

New program readies people with Autism for employment

Goodwill's new Passages program is helping adults with Autism Spectrum Disorders (ASD) enter the world of work. Its acronym name concisely reflects Passages' mission – Providing Autism Support Services to Achieve Gainful Employment.

"We take a holistic approach to helping individuals with ASD who want to obtain competitive employment," said Jamia Cinelli, Goodwill's Coordinator of Autism Services. "Participants learn a variety of skills in the areas of job readiness, job search activities, and job retention. Classes are aimed at developing appropriate work attitudes, behaviors and employment skills specifically for people with ASD."

In addition to classroom activities, participants put their new skills into practice in social interactions, mock interviews, and work tasks.

"One of the most rewarding aspects of the Passages program is see-



Passages Program participants Logan McKnight (left) and Dorian Vasser study about success in the workplace.

ing individuals develop and enhance their social awareness and skills," Ms. Cinelli said. "Little victories and accomplishments are achieved as each individual works on his or her own passage from one stage of life to another."

Current participants were referred through the Office of Vocational Rehabilitation, and Goodwill is pre-

paring to serve individuals from other sources such as the Bureau of Autism Services and private referrals.

In addition to Ms. Cinelli, other staff involved in the Passages Program are Clare Hann, Job Coach/Acting Instructor; Marie Hayes, Instructor; and Leanne Trdinich, Case Manager/Job Developer.

For more information, contact Jamia Cinelli, Coordinator of Autism Services, at 412-632-1905 or jamia.cinelli@goodwillswpa.org. ★

New e-commerce program sells books on Amazon.com

Taking a page from the Amazon playbook, Goodwill SWPA has been selling donated books online for nearly a year, and the burgeoning e-commerce effort is generating substantial revenue for the agency.

Since the program began last December, the E-Commerce Department has sold more than 39,000 books and generated nearly \$300,000

for Goodwill. It now sells 200 to 250 books per day with an average price of \$7 to \$8 each and consistently sells over 75 percent of the books it offers online.

**Help Us
GROW**
Donate to the
Capital Campaign!

See page 7.

Located at the Retail Operations Center (ROC) in North Versailles, Goodwill's e-commerce operation is headed by Michael Lachie, Manager of E-Commerce, and Jessica Bencloski, Assistant Manager. With a staff of three part-time employees, they list hundreds of books for sale online every business day.

Employees of Goodwill stores and donation centers use a special software program to identify donated books that qualify for the e-commerce

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We're new to the neighborhood and glad to be here

By Michael J. Smith
President & CEO



Less than a year ago, we were busy getting ready for the big move from our long-time home on the South Side to the new Goodwill Workforce Development

Center in Lawrenceville. We survived the move, settled into our new facility, and welcomed more than 400 friends and neighbors who visited the WDC during an open house event in April.

Today, thanks to the warm reception our agency has received, Goodwill is an active participant in the Lawrenceville community. Here are some examples of our involvement over the past several months:

- Goodwill SWPA has joined and actively supports both of the area's community organizations – Lawrenceville United, which strives to improve the quality of life in the area through resident advocacy, neighborhood planning and grass roots organizing; and the Lawrenceville Corporation, a non-

profit community development organization that promotes reinvestment in the Lawrenceville area.

- One Friday evening last summer, our new neighbors hosted a "Welcome to the Community" party for Goodwill staff at the landmark Nied's Hotel at Butler and 55th Streets. The get-together featured a rousing performance by the famous Nied's Hotel Band and it was great fun. We really appreciated the effort everyone made to give us a friendly, Pittsburgh-style welcome.
- During the past summer, we were pleased to have the new Lawrenceville Farmers' Market use the WDC parking lot. The weekly market was a joint project of Lawrenceville United and Pittsburgh City Council Member Patrick Dowd, who represents our district.
- In September 2010, before we moved here, we participated in the Clean-Up Day sponsored by Lawrenceville United. A team of volunteers from Goodwill and from BNY Mellon (arranged by Goodwill Board member Frank Hammond) worked to beautify the corner lot at 51st and Butler Streets. Since then, youth participants in our GoodGuides Mentoring program

have adopted the site as their project and they continue to work there in partnership with Lawrenceville United and Cavacini Landscaping & Supply to keep it looking great. Some residents of the area have said they appreciate our work on the lot and have pitched in to help.

- Several Lawrenceville businesses donated prizes for our Golf for Goodwill event in June, and we are quickly getting to know many of our neighbors who shop at the recently opened Goodwill store on 51st Street and patronize our Good-To-Go Café for breakfast and lunch. We appreciate their support.
- At the suggestion of several local residents, we have installed bike racks at our new store and WDC facility to accommodate all of our Lawrenceville customers and visitors who love their bicycles.

The bottom line is that Goodwill is glad to be here, happy to be part of Lawrenceville – or Larryville as it is sometimes called. This is a vibrant community with an eclectic mix of activities and good people that is a lot like Goodwill – combining some things that are old with much that is new and confidently looking to the future. We plan to stay a while. ★

New project will help low-income fathers and families

The U.S. Department of Health and Human Services, Office of Family Assistance, recently awarded a \$2.4-million, three-year contract to Goodwill SWPA to conduct a comprehensive program that addresses the effect of poverty on the wellbeing of parents and children.

The goal of the AFFECT Project – Advancing Fathers and Family

Enrichment Collaborative – is to foster responsible fatherhood by promoting economic stability, positive parenting, healthy marriage or co-parenting relationships, and payment of child support obligations. It will provide a comprehensive menu of supportive, educational and employment services to help economically disadvantaged fathers and families in Allegheny and Westmoreland Counties, particularly targeting residents of the City of Pittsburgh. It is planned to serve 300 low-income fathers and their families per year.

Goodwill will lead the effort in collaboration with Family Services of Western Pennsylvania, The Domestic Abuse Counseling Center, the Family Division of the Allegheny County Court of Common Pleas, the Westmoreland County Court of Common Pleas Family Court, the state's PA CareerLink one-stop service for job seekers, the Three Rivers Workforce Investment Board, and multiple regional employers and training providers. ★

Board member is strong advocate of workforce development

A member of the Goodwill SWPA Board of Directors since 2008, bank executive Frank Hammond is a strong advocate for Goodwill as a workforce development center, committed to helping people with special needs achieve “the dignity of work.”

Mr. Hammond has been with the Mellon organization since 1984 and is currently First Vice President and CRA Officer of BNY Mellon. He is responsible for managing the company’s compliance with the federal Community Reinvestment Act of 1977, which encourages financial institutions to help meet the credit needs of the communities in which they operate.

“BNY Mellon has been deeply involved in this region for many years, long before there was a Community Reinvestment Act, and it has always had a compelling interest in the welfare of the community,” Mr. Hammond said. “We sincerely want Goodwill to be successful, to help as many people as it can, and to be as involved as possible in helping to solve local employment problems.

“We are enthusiastic supporters because we see Goodwill as a leader in workforce development. By preparing people and actually placing them in jobs, Goodwill helps to address the societal problem of generations who have not experienced work for a variety of reasons.”

Mr. Hammond said that prior to joining the Board he was not aware of Goodwill’s job placement and workforce development programs. Through his involvement over the past three years, he “discovered” the key role it plays in that area.

“I believe most people think of Goodwill as a resale center, a recycler, a source of used clothing,” he said. “But the real mission and the real value



Frank Hammond working with BNY Mellon volunteers.

of Goodwill to our community and our society is giving people the skills and the aptitude to hold a job. It creates an environment where someone can, through training and experience, obtain full time employment, become independent and self sufficient, earn their living, and overcome whatever barriers they face.

Goodwill finds a way to make it happen, and that’s workforce development.”

To help Goodwill succeed, Mr. Hammond and BNY Mellon have supported the Goodwill Renews! Capital Campaign and various agency activities such as the annual Golf for Goodwill event and the Power of Work Awards recognizing employers for their workforce development efforts, an honor BNY Mellon has won a record five times.

Mr. Hammond also organizes opportunities for BNY Mellon volunteers to take part in “hands-on” projects for Goodwill. In September 2010, they helped to beautify the corner lot at 51st and Butler Streets near Goodwill’s new facility. This fall, 30 volunteers cleaned, painted and created a garden at the Northside Common Ministries shelter for homeless men, a Goodwill affiliate. ★

Artwork created by Elderberry Junction participants displayed at Carnegie Library

Artwork created by participants in Goodwill’s Elderberry Junction center for seniors who have developmental disabilities was displayed throughout July at the Main Carnegie Library of Pittsburgh in Oakland. A total of 35 pieces were displayed, each crafted by a different individual.

In keeping with the show’s “Go Green” theme, many of the Goodwill artists used recycled materials

in their creations. They included a butterfly made from a toilet paper roll and wallpaper, a palm tree with leaves made from discarded puzzle pieces, and a tropical fish made from a paper plate and colored tissue paper.

“Making the artwork was a fun process,” said Lynn Tucibat, Elderberry Junction Program Coordinator. “Everyone was amazed to see that such things could be turned into art. And, while making the art, the participants had an opportunity to learn about the environment and the importance of recycling.”

After the show, the art was displayed at the Goodwill Workforce Development Center in Lawrenceville in August. ★

Elderberry Junction participants view their artwork at Carnegie Library.



New e-commerce program sells books on Amazon.com

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program. Those that meet the criteria are forwarded to the ROC to be listed on Goodwill's storefront on Amazon.com.

"In addition to the sales rank and price criteria, we also look at each book's condition," Mr. Lachie said.



E-Commerce Manager Michael Lachie and Assistant Manager Jessica Bencloski look over some of the 10,000 books in their inventory.

"Some cosmetic flaws are acceptable for selling used books, but we check carefully for water damage, tearing, or handwritten notes or highlighting that could make the book difficult to read."

Inventory management software allows Goodwill to list books quickly by barcode or ISBN (International Standard Book Number.) The software matches books to their description on Amazon, sets the prices, and periodically updates prices of listed books to make sure they remain competitive.

"Each book gets its own location code in our inventory so we can quickly find it when it's ordered," Mr. Lachie said. "We currently have over 10,000 books in our inventory, and orders are usually processed and shipped by the next business day after they are received."

To visit Goodwill SWPA's Amazon storefront, go to the agency's Website, www.goodwillswpa.org, click on "Stores and Businesses," then follow the link that says "Check out our selection of books for sale on-line." ★

Tons of Tomatoes



The Goodwill Workforce Development Center parking lot on 52nd Street became the home of the first-ever Lawrenceville Farmers' Market on Saturdays during the summer months. The market was a joint project of Pittsburgh City Council Member Patrick Dowd and the Lawrenceville United community organization. It featured several area farms and local business offering fresh produce and many other products such as honey, meats, cheeses, baked goods and handmade items. Shown here displaying a bountiful basket of tomatoes is Lawrenceville resident Janey Annis, a member of the market's steering committee, who was helping out at one of the tables.

Retail expansion nears completion; 30th store underway

Goodwill's expansion program to add six new stores to its retail network will be completed early next year when the agency's 30th location in the region opens in Robinson Township. Construction of the Robinson store got underway in August, shortly after Goodwill's 29th store opened in July in Lawrenceville.

The Robinson facility at 3 Urbano Way (across from Costco and next to GFS Marketplace) will employ about 20 people. The 15,500-square-foot store and donation drop-off center

The Robinson Township Goodwill store will open at the beginning of 2012.

will feature Goodwill's attractive "new store look" both outside and inside, along with design upgrades that have been integrated into all of the new and remodeled Goodwill stores in the area.

It is being built for Goodwill by Burns & Scalo Real Estate Services, Inc., to meet the standards of a Class-G® facility, a designation that recognizes commercial real estate owners and tenants for their green and sustainable practices.

The new Lawrenceville store, located near Butler Street at 125 51st Street, is next to the new Goodwill Workforce Development Center. It features a special job-training program for Goodwill clients and a *ComputerWorks* store, which is affiliated with Goodwill's Computer Recycling Center.

Since the retail expansion program began in 2010, Goodwill has opened five new stores and remodeled or relocated four others. ★



Goodwill staff and recent graduates featured in UPMC TV commercial

A television commercial currently being aired by UPMC highlighting the Project SEARCH program features Goodwill SWPA staff members who play key roles in the job-training program and two recent graduates. Conducted at UPMC Mercy and UPMC Passavant hospitals, Project SEARCH prepares students with disabilities who are in their last year of high school for competitive employment.

The Project SEARCH commercial is one of four in UPMC's ongoing community benefits campaign airing on all Pittsburgh stations and some cable channels. Appearing in it are Goodwill staffers Craig Krieger, UPMC Mercy Project SEARCH Instructor; Susan Ryan, UPMC Passavant Project SEARCH Job Trainer; and two 2010 graduates, C. J. Ryan and Natalie Dagger.

Originated in 1996, Project SEARCH has grown from one original program site at Cincinnati Children's Hospital Medical Center to more than 209 locations across 40 states and four countries.

The program is driven by partnerships and a network of special education and transition professionals and business leaders focused on achieving the goal of competitive employment for individuals with disabilities. UPMC Project SEARCH partners include Goodwill SWPA, Allegheny County Department of Human Services Office of Intellectual Disability, the Office of Vocational Rehabilitation, and school districts throughout Allegheny County.

For more information, contact Holly Opatick, Goodwill's Director of Transition Services, at 412-632-1903 or holly.opatick@goodwillswpa.org ★

Please give to Goodwill's capital campaign

Billboards and a newspaper insert were among the major communications actions Goodwill took during October to kickoff a special public appeal for donations to the Goodwill Renews! Capital Campaign.

The two-year drive began in 2010 with a goal of \$14.5 million and has already brought in donations and pledges of \$10.9 million, mainly from foundations and corporations. Proceeds are being used to expand employment programs and services for people with special needs, to upgrade Goodwill's retail store system and technology infrastructure, and to help finance the agency's new Workforce Development Center in Lawrenceville.

"The foundations and corporations have been very kind, and we are now reaching out to the public for support because this fund-raising drive is vitally important to expanding Goodwill's ability to serve people throughout our region," said Michael J. Smith, President/CEO of Goodwill

SWPA. "The number of people who need our help is increasing steadily, and Goodwill must grow in order to serve the changing needs of our community. We are asking everyone to help make this campaign a success so that Goodwill can do more for more people."

With the help of Lamar Advertising Company, several high-impact billboards asking people to help Goodwill grow were put up in key locations in October. And, with the help of Trib Total Media, a four-page informational insert was circulated with the Pittsburgh Tribune-Review newspaper on Oct. 6. An extensive direct mail effort seeking individual donations was started in late October.

"We greatly appreciate the generous support of Trib Total Media in connection with the newspaper insert and of Lamar Advertising with our billboards," Mr. Smith said. "They are good friends of Goodwill and we are very grateful for their help."

In addition, Goodwill's trucks have been turned into "rolling billboards" carrying the "Goodwill Renews!" theme logo and visual elements consistent with branding now used in printed materials and facilities. See page 7 for a clip-out form you can use to donate to the Goodwill Renews! Capital Campaign. ★



Retail job training is key goal at new Lawrenceville store

There's something special about the new Goodwill store that opened in Lawrenceville in July. Like all Goodwill stores, it offers quality donated clothing and household items at great prices, but this one is also the home of the agency's new Retail Training Program, which prepares people to work in Goodwill stores or other retail environments.

The Lawrenceville store is located at 125 51st Street, just a block off of Butler Street and back-to-back with the new Goodwill Workforce Development Center. It is well staffed to serve customers and to process donations, but this one is also staffed to provide training for people who want to work in retail.

Currently the store has three full time employees – Manager Irene Schrecengost and Team Leaders Peter Kosloski and Tiffany Way – and seven part-timers. Working closely with them and with the retail trainees are Amy Dove, Training Store Education Coordinator, and Kieasha Goods, Career Development Facilitator, Retail. Funding for the training component of the project was provided by the Quentin & Evelyn T. Cunningham Fund of The Pittsburgh Foundation.

“This is an exciting new store and our local customers are really enjoying learning about the Goodwill shopping experience,” Ms. Schrecengost said. “It’s also a very active operation that gives trainees a real taste of a busy retail environment.”

Trainees come from a variety of backgrounds and Goodwill programs, including those with disabilities and participants in welfare-to-work, literacy, adult education, and youth programs. After an initial interview

About the Lawrenceville Store

Location:

125 51st Street, one block off of Butler Street near the Sears Outlet store and beside the new Goodwill Workforce Development Center.

Telephone:

412-696-0205

E-Mail:

lawrenceville.store@goodwillswpa.org

Store Hours:

9 a.m. to 7 p.m. Monday through Saturday and 12 p.m. to 5 p.m. Sunday

Donations:

Donation Center entrance next to store entrance; donations also accepted at the rear of the building.



Discussing the proper way to display housewares are (left to right) Training Store Education Coordinator Amy Dove, Lawrenceville Store Manager Irene Schrecengost, Retail Production Processor Kay Francis, and Career Development Facilitator-Retail Kieasha Goods.

and assessment process, they focus on mastering the skills required for specific jobs and they are paid for the time spent on the job training.

“Our new Retail Training Program is designed specifically for Goodwill participants whose goal is employment within our retail system or with another retail employer,” said Judy Martier, Director of Education & Training. “It addresses the growing need for qualified retail employees, and the proximity of the store to our Workforce Development Center allows us to identify, recruit, train and hire participants from our various programs.”

The Lawrenceville store also includes Goodwill's distinctive *ComputerWorks* retail store, which is affiliated with the Goodwill Computer Recycling Center that repairs and recycles donated computers and related equipment.

“Just like the other Goodwill stores, we all work hard every day to achieve our sales and productivity goals,” Ms Schrecengost said. “But here in Lawrenceville we also have another goal. We’re helping to provide training for people so they can achieve permanent employment and enjoy the personal benefits of having a job.” ★

AT items enhance independence

A variety of Assistive Technology products and software programs that are available to help individuals with reading, hearing, memory, and time management were showcased at a special demonstration event on June 22 hosted by the Assistive Technology (AT) Program at Goodwill SWPA for staff members, program participants, and interested people from the community.

“The event was designed to increase awareness of our services and products related to assistive equipment, job accommodations, and accessibility,” said Adrienne Tolentino, AT

Specialist. “Goodwill offers training and support in choosing, acquiring, and using appropriate AT solutions, and individuals who have disabilities are welcome to try equipment from our



inventory to see if it fits their lifestyle and meets their needs.”

Among items displayed were software programs that help individuals control computers hands-free, using only their voices or head movements. In addition, an ergonomically designed computer workstation was displayed along with office equipment to help reduce pain and prevent injuries like carpal tunnel syndrome.

For information about Goodwill’s Assistive Technology Program, contact Adrienne Tolentino at 412-632-1877 or adrienne.tolentino@goodwillswpa.org. ★

Vocational Specialist Donna Whitehead (left) watches Adrienne Tolentino demonstrate the QuickLink Reading Pen which scans printed text and reads it aloud.

Help us GROW! Give now to our capital campaign

Your donation to the Goodwill Renews! Capital Campaign will help us ...

- expand our capabilities to meet the growing demand for Goodwill programs and services;
- fund the new Workforce Development Center in Lawrenceville where more than 200 clients attend classes and participate in programs they need;
- expand our network of stores and make critical investments in the retail system infrastructure;
- embrace advanced technology, expand existing programs, and add new services for people with barriers to employment.

Please use the clip-out form below or the printed envelope bound into this newsletter to mail your donation to:

Goodwill of Southwestern PA
Robert S. Foltz Building
118 52nd Street
Pittsburgh, PA 15201

Or you can donate online at: www.goodwillswpa.org/donate-money ★

CLIP AND MAIL

Goodwill Renews!

A Campaign for Goodwill of Southwestern Pennsylvania

I want to help more people with special needs. My contribution is:

\$100 **\$250** \$500 \$1,000 Other: \$ _____

Gifts of \$250 or more receive an engraving on the Donor Wall.

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City _____ State _____ ZIP _____

Telephone _____

E-Mail _____

Please contact me. I would like to make a:

Planned gift Gift of stock

Payment Enclosed \$ _____

My employer makes matching gifts. Enclosed is the form.

Credit cards accepted: Visa MasterCard Discover

Account Number _____

Exp. Date _____ 3- or 4-digit code _____

Signature _____

Pledge \$ _____ First Billing Date _____

I prefer to make my pledge payable over **1 2 3** years.
(CIRCLE ONE)

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Please make check payable to **Goodwill of Southwestern PA.**

Goodwill of Southwestern Pennsylvania

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www.goodwillswpa.org



SUPPORT GOODWILL'S CAPITAL CAMPAIGN

visit www.goodwillswpa.org
to donate.

Give to Goodwill through United Way – Contributor Choice Number 140.

Persons with disabilities remake toner cartridges for State of Pa.

Goodwill participants in Fayette County are now remanufacturing toner cartridges for use by the State of Pennsylvania as a subcontractor for the PIBH organization (formerly known as Pennsylvania Industries for the Blind and Handicapped), which has a contract with the state's Department of General Services (DGS).

"We have eight to 12 participants involved in recycling Lexmark toner cartridges," said Elaine Swaney, Director of Vocational Services with Goodwill of Fayette County, an affiliate of Goodwill SWPA. "They replace worn parts with new parts on recycled toner cartridges, test them for quality, and fill orders for Staples through the state-use program. We currently work on five different models, and since

we began the remanufacturing in May, we have filled orders for nearly 2,500 cartridges."

PIBH and DGS require that 75 percent of all work must be done by persons with a disability.

After training and product sample testing in April by Network Recycling Systems, Inc., Goodwill's operation received certification in May from the Standardized Test Methods Committee of the International Imaging Technology Council. ★

Goodwill Fayette participant Barbara Wagaman works on a recycled toner cartridge.



GoodWORKS

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Telephone: 412-913-1982

Goodwill Housing

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Northside Common Ministries

Telephone: 412-323-1163

Our Mission

We help people improve their quality of life through work and related services.

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Goodwill SWPA and its affiliates prohibit discrimination on the basis of race, color, religious creed, disability, ancestry, national origin, age, sex, or sexual orientation.

Alternative formats are available upon request.

Your comments and suggestions are welcome.