

## New Mission Statement and Rebrand Announced

Goodwill SWPA recently introduced a new mission statement as part of the organization's strategic planning process. Created based on input from the community, Goodwill employees, and the Board of Directors, the new mission statement is: "We strengthen communities, advance reuse and sustainability, and empower people to achieve their potential."

Goodwill also rolled out a strategic rebrand to establish a more unified message and to emphasize how the organization's mission is supported by Goodwill's thrift stores. Highlights of the rebrand include



The Smiling G and Monique McIntosh, President & CEO, show off Goodwill SWPA's new mission statement at the rebrand kickoff event.

a new headline: "Where There's A Goodwill, There's A Way" and a new tagline: "Job Training, Life Changing."

To learn more about Goodwill's new mission statement and rebrand, please visit [goodwillswpa.org/about/the-goodwill-way/](https://goodwillswpa.org/about/the-goodwill-way/).

## Congratulations to the 2023 Power of Work Award Winners

The winners of the 26th annual 2023 Power of Work Awards were celebrated at a ceremony in April. This year's winners join a list of more than 60 different employers and organizations in southwestern Pennsylvania that have won the award since Goodwill introduced the program in 1997.

Goodwill recognized three businesses for their shared commitment to improving lives through work. LaRosa Youth Club and Sigal Development Services LLC were named for their willingness to HIRE people with disabilities or other employment barriers. Children and Adults Developmental Agency Programs, Inc. (CADAprgrams) was named for going the "extra mile" to offer work-related support and experiences to HELP workforce development.

Check out page 8 for more details about the winners of the 2023 Power of Work Awards.

### Michael J. Smith Servant Leader Award

Former President/CEO Mike Smith retired in 2022 after serving Goodwill with humility, integrity and grace for more than three decades. To honor his service and celebrate team members who personify the organization's mission, Goodwill recently established the Michael J. Smith Servant Leader Award.

Warren Nickles, Security Officer, was recognized as the first recipient of this award during the 2023 Power of Work Awards ceremony. For nearly 11 years, Warren has often been the first person to greet people entering the Workforce Development Center—respectfully welcoming them with a smile, assistance, or



**WARREN**

**CONTINUED ON PG 8**

## President & CEO Message

### Getting to Know Goodwill

It is an honor for me to have the chance to speak to you directly through this newsletter as I begin my time at Goodwill of Southwestern Pennsylvania.

Since I first walked through the doors as President & CEO on March 1, I have been spending a great deal of time getting to know the organization, our mission, our strategic plan and – most importantly – the wonderful people we serve and our Goodwill Team Members who bring our mission to life each and every day. It's been a truly enlightening experience to see first-hand the amazing impact Goodwill has in the community providing opportunities and access to individuals who may not have it otherwise. My meetings with Goodwill Team Members have also provided me with a greater understanding of how they experience our organization and the investments we can make to enhance our Diversity, Equity, Inclusion and Belonging culture.

I am also very proud to highlight the impact Goodwill makes through the public's donations and shopping in our stores, and how we fulfill our commitment to sustainability and conservational responsibility. In 2022 alone, we kept 56 million pounds of material out of landfills through thrift store sales, repurposing and recycling.

What I have learned will set the stage for creating a vision for Goodwill as we move into a new stage of organizational management. Our mission will remain at the forefront as we continue to work as a leader in equitable workforce development, supporting thousands of unemployed and underemployed individuals who face structural barriers that impact their workforce participation. We will also remain focused on creating, implementing and influencing systemic change that leads to economic mobility opportunities for all.

**15,248**  
individuals served through  
Goodwill's mission



### Meet Monique McIntosh

Monique McIntosh was named the new President & CEO of Goodwill SWPA in March. She is only the eighth individual to serve in this position since the organization was founded in 1919. McIntosh joins Goodwill after serving in various leadership capacities at the YWCA Greater Pittsburgh, including Chief Program Officer. She also previously served as Vice President, Programs and Services at the Urban League of Greater Pittsburgh. See the message at left from the President & CEO to learn more about McIntosh.



Goodwill requires a collective effort from all who are so incredibly committed to our mission, from employees, to donors, to public, private and social sectors. The generosity from the public fuels our economic engine that provides so much of the revenue needed to make such a significant impact. By working together, we will continue to impact our region as we move forward.

I am so pleased to be a part of this organization that brings with it such a rich history of service to the community. I look forward to continuing this service now and in the future.

### Limited Spots Remain for Golf for Goodwill

Golfers are encouraged to mark their calendars and plan to hit the links for the 23rd annual Golf for Goodwill outing on Monday, September 11, at the Pittsburgh Field Club. Participants will add to the nearly \$3 million that Golf for Goodwill has previously raised to support the organization's life-changing programs and services. Golfers will enjoy 18 holes with drinks, snacks and special contests throughout the award-winning golf course. The day will wrap up with a casual reception featuring an open bar and smorgasbord of delectable dishes in the Field Club's newly renovated outdoor terrace with covered seating.

*For more information or to register for Golf for Goodwill, please visit [goodwillswpa.org](http://goodwillswpa.org).*



## Pride Month Celebrated at Goodwill

Goodwill's Diversity, Equity, Inclusion, and Belonging (DEIB) Taskforce has been busy over the last few months creating and hosting several initiatives that focus on highlighting the diverse set of skills and lived experiences that make Goodwill SWPA stronger.

- In May, the Taskforce and the Inclusion & Belonging Book Club hosted an Open House at the Lawrenceville Workforce Development Center. Employees learned how they could get involved in the DEIB work, checked out the collection of inclusive books specifically to DEIB in the library, and took home new swag, including Pride pins that were created by Goodwill team members who entered an original art contest to celebrate the LGBTQ+ community. Three pins were created and distributed to all employees ahead of Pride month to wear to show their support now and all year long.
- The organization sponsored Morgantown Pride for Pride month in June.

## Check out our Pride Pin Winners!



Joy Mommens;  
Team Lead, Cranberry  
Superstore



Kevin Rodriguez;  
Assistant Store Manager, West  
Mifflin



Sydney Weiland;  
Communications Specialist,  
Marketing

- Jules Mackenzie Hughes, Owner and Executive Director, Metamorphosis Unlimited, spoke to employees about her personal life, struggles with substance abuse disorder, and using her personal experiences to support others in the LGBTQ+ community.
- A community partner Lunch n' Learn was held with Persad to talk about unsung heroes in the LGBTQ+ community throughout history and to provide details on how Goodwill can partner for employee and participant and client needs.



Goodwill sponsored a Pride Fashion Show at the Phipps Conservatory to benefit LGBTQ+ businesses. A wide variety of colorful and truly unique outfits were on display during the event.

## Save the Date for Celebration of Caring

A Celebration of Caring fundraiser benefitting Northside Common Ministries is set for Thursday, November 2, at Pittsburgh's Grand Hall at The Priory Hotel. The event will feature prizes, entertainment, remarks from special guests, and a special presentation of the inaugural Jay Poliziani Servant Leader Award.

Look for more information about event sponsorships and tickets at [ncmin.org](http://ncmin.org) in August. In the meantime, contact Michael Moore at 412-323-1163 or [michael.moore@ncmin.org](mailto:michael.moore@ncmin.org) to learn how to get involved with Northside Common Ministries' efforts to build bridges that connect neighbors in need to an improved quality of life.

You are invited to ...

# CELEBRATION OF Caring

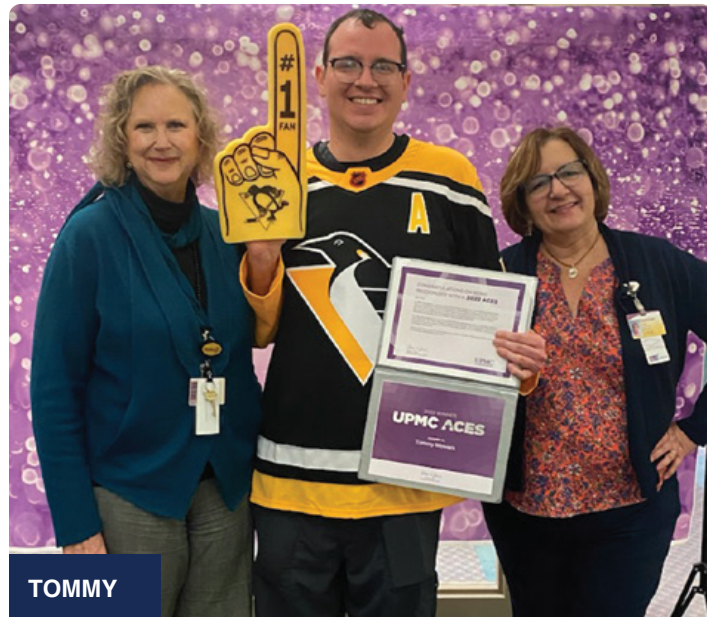
**THURSDAY, NOVEMBER 2, 2023**  
5:30 p.m.  
Pittsburgh's Grand Hall at the Priory

40 years of Caring for our North Side Neighbors in Need



## Tommy Becomes Valued Team Member

The Project SEARCH program provides students with disabilities like Tommy real-life work experience to help develop the skills needed to transition from high school to competitive employment. The one-year program takes place entirely at UPMC to facilitate a seamless combination of classroom instruction, career exploration, and hands-on training through three job rotations. Tommy has worked in Transport at UPMC for six years after successfully graduating from the Project SEARCH program.



"His friendly personality is known throughout the hospital, as Tommy always greets people with a smile and brings sunshine to people who are lucky enough to encounter him," shared staff members. "Plus, his work ethic is beyond reproach. There is never a job that Tommy turns away."

For these reasons and more, Tommy was recently presented with the Award for Commitment and Excellence in Service (ACES). Fewer than one percent of UPMC staff receive this award that honors staff who exemplify UPMC's five core values: quality and safety, caring and listening, responsibility and integrity, and excellence and innovation. When presented with the award, Tommy also received an autographed Pittsburgh Penguins jersey and congratulatory letter from player Jeff Carter.

## Support Goodwill's Work in Washington County



The Washington County Community Foundation encourages community members to donate to Goodwill and/or other participating nonprofits during its annual Day of Giving on Thursday, September 14. Donations made at [wccfgives.org](http://wccfgives.org) between 8 a.m. and 8 p.m. during the county-wide fundraiser will be enhanced by a prorated percentage of the \$100,000 bonus pool. The minimum contribution is \$25, but donors are welcome to give as much and to as many charities as they would like.

## Second Donation Express Center Now Open

Goodwill officially opened its second drive-through Donation Express Center in March at 2571 Wenzell Avenue to provide another quick and easy way to donate gently used items. The new center is open 10 hours per day, seven days per week and is designed to complement retail stores by accepting much-needed additional donations to adequately stock the sales floor.

Participating in the ribbon cutting ceremony were, left to right, Joanne Maratto, the Smiling G; Aaron Morelli, Donation Door Attendant; Paul Indrihovic, Donation Door Attendant; Monique McIntosh, President & CEO; Andrew Marano, Vice President of Donated Goods Retail; Bob Stape, Chief Operating Officer, Senior Vice President and Corporate Compliance Officer; and Martin Perry and Jessica Spazok, both from Newmark.





## People of Goodwill



Congratulations to team member **Marla McHugh** for taking home the gold in two alpine skiing events at Pennsylvania's 2023 Special Olympics Winter Games at Seven Springs Resort. Marla first came to Goodwill as a program participant over 15 years ago and was later hired in a part-time role.



Above: **Carey Cooper**, Production Support Specialist, was recently honored with a 2023 Embrace the Abilities Award for his exceptional character in living and coping with disabilities, particularly in the workplace. Celebrating his achievement at the 2023 UniqueSource Achievement Awards ceremony were, left to right, Keynote Speaker Tanisha Carter; Carey Cooper; and Lisa Biggica, President & CEO, UniqueSource Products & Services.



Left: **Jen Morgan**, Outreach and Recruitment Specialist, recently participated in Moms Matter: A Community Health Care Event in honor of Black Maternal Health Week. The Sto-Rox Neighborhood Health Council hosted the event to connect McKees Rocks residents with free health services, family activities, information sessions, and resources from community organizations like Goodwill.

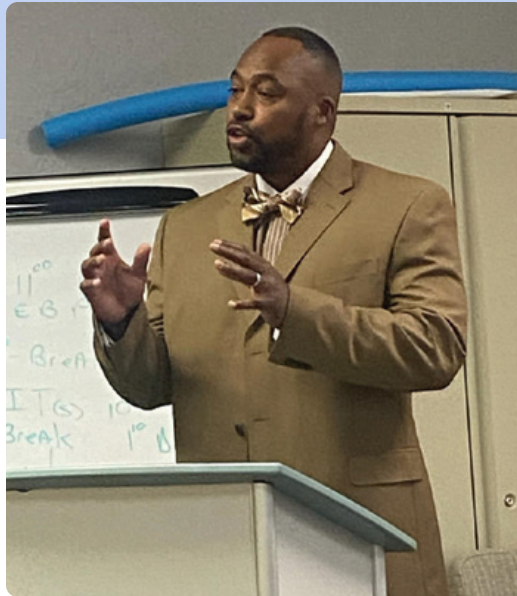


## Goodwill Graduations

### Young Adults Work Toward a Better Future

Goodwill recently celebrated the accomplishments of young adults participating in the Community Intensive Supervision Program (CISP). In addition to drug and alcohol education, assessment and treatment, these graduates were given the chance to complete the YouthWorks JumpStart Success work readiness program, as well as earn their ServSafe Food Handler and CPR/AED/First Aid certifications through Goodwill.

Operated by the Court of Common Pleas of Allegheny County, CISP is an alternative to incarceration and reentry program for male offenders between the ages of 10 and



Marvin Randall, Program Coordinator, Allegheny County CISP, was one of several speakers at the CISP graduation ceremony. Other speakers included Monique McIntosh, President & CEO and Kevin Nicholson, YouthWorks Program Specialist, from Goodwill; Eric Ewell, Pastor, Divine Restoration Church of God and Director of Continuing Education, Penn State, Greater Allegheny.

18 returning from institutional placements. A full range of programming is offered to participants in five specially designed neighborhood centers so they have the opportunity to work toward a better future.

### UPMC Graduates 12 SEARCH Students

May was graduation season and Goodwill SWPA joined in the celebration by recognizing 12 Project SEARCH graduates at UPMC Mercy and UPMC Passavant hospitals. 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.



Above: UPMC Passavant graduates



Left: UPMC Mercy graduates



## Perseverance is Key for Clovia

Clovia was an eager participant when she first began taking high school equivalency classes at Goodwill, but instructors recognized she needed additional support when she and her family lost their home to a fire. The extra encouragement motivated her to continue attending classes while she searched for a new home. Clovia's persistence paid off as she is now working at UPMC and training to become a medical assistant after earning her diploma.



CLOVIA

"Don't ever give up on your goals. Perseverance is key. If anybody had a reason to postpone or pause, it was me. There was the fire, but I knew what I wanted, and I stayed true to that," said Clovia. "Thanks to Goodwill for this opportunity of a lifetime and for helping us achieve even when we want to give up."



First Commonwealth Bank recently contributed \$5,000 to YouthWorks to support the HIRE ME work readiness program, receiving up to a 90 percent tax credit by making a donation through the Education Improvement Tax Credit (EITC) program. Marking the occasion were, left to right, Tiffanee Heywood, Director, YouthWorks; Anna Frank, Financial Education Program Coordinator, First Commonwealth Bank; and Talise Hill, Senior Director, Employment Services.

## Ritchie Excels Despite Adversity

When Ritchie struggled with homelessness, he applied for the Family Self Sufficiency (FSS) Program through the Home Ownership Center and Randolph County Housing Authority for help to get back on his feet. He received assistance and guidance from a program coordinator as he worked to achieve his goals of financial independence and homeownership.

Ritchie has maintained a job at the Goodwill store in Elkins, West Virginia, for three years, starting as a Donation Door Attendant and then Team Lead. Additionally, he worked hard to improve his credit score so he could purchase a home. Upon successfully accomplishing the goals he set for himself with the FSS Program, the Home Ownership Center awarded Ritchie with \$14,000 after the official closing on his new home.



RITCHIE



ELAINE

## Elaine Wants to Make A Difference

Goodwill is comprised of passionate, dedicated individuals who are committed to making a difference in the lives of people in the community. Elaine came to work for Goodwill as the Development Coordinator because she was excited to be part of this team of over 1,000 people working toward a single mission.

Using her background in sales and customer service, Elaine hopes to exceed Goodwill's fundraising goals because she knows every contribution has the potential to make a difference. Monetary donations help support Goodwill's more than 50 programs and services.

## Congratulations to the 2023 Power of Work Award Winners

(continued from page 1)

conversation. Additionally, he goes above and beyond to support Project LIFE program participants, allowing them to shadow him and learn first-hand all the work that goes into making Goodwill a safe and secure place.

**LaRosa Youth Club (LYC)** was recognized in the HIRE category for recruiting staff from the surrounding McKeesport community who are both diverse and representative of their youth club membership. The organization has hired several single parents, providing training and career development opportunities while enabling staff to bring their children to work and participate in the after-school program when they are working to support work/life balance.



Celebrating with LaRosa Youth Club were (left to right) John Kraus, Chair of the Board of Directors; Monique McIntosh, President & CEO; Honorary Chairperson Kelly McCormick, Vice President Global Talent Curation & Community Partnerships, Giant Eagle; Master of Ceremonies Bill Flanagan, Special Advisor for the Allegheny Conference on Community Development; and award recipients Amber Brooks, James T. Barry Jr., and James T. Barry III from LaRosa Youth Club.

**Sigal Development Services LLC** was recognized in the HIRE category for providing a work environment that embraces people with barriers and collaborates with them as they navigate challenges. The organization created a new paid work experience for an EARN program participant and supported her transition to competitive employment by allowing a fluid schedule, offering the independence to work from home, and paying for transportation to the office as needed to consistently meet the participant's needs.



Jason Sigal and Stacey Konop, right center, from Sigal Development Services LLC, accepted the award from Goodwill.

**Children and Adults Developmental Agency Programs, Inc. (CADAprgrams)** was recognized in the HELP category for recruiting potential staff members with disabilities and offering a supportive environment for people of all abilities, identities and cultural backgrounds. Potential staff members are given a support person, ongoing training to enhance comprehension, and competitive pay. Upon successful completion of an initial 90-day program, eligible individuals are brought on as official staff members.



Accepting the 2023 Power of Work Award on behalf of CADAprgrams was Tiffanee Heywood, YouthWorks Director, middle.

## Goodwill Receives Seal of Approval

GuideStar has awarded Goodwill SWPA with the Platinum Seal of Approval, the highest rating possible, for its dedication to openness and accountability. Check out Goodwill's financial information at [guide-star.org](https://www.guide-star.org) to see how donations make a difference in the community.

Platinum  
Transparency  
2023

Candid.



## Goodwill Advocates!

Goodwill SWPA leaders recently met with policymakers at the local, state and federal levels to advocate for the issues that may impact the communities and people Goodwill serves.

- Goodwill representatives from across the United States, including Goodwill SWPA, traveled to Capitol Hill in April to urge Congress to reauthorize the Workforce Innovation and Opportunity Act that protects funding for workforce development and job training programs, and expands charitable giving incentives.
- Representatives from the Pennsylvania Association of Goodwills (PAG) visited Harrisburg in May to encourage legislators to join Goodwill in its belief that “Pennsylvania needs to support its workforce with additional education, skills and training to better enable residents to support themselves and their families.”



Participating in this year's Goodwill on the Hill visit in Washington D.C. were, left to right, David Tobiczky, Vice President of Marketing and Development; Bob Stape, Chief Operating Officer, Senior Vice President, and Chief Compliance Officer; U.S. Representative Chris Deluzio; and Monique McIntosh, Goodwill SWPA President & CEO.



State Representative Sara Innamorato visited the Workforce Development Center in Lawrenceville to meet Monique McIntosh, President & CEO, and learn how Goodwill helps individuals in the community through adult education programs and the Goodwill Tech Academy.



**1,133**  
team members  
employed

## Helping Veterans Meet Employment Goals

Goodwill is proud to partner with the Off-Base Transition Training (OBTT) program to help veterans, those currently serving in the National Guard and Reserve and their spouses, meet their employment goals. Goodwill is helping individuals take control of their careers by hosting monthly workshops at the Workforce Development Center in Lawrenceville where they learn about topics such as resume essentials, interview skills, federal hiring, and salary negotiation.

*For more information about the OBTT program or to register for an upcoming workshop, please visit [goodwillswpa.org/life-changing-services/employment-services/](http://goodwillswpa.org/life-changing-services/employment-services/)*

**OBTT** Build your Brand.  
Refine your Resume.  
Craft your Career.  
OFF-BASE TRANSITION TRAINING



## Skyler Explores A Career In Retail

YouthWorks helps young adults like Skyler to achieve their full potential by providing the training and opportunities they need to succeed. The 12-week IMPACT Retail Training program, for example, prepares young adults for a job in retail, with those completing the program guaranteed employment at a Goodwill store in their community.

This program enabled Skyler to become more comfortable working in a retail environment and sharpen the soft skills needed to sustain a job, which is why he was hired as a Retail Associate at the Lawrenceville store after successfully completing the program. Skyler looks forward to continuing to earn his own income so he can reach his goal of moving into his own place someday.

**5,975**

**people received Goodwill  
store Give Back vouchers  
via 87 agency partners**



The M&T Charitable Foundation recently donated \$5,000 to Northside Common Ministries to assist men experiencing homelessness as they work toward stability and independence. Celebrating this contribution were, left to right, Linda Ulrich, Chair, Northside Common Ministries Advisory Board; Robert Tiskus, Senior Market Executive, M&T Bank; Michael Moore, Director, Northside Common Ministries; and Kwabena Danso-Ayesu, Senior Director, Housing and Community Services.



## A Store Near You

### Healthy Competition Motivates Delmont Staff

A little friendly competition peppered with some life celebrations goes a long way. That's what Christina Deemer has found to be true. As the Manager of the Delmont Goodwill, Deemer does a lot of little things for her staff of 37 that make this store successful.

As one of the newer – and bigger -- stores in the region, Delmont first opened in December 2021. The store replaced the Murrysville store and offers a large back room that allows for eight processors to work at the same time while also having additional room for storage.

Deemer has worked hard to motivate her staff. For instance, she leads Bingo for the processors to identify different unique items as they sift through the large amount of donations. She also holds Easter Egg Hunts and other competitions for the chance to

win gift cards to coveted stores where her staff like to shop.

"The staff are putting out a lot of items and work very hard to hit milestones we have set," says Deemer. "They love the challenges and seeing their hard work pay off."

In addition to the in-store competitions, the staff often come together to celebrate birthdays, graduations, and special events. This camaraderie leads to a store where customers say they love to shop. Deemer explains that shoppers say they like the variety of items and styles that are hard to find at the other stores, like Walmart and Dollar Tree, which are located right next door.

"It's a treasure hunt for our customers," explains Deemer. "They never know what they'll find – and that's really great for everyone."

#### LOCATION

6740 Hollywood Boulevard  
Delmont, PA 15626

#### STAFF

37 employees: 3 full-time;  
34 part-time

#### STORE HOURS

Monday-Thursday:  
10 a.m. to 7 p.m.  
Friday-Sunday:  
10 a.m. to 8 p.m.

#### TELEPHONE

724.510.3936



The Delmont Store offers a large assortment of goods thanks to the behind-the-scenes work of its employees.

**Goodwill of Southwestern Pennsylvania**

Robert S. Foltz Building  
118 52nd Street  
Pittsburgh, PA 15201  
[goodwillswpa.org](http://goodwillswpa.org)

Non-Profit Organization  
U.S. POSTAGE  
**PAID**  
PITTSBURGH, PA  
PERMIT NO. 2972

[Give to Goodwill at \[goodwillswpa.org/donate/money\]\(http://goodwillswpa.org/donate/money\)](http://goodwillswpa.org/donate/money)

## Discover the Transformative Power of Goodwill

As one of the largest and most diverse social and human service organizations in the region, Goodwill has positively impacted countless people through services ranging from job training to educational programs. The annual “Faces of Work” video highlights just three of the thousands of people who Goodwill empowers to achieve their potential. *To learn how Goodwill has changed the lives of Nikia, Bobby and Demaje, please visit Goodwill's Youtube channel, [youtube.com/goodwillswpa](https://youtube.com/goodwillswpa).*



### Goodwill of Southwestern Pennsylvania

Robert S. Foltz Building, 118 52nd Street, Pittsburgh, PA 15201  
412-481-9005 [goodwillswpa.org](http://goodwillswpa.org)

#### Affiliates

[Goodwill Commercial Services, Inc.](#)  
[Goodwill of North Central West Virginia](#)  
[Goodwill Real Estate, LLC](#)  
[Mission Logistics, LLC](#)  
[Northside Common Ministries](#)

#### Our Mission

We strengthen communities, advance reuse and sustainability, and empower people to achieve their potential.

#### 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](http://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](mailto:accommodations.request@goodwillswpa.org).

Goodwill SWPA is CARF accredited.

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

Where there's  
a Goodwill,  
there's a way.

## 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/cars/](http://goodwillswpa.org/donate/cars/)  
or call 1-888-30-40-CAR for more details.