



Goodwill Glimpse

News from Goodwill Industries of Central North Carolina, Inc.

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A New Look



New Branding Campaign Promotes Goodwill Mission

For nearly 50 years, Goodwill Industries of Central North Carolina (GICNC) has worked to provide career development resources and employment opportunities for local residents in Alamance, Caswell, Guilford, Randolph and Rockingham counties. With the Grand Opening of our Stoneville retail store in July, we now operate 18 stores which help us provide even more services to help put people back to work. The impact of a donation and purchase is vast, as almost 90 cents of every dollar earned in our stores helps our neighbors to learn the skills needed to secure employment.

To visually capture the power of the consumers we serve, GICNC recently launched a new branding campaign. The campaign is anchored by a colorful graphic that includes four images representing the donating, shopping, training and working experiences. The graphic displays how each experience is connected, and together, make up the Goodwill cycle. The cycle is paired with our new tagline "We put People to Work," and creates a simple and clear message to raise awareness about our mission.

Look for this new graphic in our retail stores, on our delivery and commuter trucks and vans, and in upcoming publications as a reminder that GICNC continues to be a source for education and jobs in our community.



We Put People to Work

Putting People to Work



Richard J. Gorham,
President/CEO

Message from CEO

Central to our organization's mission and vision is the concept that programs and services leading to employment separate Goodwill Industries of Central North Carolina (GICNC) from other nonprofit entities. Over the past five-year period, our organization has quietly increased employment by 50% adding 100 new jobs to the payroll. A recently approved strategic plan suggests GICNC will further grow its workforce by 39% adding another 100 jobs.

Program Services has continued to grow competitive placements into the private sector by 76% over that past five-year period as 7,400 individuals transitioned into employment. Our plans suggest another 50% increase over the next three years as we expand our venues, refine our training curriculums and enhance accessibility through construction additions strategically aligned with the community college system. The economic impact of these activities exceeds 150 million dollars as GICNC demonstrates its value as a community resource worthy of your support. This support enables us to put people to work enhancing the family values to which we all subscribe.



Lori Thompson,
Premier Federal
Credit Union

Board Spotlight:

Lori Thompson, Premier Federal Credit Union

Meet one of Goodwill Industries of Central North Carolina's newest board members, Lori Thompson, President and CEO of Premier Federal Credit Union. Read what Ms. Thompson had to say...

Why did you decide to serve on Goodwill's Board? *When I found out about all of the ways that Goodwill positively impacts the lives of so many people, I knew that I wanted to be involved.*

What is one goal you would like to accomplish during your term as a Goodwill Board Member? *I would love to help spread the word about all that Goodwill has to offer. Too many people only think about the stores, donations and purchases. There is so much more, and I want to be a part of educating our communities.*

In what capacity did you interact with Goodwill prior to joining the Board? *I regularly donate and have been for years!*

How will your professional experience help you as a leader for Goodwill? *I've always had a passion for helping people. Growing up in an industry whose motto is "people helping people" has fueled this passion and enabled me to carry it over to a volunteer capacity.*

If you could go to dinner with any three people in history, who would they be? Why? *I would invite Amelia Earhart, Walt Disney and Benjamin Franklin. I picked Amelia for her sense of adventure and amazing bravery; Walt Disney for his incredible vision, innovation and influence he has had on children everywhere; and Benjamin Franklin just because he was a hero in colonial America and had remarkable talents. What great conversations we would have!*

What's your favorite music to relax to on the weekends? *Well, there's very little relaxing on the weekends with two boys - 10 years old and five years old, but when the music is playing, it's usually 80s rock.*

2010-2011 Contributors

Individuals

Anonymous
 Lacy & Lena Baynes
 Tony Chambers, Jr.
 Bree Clawson
 Donna Comer
 Robert Davanzo
 Sue Fannin
 Cheryl & Earl Hall
 Dorothy Jennings
 Larry Keiner
 Paul Leonard
 Albert Mason
 Kim McCarthy
 Eugene Merryman
 Erik & Melissa Nelson
 Vanessa Patterson
 Brenda Pirko
 Deborah Stephenson
 Betty Taylor
 Lamont Taylor
 Edward Van Buren
 Bobbie Victory
 Charles L. Weill, Jr.
 Charles & Betty Younce

Organizations

Combined Federal Employees Campaign
 High Point University
 Lincoln Financial Foundation
 Senn Dunn Insurance
 State Employees Combined Campaign
 United Way of Greater Greensboro

DONATE NOW

Ways you can give to Goodwill:
 Send a cash gift, donate gently used items, donate your car, shop at a Goodwill store, volunteer your time, or hire a Goodwill graduate.

Visit TriadGoodwill.org for more information.

Goodwill Working for You

Honoring Our Armed Forces



In support of the military, GICNC now offers a weekly discount for all active and retired military personnel. A 10 percent discount is available every Wednesday at any of our 18 retail stores Triad Goodwill operates in Alamance, Caswell, Guilford, Rockingham and Randolph counties. The discount is available to military personnel and their dependents with a valid military ID and can be used in conjunction with a GICNC Preferred Customer card also redeemable for a 10 percent discount.

In addition to the new military discount, GICNC continues to offer a 10 percent senior citizen discount every Monday and a college student discount available every Tuesday with valid ID.

Success Found at North Elm Career Center

The newest model in GICNC's employment services, North Elm Career Center has proven to be a needed resource for job seekers since its Grand Opening on April 19 at 3519 North Elm Street in Greensboro.

The center opened inside the North Elm Street retail store to offer a computer lab setting and provide free Internet access, computer tutorials and on-site career counseling. To date, the Career Center has assisted 874 people. As a result, 16 people who have accessed the Career Center have reported new jobs.



Faces of Goodwill

Sherry Brown was a consumer of the North Elm Career Center and was able to secure full-time employment. Read her story below...

I came into the Goodwill on North Elm Street to donate and saw the sign for the Career Center. I wandered in and inquired about the services offered and was shocked to learn about this resource. I recently graduated from UNC-Greensboro with a degree in Therapeutic Recreation and Occupational Therapy, but was unemployed since December because my job at the time was only available to students. At the Career Center I searched and applied for jobs and also used the free faxing service to submit applications. Only two days after using the Career Center, I was offered a job. One month after that, I was offered a second position as a data entry specialist. I now work there full time. I never knew the Career Center existed, and I actually told my friends about the services there. It was a great experience.





Goodwill Industries of Central North Carolina, Inc.
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Shop and Donate at Goodwill

Archdale
10102-G South Main Street
(336) 431-6021

Asheboro
1064 East Dixie Drive
(336) 610-0406

Burlington
2320 Maple Avenue
(336) 228-0635

2129 North Church Street
(336) 229-5872

Eden
303 East Arbor Lane
(336) 623-5600

Greensboro
3519 N. Elm Street
(336) 282-6402

3739-A High Point Road
(336) 294-2033

1235 South Eugene Street
(336) 275-2150

3921 Battleground Avenue
(336) 545-1212

High Point
1145 Lexington Avenue
(336) 883-1257

5301 Samet Drive
(336) 882-3772

Madison
610 Rockingham Square
(336) 548-2481

Mebane
598 Deerfield Trace
(919) 304-8890

Randleman
101 Pointe South Drive
(336) 495-5020

Reidsville
1551 Freeway Drive
(336) 637-1005

Stoneville
129 North Henry Street
(336) 573-1400

Yanceyville
2246 NC Hwy 86 N
(336) 694-1200

Written and edited by Deanna Miller,
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Find Triad Goodwill Online

