



I love to
come
to work.

I can support
my family.

I can grow
my skills.

I can have a
better life.

I am part of
a team.

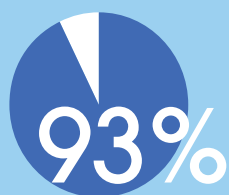
BECAUSE OF

GOODWILL

Donate Stuff. Create Jobs.

Goodwill's growing impact:

Goodwill Sacramento Valley & Northern Nevada serves 29 counties across Northern California and Nevada. The nonprofit relies on the sale of donated goods to provide jobs, job training and social services to each community it serves.



93% of Goodwill's total revenue goes directly to fund job training and vocational access programs.

In 2005:
1,369
people were served through regional Goodwill programs.

In 2014:
27,185
people were served.



3,089
people were employed by Goodwill in 2014, up from 723 in 2005.



Retail locations in 2015:
24 & 3
stores outlets
compared to 11 stores in 2005.

Today there are more than
100 drop-off locations,
compared to zero in 2005.

In 2014, Goodwill collected and distributed more than **100,000 pounds of food.**



Serving 29 counties, Goodwill Sacramento Valley & Northern Nevada turns used goods into opportunities for job advancement throughout the region.
PHOTO AND COVER PHOTO BY LAURA MARIE ANTHONY

GOOD SERVICE, GOODWILL

BY MATTHEW CRAGGS



Goodwill expands social services to more people, more regions

In our consumer culture, it's often too convenient to treat used goods as disposable. Too many objects that haven't outlived their usefulness are heaped into our growing landfills. Yet, for every tossed T-shirt and discarded dresser, Goodwill believes the wasted value goes far beyond the garbaged goods. Seeking value where others see none, Goodwill channels the sale of used goods into job training and social services — choosing to build up our communities, not our landfills.

Following the principles set forth by Goodwill Industries founder Edgar J. Helms in 1902, Goodwill Industries of Sacramento Valley & Northern Nevada, Inc. covers 29 counties in California and Nevada, maintaining 24 retail locations and more than 100 drop-off sites. While these locations create jobs in the community, the majority of services provided by Goodwill go unseen by the public.

"The retail program is not only an employment platform," says Doni Curkendall, Chief of Staff for Goodwill Sacramento Valley & Northern Nevada. "The thrift store provides jobs but also funds job training and vocational access programs, with 93 percent of total revenues dedicated to job training and mission-related activities and payroll."

Employees may receive mentorship for internal advancement or one-on-one training with a job coach, building work and social skills to take into the competitive workforce. Community members can enroll in Goodwill's Custodial Trade Training program or take classes in job readiness or financial literacy.

It's a hundred-year-old business model that's not only thriving but expanding in modern society. As Goodwill moves into

more communities, Curkendall is most excited about the expansion in the types of social services offered and the opportunity to help not only the disabled, but the disadvantaged as well.

"Increasingly, we're partnering with local nonprofits, leveraging each other's strengths to better cover the community's needs," she says.

Along with providing leadership opportunities to Girl Scout troops and relief supplies to the American Red Cross, Goodwill partners to distribute back-to-school supplies and interview attire, sponsor decorations and dresses for Aim Higher Adult Development Center's annual prom, and distribute food and personal hygiene supplies to nearly a dozen food banks and churches across the region.

In early 2016, Goodwill will unveil a new effort, Jobs (+), located at the Folsom Boulevard corporate offices. The work and learning center will coordinate with local hiring businesses to provide the best tools, guidance and support for building specific job skills, taking online classes or obtaining work-related certifications. Within a year, Goodwill plans to open two additional Jobs (+) centers in Woodland, Calif., and Reno, Nevada.

These services are all made possible through donations.

"With one donation, who knows how many opportunities you're creating?" says Curkendall.

Being a consumer in a consumer culture need not dictate how we consume goods: That choice is ours. The shiny baubles and essentials of yesterday we no longer find useful can pepper the landfill or once again serve the community's needs — nothing, and no one, is disposable **#BecauseOfGoodwill.**

Opportunities TO GROW

The people who work in Goodwill stores, taking donations and keeping the facilities clean, come from diverse backgrounds, but share one commonality: They now have an edge in the job market.

Goodwill trains and employs people who have difficulty finding work due to barriers related to education, language, criminal backgrounds and more.

Andrea Choe, Goodwill Regional Manager, says 75 percent of retail managers began in entry-level positions and were promoted from within. Employees who show drive and a desire to grow are selected for the mentorship program. They are given areas of focus, such as business analysis, budgeting and scheduling.

Skills developed through the mentorship program include:

- ✓ Time management
- ✓ Leadership
- ✓ Business skills
- ✓ Conflict management

Through its work activity program, Goodwill also provides office training in accounting and payroll and, in partnership with Department of Corrections and Rehabilitation, offers custodial training in stores and offices. Trainees come out on the other side better equipped to succeed in the labor market.

RISING POSSIBILITIES

One woman reaches her potential at Goodwill

BY KATE GONZALES

Ten years ago, Veronica Medrano could not have imagined herself in her current career. Back then, she had no managerial experience and limited English skills. But her experience and training with Goodwill prepared her to manage 41 employees at the organization's North Highlands store.

"I'm so proud of this company," says the mother of four. "I've learned a lot."

Medrano immigrated from Monterrey, Mexico as a teen in the early 1990s. She moved from Fresno to Citrus Heights looking for better job opportunities. She was hired to work in a cannery — a job she had experience in — only to be laid off a few weeks later. Her mother had just purchased a home, so Medrano was looking for anything to help cover the mortgage payments.

She resumed her job search but, as a native Spanish speaker, she faced language barriers. She says she also felt like she lacked the personal connections that can lead to a job.

While shopping in the Citrus Heights Goodwill in 2006, an employee told Medrano they were hiring for an entry-level clerk/processor position in the new Roseville store. She completed an application and was interviewed on the spot. A few days later, she had the job.

Eventually, Medrano sought more opportunity to grow, so Goodwill trained her to be a cashier. She was later promoted to production lead, where she ran the warehouse and provided quality control. Over the next eight years, Medrano worked at various regional stores, earning promotions and gaining skills in management and strengthening her English along the way.

"[My managers] see how hard I work

and they know how I like to get things done," Medrano says.

When she worked in the canneries, it was harder to make ends meet. Now 39, Medrano says her career with Goodwill has made it easier for her and her husband to support their children, including her 19-year-old daughter, who is attending college.

The benefits of working at Goodwill go beyond economics — her children have seen how a strong work ethic can pay off, and Medrano's self-image has improved.

She also hopes to show her employees that with hard work, they too can advance at Goodwill. Medrano has managed college graduates and fellow native Spanish speakers and wants to be an example of what's possible for Goodwill employees.

She tells them, "You can grow in this company ... like me."

Veronica Medrano manages the Goodwill store in North Highlands.
PHOTO BY
LAURA MARIE
ANTHONY



#BECAUSEOFGOODWILL,
**I CAN GIVE
MY FAMILY
A BETTER
LIFE.**

Veronica Medrano
Retail Store Manager

After starting in Goodwill's work program five years ago, Kelly Drake has mastered a score of skills that make him a valuable employee.

PHOTO BY LAURA MARIE ANTHONY

A different set of **VALUES**

After realizing his charity kept serving the same folks, Goodwill founder Rev. Edgar J. Helms realized he needed to change his philosophy of giving, and so Goodwill's credo, "a hand up, not a hand out," was born in 1902.

"We've been entrusted by the public with their donations to turn that into programs for individuals in the community," says Rachel Wickland, Goodwill's Vice President of Workforce Development. "That cycle is incredibly important to us."

Goodwill has always existed as a social enterprise that valued people over profits: selling items that were no longer desired at low prices and using the earnings to assist, train and employ those with barriers to obtaining decent jobs.

"We're living in a time where we're seeing innovation all over the place and I think one thing that's lagging behind is innovation in the workplace," she says. "We think we can add a lot of value going forward, especially here in Sacramento."



Goodwill founder Rev. Edgar J. Helms



**I HAVE FUN AT
WORK EVERY
DAY. I LIKE THAT
EVERYONE IS
TREATED THE
SAME.**

Kelly Drake,
Goodwill employee

#BECAUSEOFGOODWILL

I HAVE MORE SELF-WORTH

Employee finds
purpose at Citrus
Heights store

BY JOHN FLYNN

Working can give you a sense of achievement. But many people with disabilities lack opportunities to know the satisfaction of a job well done. Goodwill seeks to change this by offering individuals with disabilities like Kelly Drake satisfying employment.

Since starting in 2010, Drake has logged a 90 percent attendance rate while gaining enough skills through the training program to get hired as a five-day-a-week retail employee.

"One of the regional managers actually recommended me," Drake says. "It felt good that [my work] paid off. It was good that they trusted me."

For people with disabilities, the poverty rate is double their peers and unemployment hovers around 80 percent, a number that is far too high considering the contributions people with disabilities can bring to the workforce.

"It's another level of diversity," says Rachel Wickland, Goodwill's Vice President of Workforce Development. "People with disabilities bring a different perspective to the table that maybe you wouldn't have originally thought about. We're creating a platform for people to work, and for people to earn a living."

Over his five years of employment, Kelly has learned tasks crucial to the store's operation with the help of dedicated job

coaches. He can hang, tag and size textiles, in addition to pricing and stocking hard goods. Now, he spends most of his day working in the books department, helping people find something to read and refilling shelves.

"Working with the public has helped me learn how to be patient and [build] social skills," Drake says. "It's really good to have a goal that you have to meet. Each department has a number [of tasks] that they have to do [each] day. I like working because I can focus on one thing."

Employment is a determining factor in establishing high self-esteem. Because of Goodwill, Drake is valued for his contributions and respected as a peer.

"For some people we have employed, this is their dream job," adds Wickland. "We've had people with us for a decade. Being accepted in a space where you hadn't been previously is very enriching. Working with people who want to work with you, and are knowledgeable, and have your success in mind, it's a really nourishing experience to individuals."

At Goodwill, Drake has found a sense of purpose and enjoys the responsibilities of his position.

"I have fun at work every day," Drake says. "I like that everyone is treated the same. I like working."

Mary Steinert shows off a leather jacket that she found at Goodwill. She returns the favor by donating high-quality goods she feels someone else needs more, like 15 suits she no longer needed after retiring.
PHOTO BY LAURA MARIE ANTHONY



PRACTICALLY STYLISH

Super shopper gives and gets plenty from Goodwill stores

BY JOHN FLYNN

Mary and Peter Steinert restore cars and trailers from the '50s, and Goodwill has clothes for when they're operating under the hood or displaying their "baby" at a convention.

"I do a lot of projects and [when] I need some work clothes, I'll just go to Goodwill to get some without spending a lot of money," Peter says.

"We've also found retro clothes, and it's really fun because you can need this or that for a car show, and I can almost always find something," Mary adds.

The Steinerts can afford to shop at department stores, but prefer to browse the racks at Goodwill because of the dual enjoyment of saving money and aiding the surrounding neighborhood.

"Not only am I supporting a good cause, but I'm being wise with my money," Mary says. "It's so much more satisfying to go there and spend \$7.99 for a pair of designer jeans than to go to [a department store] and pay \$200. You've gotten a great deal, you've supported the community, and the product is what you need and want. It's one of the most practical stores we go to."

Though they live in South Land Park, they've been to Goodwill stores all over California. On one trip to a Goodwill grand opening in Palm Desert, Mary found one of her many "steals."

"You can't imagine the type of clothes that people donate," Mary says. "I'm talking a designer jacket that had never been worn and still had the original price tag on it that said \$150. It was so inexpensive, I couldn't pass it up. It was beautiful."

But the Steinerts have a reciprocal relationship with Goodwill. They keep their house clutter-free by giving goods they no longer use as often as they can.

"We try to make donations ourselves at least three or four times a year," Mary says. "You get to write it off on your income taxes. I think in your 60s you have too much stuff, [you think], someone else could use this while it's just sitting in a drawer."

After Mary retired, she donated a collection of 15 gently used suits, hoping to give a boost to someone starting their career.

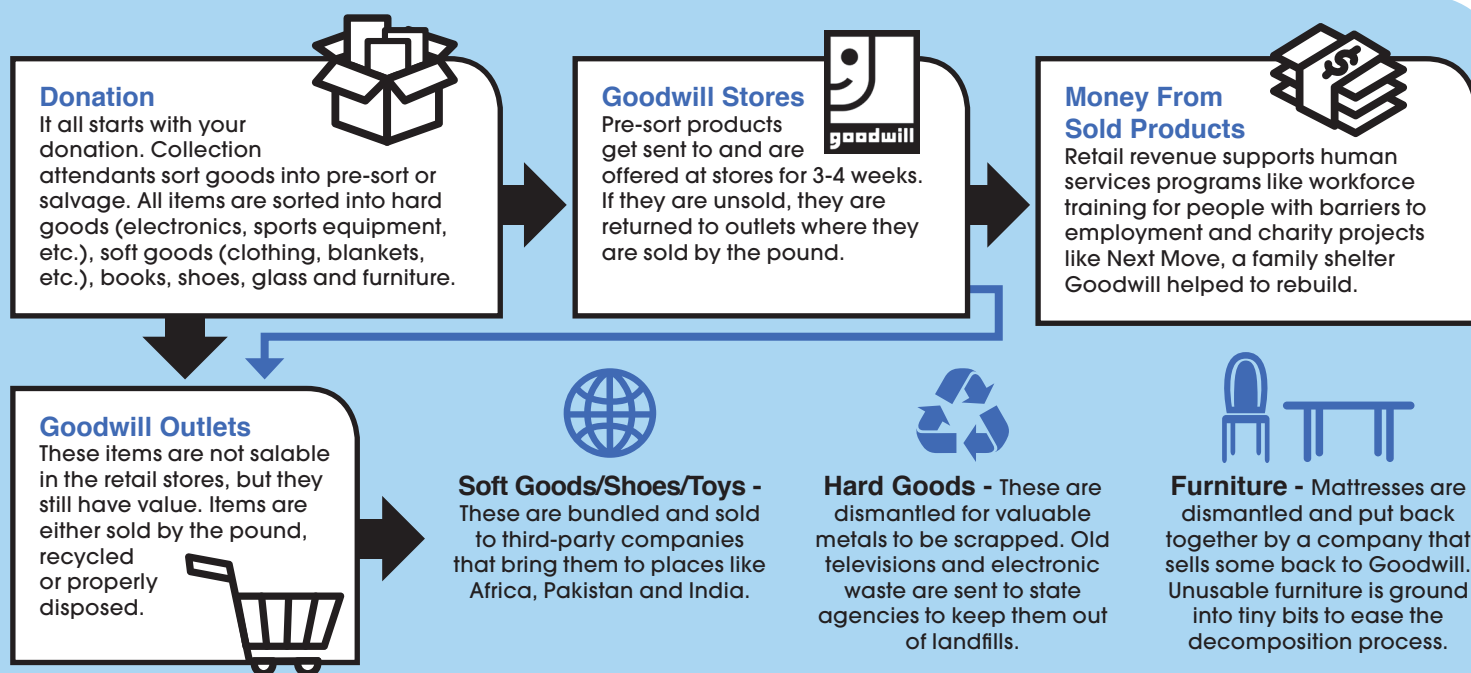
"There was nothing wrong with them," she says. "I just decided I didn't have to get dressed up like that. Suits can be very expensive and if you're a young woman this is your opportunity. You can dress just as good as anyone else."

“IT'S SO MUCH MORE SATISFYING TO GO THERE AND SPEND \$7.99 FOR A PAIR OF DESIGNER JEANS THAN TO GO TO (A DEPARTMENT STORE) AND PAY \$200.”

Mary Steinert
Goodwill shopper and donor

Not One Thing WASTED

Goodwill makes use of everything that is donated. "We want to keep as much product out of the landfill as we can," says Matisse Gholar, Director of Logistics. "Our objective is zero carbon footprint." Here's what happens to all that stuff:



Community partnerships help Goodwill do more

Goodwill touches more lives than shoppers and donors may realize. Through partnerships with more than 100 organizations, Goodwill supports many valuable community efforts. The aim of these partnerships is not to duplicate existing services, but to strengthen and enrich them.

Next Move, People of Progress and Community Link

These three subsidiaries of Goodwill maintain their own nonprofit status. They provide services for Sacramento's homeless families, assist people with emergency needs in the Redding area, and provide a one-stop connection to local services and programs.

Food banks

Did you know you can donate food at Goodwill's Donation Xpress sites? Goodwill then distributes that food to nine local food banks.

Fire relief

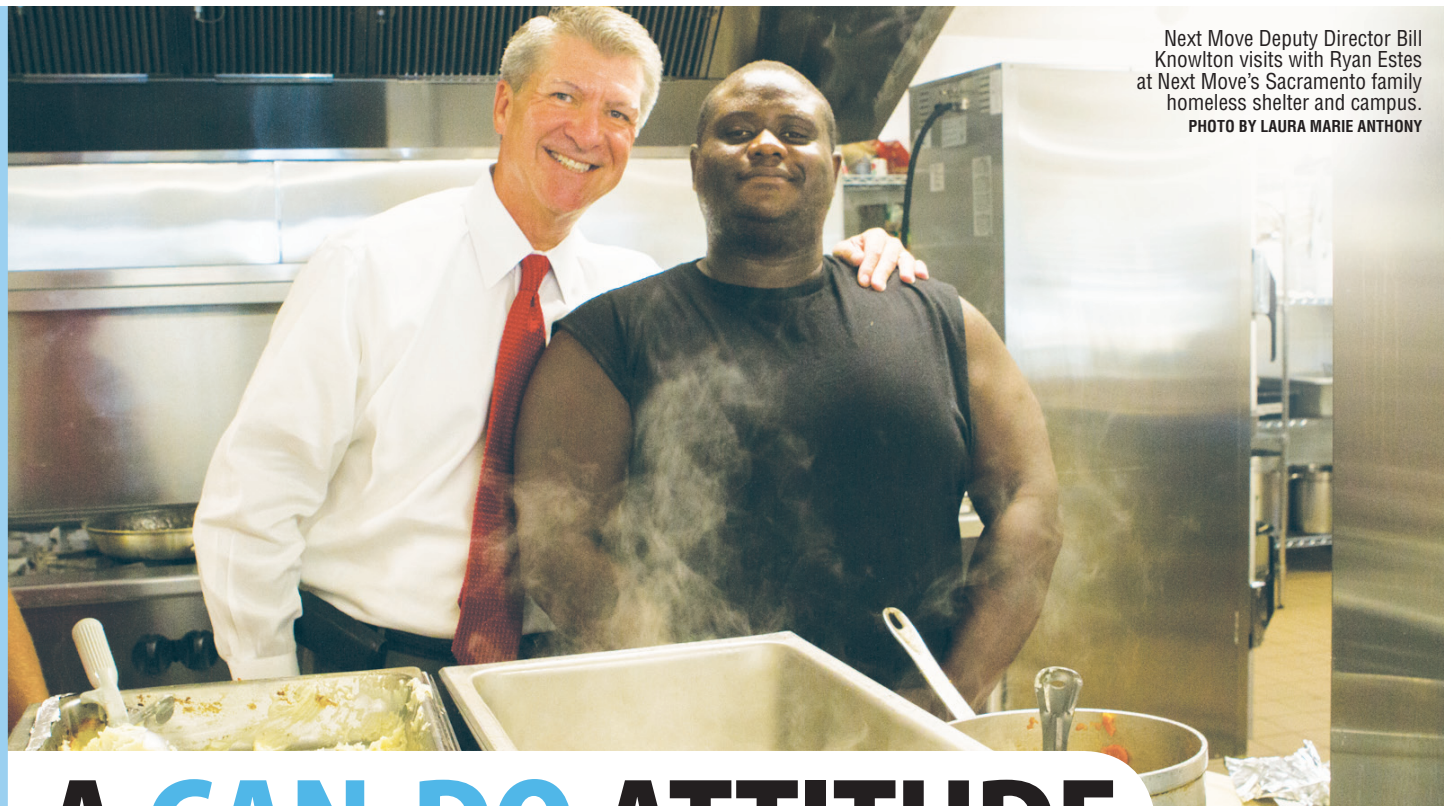
Goodwill provides fire victims who have lost everything a way to get basic items. Individuals and families who get a referral from the Red Cross are given Goodwill gift cards so they can purchase clothing, shoes and other personal care necessities.

Girl Scouts

Local Girl Scouts collect donations for Goodwill and receive a community service patch. It's a win-win partnership that has existed for more than three decades.

AARP

Goodwill provides the computers and location for AARP volunteers to help people with tax preparation during the tax season. AARP also refers clients to Goodwill's work activity program.



Next Move Deputy Director Bill Knowlton visits with Ryan Estes at Next Move's Sacramento family homeless shelter and campus.
PHOTO BY LAURA MARIE ANTHONY

A CAN-DO ATTITUDE

BY KATE GONZALES

Goodwill and Next Move build support for homeless families

For Next Move, a nonprofit serving homeless families in Sacramento, partnering with Goodwill has been the right move.

Formerly the Sacramento Area Emergency Housing Center, the organization was formed in 1972 to meet the needs of seven homeless families. Today it serves an average of 500 people every day and is expanding its services thanks to Goodwill's support.

"They're hands on and they have a 'let's get it done' mentality," says Bill Knowlton, Deputy Director of Next Move.

In August 2014, Next Move became a subsidiary of Goodwill. They formed the partnership with one major project in mind — to renovate and expand the Next Move Family Shelter on Parker Avenue in Sacramento's Oak Park. Goodwill contributed \$1 million to the project and on July 1 — less than a year after announcing the partnership — the new and improved facility opened.

"It was a really huge project," he says.

The project added 30 new beds, three classrooms, a new kitchen and dining room, a computer lab and more.

"The shelter by itself would have been enough, but now we're saying, how do we do more?"

Now that the building is complete, they want to offer an array

of classes and training to clients. In August, they launched a financial literacy class taught by two Goodwill volunteers. The shelter offers meals, child care and Head Start classes, and is adding a garden and play structure.

"It's more than just help building the shelter," Knowlton says, "it's adding programs to that shelter."

The organizations share the goal of helping clients achieve self-sufficiency through employment. Job training at the shelter focuses on résumé building, dressing for success, and strategies to get and keep a job.

Resident Ryan Estes has already benefited from his short time at Next Move. Homeless for two months, the husband and father of four says the shelter has provided his family with basic needs like food, clothing and shelter.

"I have a job interview Saturday," Estes says with a smile as he helps serve lunch.

When clients are ready to leave the shelter, Goodwill's support continues.

While Next Move has a donation center to collect household goods, it didn't receive many donations. One call to Goodwill led to a truck full of items such as dishes, clothes and other essentials to help clients transition into homes.

"Basically, it's a good means to get on our feet," Estes says. "That's why it's called Next Move."

#BECAUSEOFGOODWILL

THERE IS A BRAND NEW FAMILY SHELTER AND CAMPUS.

Bill Knowlton,
Deputy Director, Next Move



THE GROWTH OF GOODWILL

CEO shares how Goodwill has expanded its reach to help even more people in the last 10 years

BY MIKE BLOUNT

Goodwill of Sacramento Valley & Northern Nevada serves 20 times more people today than it did back in 2005. How did that happen? Goodwill of Sacramento Valley & Northern Nevada President and CEO Joseph Mendez sat down to explain how it really all begins with you.

What has led to Goodwill growth in the Sacramento Valley & Northern Nevada over the last several years?

Goodwill has expanded its mission through donated goods from people in the community. These donations provide on-site mission work and revenue to other nonprofits in the community. We have job training and job placement services. The big thing is 93 cents of every dollar we earn goes back into mission work or programs.

How do donations allow Goodwill to fulfill its mission?

Goodwill only receives 3 percent of its revenue from government. We generate most of our revenue from the sales of the donations that we receive from the community. We depend on these donations, and the Sacramento Valley & Northern Nevada have been very generous to us. We hope that continues in the future. Those donations allow us to provide services that touch 27,000 people a year. That could be anything from a meal to helping someone into housing or job training and job placement.

How is Goodwill a job creator?

Not only are we a major regional employer, we also provide job placement for people in the community with other businesses. We employ people with disabilities and help people with barriers to employment become competitive inside and outside of Goodwill.

What are some myths or misconceptions about Goodwill?

Some people believe our mission is to sell used clothes to poor people. The reality is our shoppers are people who are looking for value. Another misconception is that Goodwill is run from Washington, D.C. The Sacramento Valley & Northern Nevada Board of Directors runs the organization from Sacramento. Our work is community-based and is not directed by an outside agency. We also pay people at or above minimum wage. Only people in our training programs that require wraparound services and job training participate in an alternative minimum wage. That adds up to less than 150 total people throughout our community, while the remaining 2,939 people employed annually are employed at or above minimum wage.

How do Donation Xpress sites make donating more convenient?

You don't have to drive across town to donate items. We are strategically placing sites throughout the community to make it easier to donate to Goodwill and employ people in our community.

What does the future of Goodwill hold?

Goodwill's Board has developed a strategic plan that is focused on expanding the safety net for people in crisis and people who are trying to become self-sufficient. We want to help them achieve those means. The only limit on our ability to help people in the community is the number of donations we receive. By increasing the donor flow, we can help more people. Donors in the Sacramento Valley & Northern Nevada are very generous and recognize Goodwill as a provider to people in the community. We just ask that people continue to think of us when they have items they are considering donating.

“#BECAUSEOFGOODWILL, PEOPLE WHO WOULD OTHERWISE BE LEFT BEHIND ARE EMPLOYED AND EARN THEIR OWN PAYCHECKS.”

Joseph Mendez
President and CEO, Goodwill

DONATE STUFF. CREATE JOBS.

When you come to Goodwill, the person sorting donations and selling items is there because of you. Your donations create jobs and support training that make people more employable in our community.

Here's how YOU can support Goodwill:

MAKE A DONATION: Set up a "donation tub" in your home and every time you get something new, toss something old in there. When it's full, go to Goodwill.com and use the "Locate" feature at the top to find the Donation Xpress nearest you.

SHOP ONLINE: Did you know you can shop for Goodwill items online? Items such as jewelry, collectibles, books, art and other unique pieces can be found at Goodwill's online auction site, ShopGoodwill.com.

GET THE APP: Find a Goodwill wherever you are and start hunting down deals! Download the iOS or Android app at www.goodwill.org/apps/.



Share Your #BECAUSEOFGOODWILL Story

Goodwill impacts lives in ways big and small. Shoppers may find the perfect Halloween costume or school supplies at great prices. Donors can feel satisfied as they clear out closet space while supporting community programs through their donations. And Goodwill employees gain invaluable experience and develop skills that set them up for future success.

To spread the word about awesome finds, great programs and the benefits of donating, Goodwill is launching a hashtag, **#BECAUSEOFGOODWILL**. Anyone can share their stories of how Goodwill has made their day, life or wardrobe better and brighter.

Here are just a few #BecauseOfGoodwill stories from employees, shoppers and donors in the Sacramento area.



"#BECAUSEOFGOODWILL I've been able to grow as a person and support my family."
— **Ana Medina**, a mother of four and Retail Manager at a Sacramento Goodwill store



"#BECAUSEOFGOODWILL My kids are able to wear the clothes that I can't buy in the store. It helps me out financially and my kids look nice." — **Stephanie Bailey**, Goodwill shopper and mother of two



"#BECAUSEOFGOODWILL I've been able to practice the art of discarding in a responsible way." — **Aeneas Janze**, a Goodwill donor from Sacramento who is trying to reduce the clutter in his home

What is your **#BECAUSEOFGOODWILL** story? Share it on social media using the hashtag **#BECAUSEOFGOODWILL** and get it trending!

