve ISO 9002 registration

Employment Solutions, Inc. (ESI) has achieved ISO 9002 registration by the accredited registrar, Best-Cert Quality Registrars, Inc. (BQR). ESI holds the single largest contract in the United States for welfare privatization and is the first organization of its kind in the country to obtain ISO 9002 registration. This achievement is significant in that it shows ESI's commitment to using private industry's quality management techniques in the human services industry.

ESI was created as a subsidiary of Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago, Inc. to provide services to families in Milwaukee County who are affected by Wisconsin Works (W-2). It offers employment, recruitment, and family support services to over 6,000 families per year.

ISO 9000 and its related standards are rapidly becoming the most popular and widely recognized quality standards in the world. Compliance with ISO requirements signifies that the quality of services provided are managed, controlled and assured by a registered ISO 9000 quality system.

Goodwill ads win array of awards

Goodwill's 1999 advertising campaign ran TV commercials showing a man struggling up the basement stairs with a box of donations for Goodwill; billboards and newspaper ads showing examples of treasures that can be found at Goodwill stores; and radio spots advising parents not to be "fashion victims" when they can find back-to-school clothes at Goodwill instead of paying designer prices.

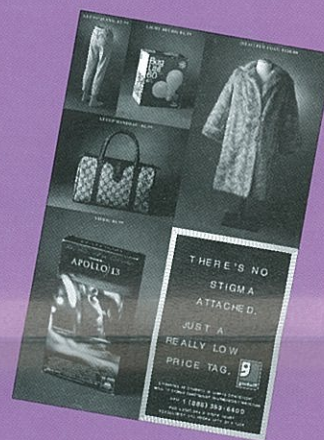


Those ads won a host of Addy Awards, in the annual competition sponsored by the Milwaukee Advertising Club. Goodwill hired an advertising agency, Bender Browning Dolby and Sanderson, to help



create ads that would have the desired effect, and the results have been well received by the public as well as winning awards.

Most importantly, the increased recognition of Goodwill in the market-



place reaps benefits for every part of the organization. The ad campaign caught the community's attention and resulted in increased donations to Goodwill, which helps Goodwill provide work and training programs.

What's new in Chicagoland

All the items that you donate to Goodwill at Donation Centers or through donation drives are now processed in a central donations hub in Itasca. This newly renovated building can handle truckloads of donated items, which are then distributed to Goodwill stores in the Chicago area. Clothing that does not sell in the stores is brought back to the Itasca Hub, to be bundled and shipped to developing countries.

There is already a loyal following of customers at Goodwill's new Merrionette Park Plaza Retail Store and Donation Center. The Plaza is an ideal location for shoppers in Merrionette Park, Calumet Park, Evergreen Park, Alsip and Blue Island. In fact, it's been a shopping strip for decades. But in 1999, it was reborn with new life, new businesses and a new look. Goodwill is delighted to be among the shops and restaurants that make up the renovated Plaza.

Goodwill opens new Job Center in Chicago's Englewood community

Goodwill continues to help those who need it most ... in the locations Goodwill is needed most.

Goodwill opened its Chicago Job Center on May 1 in the city's Englewood community, a neighborhood that's received a lot of publicity for its urban renewal efforts. Goodwill's employment specialists will work with individuals to help them find good jobs and reduce or end their dependence on government assistance.

The goals are high: Goodwill is under contract with the Mayor's Office of Workforce Development for two and a half years, with the goal of serving 600 individuals.

Marquette Bank is leasing office space to Goodwill for the Chicago Job Center, and has donated renovation costs.

Goodwill expects this will be the first of several job centers to be created in Chicago.



Employment Counselor Lina Jimenez-Ponce (left) helps a client look for job opportunities on the Internet.

Goodwill

Why we do what we do



Arthur Ward (right) has a heart-to-heart talk with a 15-year-old student at New Horizon Center.

'I can't see them. But I can hear the pain in their voices.'

Arthur Ward has always railed against injustice and wanted to help the disadvantaged. But the methods he chose in his youth weren't always socially acceptable. He belonged to a gang as a young teen, and later became active in radical community activist groups.

Ironically, after settling into a peaceful adult lifestyle that avoided anything to do with gangs or violence, Arthur was permanently blinded at age 31 after being attacked by three young men looking for trouble. He didn't choose that fight or that fate, but Arthur now uses his understanding of human nature and his experience in organizing and motivating people to counsel teens as rebellious as he once was, helping them to avoid the consequences of negative behavior.

He was helped to begin this new career by Goodwill, a company he had once worked for and admired but never thought he would one day benefit from in terms of job training and counseling for people with disabilities.

A vocational assessment at Goodwill led to

classes at MATC, where he learned to navigate the world without eyesight.

"I met people there who had been blind since birth, and they inspired me," Arthur said. He thought about the people he'd seen at Goodwill. These people were working and learning new skills despite lifelong disabilities. Arthur decided he wouldn't let his newly acquired disability stop him.

He also learned to channel his anger at being blinded into an idea for a new career. "It occurred to me that if those gang members had been helped to prevent a life of violence, I wouldn't be blind. Someone ought to work with kids like this."

Arthur's employment specialist at Goodwill helped him find his current job as a mentor at New Horizon Center, a residential facility and alternative school for teens with a history of truancy, drug and alcohol abuse, fighting, and scrapes with the law.

Arthur's blindness and the fact that it was caused by senseless violence impresses even the most hard-nosed adolescent. And he says his blindness can be an advantage in reaching out to them.

"Other people look at these kids and all they see are strong, healthy young people who should be behaving better," he said. "I can't see them. But I can hear the pain in their voices."

Work provides the self-esteem that a welfare check can't

Sandra Dotson is intrigued with working in the retail field. For her, dealing with customers is a joy.

"I love working with people and getting to know how to deal with their varied attitudes and expectations," she said.

But when the store where she was working went out of business, Sandra found herself unemployed and discouraged. She applied for welfare benefits because she has two children to support. That's when she was referred to Goodwill's Chicago office, which helped Sandra find a well-paying job in her desired field.

Best of all, she says it's not a dead-end job, but one that has potential for advancement.

"I feel so motivated to get up in the morning and go to work," said Sandra, who now works as cashier at Costco, a "warehouse club" type store that sells food and other items.

She feels accepted and valued on the job, which means as much as her paycheck.

"This is the first job I've ever had where everyone is nice, even the bosses," she said. "The starting pay is great and they train you to rise from one level to the next. I hope to stay here for a long time and move up."

Goodwill's entire mission is based on the premise that work provides more than a paycheck. It gives a person a feeling of self-worth and pride.

"I feel so much better going to work than sitting around home waiting for a welfare check," said Sandra.

She eagerly recommends Goodwill to others hoping to find a good job.

"They prepare you very well for the interview," she said. "They help you with all the details that can be discouraging. If you haven't got any nice clothes, they help you get them. If you need transportation, they help with that, too. Everybody knows Goodwill is an excellent place to get help."

Sandra Dotson helps COSTCO customers with a smile.



workingtogether

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