GOODWILL OF CENTRAL & SOUTHERN INDIANA

WORKING TIMES

SPRING 2017

IN THIS ISSUE: COMPANY MERGER | MISSION IMPACT STORIES | COMMUNITY PARTNERSHIPS

PRESIDENT'S MESSAGE

I'd like to join our central Indiana Goodwill team in welcoming the new employees and communities of southern Indiana into our family. Thanks to the hard work and commitment of countless individuals over the past few months, Goodwill of Central & Southern Indiana became a reality on January 1, 2017. The merger allows us to leverage the strengths of each organization in order to build a more robust operation.

Coinciding with our merger at the turn of the year, we were awarded a $10 million grant from Lilly Endowment, Inc., allowing us to accelerate the pace of providing employment, education and health services to the southern part of our service territory. We are proud to be recognized by this significant community leader for our work serving the needs of families and individuals through unique programs like The Excel Center®, our high school for adult learners who want to earn a diploma, and Nurse-Family Partnership®, which pairs low-income, first-time pregnant women with a registered nurse for ongoing home visits through the child's second birthday.

We're also excited to announce a new workforce housing development that will be located in downtown Indianapolis. Workforce housing refers to a rental opportunity, in proximity to employers, for families in the middle-income range ($40,000-$60,000 annually) who earn too much to qualify for subsidized housing and too little to pay standard rental rates.

There are many great things happening at Goodwill, and I credit all of our employees who work hard every day to make sure we are the best at what we do, and also our donors who make it possible for us to provide critical mission services to individuals and families in central and southern Indiana. We pride ourselves on identifying challenges and creating solutions, and we couldn't do it without the support of community partners like Lilly Endowment, our financial contributors and the hundreds of thousands of Hoosiers who shop and donate at our stores.

Thank you.

Kent A. Kramer
President & CEO
Goodwill of Central & Southern Indiana

LILLY ENDOWMENT ACCELERATES PACE OF GOODWILL MISSION SERVICE GROWTH

Lilly Endowment, Inc. recently awarded Goodwill of Central & Southern Indiana a $10 million grant, to be used over the course of five years, recognizing the human service organization's commitment to improving the lives of low-income individuals and families, and strengthening communities throughout the state. A significant portion of Goodwill's grant is allocated to improving operations and bringing new mission services to the southern part of our territory.

Additionally, the grant allows Goodwill to improve its capacity for data analytics and sharing, integrating data feeds from partners to access information about income growth and employment status of program participants.

Grant funding will also be used to increase Goodwill's capacity for philanthropy in central and southern Indiana. The organization will develop major and planned giving initiatives, and engage corporations through volunteer opportunities.

"The grants offer transformative opportunities for the organizations to secure strong financial futures," said Ace Yakey, Lilly Endowment's Vice President for Community Development. "They do not alleviate the need for the organizations to attract ongoing support for their efforts. Indeed, we hope the grants will help them more effectively attract support for their important work."

Goodwill President and CEO Kent Kramer added, "This five-year investment will reap a significant return for decades to come, in terms of lives changed for the better. We are grateful, almost beyond words, for the Endowment's confidence in the work we're doing in central and southern Indiana."

GOODWILL–COMMUNITY HEALTH EAST PARTNERSHIP EDUCATES, EMPLOYS

For several years, Goodwill has hosted tours for community and business leaders interested in learning more about our programs and services. In 2015, Community Health Network brought a group to participate, which yielded a mutually beneficial relationship characterized by employment, education and training for individuals interested in a pharmacy technician career.

Upon discovering that The Excel Center, Goodwill's adult high school, offered the pharmacy technician certification, Dave Cruse, then-Pharmacy Director at Community Health East, expressed the difficulty his campus was having recruiting qualified pharmacy technicians. Community Health's hiring guidelines — coupled with a competitive labor market — made it challenging to fill these positions. Cruse organized an exploratory meeting with Goodwill's job readiness and placement team during which the Goodwill-Community Health East pharmacy technician internship was born.

To be eligible, applicants must have both a high school diploma and a pharmacy technician certification. The Excel Center offers opportunities to earn both, at no cost to students. Individuals who complete the pharmacy technician certification may now pursue hands-on, paid hospital experience and permanent employment.

At the end of the 12-week internship, Community may extend an offer of employment or provide a letter of recommendation to seek other employment. Interns are paid $11 per hour and move to $12.75 per hour if hired full-time. Community also supports interns in taking the National Pharmacy Technician Exam, increasing the hourly wage to $13.75 upon successful completion.

The program's success is evidenced by the consistently high completion and employment rates of all who have successfully finished. In its first 18 months, 11 of the 14 participants who completed the internship are currently employed as pharmacy technicians.

"Thanks to our partnership with Goodwill, Community has enjoyed a steady pipeline of qualified individuals to apply for our pharmacy technician internship," said Deb Hewson, CPhT, with Community Health. "We are heartened by the program's exceptional results and look forward to its continued success."

GOODWILL JOINS STRATEGIC CAPITAL PARTNERS TO ADDRESS INDY HOUSING GAP

Market analysis indicates few opportunities for mid-level rental living in or near downtown Indianapolis. Property values are up, pricing out middle-income households who make too little to afford standard downtown rental rates yet too much to qualify for subsidized housing.

To help address this gap, Goodwill of Central & Southern Indiana and local investment firm Strategic Capital Partners have entered into a joint venture for the development and ownership of the Riverview Apartments workforce housing development, to be located at the southwest corner of West Michigan Street and White River Parkway. The project is expected to break ground in 2017 with an estimated completion date of 2019. The establishment of more than 200 housing units will be a significant boost to the neighborhood.

Riverview Apartments will create a viable, downtown rental opportunity for families in the $40,000–$60,000 annual income range. With rent prices averaging $1.35 per square foot, these apartments will help keep downtown workers in Indianapolis—individuals and families who otherwise would move to adjacent counties and experience long commutes.

The development will also provide an additional source of sustainable revenue to fund Goodwill's mission of empowering individuals to increase their independence and reach their potential through education, employment and health.

WHERE ARE THEY NOW?

Goodwill follows up with three employees to see how their lives have changed.

ANDY DEUBNER

2009 Indy Met Graduate

An eager learner, Andy Deubner came to Indianapolis Metropolitan High School because he was seeking a smaller student-to-teacher ratio that would facilitate greater involvement in his education and success.

Tierre Reed, former college prep teacher at Indianapolis Metropolitan, encouraged Andy to apply for two scholarships, both of which he was awarded. According to Andy, they were indispensable in him attaining his Bachelor of Science in Informatics from Indiana University. He is proud to be the first in his family to earn a college degree.

Tierre also introduced Andy to a member of Goodwill's information technology team, which resulted in an internship, and eventually, a full-time position. After two years with Goodwill, he pursued another opportunity with Eli Lilly, where he continues to excel.

Andy's thirst for learning isn't easily quenched, and he continues to expand the depth of his experience and knowledge with an eye to the future.

"I love the culture, mission and atmosphere of Google," he said. "I'd like to take my skills there one day, but for now, I'm pursuing opportunities locally that enhance my experience and earning potential."

LORENA SALAS

Goodwill Retail Associate

Lorena Salas, Goodwill's 2003 Achiever of the Year, is a valued associate who has consistently demonstrated excellence during her 17-year career with us. Despite living with blindness and cerebral palsy, Lorena has continued to persist and thrive.

Becky Markley, Employee Resource Specialist at Goodwill, has known Lorena since 1996 when she first came to Goodwill Commercial Services while attending the Indiana School for the Blind.

"Lorena is an ambassador both at work and in the community, always singing the praises of Goodwill and the positive impact it has had on her life," said Becky. "It has been with heartfelt joy that I have been able to see her grow from a high school student to the beautiful woman and Goodwill associate she is today."

PERSEVERE
COMMIT
SUPPORT
NURTURE
ACHIEVE
EMPLOY
PERSEVERE
EDUCATE
BELIEVE
THRIVE

GOODWILL OF CENTRAL & SOUTHERN INDIANA invites you to our

Awards Breakfast

Lorena is a textile hanger at Goodwill's Castleton store in Indianapolis. She organizes clothing on rolling racks that are used to transfer merchandise to the sales floor. Although she uses a walker and experiences weakness in her hands and low dexterity, she sets daily production goals to challenge herself.

"I get really excited when I hit six racks because it helps keep the store organized and improves our customers' experience," said Lorena.

Lorena's co-workers are integral to her success.

"She understands her role at Goodwill is important," said Ed Ball, Store Manager. "She takes her job seriously, but she also loves to laugh and brings a lot of joy to our store. We are proud she is part of our team."

BRYANT AVANT

Former Associate, Goodwill Commercial Services

Recognizing that individuals released from incarceration have a 38% recidivism rate and lack of employment is the best predictor of re-incarceration, Goodwill designed New Beginnings — a six-month re-entry program that helps individuals transition back into society.

Bryant Avant discovered New Beginnings in 2012 and took advantage of the program's benefits to learn new skills, build a work history and earn professional credibility in his effort to seek higher-wage employment. Bryant worked with Jesamyn Sparks, Goodwill's Placement Manager, who helped match him with jobs available outside of Goodwill upon graduation from New Beginnings.

"Jesamyn has a gift," said Bryant. "She's always been in my corner, encouraging and supporting me — I didn't want to let her down".

Jesamyn describes Bryant as hard-working and reliable.

"It took us time to find a position for Bryant that fit his unique talents and work ethic, but he was persistent and eventually rewarded for his patience," she said.

Bryant has been with Catheter Research International (CRI) for two years, receiving three pay raises over that period, and was promoted to Supervisor of Janitorial and Facilities — a position created for him.

"Bryant is a very dedicated and driven team member who works to do his best and is continually looking to improve himself through learning," said Elizabeth Stahl, VP People at CRI. "He has stepped up to fill a need in our facilities world, and I am very appreciative of his efforts. He is a model team member."

Bryant is grateful for the opportunities afforded through Goodwill.

"I'd tell other young men and women to stay the course," he said. "Goodwill helps you get back on track. Let the New Beginnings program work for you."

FRIDAY, APRIL 28
8-9:30 a.m.

JW MARRIOTT
Grand Ballroom
10 South West St.
Indianapolis, IN

Register online by Friday, April 21, at goodwillindy.org/breakfast.
$30 per seat | $240 per table of 8

EXPANDED SERVICES AND GREATER EFFICIENCIES EXPECTED FROM GOODWILL MERGER

Kent Kramer, President and CEO of Goodwill of Central & Southern Indiana, recently joined Candy Barksdale, retired CEO of the former Goodwill of Southern Indiana, to discuss the merger of the two Goodwills.

Pictured (L to R) are Candy Barksdale, Kent Kramer, and Jack Coffman, former Goodwill of Southern Indiana board chair, signing the merger agreement.

What prompted the merger between the central and southern Indiana Goodwills?

Candy: In southern Indiana, we admired the services central Indiana is able to provide to its communities and employees. Initially, we sought guidance on how to bring those services to our territory. After discussions with Kent, we came to the conclusion that a merger between our organizations would be the most effective way to accelerate the pace at which we could deliver these services to southern Indiana. This mutually beneficial arrangement will allow our organization to grow more quickly than would have been possible separately.

Why is this merger good for the community?

Candy: Southern Indiana's elevated high school dropout rates illustrate the need for The Excel Center, which will bring educational services to 300 adults annually in southern Indiana. Nurse-Family Partnership will deliver desperately needed services to communities with high rates of infant mortality, child abuse and neglect. We also expect Goodwill Guides to provide invaluable job coaching services to our southern Indiana employees to help them increase their earning potential.

Why is this merger good for Goodwill?

Kent: In our combined two territories, we employ more than 3,500 people — two-thirds of whom have one or more barriers to employment. Our merger with the southern Indiana territory allows us to accelerate the pace at which we can deliver a number of mission programs and services to more people who need them.

Candy: For southern Indiana, new opportunities for promotion and advancement are available that didn't exist before. In addition, pooling our employees with central Indiana's larger organization significantly brought down the cost of benefits and expanded the level of coverage each employee participating in the health plan now enjoys.

What are some of the challenges with merging?

Kent: The primary challenges include spreading our human and financial resources to meet needs across the larger organization, merging systems including point-of-sale, payroll and accounting, and blending our company cultures. I continue to be impressed with how our employees have stepped up to the challenge.

How will the Lilly Endowment grant help accelerate expansion of services?

Kent: As a result of this grant, over a period of five years, Nurse-Family Partnership will be able to serve 700 southern Indiana families, and we will expand the Goodwill Guides program into the southern part of our territory. We will also expand employment through new retail stores in this part of our territory where we expect to create an additional 230 jobs over the next few years.

What concerns did you have regarding the reaction of customers and employees to the closing of stores for renovation?

Kent: We had to ensure that employees and customers in both the central and southern Indiana territories could expect consistent policies, processes and pricing across all of our stores as well as a uniform look, which is a colossal undertaking. An immense amount of planning and execution went into ensuring the community

was informed of what was happening. All 11 stores in southern Indiana re-opened to a steady stream of donors and shoppers eager to see the new look. We were pleased to learn customers across southern Indiana had positive feedback on the changes, including Goodwill's monthly 50% off sale and the Rewards loyalty program.

What changes have occurred in southern Indiana's Goodwill retail stores since the merger?

Candy: Much of the work occurred before January, when the merger officially took effect. For example, process improvements were made in the collection, transportation, processing and storage of donations in the fall. Many of these changes were behind the scenes, but they set the stage to renovate the sales floors of the southern Indiana stores in February and ensure a bigger selection of quality product for shoppers.

> "Our merger with the southern Indiana territory allows us to accelerate the pace at which we can deliver a number of mission programs and services to more people who need them."
>
> – Kent A. Kramer

What does the future look like for the newer, bigger Goodwill?

Kent: Candy and I agree the future looks bright for Goodwill. We have gained efficiencies in overhead and are able to invest in additional growth as a larger organization. We're excited to see the impact in southern Indiana as we begin rolling out mission services to this area.

GOODWILL YOUNG LEADERS | *Meet Gita Turnbull*

Gita Turnbull, Controller and Business Manager at Sullivan Commercial, discusses why she joined Goodwill Young Leaders, a group comprised of professionals with diverse backgrounds and experiences who support and promote Goodwill's mission services in central and southern Indiana.

What motivated you to get involved?

I am impressed with the depth and breadth of programs and services offered through Goodwill, but I also support their approach of identifying challenges within the communities they serve and creating services for the individuals who could benefit most from them. Goodwill has a great mission. I'm proud to be a part of it and to help the community learn more about it.

What's your favorite part about this role?

I enjoy direct interaction with program participants — like performing mock interviews with students from The Excel Center and Indianapolis Met and coaching them on how to secure a job in the future. It's great to see first-hand the impact of our work. The students are incredibly impressive, goal-oriented and focused on their futures.

What would you say to someone who asks, 'Why should I give to Goodwill?'

Your donations stay in your local community and serve your neighbors, directly impacting the success of your community as a whole, and indirectly, your own success. We all benefit from prosperous, thriving communities.

What is happening with Goodwill Young Leaders today, and what do you have planned for the future?

We recently created an Innovation Grant and a process for Goodwill programs to apply for additional funding for their area. We also have committees that focus on specific areas with the goal of spreading awareness about the mission and attracting philanthropic giving through expanded donation drives, donor events and volunteerism.

How does someone get involved?

We're always looking for motivated individuals aged 25–40 to join us in growing the mission. Applicants begin by scheduling a tour with the Goodwill Foundation to learn more about Goodwill, then they're connected with a member to choose a committee. To get started, contact Nick Ison at 317-694-5766 or nison@goodwillindy.org.

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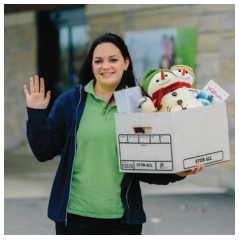
RETAIL UPDATE

Major Boost Arrives to Meadows

A new Goodwill store recently opened in the Avondale Meadows neighborhood in Indianapolis. Twenty employees work in the store and have access to a range of services offered through Goodwill including coaching and mentoring with a Goodwill Guide. The store is located at 2950 E. 38th Street. Goodwill has also operated The Excel Center Meadows location nearby since 2011.

Spring Cleaning



Warm weather is a call to action for central and southern Indiana residents. From Kokomo to Clarksville, closets are cleaned out and clothing re-sorted with a more pleasant season in mind. Our advice? Fill your Goodwill bags sooner rather than later, and spend those warm days out in the sunshine. Find your nearest store at goodwillindy.org/locations.

Vintage Vogue gets a Sister Store in Fountain Square

Fountain Square residents now have the option of shopping at two retail sites: Vintage Vogue and a recently opened, traditional Goodwill store. The building architecture is unique and a nod to the past in this rapidly growing and thriving neighborhood. It's a must-visit for any Goodwill aficionado. You'll find it at 1260 Shelby Street in Indianapolis.

Grand Re-Opening in Southern Indiana Retail Stores

The 11 Goodwill retail stores in southern Indiana re-opened after a brief closure for renovations, including several upgrades that make it easier to drop off donations and shop. To see what's new, visit us in Bedford, Clarksville, Corydon, Floyds Knob, Jeffersonville, Madison, New Albany, North Vernon, Salem, Scottsburg and Seymour.