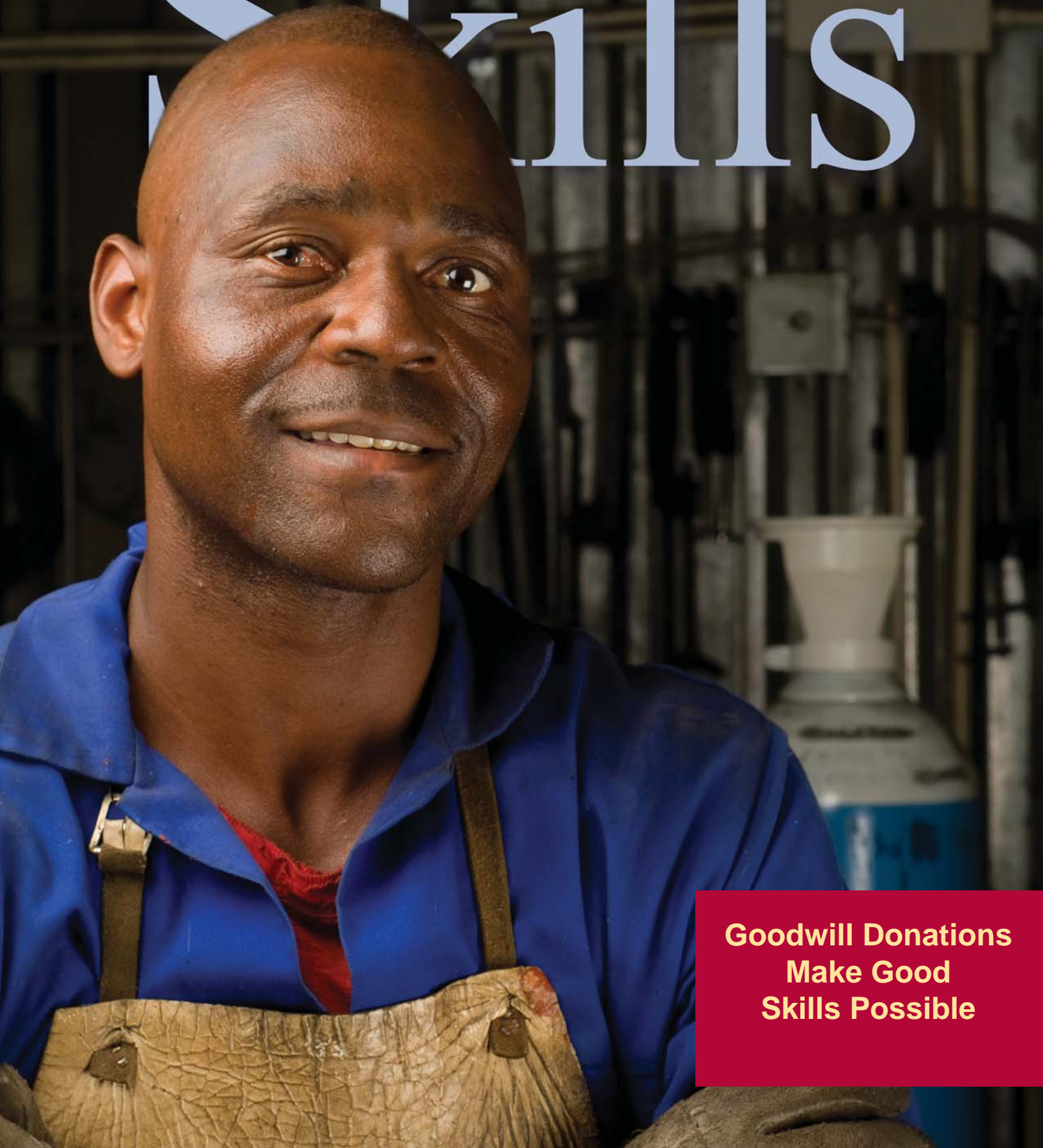


Good Skills

Summer 2010



**Goodwill Donations
Make Good
Skills Possible**

Good Skills

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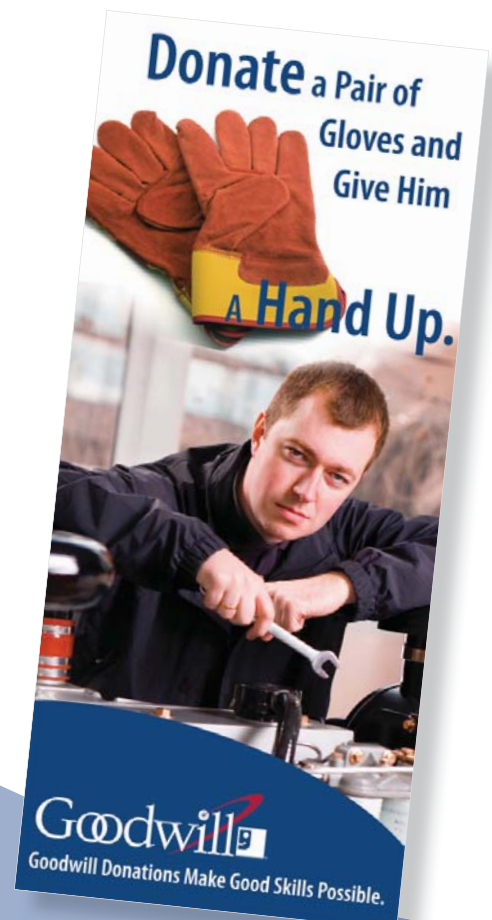
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www.goodwillclevacanton.org

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Goodwill = ?

When you think of Goodwill, what comes to mind? The typical answer is “the stores.”

As we look to the future image of Goodwill in our communities, we want to give people an easy equation for how Goodwill serves the community. So often we hear “I had no idea” when we get news coverage on our mission or when we cover mission services during a speaking engagement. We want to provide a clear picture of how shopping and donating to Goodwill helps people! How are we going to accomplish such a simplified answer for such a complicated non-profit? It's called Positioning. Positioning is how you differentiate your brand from competition. How you express your difference using words, pictures and/or sounds to get your idea into the minds of target prospects.

In order to discover our unique position in the vast world of non-profits, we partnered with a local marketing firm, Innis Maggiore, to get to the heart of what we do, how to say it in as few words as possible and how to help folks understand it easily. The result? **Goodwill Donations Make Good Skills Possible.** Good Skills refer to Life and Employment Skills that all of our programs help individuals build in order to succeed in work and life. As we try to represent this throughout the agency and the community in different ways, we will be graphically expressing this statement as well. The goal is that everyone starts to recognize the equation: Goodwill = Good Skills.

Sincerely,





Summer Jobs

More Than 230 Stark County Youth Participate in Summer Employment Program through Goodwill

Goodwill has partnered with other local agencies to help put another program into action, the Summer Youth Employment Program, and we are happy to announce the results have been positive! The program is a joint effort between Goodwill and the Department of Job and Family Services who is funding the program. The City of Canton and Canton City Schools also have summer youth programs.

The program has allowed youth (ages 16 to 24) who meet certain TANF (Temporary Assistance for Needy Families) requirements an opportunity to work and earn a paycheck from TANF Emergency Contingency Funding, from June through the end of August. The youth who have been

selected are gaining work skills and experience and have an opportunity to demonstrate their abilities to their temporary employers.

Currently, 238 individuals have been placed with 83 employers and agencies in Stark County. The types of jobs they have been placed in include landscaping, food service, grocery stores, pet stores, retail shops, janitorial, security and customer service.

William Jackson, a 20-year-old participant who had been looking for a job since November, could not have been more enthusiastic and grateful for the program. "This program has been a wonder," said Jackson. "If it wasn't for the Summer Youth Employment Pro-



gram, I still wouldn't have a job." Jackson has taken on the role of security at Goodwill Industries. He has gained interpersonal, technical and administrative skills and has developed professionally as well.

The program is still in its early stages, so at this time no employers have made future commitments for continued work once the program ends in August. Many of the employees, including Jackson, are hoping for just that.

Pictured at top: Marco Cuadra, Keith Evans, Tyler Guna and Cody Silverthorn (employed by Stark Parks)

Pictured below: William Jackson (employed by Goodwill Industries)

Upcoming Events

August 19 - Career Fair

Come one come all to the Career Fair on Thursday, August 19 at the Center for Families and Children, located at 4500 Euclid Avenue in Cleveland. Goodwill Industries and the Greater Cleveland Re-entry Program are co-sponsoring this event where job seekers can meet with more than 30 employers including Dollar Bank, Lowe's, Aaron's, TJ Maxx, Prudential Insurance and many more. Goodwill also is providing free preparation for job seekers on Wednesday, August 18 including mock interviews, sample applications and resume reviews. For more information, please call 216-431-8300.

September 8- 'Get Acquainted With Goodwill' Luncheon at the Cleveland, East 55th Street program office. RSVP to Marisa Rohn at 1-800-942-3577 ext. 1030.

September 9 - Donation Drive at Lake County Captains Playoff Game
Bring your material donations to the Lake County Captains playoff

game at Classic Park in Eastlake on Thursday, September 9 and receive \$2.00 off the price of admission. The Captains, a Class A Affiliate of the Cleveland Indians, have had a great season and are excited to close out the year with a new partnership with Goodwill. The game is scheduled to begin at 6:30 p.m. at Classic Park.

September 21, October 6 - Center for Entrepreneurial Success Fall Sessions Begin

Looking to start your own small business? The Center for Entrepreneurial Success is now accepting applications for its fall series "Stepping Up to New Opportunities." Both day and evening classes are available. The evening sessions are slated to begin Tuesday, September 21 and will meet weekly from 6 p.m. to 8 p.m. thru December 7 at the North Canton Area Chamber. The day sessions will begin Wednesday, October 6 and will meet weekly

from 1 p.m. to 4:30 p.m. thru November 10 at the Community Campus at Goodwill. For more information, please call 330-445-1059 or visit www.defineyoursuccess.org.

September 22 - 'Get Acquainted With Goodwill' Luncheon at the Canton, corporate office. RSVP to Marisa Rohn at 1-800-942-3577 ext. 1030.

October 14 - Good Style Fashion Show

You won't want to miss this one! Join Goodwill for a night of great fashions, touching stories and 'wild' atmosphere at the Good Style Fashion Show, October 14 at The RainForest at the Cleveland Metroparks Zoo. The event will feature Goodwill finds made runway fresh by design students of Ursuline College as well as special guest emcee, Connie Dieken. Tickets for the event (\$30 per single and \$50 per couple) will go on sale September 1 by calling 1-800-942-3577 ext. 1030.



COO, Cleveland Named

Goodwill Industries is pleased to announce that Christine Hoffer, Vice President of Human Resources has accepted the position of Chief Operating Officer, Cleveland. In her new role, Christine's office is located at Goodwill's Cleveland facility



(2295 East 55th St.) She continues to oversee Goodwill's Human Resources Department, Loss Prevention and Safety, with a heightened awareness on the Cleveland area. The new role also will help Christine explore new opportunities in the Cleveland area for all facets of the organization. Christine is excited at the idea of returning to the Cleveland community and reconnecting with the many contacts she made working in the area for years.

Christine joined Goodwill in 2007 after 3 years with Shearer's Foods, Inc. where she oversaw the Human Re-

source Department. Additionally, she has experience as a senior executive and as an attorney with 19 years experience in industry and academia with companies such as Cuyahoga Community College, The Sherwin-Williams Company and as an attorney with National Labor Relations Board in Cleveland to name a few.

Christine received a Juris Doctor from The University of Akron School of Law and her Bachelor of Science Degree in Labor Economics from The University of Akron.

Spotlight on Collaboration

One of the Community Campus Partners at Goodwill, Access Health Stark County, formed out of a truly collaborative effort on behalf of Stark County residents.

Access Health Stark County is working to coordinate charity health care for uninsured, low-income residents of Stark County. This includes the working poor, who don't qualify for Medicaid because their income is too high.

How did this initiative come to fruition? The Access to Care subcommittee of the COMPASS Health committee, along with Goodwill Industries, submitted a request for funding to the Sisters of Charity Foundation of Canton to support an 18-month strategic planning period. The grant award provided initial funding to hire a con-

sultant to bring together area hospital systems, community health centers, and health departments, along with participating community physicians, to facilitate a system of efficient service delivery and care coordination.

The outcomes of Access Health will be an increase in the number of uninsured patients seen by physicians, a reduced cost per patient for uncompensated care, and an overall improvement in the delivery of health services to those in Stark County who often face the greatest risk of going without care.

Funders of this system of care are:

- Austin-Bailey Health and Wellness Foundation,
- Employers Health Purchasing Corporation of Ohio,

- Health Foundation of Greater Massillon,
- Paul & Carol David Foundation
- Sisters of Charity Foundation of Canton,
- Stark Community Foundation, and
- United Way of Greater Stark County.

In addition to acting as the fiscal sponsor, Goodwill Industries provides office space for the Access Health coordinator, and has committed financial support to sustain the project beyond the initial 18 months.



Access Health
Stark County

Thank You for Helping Make **Good Skills** Possible

Goodwill would like to take the time to recognize the following individuals who have contributed financially between January 1, 2010 and July 23, 2010. If your name is misspelled or has been omitted, please call us at (800) 942-3577 ext. 1030, so we may correct our records.

Mr. Robert G Allerton
Mr. & Mrs. David & Marianna Arvidson
Associated Underwriters Insurance, Inc.
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Mr. Tim Beauch
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Mr. & Mrs. Ken & Sally Weber
William H & Jeanne G Belden
Philanthropic Fund
Mr. Elwood C Wilson
Mrs. Sally Young
Ms. Glenda Zink

In Memory of Mr. James A. Young
Mrs. Sally Young

Goodwill Donations Make Good Skills Possible

When you make a financial contribution to Goodwill, you are helping someone gain the life and employment skills they need to succeed. Whether it is an individual who needs to learn appropriate parenting skills such as discipline or nutrition or someone who has been injured at work and needs to find a new career, Goodwill's Program Staff can help them gain the skills they need. Make a difference, make a contribution to Goodwill – and make Good

Skills Possible today! For more information on making a financial contribution, log on to our Web site at www.goodwillclevacanton.org or contact our Fund Development Department at 330-445-1030 or at mrohn@goodwillcanton.org.





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 408 Ninth Street SW
 Canton, Ohio 44707

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Attended Donation Centers

Alliance
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Canal Fulton
 2254 Locust St.
 (across from Giant Eagle)

Canton
 2630 Atlantic Blvd. NE
 (off Rt. 62)

4510 W. Tuscarawas

Carrollton
 707 Canton Rd.

Cleveland
 2295 East 55th St.
 13719 Lorain Rd.

Eastlake
 33459 Vine St.

Canton
 2905 Whipple Ave. NW (ACME)
 408 Ninth St. SW

Jackson Township Recycling
 5717 Wales Ave. NW

Landerwood Plaza in Pepper Pike
 (on Lander & Pinetree roads)
 Cleveland

Garfield Heights
 12650A Rockside Rd.
 (Garfield Mall)

Hartville
 864A W. Maple St.
 (Edison Park Plaza)

Massillon
 2745 Indian River Rd.
 (Massillon Marketplace)

Middleburg Heights
 6880 Unit 5 Pearl Rd.

New Philadelphia
 260 Bluebell Dr. NW

North Canton
 950 South Main St.
 (next to Walgreen's)

Louisville
 Constitution Hall
 1022 West Main St

North Canton
 Oakwood Sq. Shopping Ctr.
 (Easton & Middlebranch Rd.)

1540 North Main (ACME)

Parmatown - Cleveland
 (next to Toys R Us)

River Plaza - Cleveland
 Center Ridge Rd.

North Olmsted
 23100 Lorain Rd.

Shaker Heights
 2720 Van Aken Blvd.

Weirton, WV
 306 Penco Rd.

Wintersville
 131 Main St.