

Yesterday, Today & Tomorrow



Goodwill of Southwestern Pennsylvania is proud to be part of the international Goodwill organization that traces its heritage of service back to the early 1900s when the Rev. Edgar J. Helms, a Methodist minister in Boston, pioneered a movement to give people hope, dignity and independence. Dr. Helms' original visionary concept remains just as relevant today as it was over 100 years ago. His social innovation set in motion a worldwide movement that has transformed millions of lives through the power of work.

1892



Dr. Helms and two fellow students at Boston University Theological School seek the support of the City Missionary Society to open a settlement house in the North End of the city. Instead, they are offered Morgan Chapel, a struggling inner city mission in Boston's South End.

1896

Dr. Helms goes door-to-door with burlap bags in Boston's wealthiest districts asking for donations of clothing and household goods. His appeal differs from many charities of the day by emphasizing that donated goods can be sold and the money used to pay workers who helped to refurbish them.



1902



1902 would come to be known as the year Goodwill was officially born because the organization's work was well underway by then, although the incorporation of what would become Goodwill was still a few years off.

1909

Motorized trucks are first put into service for Goodwill.



1915



Representatives from a workshop in Brooklyn, New York, visit Boston to learn Dr. Helms' techniques. They adopt the Morgan Memorial way and Dr. Helms adopts their name – Goodwill Industries.

1918

The Vocational Rehabilitation Act becomes law. It aims to assist veterans with disabilities who are returning from World War I.



1919

At a meeting of the Methodist Church Union in Pittsburgh on May 8, Dr. Helms presents the objectives and policies of the Morgan Memorial Goodwill and Pittsburgh Goodwill Industries is established. Official by-laws are adopted on August 6.



Dr. Albert Curry is appointed to the Denny Methodist Church in the Lawrenceville section of Pittsburgh and to the Trinity Temple at 25th and Smallman Streets in the Strip District, which soon becomes the first home of Goodwill in Pittsburgh. Dr. Curry serves in that position until 1946.

Larger and better equipped facilities are soon required and Goodwill Pittsburgh moves to three buildings at 28th Street and Liberty Avenue, which will be its home for 48 years.

1920

There are now 15 Goodwills in the U.S., including Morgan Memorial. In subsequent decades, the relationship with the Methodist church gradually lessens as Goodwill seeks leaders from outside the ministry and federal funding requirements make it necessary for Goodwill to become a more secular organization.



1921



The slogan “Not Charity, But a Chance” is first used to publicize Goodwill’s efforts to give people hope and independence through work. Store receipts top \$1 million for the first time.

1929

Goodwill Pittsburgh, now one of 53 Goodwill organizations around the country, has four stores: 2801 Liberty Avenue, 1202 Wylie Avenue, 502 East Ohio Street, and 213 W. Eighth St. in Homestead.



About a decade after Dr. Helms had warned Goodwill to prepare for the day of economic reckoning, Wall Street crashes. Donations plummet, but Goodwill continues to help thousands of people who become destitute during the 1930s.

1934

Dr. Helms realizes Goodwill needs to have a bigger hand in rehabilitation. In a prophetic letter, he writes,

“Goodwill will be out of business if it does not take over work with the handicapped people.”

1942



Dr. Helms dies on December 23. Some 1,500 people swarm Boston’s Morgan Memorial Church of All Nations to pay final tribute.

1945



Goodwill becomes known for helping people with disabilities through job training.

1946

1946 L. D. Spaughy becomes the second president of Goodwill Industries of Pittsburgh. He serves until 1948.

1949 K. Franklin Conoway succeeds Mr. Spaughy and serves until 1960.

1961 William Lufburrow succeeds Mr. Conoway and serves until 1965.

1950s

Milton Caniff, a famous cartoonist, draws "Good Willy," which becomes a beloved and well-known symbol of Goodwill efforts.



Various celebrities appeal for donations to Goodwill and the public heeds their pleas, bringing tons of goods to collection boxes and donation centers. As donations pour in, people are put to work sorting, cleaning, and displaying items in Goodwill thrift stores. Anyone with a willingness to work is welcome.

1958

Artist Norman Rockwell gives Goodwill the much-loved painting, "The Paycheck," which becomes an iconic image for many years.



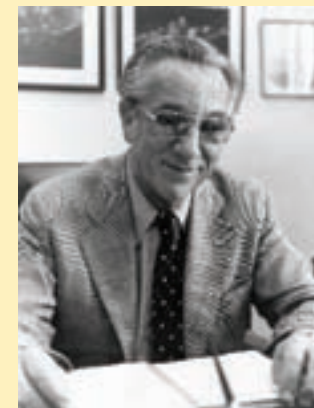
1960s



As Goodwill becomes the uncontested leader in vocational rehabilitation, Boston designer Joseph Selame creates the universally recognized Goodwill logo.

1965

David J. Wynne succeeds Mr. Lufburrow as president of Goodwill Industries of Pittsburgh. He serves until 1977.



1967



After 48 years in the Strip District, Goodwill Pittsburgh buys the Mercantile Building at 2600 East Carson Street for \$300,000 and moves its workshop and headquarters to the South Side.

1969

In January, Goodwill Pittsburgh establishes a Fayette County affiliate unit and retail store at 333 Pennsylvania Avenue in Uniontown. After a major fire on July 19, 1990, the Employment & Training Center and store move to 40 Connellsville Street. A new store opens near Uniontown Mall on October 9, 1998.



1970s



Across the country, Goodwill creates thousands of jobs and earns thousands of dollars by contracting with federal and state governments, as well as private industry. From janitorial services to manufacturing, Goodwill finds workers to take care of industry's needs, and puts people to work.

1977

Robert S. Foltz succeeds Dr. Wynne as president of Goodwill Industries of Pittsburgh. He serves until 2002.



1980s



A technological revolution sweeps the globe. Seeing a major shift approaching, Goodwill becomes computer savvy, emphasizing technology in its career services.

1982

Goodwill Pittsburgh expands its retail operations, opening new stores in Homestead, Cheswick, Beaver Falls and Washington. Store sales that year reach \$2.4 million, and by the end of 1983, there are 11 Goodwill stores in the region.



Equitable Gas Hardship Fund is established, a forerunner of today's Energy Utility Assistance Program which helps seniors and low-income utility customers access available assistance programs.

1984



On October 15, Goodwill Pittsburgh opens Goodwill Plaza in the Sheraden section of the city, its first apartment building for seniors and people with physical disabilities. Several other Goodwill housing facilities will follow in coming years, including Goodwill Villa (1995) and Goodwill Manor (1997) in Bridgeville, Jefferson Courtyard (1998) apartments for people with mental health disabilities in Uniontown, Summerdale Court (2003) apartments for low-income adults with developmental disabilities in Clairton, and Warren Plaza (2003) apartments for low-income adults with physical disabilities in Pittsburgh's Hill District neighborhood.

1988

Goodwill Pittsburgh launches its first literacy program with the Pennsylvania Department of Education. A merger with the Pittsburgh Literacy Initiative in July 1991 establishes the agency as a local leader in adult basic education services.



1989



Elderberry Junction is established as a center for seniors who have intellectual disabilities.

1990

The Americans with Disabilities Act is signed into law on July 26. Goodwill continues to evolve to address other workplace barriers such as welfare dependency, lack of work experience, illiteracy and past criminal histories. Goodwill offers training and support services that lead not just to jobs, but careers.



1991



Goodwill Commercial Services, Inc. wins its first Ability One contract for janitorial services at the Social Security Administration building in East Liberty under the National Institute for the Severely Handicapped (NISH).

Goodwill Pittsburgh establishes the HEART House program to help homeless single mothers achieve permanent housing, employment and self-sufficiency. Originally an acronym for Housing, Education, and Rehabilitation Training, the program now focuses on employment and vocational training.

1994

Goodwill Pittsburgh launches its auto donation and auction program, which will grow to be the largest nonprofit auto auction in the U.S. and the only nonprofit registered used car dealership in Pennsylvania.



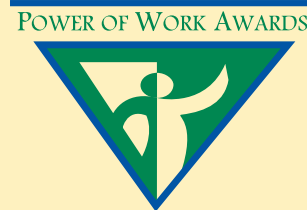
1995



Goodwill Pittsburgh becomes the first Goodwill in the U.S. to establish a computer recycling program when Carnegie Mellon University donates its inventory of used computers and provides technicians to help launch the Goodwill Computer Recycling Center.

1997

Goodwill Pittsburgh creates the annual Power of Work Awards program to honor employers who provide job opportunities and support for people with special needs.



1999



Goodwill Pittsburgh becomes a founding partner of PA CareerLink®, a one-stop resource that connects employers and job seekers in the most efficient manner possible at sites throughout the area.



2001

With help from Goodwill Pittsburgh's long-time President/CEO Robert J. Foltz, and his successor Michael J. Smith – the first Goodwill organization in Western Europe is established in Rome.



2002



Michael J. Smith succeeds Dr. Foltz as president of Goodwill Industries of Pittsburgh.

2007

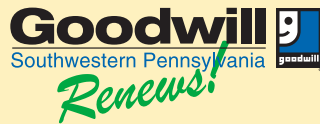


With Mr. Smith's help, Goodwill Italia becomes the first entity to be given affiliate status under Goodwill Industries International's new international membership structure. It is the only secular organization in Italy that provides employment-related services, while other Italian disability organizations generally focus on social assistance. Dr. Helms' dream of launching Goodwills around the world is being realized – there are now 36 associate members operating in 25 countries.

In recognition of Dr. Foltz's long-time service, Goodwill's headquarters building at 2600 East Carson Street is designated as the Robert S. Foltz Building. In 2010, the plaque is transferred to the new Goodwill Workforce Development Center in Lawrenceville.



2008



Goodwill Industries of Pittsburgh officially changes its name to Goodwill of Southwestern Pennsylvania on April 1 and adopts a new "graphic signature" that combines the new name with the well-known "Smiling G" symbol.

In October, Goodwill SWPA opens its 25th store in the region on Route 19 North in Cranberry Township, one of the fastest growing areas in the state.

2009

Goodwill SWPA announces plans to move its headquarters and client service operations from the South Side building it occupied for more than 40 years to a new Workforce Development Center in the Lawrenceville section of Pittsburgh in 2010.



2010



Goodwill SWPA launches a two-year capital campaign to help finance its new Workforce Development Center, expand programs and services, and upgrade stores and technology.

In December, more than 200 Goodwill employees move into the new Workforce Development Center in Lawrenceville – the new home of Goodwill in southwestern Pennsylvania.



Tomorrow

While Goodwill has an amazing history and record of accomplishment, we cannot be satisfied while so many still need our services. Times have changed, but Helms' vision remains constant.

“We have courage and are unafraid. With the prayerful cooperation of millions of our bag contributors and of our workers, we will press on till the curse of poverty and exploitation is banished from mankind.”



“Goodwill renewed my career.”