

GoodWorks

A Goodwill Keystone Area Newsletter

Goodwill 
Keystone Area

**Fall
2014**

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First Paycheck

This summer, more than 127 youths in Berks, Dauphin, Cumberland and Lancaster County learned work skills through SWEAP.

Every summer, Goodwill's® Summer Work Experience and Assessment Program (SWEAP) provides many participants between the ages of 16 and 21 with their first paycheck. The program, which was conducted in Berks, Dauphin, Cumberland and Lancaster counties placed participants in employment to learn basic job skills while earning a paycheck.

Goodwill's SWEAP in Berks County celebrated its 20th year with 100 participants. In total, SWEAP had 127 participants during the 2014 summer.

Kayla was a participant in SWEAP and worked at GIANT Food Stores. Kayla graduated from Big Spring High School in 2013 and was introduced to the program through her county caseworker. "This is my first job,"



Kayla earned her first paycheck this summer thanks to Goodwill's SWEAP.

said Kayla.

Participants in SWEAP received job training and earned a paycheck at Goodwill Stores and Donation Centers, GIANT Food Stores, and other businesses in Berks, Cumberland, Dauphin and Lancaster counties. They worked about 20 hours a week for seven weeks. Youths received supervision from a Goodwill job

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OUR MISSION

To support persons with disabilities and other barriers to independence in achieving their fullest potential as workers and as members of the broader community.

A copy of the official registration and financial information for Goodwill Keystone Area can be obtained from the PA Department of State by calling toll free within PA 1.800.732.0999. Registration does not imply endorsement.

A Message from Our President

Donate Stuff. Create Jobs.

There are still 9.8 million unemployed individuals in our nation and unfortunately people with disabilities and those who are economically disadvantaged make up a disproportionate percentage of this group.

Goodwill's® mission, for 112 years, has been to be both a job trainer and employer working hard to help people find the dignity and respect that come with self-sufficiency and a paycheck.

Our donated goods thrift stores are the engine of the Goodwill Social Enterprise and are hugely visible to the community; however, most people do not see the link between donating clothing and household items to Goodwill and creating jobs in the local community.

That is precisely why Goodwill Industries International has partnered with the Ad Council to create the first ever national multimedia campaign to encourage people to help create jobs in our local communities. The campaign was created pro bono by the New York-based advertising agency Saatchi & Saatchi. The tagline for the campaign is:

Donate Stuff.
Create Jobs.

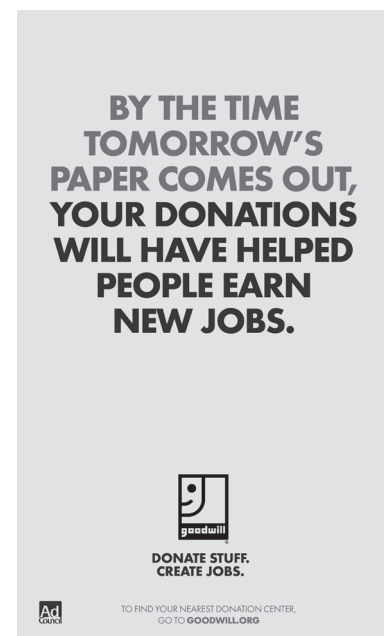
So when you see our Public Service Announcement (PSA) on a billboard or hear it in a radio



spot, please know it is a call to action, reminding us that we have the collective power to create jobs for our neighbors with barriers to independence through the social enterprise known as your local Goodwill!

Ron Kratofil
President and CEO
Goodwill Keystone Area

An example of Goodwill's PSA from the Ad Council.



An Award Winner

Meet Lavena. Goodwill Treasure Honoree.

Lavena took charge of her life. She participated in a Goodwill® assessment program so she could gain a better understanding of her abilities, goals, and interests. Lavena noted, “I needed help with direction.” At the same time, she completed her GED. She said, “Somebody gave me a chance and I kept going. People at Goodwill gave me guidance.”

After her assessment, she began in a Goodwill paid training program. She immediately showed people that she was a hard worker and overall, she wanted to do a good job.

Because of Lavena’s accomplishments and work ethic, she graduated from the training program and was hired as a Goodwill employee. She works for a Goodwill Custodial Crew at the PA Veterinary Laboratory Building and Pennsylvania Department of Transportation. Her supervisor Russell Negley noted, “We can count on Lavena, and she is always willing to help others.”

The character, personal fortitude and work ethic that she exhibits while living and working with a disability caught the attention of her supervisor and peers.

Lavena was recognized for her life and work accomplishments at the Nettie Mann Achievement



(Photo left) Lavena poses with her custodial team. (Photo right) Lavena’s supervisor said, “We can always count on Lavena.”



Awards Dinner held by UniqueSource, formally known as PIBH. She will also be recognized as the honoree at the September fall fundraiser, Goodwill

Treasures.

Lavena said, “Because of Goodwill, I’m an award winner. It’s so important to me.”



Goodwill Treasures
An Antique & Collectible Occasion

Peter Allen House in Dauphin, PA
(Just 20 minutes north of Harrisburg)

Friday, September 12, 2014
6pm to 9:30 pm

Enjoy a fall evening to support Goodwill. Listen to live music, sip on spirits, and bid on hidden treasures donated to Goodwill. Top off the evening by indulging in a delicious dinner and mouth-watering desserts.

For more information, contact Jennifer Ross:
717.525.6205 • jross@yourgoodwill.org
or visit our website yourgoodwill.org.



High-Demand Occupations

Good Careers Start Here

Goodwill Keystone Area Education Initiative

There has been a lot of talk in the media these days about the concept of family sustaining wages and the income gap.

Each year, the Pennsylvania Department of Labor publishes a statewide list of High Priority Occupations (HPO). These jobs are in demand by employers, have higher skill needs and are most likely to provide family sustaining wages. Many of the jobs that top the list do not require a four-year college degree. For example, a dental hygienist requires a two-year associate's degree and offers an average salary of \$60,940. Additionally, in this field, there are more than 300 job openings in Pennsylvania per year. Similarly, a certification program is all that is needed to become a welder and earn an average annual salary of \$35,000. More than 500 positions in the welding field are available each year throughout Pennsylvania.



The HPO list will be an essential tool used in Goodwill's newly launched Good Careers Start Here program. In September, 15 Goodwill employees, clients and immediate family members will participate in the pilot program created to move income qualifying individuals into short term training for careers in a high priority occupation that matches their skills and interests.

A trained Goodwill employee (a career navigator) will provide ongoing support throughout the entire education process. In

addition to paying for tuition and books, Goodwill will provide support for people to overcome non-traditional barriers to education such as childcare and transportation.

Funding for this pilot has been generously provided by the Goodwill Keystone Area Foundation, in hopes that this pilot program will act as the catalyst to launch a \$3 million capital campaign to expand the program into 22 Pennsylvania counties.

For more information about Goodwill Keystone Area Foundation, visit yourgoodwill.org/foundation, or contact John McHenry at 717.525.6206 or jmchenry@yourgoodwill.org.

STAY IN THE LOOP. FOLLOW US ON:



KEYWORDS: GOODWILL KEYSTONE AREA

First Paycheck Continued

Continued from cover

“I saved half of my paycheck, but also bought something fun with the other half.”

coach as well as the business that hosted the program.

Kayla’s group helped in various areas around GIANT. “My favorite part of the job was helping out in the produce department. I enjoy husking corn. But we go wherever we are needed,” described Kayla.

“Kayla is a very hard worker. Every day she raced down the stairs from the break room and started her job. Often she didn’t want to take breaks and was always asking for a new challenge,” said Liz O’Leary, Kayla’s Goodwill supervisor and job coach.

Participants in the program learned basic job skills in addition to learning how to apply for a job, managing their work schedule and even managing their paycheck. Kayla received her first paycheck



This summer Kayla gained self-confidence and a paycheck.

this summer, “I saved half of my paycheck, but also bought something fun with the other half.”

In addition to earning a paycheck, participants gained independence, self-confidence and friendships from having a job that they enjoyed. “I have seen a big improvement in Kayla’s self-confidence. She started to take initiative to begin a new project and has made new friends,” said O’Leary.

SWEAP Funding:

SWEAP is a program of Goodwill Keystone Area and receives funding from The Goodwill Campaign, Temporary Assistance for Needy Families (TANF), Wells Fargo, Dauphin County, Cumberland County and the Hamby Foundation.



THANK YOU!

Goodwill® would like to thank the following businesses and organizations for conducting donation drives:

Brookshire Development
Drexelwood Community Association

Friends of the Lancaster Public Library
Friends of Leola Public Library
JLG Industries, Inc.

Kinder Works
Ladies Aid Society at Jerusalem
Western Salisbury Church

Lehigh University
Lykens Police

Lykens Spring Cleanout
Messiah College

Moravian
North Wales Elementary
Red Cross

Schewenksville Yard Sale
St. Alban’s Church

St. Ambrose Church
St. Peters Lutheran Church
Trinity Reformed United Church of Christ

Walden Neighborhood Yard Sale
Willow Valley Manor North

Conduct a donation drive, contact:

1.877.585.0135

drives@yourgoodwill.org

Goodwill Runway Show

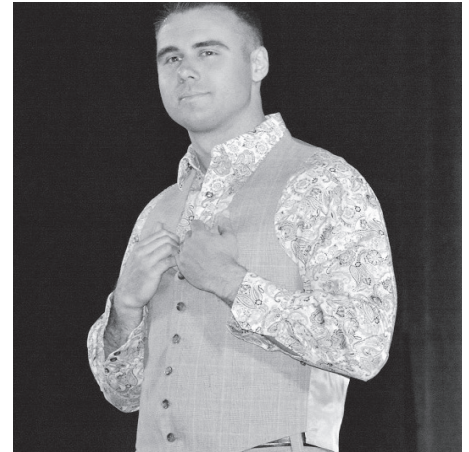
This year's Runway Show was a mix of fashion, food and Goodwill's mission.

On April 24, more than 400 people attended the fifth annual Goodwill® Runway Show at the Body Zone in Wyomissing, PA.

Guests enjoyed an assortment of delicious food and drinks donated by local restaurants while bidding on items at the silent auction. Then the audience watched as 25 models took to the runway showing off more than 90 outfits, all from Goodwill stores.

This year's show raised more than \$35,000 to support the Goodwill mission.

Featured each year at the Runway Show is the Re-Design Contest. Participants shopped at Goodwill for items and re-designed their finds. Then they submitted their entries into one of three categories - Avant Garde, Men's Shirt Remix



Models from the Berks County area took to the runway to showcase more than 90 outfits from Goodwill stores.

and Accessories. Fans could also vote on Facebook for their favorite and the winner won the Social Media Fan Favorite Category.

Finalists showcased their Re-Designs at the Goodwill Runway Show. Winners of each category received a \$50 Goodwill gift card.

This year's winners were:

Avant Garde

Dress and umbrella made from a book
Jeanette Diebold

Social Media Fan Favorite

Re-Designed Shoes & Purse
Hayley Linette

Men's Shirt Remix

Dress made from Men's Shirts
Rebecca Botvin

Accessories

Re-designed handbag
Kristen Irwin

To see the re-designs, go to our Facebook or Pinterest pages (keywords: Goodwill Keystone Area).

Thank You!

Sponsors

Aetna
Bell Tower Salon,
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Berks County Living
Carpenter Technology
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Restaurants & Caterers

Aladdin Mediterranean
Restaurant
Benchwarmer's Coffee Company
Easy Does It Catering

Galen Hall Restaurant &
Golf Club

GIANT Food Stores
Holiday Inn, Morgantown
Isaac's of Wyomissing
Mi Casa Su Casa Cafe
Say Cheese! Restaurant & Cheese
Sweet Street Desserts
Ted & Carl Catering

Enter the Halloween Costume Contest

Participants purchase items from a Goodwill store and create a costume.

If you like creating original Halloween costumes, then Goodwill has the contest for you.

From September 8 through October 9, people can submit photos of their original costumes that were created from materials or items found at Goodwill stores (must use at least two items purchased at Goodwill). Photos that qualify will be placed on Goodwill's Facebook page for the public to vote. The person with the most likes wins.

Participants may enter into one of two categories; children (12 & under) or teens and adults (13 & older). The winner from each category will receive a \$100 Goodwill gift card.

It's easy to enter:

1. Visit www.yourgoodwill.org
2. Download an entry form.
3. Submit form, photos & receipt(s) to:
costumes@yourgoodwill.org



Previous costumes made from items purchased at Goodwill stores.
(Top left) Prince (Top right) Fortune Teller
(Bottom left) 1950's kids (Bottom right) The Great Gatsby

CONTEST GUIDELINES:

The Goodwill Costume Contest is open to all Goodwill shoppers. Parents may enter their child's costume using the parent's name and contact information. Any costume that is suitable to a family-friendly environment is eligible. Costumes will be judged based on originality, creativity and use of items purchased at Goodwill. Manufactured or rented costumes are not eligible. Items **MUST** be purchased at a Goodwill Keystone Area store. Goodwill employees are not eligible to enter.

Discover Costume fun

FEATURING *BRAND NEW* MERCHANDISE:

•Hats •Wigs •Tights •Makeup •Decor •Capes •Costumes •More!

For a list of Goodwill Stores, go to yourgoodwill.org/stores





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**Because of Goodwill,
I have independence.**

-Matthew



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