



Goodwill of Southwestern Pennsylvania
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NEWS RELEASE

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Goodwill seeks public support
for capital campaign to meet
growing demand for services

Pittsburgh, Pa., Sept. 29, 2011 – Goodwill of Southwestern Pennsylvania has launched a special appeal to the general public for financial contributions to its Goodwill Renews! Capital Campaign to expand employment programs and services for people with special needs, to upgrade its retail store system and technology infrastructure, and to help finance the agency's new Workforce Development Center in Lawrenceville.

The two-year capital campaign, which began in 2010 with a goal of \$14.5 million, has already brought in donations and pledges of \$10.7 million, mainly from foundations and corporations.

"We are now reaching out for public 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."

Goodwill SWPA is one of the largest and most diverse human services organizations in the region. It helps thousands of people find jobs every year and provides a wide range of job-training and employment-related services. The agency operates 29 stores throughout southwestern Pennsylvania and north central West Virginia, and its 30th store is scheduled to open in early 2012. The stores provide nearly half of the agency's \$47-million annual budget.

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“We deeply appreciate the generosity of the many people who keep Goodwill stores well stocked with donated clothing and household items,” Mr. Smith said. “While we certainly need those kinds of donations to continue, we are now asking everyone – including those who regularly give us used clothing – to add a financial dimension to their support of Goodwill during this special campaign. The foundations and corporations have been very kind, and now we are asking individuals to make a financial donation as well.”

Mr. Smith said Goodwill has scheduled several communications actions during October to support its special public appeal. In addition, he noted that Goodwill’s trucks will soon become “rolling billboards” carrying the “*Goodwill Renews!*” theme logo and visual elements consistent with the branding now in use in all of the agency’s printed materials and facilities.

Donations to the Goodwill Renews! Capital Campaign may be made online at www.goodwillswpa.org or mailed to Goodwill of Southwestern PA, Robert S. Foltz Building, 118 52nd Street, Pittsburgh, PA 15201.

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