I’m often asked, “How is Goodwill different from other human services organizations?” Goodwill is approaching its 90th birthday, and for most of that history, our primary focus was on providing jobs and job training. Through our experience, we learned people often face many of the same common barriers: they lack a high school diploma, have a criminal history, or a disability. Many also struggle with stable housing, transportation and child care.

These challenges exacerbate one another, making it difficult to achieve success in overcoming one, without addressing them all. That’s where the concept of wraparound services comes from — that in order to help individuals become self-sufficient, we will need to provide support in a number of areas.

There are many entry points into the Goodwill family, some of which begin even before a child is born. Nurse-Family Partnership®, Goodwill’s nurse home visitation program for first-time, low-income moms, provides early intervention for some of our community’s most vulnerable families, ensuring children have the best possible start in life.

Our high schools offer adults as well as traditional-age students an opportunity to earn the same diploma as every other high school student in Indiana, but we also offer transportation assistance, onsite child care, accelerated coursework, flexible scheduling and academic and career coaching to prepare them for life after graduation.

Our programs and services are designed with barriers in mind. Goodwill employs career and life coaches who provide a range of services to our retail employees, students and other program participants. They not only help people find resources to address immediate needs in housing, food and transportation, but also build trusting relationships with their clients, helping them establish a long-term path to higher wages, through additional education and skills development.

Goodwill focuses on helping people increase their independence by helping them remove barriers to success. So when people ask me how Goodwill is different, it’s the wraparound services we are able to provide as a result of the support we receive from people like you. Your impact is illustrated by the people you’ll read about in this newsletter, whose stories wouldn’t be possible without the Hoosiers who donate and shop at our stores, as well as the financial support of our donors and community partners like Lilly Endowment Inc.

Thank you for all you do.

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

LILLY GLOBAL DAY OF SERVICE

On September 27, Goodwill hosted more than 700 volunteers across central Indiana for Lilly’s Global Day of Service.

Volunteers worked side-by-side with Goodwill’s retail employees, performed mock interviews with Goodwill’s high school students and provided support to Goodwill’s Commercial Services team.
DONOR SPOTLIGHT:
Lily Smith

Lily Smith, Chair of the Goodwill Young Leaders Board and member of the Board of Directors of the Goodwill Foundation of Central & Southern Indiana discusses why millennials give to Goodwill.

How did you get connected to Goodwill?
I was looking for an organization to get involved with outside of work, and I had personal connections with Goodwill who encouraged me to take a tour to learn more. The buy-in was pretty immediate. Goodwill represents a lot of what I believe in as far as providing holistic support that creates systemic change. I was invited to help develop the Goodwill Young Leaders Board five years ago as a founding member.

What are the goals of the Goodwill Young Leaders?
Our two core focuses are innovation and sustainability. We raise money through a variety of campaigns to fund initiatives that benefit the people and programs at Goodwill. For example, each year we award a Goodwill program $5,000 to invest in new, innovative initiatives. In addition, as part of our Savings Match Program, more than a dozen Goodwill Young Leaders were paired with retail employees to teach them how to save money. Participants will receive a matching payout of up to $500 upon completion of the program. This year, we also funded a computer loan program for Goodwill’s Senior Community Service Employment Program.

How did you get involved with the Goodwill Foundation’s Board of Directors?
For its 100th anniversary, the Central Indiana Community Foundation (CICF) wanted to support the appointment of young leaders to boards across the city. As part of that initiative, young leaders were gifted $10,000 every year, for three years, for the organizations they represent. I was chosen by CICF to be one of these fellows and joined the board of the Goodwill Foundation of Central & Southern Indiana.

What impact do you think young leaders are having on boards across the city?
Millennials are questioning how organizations are making money and engaging. For example, do Goodwill’s investments align with its mission, and are they environmentally sound and sensitive to human rights issues? I think the next evolution of capitalism is looking at social impact and social enterprises. Goodwill is an incredibly successful example of this social enterprise model — turning revenues generated through donations into education, employment and other community services.

“Doing business doesn’t have to come at the cost of doing good.”
– Lily Smith

How is Goodwill a good steward of the donations it receives?
Your goods, donations and financial gifts to Goodwill go a long way. Goodwill addresses multi-generational problems. They innovate and track, shifting course when things don’t work, and investing more when they do. Privilege is having support. Goodwill creates opportunities for people to plug into a support system.

Join other financial contributors: goodwillindy.org/donatenow
Goodwill empowers people to achieve independence through a combination of services and programs.

**Barriers**
- Poverty
- Limited Education
- Disability
- Criminal Record
- Little or No Work Experience

**Opportunities**
- Employment
- Education
- Health
- Support

**Outcomes**
- 4,036 employees
- 55% with a significant barrier
- 3,461 job placements (2013-17)
- 4,076 high school graduates
- 4,627 job certifications earned since 2011
- 5,238 college credits earned since 2011
- 2,986 first-time moms served since 2011
- 90% initiated breastfeeding
- $7.10 return on each dollar spent on Nurse-Family Partnership in Indiana
- 314 received re-entry services (2011-17)
- 688 served by disability services (2013-17)
- 1,739 received mentoring services (2014-17)
GOODWILL GUIDES: A Hub for Wraparound Services

Debora Holmes lost her mother to gun violence just weeks following her high school graduation. She took custody of six of her siblings, and family members took the other seven, allowing the family to stay together. Debora put off her plans to go to college.

When she joined Goodwill in 2011, Debora was the only income-earner in her home and a caretaker for her husband whose health problems prevented him from working. She was also trying to assist her two adult children but found herself increasingly struggling with debt.

She started working with a Goodwill Guide — career and life coaches who help our retail employees, students and other program participants set goals and achieve increased educational attainment and higher wages. Guides connect people with other programs and services available at Goodwill as well as other community resources.

First, Debora’s Guide worked with her to earn several promotions. She is now Administrative Assistant for Goodwill’s Nurse-Family Partnership program. In addition, she recently achieved a lifelong goal, earning an associate’s degree in business foundations from the University of Phoenix.

“It was difficult taking on the roles of primary earner and caregiver while trying to complete my degree, but my faith kept me going,” Debora said. “Goodwill has given me all the opportunities that I need to succeed.”

Debora also learned about financial literacy and participated in a Savings Match Program offered through the Goodwill Guides that matched her dollar-for-dollar up to $500. She saved more than any other participant, with an impressive $2,100!

Goodwill Guides wouldn’t exist without your support. The program is funded entirely through financial contributions. Visit goodwillindy.org/donatenow to support Guides.

SINCE 2013, 2,000+ EARNED A JOB OR PROMOTION WHILE WORKING WITH GUIDES
In 1991, twin brothers Troy and Garrett Wilson were born three months premature, weighing barely more than two pounds each. Troy jokes that he’s older — having arrived five minutes earlier.

“Ultrasounds weren’t as comprehensive back then, so our parents and the doctors were only expecting one baby,” Garrett said. “Not only was my presence a shock, I came out in breech position, with the umbilical cord wrapped around my neck.”

As a result, Garrett developed cerebral palsy. Meanwhile, shortly after Troy was delivered, he suffered a stroke and was also diagnosed with cerebral palsy. The twin boys spent several months in the NICU at the hospital.

Today — 27 years later — they’re both highly respected employees at Goodwill. Initially a volunteer, Troy was paired with our Lafayette retail store in 2016.

“I learned about Goodwill’s mission to employ people with disabilities and appreciated that they help people like me,” he said. “I wanted to work for a company like that, so I applied for a job.”

Troy started as a part-time associate, but through his passion and dedication, earned a full-time promotion to Team Lead, a position with more responsibility that requires him to manage as many as 30 employees in a single shift.

Garrett majored in rhetoric and Spanish at Wabash College. In 2015, he joined The Excel Center®, Goodwill’s high school for adults, as a first-time teacher. He taught math, English and humanities, and is now Lead Teacher at The Excel Center in Lafayette.

Garrett often refers students who are looking for a job to Troy. Likewise, Troy refers employees who need a high school diploma to Garrett. Together, these brothers are living out Goodwill’s mission and illustrating a culture of opportunity that is only possible thanks to people like you, who donate and shop at Goodwill.
Be a Child Advocate

Novah Norris Campbell was a junior in high school and 14 weeks pregnant when she enrolled in Goodwill’s Nurse-Family Partnership, a program that pairs first-time, low-income moms with a registered nurse who helps them achieve a healthy pregnancy and provide competent care for their babies.

“The truth is, babies don’t come with instructions. We’re kind of there to help through that process,” said Angel Hill, Novah’s nurse home visitor. “We talk to families about brain development and how important it is to start reading to your baby before he or she even comes.”

A few weeks after Novah’s son, Carter, was born, he was diagnosed with Down syndrome. With the added complications of caring for her newborn, she decided to drop out of school.

“His health condition terrified me, and I didn’t want to leave him alone with anyone,” she said.

After some time had passed, Angel encouraged Novah to enroll at The Excel Center, Goodwill’s high school for adults. Now pregnant with her second child, Novah agreed it was time.

“I didn’t want Carter to think I had to drop out because of him,” Novah said. “I wanted to set an example for my kids.”

In February 2018, Novah earned her diploma and a Clinical Nursing Assistant Certification from The Excel Center. After more than two years working with Angel, and armed with a newfound confidence, Novah also graduated this past June from Nurse-Family Partnership.

Be an Education Supporter

Sandra Martinez was a freshman in high school when she learned she was pregnant. She struggled to keep up with her course work and was eventually forced to withdraw. Fortunately, Sandra has a solid support system that is committed to ensuring she earns her diploma and succeeds as a parent.

“My mom learned that Indianapolis Metropolitan High School helps students like me who are parents. Once my daughter has her immunizations, she will attend Young Learners Child Care,” Sandra said, referring to the free, onsite child care available to Indianapolis Met students.

Sandra’s family also helped her enroll in Goodwill’s Nurse-Family Partnership.

“My nurse taught me the importance of breastfeeding and what to expect in the delivery room,” Sandra said. “She also taught me how to anticipate when my baby is hungry before she starts crying.”

Sandra is working with an academic coach at Indianapolis Met to discuss possible career paths once she graduates. She plans to attend a cosmetology school to explore her passion with hair and nail design, with the ultimate goal of one day opening her own salon.
Bigger Store. More Stuff.

Goodwill celebrated the opening of a new store in Scottsburg this past June. Located at 543 Mansfield Drive, the store features more than 55,000 items for sale. It’s significantly larger than the previous Scottsburg site, which opened in 2003. The Scottsburg store was the first southern Indiana store to be relocated since the central and southern Indiana Goodwills merged in 2017. The new store employs 24 — 11 more than the previous location.

Need a Lift?

Do you have a dresser, couch or large donation that you’re unable to bring to us? We can help. Donation pickup is available in most areas, and it’s free! Call us at 1-855-GW-PIK-UP (1-855-497-4587), or schedule online at goodwillindy.org/pickup.

Growing in Greensburg

In August, Greensburg shoppers escaped the heat in an all-new Goodwill store at 480 East Greensburg Commons Shopping Center, replacing the 2200 N. Middle Drive location open since 2005. A larger sales floor and donation processing area allow for donations to be sorted and placed out for sale faster than ever before. The new store employs 25 — five more than the previous location.

Fashion-Forward Finds

Have you seen our latest campaign? Goodwill teamed up with PATTERN magazine and six local designers to create incredible fashion out of everyday Goodwill finds. The results are amazing, and you can see all the final creations — plus behind-the-scenes content, making-of videos and more — at goodwillindy.org/fall. Get inspired; then get to shopping for your own fashion project!