



GoodWORKS

LifeLaunch: Ignite Paves Way for Goodwill Employment

Goodwill helps to change the lives of thousands of people every year through work and related services. While Goodwill programs offer training and education, they also provide underserved individuals with something even better—a pathway to employment and self-sufficiency. Sometimes that pathway leads to employment opportunities with the organization that supports individuals every step of the way.

Devin first came to Goodwill when he learned he was going to be a father and decided it was time to make a change. He was determined to work toward a better future for himself and his child. He completed an initial assessment and evaluation of his interests, then enrolled in the LifeLaunch: Ignite reentry program.

LifeLaunch: Ignite enabled Devin to attend classes to prepare for his GED test while simultaneously participating in retail training. Devin earned both his GED and a Customer Service & Sales certificate from the National Retail Federation Foundation before landing a job as a forklift driver at the North Versailles Goodwill Outlet.

Devin's evolution from program participant to Goodwill employee is such an inspiration that his story has been highlighted in a past issue of *GoodWORKS*, in the latest Faces of Work video, and at the 2022 Power of Work Awards.

Scean Lawhorn, Youth Program Specialist, said it best when he shared, "The sky is the limit for Devin. Whatever he touches, whatever he wants to do, I know he can do it."

According to Devin, Goodwill is a blessing. He was able to achieve his employment



Devin and his daughter, Nova, were recently recognized at the 2022 Power of Works Awards ceremony.

goals with support from caring staff like Scean. And now he has the opportunity to pay it forward—to make a difference in the lives of others—as a member of the dedicated and passionate Goodwill team. ●

Northside Common Ministries Makes Major Renovations

After 18 months of work through a pandemic and increased need for a welcoming place in the city for homeless men, Northside Common Ministries (NCM) completed renovations and rededicated its building in a ribbon cutting ceremony in June.

In conjunction with its 40th anniversary, NCM continues its mission to build

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**Check out the winners
of the 2022 Power of Work
25th anniversary
celebration on page 6.**

Goodwill Finds Good Workers Here

By Michael J. Smith
President/CEO



It's no secret that the employment situation in the United States is at an interesting apex as workers are joining in the "Great Resignation" while employers search exhaustively for individuals to fill positions.

At Goodwill, part of our mission is to provide job training and placement through our various programs. Since the pandemic, we have seen an increase in participants who are turning to us to provide vocational assistance, training, job search assistance and placement services. These services help participants learn the skills they need to be successfully placed in a job in the community.

Whether it be working in our retail sites, or in other programs such as digital skills, food service, and housekeeping, our focus always remains on individuals who have disabilities and other barriers who need real life work experience that can lead to employment.

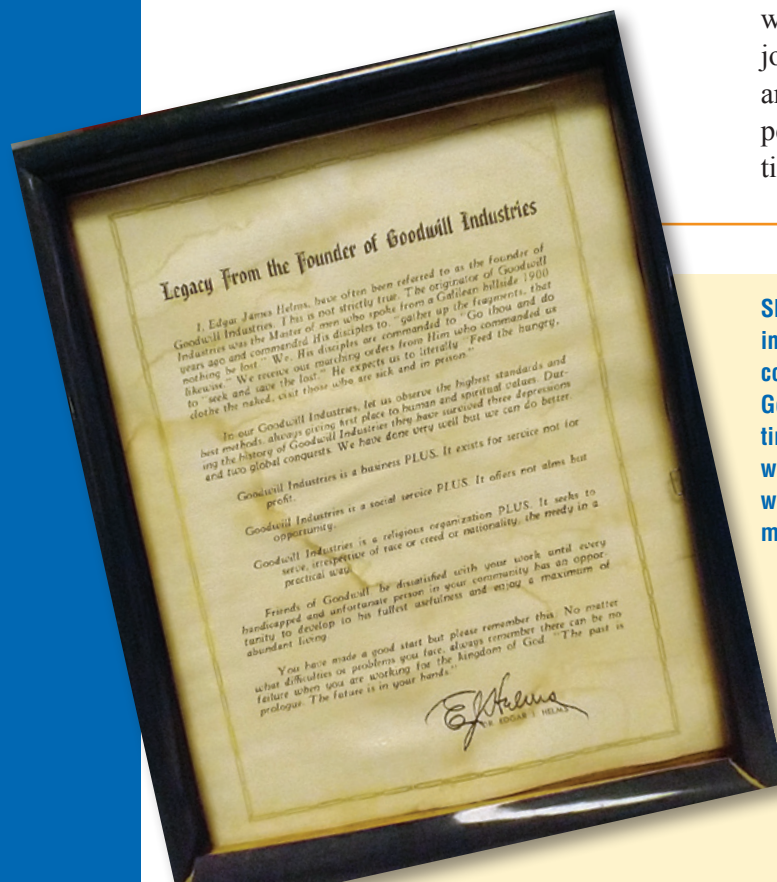
I am impressed with how often Goodwill SWPA benefits from the incredible job our staff does in training participants. Their hands-on experience providing enhanced training and

work skills often results in participants becoming employees right in our own Goodwill facilities.

We know these participants first-hand; we know how well they have been trained; and we know what hard workers they will be as they join our workforce. They are held to the same standard as all other employees, and we are always thrilled to welcome them to our team.

You will see examples in our newsletters and on social media of these employees who have come full circle from their beginnings as a participant to becoming an employee. For example, the cover story in this issue features Devin, who came to Goodwill to complete his GED and retail training and now works in the North Versailles Outlet. His story is a testament to how our employees see the potential while training participants, then are dedicated to promoting career opportunities both within and beyond Goodwill.

One of our major goals in our strategic plan this year is to enhance our training and work experience models to support participants, employers and employees. We are committed to developing and connecting training participants directly to employment opportunities to meet the needs of our community. And in the meantime, we welcome with open arms those participants who have joined our ranks and make a difference each and every day. We are lucky to have great people right here in our ranks to help transition in their careers. ●



Shoppers find all sorts of one-of-a-kind treasures in Goodwill stores, but it is not every day someone comes across an original document written by Goodwill Industries founder Edgar J. Helms. While times have changed since Helms penned the words in this document, his belief in the power of work and vision of advocating for equal employment opportunities remains constant.

Belonging is Key to Goodwill Values

Belonging. It's something everyone longs for and is the basis of a stable and productive society. And it is at the heart of several initiatives at Goodwill SWPA that focus on raising awareness about diversity, equity and inclusion at the workplace.

Jessica McConnell has been named the Director of Diversity, Equity, Inclusion and Belonging (DEIB) and is the first person to hold this newly created position. She is working to reinforce Goodwill's commitment and to further develop its strategic DEIB initiatives including adding "belonging" to its organizational values.

McConnell explains that the B in DEIB is an important and innovative component as Goodwill strives to be a place where all employees feel like they belong, and where all employees feel safe and comfortable being themselves in the workplace.

"We have found that this is not always the case," says McConnell. "We believe

Goodwill is for everyone so it's important that everyone feels included and receives equitable opportunities so that they can be their authentic selves here."

Goodwill has provided training to leaders, created a resource hub, and developed activities to start educating and acknowledging an understanding of what it means to belong. Some events include:

- **Open Employee Conversations:**

Virtual one-hour meetings devoted to discussing key issues that are happening in the news related to DEIB.

For instance, the June meeting focused on PRIDE and how to be better allies with individuals associated with this group.

- **Inclusion and Belonging Book Club:**

Members of the club discuss important issues presented in recent books such as *If They Come For Us* by Fatimah Asghar, *I'm Still Here* by Austin Channing Brown, and *Caste* by Isabel Wilkerson.

These activities are meant to reinforce the importance of acknowledging DEIB and its place in the mission of Goodwill.

"We are making a commitment to our employees, participants and community to show up and move forward to create a culture of belonging," explains McConnell. ●



Jessica McConnell proudly shares the commitment Goodwill has made to Belonging as part of its values as an organization.

Recent EITC Grants Awarded

Thank you to ProLiteracy for its generous gift to support the Education Department. This organization received up to a 90 percent tax credit by making a donation through the Education Improvement Tax Credit (EITC) program. Applications for the EITC program are accepted year-round and can be submitted online at newpa.com/eitc. For more information, call 412-632-1941. ●

Below left: UPMC Mercy Project SEARCH graduates.

Below right: UPMC Passavant Project SEARCH graduates.

Project SEARCH Students Celebrate Graduation

Eleven Project SEARCH students at UPMC Mercy and UPMC Passavant Hospitals participated in graduation ceremonies in June. Project SEARCH is a unique, business-led,

one-year employment preparation program for high school students with disabilities. The program takes place entirely at the workplace, where students fully immerse themselves in the workplace environment. *To learn more about UPMC Project SEARCH, visit goodwillswpa.org/project-search.* ●



Family Member Inspires Donation Attendant

Goodwill is always looking for great team members, so it is not uncommon for current team members to refer someone they know for a job opening. That is how Steven learned of an open position at the Washington store. Thanks to a family member and current employee who recommended he apply, Steven works hard to receive, process and organize donations as a Donation Attendant.

Working at Goodwill is more than just a job for Steven. He enjoys being part of a team of more than 1,000 employees that empowers one another, helps others and strengthens local communities, while having the opportunity to grow his career. ●



Steven

Northside Commons Ministries Makes Major Renovations

(continued from page 1)

bridges that connect neighbors in need to an improved quality of life, while tearing down the walls that keep the hungry and homeless from success.

At the newly renovated building, NCM operates the Pleasant Valley Emergency Shelter for men and male-identifying individuals aged 18 and older, the Northside Food Pantry, and a Permanent Housing program for those with disabilities at its building located at 1601 Brighton Rd. in Pittsburgh. The Goodwill-affiliated facility is supported by hundreds of volunteers, including members of more than 60 church congregations who provide evening meals for shelter residents throughout the year.

While the work over the past 40 years has been substantial, it became necessary to renovate and make the current 130-year-old building more sound to ensure the shelter and food bank would remain in place for many years to come. Renovations included upgrades to the interior of the building as well as exterior entry ramps, stairs and other ADA upgrades enabling the shelter to continue to house homeless residents in wheelchairs.

The upgrades to the building were made possible thanks to community partners who provided significant funding to make NCM's building renovations a reality. Major funders included Federal Community Project Funding, Allegheny County, City of Pittsburgh and The Hillman Foundation. ●



The Northside Common Ministries exterior received much needed upgrades.

Above: Cutting the ribbon at the opening of the newly renovated Northside Common Ministries were, left to right, Mark Bibro, NCM Advisory Board Chair; Keith Wehner, Office of State Senator Wayne Fontana; Abigail Horn, Allegheny County Department of Human Services; Aaron Jones, NCM Staff Member; Paul D'Alessandro, Office of US Congressman Mike Doyle; Michael Moore, Director of NCM; and PA Representative Emily Kinkad.



Men using the shelter facility will now enjoy newly renovated bathrooms and sleeping areas.

Power of Work Celebrates 25 Years

The winners of the 2022 Power of Work Awards were celebrated at a hybrid ceremony in April that marked the 25th anniversary of the recognition program. Along with Goodwill clients and representatives of the winning organizations, participating in the event were honorary chairperson Dan Swayze, DrPH, Vice President of Community Services at UPMC Health Plan, and master of ceremonies Bill Flanagan, Chief Corporate Relations Officer for the Allegheny Conference on Community Development.

Selected from more than 60 nominees, four businesses were honored for their shared commitment to improving lives through work.

- **Fudge Farm** was recognized in the HIRE category for its diverse hiring practices. In addition to hiring single parents and individuals experiencing homelessness, the gourmet fudge shop provides young adults with their first work experience through an ongoing partnership with the Goodwill Learn and Earn Summer Youth Employment program.
- **Nancy's Revival | Revival Chili | Revival Pasta of Revival Enterprises** was recognized in the HIRE category for its mission to hire individuals in need of a fair chance at work. Company founder Jordan Robarge has dedicated his life to hiring individuals with criminal backgrounds to reduce local rates of recidivism. He also provides employment opportunities to participants of Goodwill's YouthWorks program.
- **Accenture** was recognized in the HELP category for hosting a series of workshops



Raeann Olander, Goodwill Director of Employer Engagement, far left, celebrated with Construction Junction winners, left to right, Melissa "Missy" Mongelli, Benson Gabler, Terry Wiles and Joe Cox.

with Goodwill as part of its Inclusive Future of Work initiative. Designed to help people whose jobs face a higher risk of disruption from intelligent technologies and people who are facing this disruption while also lacking the resources to build new skills, the workshops resulted in several mentoring and coaching relationships that have opened doors for employment opportunities.

- **Construction Junction** was recognized with a Legacy Award for its commitment to promoting a diverse, equitable and inclusive workforce. The local nonprofit provides job training experiences to Goodwill program participants, and seasonal employment opportunities that aim to assist entry-level participants and others with barriers to employment to gain work experience.

The honorees joined a list of more than 60 different companies that have won a Power of Work award since Goodwill introduced the program in 1997. ●

The 2021 and 2022 Power of Work winners gathered on stage this year for a special recognition as the 2021 winners did not have the chance to take the stage last year due to the pandemic. Pictured are representatives from the 2021 winners: Giant Eagle, Styling By Chi, Bethel Bakery, and 2022 winners: Accenture, Construction Junction, Fudge Farm and Revival Enterprises.



Team Meets with PA Lawmakers

Goodwill team members joined representatives from Goodwill organizations across Pennsylvania in Harrisburg for Legislative Advocacy Day in June. The team met with nearly 50 state lawmakers to discuss Goodwill's mission and advocate for issues important to the organization, including funding for disability and education programs. Goodwill is proud to be more active in government advocacy to help improve the lives of individuals in the local community.

Learn more about Goodwill's mission at goodwillswpa.org/mission-and-values. ●

Taking to the road to meet with state lawmakers in Pennsylvania were, left to right, Bob Stape, COO/CCO/Senior Vice President; Laurie Cybulski, Director of Education & Testing; David Tobiczky, Vice President of Marketing & Development; Jen Belden-England, Director of Client Services; Naomi Bell, Core Services Intake Coordinator; and Kevin Akans, Director of Retail Distribution & Salvage Operations.



Gerrel Finds a Way to Support Family

When Gerrel learned he was going to be a father, he was determined to find permanent housing and obtain a stable job to ensure he could support his new family. He turned to Allegheny Link to address his housing crisis and was referred to Goodwill for its Supportive Housing programs.



Gerrel

Thanks to the Harbor II Rapid Rehousing program that helps individuals or couples who are experiencing homelessness, Gerrel was able to quickly transition to a one-bedroom apartment. Goodwill staff also connected Gerrel to additional services so he could obtain competitive employment. He now works as a Goodwill e-commerce sales associate and has moved into a two-bedroom apartment with his family.

Gerrel recently reflected on how far he has come when he spoke at the Allegheny County Mental Health Court graduation ceremony. Knowing he has achieved stability and improved his quality of life through permanent housing, Gerrel is looking to the future and working toward his long-term goal of becoming a Goodwill retail store manager.

For more information about Supportive Housing programs, contact Diana Reichenbach, 412-632-1863 or diana.reichenbach@goodwillswpa.org. ●

Recent Grad Grows Digital Skills

The United States is the largest tech market in the world, and the Pittsburgh area is among the top markets where the tech sector continues to grow. To help people unlock a future in one of the fastest growing industries in the region, Goodwill offers a wide array of free digital skills programs for in-demand technology topics such as CompTIA IT Fundamentals+ (ITF+).

The new CompTIA ITF+ certificate program provides even greater opportunities for a meaningful career for individuals like Joe. After successfully completing Goodwill's adult education classes and earning his GED, Joe wanted to utilize other Goodwill services to prepare you for a good job. His interest in the IT field, combined with support from Goodwill staff, led him to apply for the program.

Individuals like Joe who have no prior experience but are interested in pursuing a career in IT can apply for the eight-week

program that covers topics ranging from entry-level IT support to advanced specialized fields. All participants receive full scholarships to cover the cost of instruction, learning resources, and the certification exam.

For more information about the CompTIA ITF+ certificate program, visit goodwillswpa.org/comptia-itfplus. ●



Joe

Reentry Programs Provide a Second Chance to Many

The National Reentry Resource Center (NRRC) hosts Second Chance Month each April to raise awareness of the barriers and opportunities for people with justice-involvement. With job openings reaching records highs, Goodwill is more committed than ever to helping these individuals reenter the workforce or learn new skills to better position them for future employment.

Throughout the month of April, Goodwill highlighted job training and social service offerings such as LifeLaunch: Ignite, Pennsylvania Academic Career and Technical Training (PACTT), and Fatherhood FIRE (Family-Focused, Interconnected, Resilient, and Essential). These programs can help individuals who have been involved in the legal system to find jobs, become self-reliant and successfully reintegrate into their communities.

For more information about these programs, visit goodwillswpa.org/programs-and-services. ●



Rebekah Fombelle, Vice President for Human Services, recently accepted a \$10,000 donation from Bob Tiskus, Senior Market Executive at M&T Bank and member of the Goodwill SWPA Board of Directors. The donation will enable Northside Common Ministries' Pleasant Valley Emergency Shelter to assist more individuals as they work toward stability and independence.



Phillip

Cashier Finds a Perfect Fit with Goodwill

Phillip is an avid thrift shopper who enjoys browsing the racks at Goodwill stores to find unique clothing items. When he was struggling financially and in need of a job, there was no need to shop around for open positions as Phillip knew Goodwill would be a perfect fit for employment.

As a Cashier at the South Side store, Phillip enjoys interacting with customers and brightening their day when ringing up purchases that support the more than 50 programs offered in Southwestern Pennsylvania and North Central West Virginia. Approximately 90 cents of each dollar spent at Goodwill stores helps people improve their quality of life through work and related services. ●

Zackary Helps to Meet Growing Business Need

Roughly 300,000 truck drivers leave the profession every year; the COVID-19 pandemic worsened the driver shortage when training and apprenticeship programs were forced to close or limit operations. Fortunately, Goodwill's innovative transportation and distribution service has re-engineered its excess fleet and staff to solve this ongoing problem faced by both for-profit and nonprofit companies.

Mission Logistics fills in the gaps of other transportation services by allowing short-term contracts and making deliveries with trucks that are not filled to capacity. Truck drivers like Zackary make deliveries utilizing Goodwill's existing fleet of vehicles during non-peak times. It's a unique model that helps to meet a growing business need while also generating revenues to benefit Goodwill programs.

After earning his Class A commercial driver's license, Zackary was excited to join the growing team of drivers at Mission Logistics. He appreciates that supervisors were willing to take a chance on him when he was fresh out of school by providing custom training to enhance his career.

For more information about Mission Logistics, visit missionlogistics.com. ●



Zackary

Area Youth Supported by New Goodwill Partnership

Goodwill has partnered with Butler Tech in Ohio to bring its Project LIFE program to meet the needs of youth with disabilities in the local community. The comprehensive, multi-year transition program provides participants the opportunity to develop, practice and strengthen skills that are high predictors of greater adult independence and successful, integrated community employment.

Project LIFE is a proven program model that supports youth with disabilities ages 16 and older on their journey to adulthood. Through a combination of targeted course of study in a classroom setting, instruction in independent living skills, and authentic work-based learning experiences in the community, participants gain the skills needed for future employment and a more independent future.

To learn more about Project LIFE, contact Clare Hann, clare.hann@goodwillswpa.org or 412-632-1880. ●

People of Goodwill



Students participating in English as a Second Language (ESL) online classes recently had the opportunity to hear from State Representative **Sara Innamorato**. She discussed a variety of topics including visas, unemployment compensation, employment in Pennsylvania, and infrastructure.

UniqueSource Specialist Honored with Award

Regina Ford, Janitorial Specialist at Goodwill and Day Porter at PennDot Engineering District 12, was one of 23 Pennsylvanians to be honored at this year's UniqueSource® Achievement Awards. The annual Embrace the Abilities celebration showcases the skills and talents that individuals with disabilities like Ford bring to the workplace each and every day.

New Board Members Announced

Goodwill is pleased to welcome the following new Board members:

- **Jeanine Fahnestock**, Senior Vice President, PNC Bank and Deputy Executive Director, PNC Grow Up Great
- **Monica Malik**, Senior Program Manager, Social Determinants of Health, Highmark Health

Employee Participates in Industry Roundtable

Flagger Force invited **Quentin Taraszewski**, Lead Employer Engagement Liaison, to join an industry roundtable about providing individual and community support through workforce development initiatives. This discussion is one of many ways the traffic control company keeps communities moving through quality work, creation of jobs, career development, and giving back.

Vice President Discusses Goodwill on Podcast

Andrew Marano, Vice President of Donated Goods Retail, discussed Goodwill's impact on the local community during an episode of the Watching Trees Grow podcast. He is one of several nonprofit representatives who have served as a guest on the personal finance podcast hosted by Troutwood. ●

Crystal Becomes Active in Her Community



Crystal

Goodwill offers several community supports for individuals with intellectual or developmental disabilities. Just ask Crystal, who came to Goodwill to explore programs that would enable her to become a more active participant in her community. Even with a bright smile, sense of humor and good manners, Crystal knew she wanted support to grow her socialization and other skills.

Aspire provides adults with disabilities like Crystal the opportunity to build house-keeping skills, digital skills and more that

will support their independence and participation in the community life. Crystal flourished so much in the Aspire program that she was honored as a Goodwill Outstanding Achiever. This recognition empowered her to participate in other Goodwill programs such as Community NOW! Crystal is now active in social and educational activities, while continuing to participate in the Aspire program, to gain skills that will enable her to transition to an integrated community setting.

For more information about the Aspire program, contact Nicole Weber, 412-632-1914 or nicole.weber@goodwillswpa.org. ●

A Store Near You

Grafton Store Epitomizes Small Town Charm

“The small, sleepy little town, full of extremely nice people and memorable characters is a legacy.”

This quote by Scott Dickson may well describe the town of Grafton, West Virginia – a place that offers no interstate and only a handful of stores. Plus, a Goodwill store that fully encapsulates the virtues of small-town charm.

In this store, every employee is from a small town – most from Grafton – and they know most of the customers who visit the store: the majority are friends or family. Its associates will ask about customers’ grand-kids, their families, their businesses, adding

a personal touch that is unusual for most retail businesses these days.

This experience where everyone knows everyone’s name is the epitome of having a store like Goodwill as one of the staples in the community. Some customers travel as far as 45 minutes to experience this special touch; others know the employees will keep an eye out for their collectible items.

Many customers also stop in to see the innovative and fun merchandising displays in the store. There are two cases that are changed bi-weekly with creative displays that commemorate everything from Mother’s Day to a tribute to Ann Jarvis, the Girl Scouts founder who is originally from Grafton.

This pride and involvement have been at the core of the success of the Grafton store. The emphasis on being a family and investing in the success of the store makes a difference for employees, shoppers and the community alike in this small-town store with a big-city sized heart. ●

About the Grafton Store Location:

- **Location:**
1 Harmans Plaza
Grafton, WV 26354
- **Staff:**
15 employees:
8 full-time; 7 part-time
- **Store Hours:**
Monday-Thursday
10 a.m. to 7 p.m.
Friday-Sunday
10 a.m. to 8 p.m.
- **Telephone:**
304-903-8038



Visitors to the Grafton store enjoy a wide variety of creative displays the employees design regularly.

DONATE A CAR:

**It's a Win for Goodwill
and a Win for You**

Are you looking to
unload a vehicle but
want to avoid the hassle
of selling it yourself?
Donate it to Goodwill.
Visit [goodwillswpa.org/
donate-a-car](http://goodwillswpa.org/donate-a-car) or call
1-888-30-40-CAR for
more details.

Goodwill of Southwestern Pennsylvania

Robert S. Foltz Building
118 52nd Street, Pittsburgh, PA 15201
412-481-9005 goodwillswpa.org

Affiliates

Goodwill of North Central West Virginia
1-888-4GW-NCWV (1-888-449-6298)

Goodwill Commercial Services, Inc.
412-913-1982

Northside Common Ministries
412-323-1163

Our Mission

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

Goodwill's Code of Conduct

Goodwill of Southwestern Pennsylvania is
committed to conducting its business in
accordance with the highest standards of ethical
behavior and regulatory compliance and to
treating everyone with dignity and respect. The
agency's full Code of Conduct document – "Ethics
at Work" – may be viewed at www.goodwillswpa.org.

Non-discrimination Statement

Goodwill SWPA is an Equal Opportunity
Employer/Program. Goodwill SWPA does not
discriminate based upon race, religion, color,
national origin, gender (including pregnancy,
childbirth, or related medical conditions), sexual
orientation, gender identity, gender expression,
age, status as a protected veteran, disability, or
other applicable legally protected characteristics.
Auxiliary aides and services are available upon
request to individuals with disabilities. For more
information, call 412-632-1809 or email
accommodations.request@goodwillswpa.org.

Goodwill SWPA is CARF accredited.

Alternative formats are available upon request.
Your comments and suggestions are welcome.

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REGISTER NOW for Golf for Goodwill

Over the last 21 years, Golf for Goodwill
has raised nearly \$3 million dollars for
Goodwill's innovative job training and
education programs. Help to add to this
growing total by registering for the 2022
Golf for Goodwill outing scheduled for

Monday, September 12, at the Pittsburgh
Field Club. Golfers will enjoy 18 holes
with drinks, snacks and special contests
throughout the course. The day will finish
with a casual evening reception featuring
an open bar, smorgasbord of delicious food,
and remarks.

*To register for Golf for Goodwill, visit
goodwillswpa.org/golfforgoodwill. ●*

