

# MISSION ADVANCEMENT 2021 IMPACT REPORT

Goodwill Industries of Northwest North Carolina, Inc.  
Workforce Development Services





# About Goodwill

**Goodwill Industries of Northwest North Carolina, Inc.** (Goodwill) is a 501(c)(3) nonprofit organization that has served the local community since 1926. Through the sale of donated items in our stores, we fund employment and training services that help people find hope, opportunity, and jobs.

The **Mission Advancement Impact Report** provides a summary of the programs, services, partnerships, and impact of Goodwill's mission. This Report is published annually to educate the community on Goodwill's mission and to celebrate the achievements of the people Goodwill and its partner agencies serve.

The 2021 Mission Advancement Impact Report covers the period from January 1, 2021 to December 31, 2021.

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# Executive Summary



## Key Programs and Services

Ability Services  
Access Center Adult High School  
Career Connections  
The Professional Center by Goodwill  
Project Re-entry  
The Prosperity Center  
Skills Training  
Veterans Services  
Youth Services



## Affiliations

Crosby Scholars Community Partnership  
NCWorks Career Centers



## Significant Achievements

- Expanded Access Center Adult High School into the Central District.
- Refurbished 70+ laptops to be provided to participants as needed through Tech Outfitters.
- NCWorks staff continued to work the front lines during the height of the pandemic by assisting individuals with unemployment benefits to maintain stability in their households.
- Goodwill and NCWorks continued to support individuals, virtually and in-person, who had training needs and provided supportive services resources to ensure individuals could complete training programs.
- Centers and programs continued with virtual service offerings, including online training options such as ed2go, Career Quest, and online job skills workshops.

### Individual Achievements

**16,778** - achievements related to financial stability, vocational readiness leading to employment, and education and skills training completions

### Individuals Served

Goodwill Core Services	17,007
Crosby Scholars	24,400
NCWorks	18,695

### Potential Impact

**\$84 million** - potential economic impact from individuals placed into employment





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Our work is having real and measurable impact. We will continue to shape our programs to meet the evolving needs of the communities we serve.

.....

Barbara Maida-Stolle  
President & CEO



## Geographic Scope of Services

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Goodwill provides Workforce Development services through 28 service locations. Counties served include Alexander, Alleghany, Ashe, Buncombe, Burke, Caldwell, Catawba, Davidson, Davie, Forsyth, Haywood, Henderson, Iredell, Madison, McDowell, Rowan, Stokes, Surry, Transylvania, Watauga, Wilkes, and Yadkin.

Through a partnership with Goodwill Industries of Central North Carolina, Inc., services are provided in Caswell and Rockingham counties.



## Services Offered

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Goodwill provides an array of services based on local business and community needs with programs designed to meet individual needs. Achievement measurements for participants in each program area have been identified; programs are outlined in this report.



## Partners

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Goodwill works in partnership with over 300 community agencies and employers in the delivery of quality, relevant services. Partners include school systems, community colleges and other institutions of higher education, NC Division of Vocational Rehabilitation locations, Departments of Social Services, NCWorks Career Centers and state/regional workforce development boards, Veterans Benefits Administration Offices, Mental Health Agencies, Housing Authorities, United Ways, Community Action Agencies, Family Services, Reentry Councils, NC Division of Prison locations, financial training partners, and a variety of business training partners. Through the support of these partners and Goodwill's 185 Business Advisory Council (BAC) members, staff fulfills their commitment to provide continual improvement of service quality and delivery to the communities served. To view a detailed partner list, visit [www.goodwillnwc.org/about](http://www.goodwillnwc.org/about).

## Our Mission

We create opportunities for people to enhance their lives through training, workforce development services, and collaboration with other community organizations.

## Our Vision

We will be satisfied only when every person in northwest North Carolina has the opportunity to participate fully in all aspects of a productive life.

## Our Philosophy of Service

Treat everyone with the utmost respect.

## Our Values



# Service Sites

Goodwill offers workforce development services at the following locations in northwest North Carolina:

Alleghany County Public Library, Sparta  
Ashe Family Center, Jefferson  
Asheville Workforce Development Center\*  
Catawba County Career Connections Center, Conover\*  
Conover Workforce Development Center, Conover  
Davidson County Workforce Development Center, Lexington\*  
Davidson-Davie Community College, Davie Campus, Mocksville  
Forsyth County Career Connections Center, Winston-Salem\*  
Forsyth Tech, Tobaccoville Campus, Tobaccoville  
Forsyth Tech, West Campus, Winston-Salem  
Haywood County Career Connections Center, Waynesville  
Henderson County Career Connections Center, Hendersonville  
Iredell County Workforce Development Center, Statesville\*  
NCWorks Career Center, Boone\*  
NCWorks Career Center, Mt. Airy  
NCWorks Career Center, Wilkesboro  
NCWorks Career Center, Winston-Salem  
The Prosperity Center, Winston-Salem  
Rowan County Career Connections Center, Salisbury  
Stokes County Youth Program, Walnut Cove  
Surry Community College, Dobson Campus, Dobson  
Surry Community College, Yadkinville Campus, Yadkinville  
Surry County Career Connections, Elkin  
Surry County Youth Program, Mt. Airy  
Western Piedmont Community College, Morganton  
Wilkes County Career Connections Center, Wilkesboro  
Winston-Salem Workforce Development Center\*  
Yadkin County Youth Program, Yadkinville

\* Indicates that a Career Connections Center is housed within a larger Goodwill/partner facility.



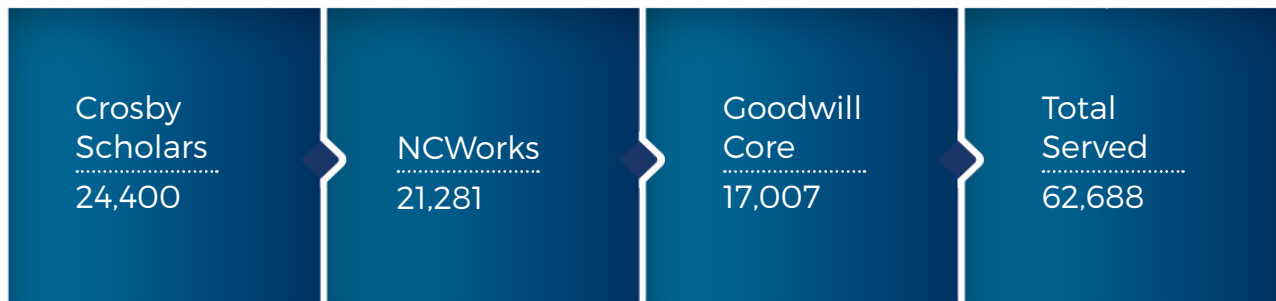


# Impact and Analysis Summary

## Summary of Trends and Analysis

### Persons Served

Goodwill served 62,688 individuals through mission services and affiliation with Crosby Scholars and NCWorks in 2021, up from 60,469 in 2020.



### Collection and Reporting

Served and placed are the only data points not duplicated. Participants may receive multiple services and attain multiple achievements, but count as served only one time per calendar year. Other achievements are collected as numbers and, other than placement, can be duplicated. Individual program data is maintained and used for the purpose of analysis and continuous improvement.

### Analysis Method

Goodwill's Data Management Plan outlines the method used for information collection. The Trends Analysis Team, comprised of data and continuous improvement staff as well as district directors, reviews methodology quarterly and updates are made and approved annually as appropriate.

# Impact and Analysis Summary

## Summary of Trends and Analysis (continued)

### Achievements

Goodwill measures impact through participant achievements. As a participant goes through programming and services, their journey is recorded based on their individual achievements. For measuring and reporting purposes, these achievements are listed under umbrella categories. During 2021, mission staff and leadership reviewed and renamed the achievement categories and reclassified some of the achievements within each to better align the achievements with industry-standard definitions. With 2021 being a transition year from the old categories to the new, for this report, achievements are reported as a single number and not broken out by category. Achievement examples by updated category are listed below. In 2021, staff recorded 16,778 participant achievements compared to 16,923 in 2020<sup>1</sup>.

Job placement, which remains a key achievement across most program areas, totaled 3,512 for 2021, a slight increase over 2020 reported placements of 3,306. Placements and other achievements are self-reported by program participants which results in underreporting of actual outcomes. We continue to investigate ways to improve information gathering.



### Sustainability

- Job retention for 90, 180, 360 days
- Promotion and/or increase in compensation
- Gain employer benefits
- Improve childcare situation
- Stabilize housing
- Gain reliable transportation



### Job Obtainment / Supports

- Participate in career coaching and/or vocational readiness
- Enroll in high school/adult high school/post-secondary education
- Find employment
- Complete vocational workshop
- Improve vocational soft skills
- Attend networking events, panel discussions



### Training / Education

- Complete a skills training class
- Obtain an in-house or external credential
- Earn a stackable credential
- Earn high school diploma, adult high school diploma, or HSE/GED
- Complete the education/training goal in individual plan
- Attend Re-entry prerelease sessions



### Financial Supports

- Consistently pay bills on time
- Improve credit score
- Reduce or improve overall debt
- Participate in financial coaching
- Complete financial readiness training
- Reach a minimum of \$300 in savings

<sup>1</sup> An error in the 2020 Impact Report overstated financial achievements by 7,360. This report reflects corrected 2020 numbers.

# Annual Economic Impact

For individuals who entered employment in 2021, the average starting wage was \$13.41 per hour up from \$13.20 in 2020. Hours worked per week maintained an average of 36.1 hours.

To determine economic impact we look at the number of individuals placed, number of hours worked per week, and average hourly wage. Using this formula, the 3,512 participants who reported obtaining jobs in 2021 have the potential to earn over \$84 million in 2022<sup>1</sup>.

The goal for individuals with employment as their program purpose is to obtain and retain employment making at least living wage for the county in which they reside. Through retention services, staff help individuals increase their overall compensation through skills obtainment leading to growth in their current job or obtainment of a better job. To reach self-sufficiency, individuals not only need to get a job, but keep it. During follow-up with participants, staff members check on employment retention status.

## Living Wage

YEAR	HOURLY RATE
2019	\$11.79
2020	\$11.98
2021	\$14.72

The living wage for North Carolina rose to \$14.72 per hour for an individual (one adult, no children) in 2021, an increase of \$3.74 per hour over the 2020 living wage of \$11.98 per hour for an individual. From 2018 to 2020, the combined annual increase in living wage for an individual rose a total of \$.62 per hour. The dramatic increase from 2020 to 2021 made getting living wage employment more difficult for many of our participants, especially those with multiple barriers to overcome.

<sup>1</sup> Annual economic impact simply projects the one year potential earning of individuals placed the previous year if they maintain employment, wage rate, and hours worked.



**Aurora**  
Youth Services

**Timothy**  
Project Re-entry

**Miranda**  
Career Connections



# General Workforce Trends and Analysis

Goodwill focuses on a holistic approach to participant measurements with placement as the leading indicator for starting the journey to self-sufficiency and financial stability.

A Trends Analysis Team meets quarterly to review trends and analyze data. The Trends Team is comprised of Goodwill's director of community and strategic development, compliance manager, and all district directors. During meetings, the team reviews achievement data, including performance against previous year, and offers analysis on other topics as requested.

The team also reviews data and trends and makes recommendations to the chief organizational development and mission advancement (ODMA) officer regarding projections for achievements for the following year and reviews the Data Management Plan on an ongoing basis to see what, if any, updates, or revisions are required. The chief ODMA officer reviews any recommendations for approval.

A review of satisfaction survey results is part of each Trends Analysis Meeting including analyzing the instrument itself for ease of use and participant understanding. Since its implementation in 2014, the participant satisfaction survey has been modified several times to encourage people to take any concerns or recommendations immediately to staff, while still allowing anonymity if the person wishes to be contacted after the fact about an incident, concern, or recommendation.

Notable trends included:

- Unemployment rates across our territory went from 5.9% in January and ended the year at 3.9% (Bureau of Labor Statistics).
- Half of North Carolina employers reported needing more work-ready employees, 67% of NC jobs are projected to require a high-quality credential or postsecondary degree by 2030, and only 49% of North Carolinians aged 25-44 have completed that level of education (My Future NC).
- The workforce is not reproducing itself; 2021 saw the average number of children a woman is expected to have in her life fall to 1.64, well below the "replacement level fertility" rate of 2.1 ([www.macrotrends.net](http://www.macrotrends.net)).
- Homeschooling in NC increased 21% in the past two years which has impacted both employers and employees as a growing number of families, especially those with young children, have had one parent leave the workforce and be the teacher ([www.ncdemography.org](http://www.ncdemography.org)).
- Our community college partners reported that during remote learning, many COVID seniors dropped out of high school resulting in adult high school enrollment increasing across our footprint.
- Many of our employers reported looking for anyone willing to work, and eliminating some of the education, skills, and background requirements they previously held.



# Demographic Overview

The number of individuals served by Workforce Development staff in 2021 decreased by 34.7% for core Goodwill services over 2020; however, due to increases in served numbers for NCWorks and Crosby Scholars resulted in total served numbers increasing slightly from 60,469 in 2020 to 62,688 in 2021. Of the individuals served, 37.2% were participants seeking Goodwill services for the first time compared to 29.9% in 2020. The following show the demographic trends of the people we serve by age, race/ethnicity, and education level.

## Age

The average participant age continued to trend upward for the sixth year in a row, going from 41 in 2020 to 42 in 2021. As a percentage of the total population served, “Under 21” dropped from 7.4% of served in 2020 to 5.8% in 2021; “21-54” dropped slightly from 70.5% in 2020 to 69.5% in 2021; and “55 and Older” increased slightly to 24.7% of the population served over 22% in 2020.

## Race / Ethnicity

Goodwill continued to serve a diverse population as measured by ethnicity and race using the reporting categories used for the Goodwill Industries International Annual Statistical Report (ASR). For the ASR, “Other” includes Asian, Native American, Multi-Racial, Native Alaskan, and Pacific Islander.

	2019	2020	2021
White	45.9%	49.8%	43.6%
Black	43.9	40.1	46.1
Hispanic	7.1	7.1	6.5
Other	3.1	3.0	3.8

## Gender

The overall gender demographics from 2020 to 2021 saw the number of females served drop to 51.6%, down from 53% in 2020. The percentage of males served rose to 48.4%, up from 46.9% in 2020. Goodwill’s newly formed IDEA (Inclusion, Diversity, Equity and Awareness) group assisted with verbiage surrounding gender identification. Starting with the introduction of a new client relations management system in 2022, intake forms will allow participants to identify as “female”, “male”, “non-binary”, “not listed” with an option to complete, or “prefer not to answer”.

## Education Level

Education level data shows trends in educational levels of those seeking Goodwill services, and higher education levels obtained by participants while in programming. Education data is stored for each individual and automatically updates when staff documents obtainment of a higher education level.

Education data on participants is real time; when staff enter educational achievements such as receipt of high school diploma, Associate or Bachelor’s degrees, the new education level is what shows in the database. The table on education levels from 2019 through 2021 does not show a great deal of movement.

	2019	2020	2021
Less than HS	16.4%	16.4%	15.7%
GED	12.9	14.7	12.8
HS Diploma	42.3	42.0	43.1
Some Post-Secondary	17.4	17.4	18.3
Associate	3.6	3.6	3.1
Bachelors	5.0	4.4	4.8
Masters	1.8	1.4	2.1
Doctorate	0.2	0.1	0.1

# Accreditations and Licenses

In 2021, Goodwill achieved a three-year accreditation from CARF International, an independent non-profit organization that provides accreditation services worldwide. Accreditation standards focus on advancing quality services and promoting the best possible participant and organizational outcomes. Accreditation signals Goodwill's commitment to continually improving services, encouraging feedback, and serving the community through internationally recognized standards. Goodwill is also licensed by the North Carolina Division of Health Service Regulation in Buncombe and Catawba Counties for the provision of day habilitation services for adults with developmental disabilities.

Goodwill service programs that fall under CARF accreditation are Employment Services and Community Integration. These programs include Comprehensive Vocational Evaluation (CVE), Employee Development Services (EDS), Community Employment Services (CES), and Community Integration (COI).

Comprehensive Vocational Evaluation includes vocational assessments, interest inventories, career coaching and identification of career goals and training needs on an individual basis. Individuals exit CVE with an individual vocational assessment report to help guide their next program steps, either within Goodwill or through other referral sources.

Employee Development Services are individualized services and/or supports that assist persons seeking employment to develop or reestablish skills, attitudes, and personal and professional characteristics to achieve positive employment outcomes.

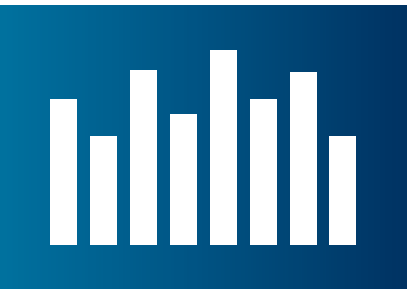
Community Employment Services are provided under the umbrella of Ability Services and designed to help individuals move into competitive employment. CES services provide connection to employment opportunities and continued support after job placement to help individuals retain employment and continue to build employment skills.

Community Integration is a day habilitation program service model. Based on individual choice, COI participants are involved in vocational experience, independent living skills training, arts and recreation, compensatory education, and community outings and events.

Goals for service outcomes are specific to the program location, the influencing factors, and the needs of the individuals served. Though unique to the specific service area, all have goals that are established and measured against objectives in four areas of performance: effectiveness, efficiency, service access and satisfaction. Outcomes are reviewed on a monthly, quarterly, and annual basis. At the end of each year, analysis and comparison to previous years is performed to identify trends, determine influencing factors and establish actions for improvement. This annual review and an established improvement plan are outlined and summarized in program Impact Plans. It is through these plans and other established processes of conformance, solid business practices, and service innovation that Goodwill can ensure continued CARF accreditation.



# Satisfaction Surveys



Goodwill uses satisfaction surveys to collect and analyze input from participants, referring agencies, and employers. The feedback received is used to continuously monitor and assess satisfaction, enhance or expand services, improve processes and standards for delivery, and to understand customers’ needs to improve the customer experience.

Survey Monkey is used to develop and deliver each program survey. Recipients simply click on a link to access questions designed to capture and measure feedback. Participants can easily answer questions by choosing between faces that correspond to different levels of satisfaction. Each survey question has space

allotted to capture optional comments. Participants are also given the opportunity to note if they want a Goodwill staff member to contact them.

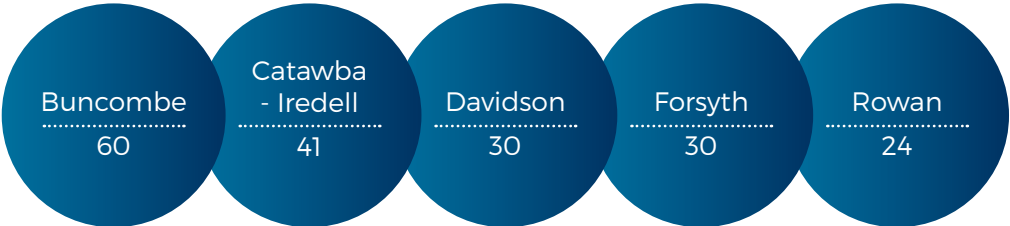
Program managers review and respond to the results from surveys each month. Monthly and annually, results are tracked and analyzed to identify trends and opportunities and to establish actions for improvement. Each quarter, survey participation rates and participant input are presented and analyzed during trends meetings. Monitoring survey results throughout the year enables staff to respond to input on a timely basis and create a formal quality improvement plan at the end of each year.

# Business Advisory Councils

Goodwill is pleased to have 185 Business Advisory Council (BAC) members regionally. Typically, members provide a variety of services including: information for program development and expansion based on local industry needs; updates on local labor market trends; educational workshops; business panels; and participant services including mock interviews, resume and application assistance, job shadowing, company tours, and employment opportunities. Council members also serve as graduation speakers, volunteer for employment fairs and the annual golf tournament, and market Goodwill programs. In 2021 as in 2020, BAC meetings were held virtually, services and activities were halted, and the annual golf tournament was cancelled due to COVID concerns. Regionally, there are five councils.

BAC membership varies from year to year as new members join and others retire or move on to jobs that take them out of Goodwill’s territory. To ensure an accurate membership total, we count only those members who have actively participated in BAC meetings or events in the last year and who are not Goodwill employees. In addition to these active members, another 100+ former BAC members still participate as needed in information provision and participant services. In addition to the BACs, Catawba County has an all-employer Business Engagement Group (BEG) that specifically addresses employment needs of the community related to the various populations that Goodwill serves. In 2020, BEG averaged 40+ employers at each quarterly meeting. In 2020, BAC and BEG meetings were virtual after mid-March.

## Membership by Council



# Strategic Planning Goals

Annually, Goodwill Industries of Northwest North Carolina does a strategic planning analysis for a three-year cycle. The analysis includes collection of input from all divisions on topics including financial information, accessibility, resource allocation, satisfaction surveys, risk management, technology, health and safety reports, strategic planning information, field trends and service delivery. Information is collected from stakeholders, staff, and participants. Program analysis addresses the needs of the persons served, the needs of other stakeholders, and the business needs of Goodwill. The strategic planning process outlines corporate goals, including:



<b>Culture</b>	Nurture an organizational environment that values employees, encourages growth, development, accountability, and inclusion.
<b>Mission</b>	Create and deliver nationally recognized workforce development programs based on the needs of our communities. Support youth services that improve the future employability of young people.
<b>Revenue</b>	Leverage our for-profit subsidiary (GMF Ventures) and grant writing to supplement retail revenues to fund mission-related programs.
<b>Brand</b>	Create a strong branded identity that differentiates our organization and supports our business model.

## Strategic Planning Areas of Actions

Key objectives for 2021 are listed below, with status.

### COMPLETED GOALS

### ACTION(S)

Expand the Access Center Adult High School program to at least two additional locations, targeting Statesville and Morganton.

The launches were completed and staff hiring started to fill key positions. Student recruitment was started with services expected to begin the first quarter of 2022.

Add educational support services to mitigate the expected increase in youth who are not eligible or do not pursue post-secondary education, including a liaison position with Crosby Scholars to identify students who may need case management and additional services.

A transition coordinator was added in mid-December and will start working with students in early 2022.

### TRANSITIONING GOALS

### ACTION(S)

Expand internal recruitment to fill vacancies (especially in Donated Goods Retail) and support employees during their first several months of employment to improve retention.

This function started its transition to the Talent Acquisition Team in 2021, with Mission staff continuing to provide support.



# Strategic Planning Goals

## Strategic Planning Areas of Actions (continued)

### PROGRESSING GOALS

### ACTION(S)

Complete development and implementation of a digital experience platform (Centralpoint by Oxcyon) to expand internal and external access to workforce development services and to strengthen data collection and analysis.

Development and testing of Centralpoint began with launch scheduled for Mission Advancement at the end of January 2022.

Upgrade technology, resources and training for staff and participants including the replacement of laptops, the expansion of virtual tools, and additional digital training opportunities.

Laptop replacement was completed in 2021, and several virtual tools were added. An e-learning developer was hired to design and implement virtual training on a variety of technology-related topics.

Update mission outcome and impact measures based on current needs and determine performance measures needed for virtual and remote services provided outside of territory.

In 2021, participant achievements, which are the impact measures of success, were evaluated by mission leadership. Achievement categories were updated to more accurately reflect activities that show progression on educational and/or vocational journeys and some of the achievements were reassigned to different categories. Initial key performance indicators (KPIs) were established at the beginning of 2021 and fine-tuned throughout the year. The use of Centralpoint to capture achievement impact will allow us to evaluate KPIs mid-2022 to determine if further changes are needed.

### ONGOING GOALS

### ACTION(S)

Prioritize resources, evaluate cross-functional staff skills, and expand regional approach to service delivery to address the high unemployment needs and increasing educational disparities.

Progress was made in 2021 in utilizing staff and resources to expand our regional approach to service delivery. This work is expected to continue into 2022 and beyond.

Utilize new outreach and marketing approaches to reach the disengaged workforce by promoting virtual career services and funding for training for qualified participants.

Partnerships like [Indeed + Goodwill](#) aided in the provision of virtual career services. In addition, our portal CareersbyGoodwill allowed participants to engage with a virtual career navigator to aid in accessing vocational and educational resources.

Evaluate existing and explore new partnerships to improve program participant access to social determinants of success including food, housing, mental and physical health, etc.

Staff expanded resource access for participants around social determinants of health by working with the Asset Building Coalition, Benefits Cliff Committee, and the Continuum of Care which addresses housing/homeless issues. A steering committee was formed to oversee development and implementation of a needs assessment to identify future areas of transformational impact in our communities and to determine the best use of the MacKenzie Scott gift awarded in 2020.

Continue to use guidance from employers to inform training needs including skills assessments, career pathways, and remote work opportunities for job seekers with an emphasis on needs in rural areas.

By continuing to work with our Business Advisory Councils and key employers, we gather information on employer needs related to training and skill requirements. We also explore how changing employee expectations around work/life balance, remote work, and types of employer-provided benefits have reshaped the workplace. The needs assessment commissioned to be completed by University of North Carolina at Greensboro includes gathering input from employers which will be incorporated into future programming.



## Affiliations

### Crosby Scholars

Goodwill and Crosby Scholars have a unique partnership in which Crosby Scholars operates as an independent affiliate of Goodwill Industries. This affiliation supports outreach to students and assists with future regional expansion opportunities for the Crosby Scholars' model. This college access program is available to students in 6th through 12th grade attending public school in Forsyth, Iredell, and Rowan Counties. The program, which is free of charge to students, prepares students academically, financially, and personally for successful college admission. Crosby serves students in high school, those in their first year after high school graduation, and college students who receive last dollar grants that provided funds to fill in financial gaps after exhaustion of other funding resources.



**Crosby Scholars**

For College. For Life.

### NCWorks

Goodwill Industries of Northwest North Carolina acts as the service provider for the Workforce Innovation and Opportunity Act (WIOA), providing funded employment and educational services for youth and adults in 11 counties: Alleghany, Ashe, Caswell, Davie, Forsyth, Rockingham, Stokes, Surry, Watauga, Wilkes, and Yadkin. Goodwill Industries of Central NC partners to provide services in Rockingham and Caswell counties. We also serve as the operator of the NCWorks Career Centers located in Forsyth, Rockingham, and Surry Counties. The NCWorks Career Centers are integrated service centers in partnership with the Division of Workforce Solutions (DWS) who provides support for those needing unemployment insurance and services. New partnership staff were housed throughout the territory in other Goodwill centers, community colleges and various stand-alone facilities, opening the door to other community partnerships and aligning with the focus of assisting youth and adults in reaching their employment and educational potential.



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## Trends and Achievements by Program Area

The following sections highlight key programs and detail associated trends and participant achievements.

### Definition of Terms

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#### SERVED

- Number of individuals enrolled with Goodwill.
- Each individual may be counted as served once per calendar year.
- Co-enrolled served (reflects being served by more than one program) numbers to show the totals served by each program.

#### ACHIEVEMENTS

- Completed activities that support the participant's success.
- Placed remains the main achievement for most program areas; however, placements are self-reported and we are only able to capture a percentage of the actual placements achieved.
- Key achievements for each program area are listed.

# Ability Services

## Programs for Persons with Disabilities

### Program Description and Locations

The Ability Services Program provides skill development, career and life skills assistance, educational and career services to persons with disabilities. Agencies such as Vocational Rehabilitation and Goodwill's Veterans Services refer individuals to this program. Individuals may also self-refer and enroll in services without a referral agency. The program is very individualized and addresses the unique goals of each individual. Services include comprehensive vocational evaluation, work adjustment, job coaching, and community-based assessments. The Ability Services Program includes individuals served in life enrichment as well as Goodwill's Community Access programs that provide day habilitation services in Buncombe and Catawba Counties. In addition, staff provide outreach services in Alexander and Caldwell Counties.



### 2021 Program Highlights

- Partnered with the Hickory office of Vocational Rehabilitation to complete overview training of services to promote the collaboration of both entities. This allowed staff on both ends to better understand services provided, policies, and contractual obligations and valuable training increased participants' success.
- Several coaches started taking American Sign Language (ASL) courses. This will increase our ability to interact with the community and participants who use ASL.
- Established a new employer/community partner, Paw Tales Lodge and Spa. This employer allowed us to use their site for community-based assessment. This will continue to be an excellent opportunity for our participants in a highly requested field and will provide hiring as well as assessment opportunities.
- Community Access Asheville adopted an integrated hybrid service model which allowed services to 25 day support participants. Virtual services worked well for our more socially isolated participants who were able to maintain a higher degree of wellness resulting from seeing their friends. Participants at home were able to maintain a higher level of personal satisfaction because their day had meaning.
- The continued shift in Ability Services programming format in the Eastern District to working with participants more frequently, more in-depth, and in a hybrid in-person and virtual format resulted in every enrolled individual getting placed.



# Ability Services

## Programs for Persons with Disabilities

### Trends

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- Decreased nursing home placements due to pandemic. Employer policies limited our ability to place participants in these settings.
- Decreased customer service positions in some sectors where technology replaced individuals, for example, the implementation of menu kiosks.
- Participants in the Eastern District averaged 66 years of age.

### Achievements

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Every participant is encouraged to reach any applicable achievement. Generally, the ones that support success for Ability Services participants are skills development and/or employment as outlined in an individual's plan.

Year	Served	Achievements
2020	291	1,265 - including 55 job placements
2021	263	1,207 - including 54 job placements

# Keith

## Ability Services Success Story

Keith worked at Bassett Furniture for 41 years when he was laid off due to COVID. He needed assistance in exploring alternative career options, learning current job-seeking practices, and updating his technology skills.

In September of 2021, Keith sought help in finding a job through Goodwill's Department of Vocational Rehabilitation program under Ability Services. Before entering services, Keith had made a career working at Bassett Furniture for 41 years. In May of 2020, he was let go after the company made layoffs due to COVID.

Once in Goodwill services, Keith was partnered with Amber, an employment specialist from Catawba County. She spent time learning about Keith and his employment needs. Keith had spent his career in one field and had limited experience with current job search and hiring practices and was unsure about where he could utilize his strengths. Amber provided one-on-one support allowing Keith to explore alternative career options and learn about current job-seeking practices. Through her community connections and advocacy on Keith's behalf, she was able to secure him an interview with Food Lion in Conover in October 2021 and Keith was offered a position as a Quality Assurance Associate.



Keith's primary responsibilities are to maintain the cleanliness of the store and combat the spread of COVID-19 through rigorous sanitization practices. This new role was a big change for Keith as he was entering a completely new field and environment. Amber was able to provide Keith with one-on-one on and off-site job coaching. In addition to helping Keith learn his new responsibilities, she taught Keith to utilize technologies in the workplace. Keith had very limited experience using computers, communicators, and biometric log-in devices, all which Food Lion utilizes in their daily practices. Through Amber's onsite teaching and support, Keith was able to learn how to use these new technologies.

Keith was also aided in building relationships with his coworkers. Keith's manager shared that Keith is a friendly and dependable worker who has found his place amongst his team. Keith not only completes his work, but regularly seeks out additional ways to help Food Lion and his team. Through Goodwill services, Keith was not only supported in finding new employment in which he thrives; he was able to find a purpose, stay active, and regain a sense of community.

# Access Center Adult High School

A Second Chance for a High School Diploma

## Program Description and Locations

Access Center Adult High School is a partnership between Goodwill and Forsyth Technical Community College in the Eastern District, and Asheville-Buncombe Technical College in the Western District. The program offers a unique opportunity for adults to earn their high school diploma while gaining a career credential in a skill area that is in high demand with area employers. The program incorporates online and in-person learning as students receive individualized services and support from a career coach to help guide their process to success. Services are available in Buncombe and Forsyth Counties.



## 2021 Program Highlights

- Expanded served and enrolled numbers, including remote service numbers; Asheville provided 95% of services remotely.
- Experienced an increase in the number of students who were assisted with college preparation, given FAFSA guidance, and assisted with completing college applications.
- Successfully served students with transportation issues or those who experienced unexpected residential relocations through virtual service provision; this included extending support to students who moved out of state or service area to maintain active program status.
- Increased the number of students who concurrently worked on their high school credits and began their career technical certification.
- Fourteen individuals completed their adult high school diploma.

# Access Center Adult High School

A Second Chance for a High School Diploma

## Trends

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- Increased virtual process around student enrollment and coaching services.
- Increased student attendance via Zoom for instructor tutoring services.
- Increased referrals from individuals with children, and those needing childcare and other supports such as legal and mental health referrals.
- Increased enrollment of students needing three or more credits to graduate.

## Achievements

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Every participant is encouraged to reach any applicable achievement. Generally the ones that support success for Access Center participants are completion of adult high school diploma, completion of skills training, enrollment in post-secondary education, and finding employment.

Year	Served	Achievements
2020	213	207 - including 21 job placements
2021	146	151 - including 7 job placements

# Tessa

## Access Center Adult High School Success Story

Tessa was employed but wanted to complete her high school diploma; continue her education towards a nursing degree; and needed support and encouragement.

Tessa had an excellent high school experience academically, but according to her, was socially awkward. She didn't like big classrooms or having to communicate with anyone during class. She felt she lacked a stage voice so would try to avoid doing presentations. Although she got along with people, her high school setting was out of her comfort zone.

She moved out of her father's house when she met her first husband at 16 and moved to Greensboro. Although she only needed one credit to graduate, she could not find a school that would work with her, and it looked like she was going to be required to repeat her entire senior year. Tessa tried an online class but was unsuccessful due to the format and lack of support. She dropped out of school.

Three years later in 2020, she moved back to her hometown of Marshall with her daughter and fiancé to be near her family and look for work.



Since Tessa had always made good grades and loved academics, her family had always encouraged her to continue her education. She learned from the Asheville-Buncombe Technical College Transitional Studies Department that she could earn her high school diploma through the Adult High School Program. In addition to offering an online learning platform and tutor, through the partnership with Goodwill, Tessa had access to a career coach who provided individualized support. Her career coach provided community resources, employment services, tutoring and skills training information. The staff also celebrated Tessa's victories as she progressed and helped her stay the course.

Tessa is working as a PVC operator for Silver-Line Plastics. However, having been a CNA for five years, she is eager to get back into the medical field and wants to follow in her late mother's footsteps and become a nurse. She is excited to continue working with her career coach to explore degree programs, scholarships, and employment opportunities.

Tessa was expecting during her enrollment in adult high school and delivered the month before her graduation. She plans to return to Silver-Line after her maternity leave, and she is preparing to enroll in community college to pursue her nursing degree. Goodwill staff has extended support to assist Tessa with the enrollment and scholarship process.



# Career Connections

Personalized Help for Job Seekers

## Program Description and Locations

Career Connections Centers offer no-cost, personalized services to aid in job search. Services include resume writing assistance; skills assessment; career coaching; access to computers and Internet; help with interviewing skills and job placement; and assistance with or referral to services to help with overcoming other barriers to employment such as housing, transportation, and skill levels. Twelve Career Connections Centers operated in 2021 in the following counties: Buncombe, Catawba, Davidson, Forsyth (2), Haywood, Henderson, Iredell, Rowan, Surry (2), and Wilkes.



## 2021 Program Highlights

- Received Golden Leaf grant funding to provide childcare services in several rural counties for individuals taking continuing education classes and training. Services were provided to 27 individuals.
- Used online platforms to accommodate employed participants who were unable to come into a career center to update and/or create their resumes on the Indeed Goodwill Partnership portal. Staff was able to assist with job search needs, navigating Indeed, and Indeed online assessments.
- Met employer and participant needs by implementing in-person or virtual hiring events where job seekers could interview virtually or in person.
- Increased the number of employers who reached out to the career centers for help in finding employees to fill open positions.
- Participants used [GCFLearnfree.org](https://www.gcflearnfree.org) at the centers in lieu of in-person skills classes.

# Career Connections

Personalized Help for Job Seekers

## Trends

- Increased use of technology by participants including texting, taking advantage of online training, and using video calls for interviews, onboarding, training classes and meetings.
- Increased number of retirees seeking jobs.
- Increased sustainability issues among participants including a rise in homelessness and housing issues.
- Decreased number of individuals participating in job fair events.
- Continued employer willingness to forgo background checks and drug tests for hiring.

## Achievements

Every participant is encouraged to reach any applicable achievement. Generally, the ones that support success for Career Connections participants are skills completion, obtaining employment, increasing income, retaining employment, job readiness training, career coaching, vocational skills obtainment, and connecting directly with an employer.

Year	Served	Achievements
2020	15,266	7,249 - including 1,880 job placements
2021	10,322	6,027 - including 1,531 job placements

# Yaire

## Career Connections Success Story

Yaire had just graduated high school and was looking for employment; she had a great attitude and just needed to land in the right place.

Yaire first came to Goodwill's Lexington County Career Connections in October of 2021, accompanying her mom who came in to get assistance with copying. The career center specialist who was assisting them noticed Yaire's positive demeanor and attitude and asked her if she was looking for a job. At the time, Goodwill was advertising for an employment specialist for the Whitaker Regional Operations Center (WROC) in Winston-Salem, hoping to fill the position with someone who was bilingual in English and Spanish. Yaire fit the bill. She had recently graduated from Parkland High School and was looking for employment.

Career Connections staff assisted Yaire with her resume and instructed her on where to find the job posting on the Goodwill website. They encouraged her to fill out the application and she did so. Within a couple of weeks, Yaire was invited to interview for the position. Her personality, positivity, presence and skills set her apart from the other candidates and she soared above the competition. She landed the employment specialist position and has been an amazing addition to the WROC and the Goodwill family.



As a bilingual employment specialist, Yaire is well placed to work with the Hispanic population that comes into the center. As part of her duties, she is working under a United Way funded Hispanic Outreach grant designed to connect with the Hispanic community in Forsyth County to find out the types of training and employment opportunities that are of most interest and to recruit individuals interested in training for living wage jobs. In this capacity, Yaire assists the Hispanic population on scholarship opportunities for training and education. She provides vocational readiness assistance to help with finding employment and provides access to resources and other wrap-around assistance they may need during programming.

The rest of the WROC Career Connections staff is extremely excited to have Yaire on the team and see the difference she is already making with the participants at the WROC. The services offered through the Career Connections Centers across our territory help many people connect with employment and needed resources each year. This time around, that found employment resulted in Goodwill gaining an incredible team member.

# The Professional Center

Services for Displaced Professionals

## Program Description and Locations

The Professional Center by Goodwill addresses the needs of the unemployed professional-level job seeker (defined by education and/or work experience) and those needing to transition career fields due to downsizing and/or changes in labor market trends. The Center addresses many of the concerns faced by the long-term unemployed, young professionals/recent college graduates, and veterans transitioning to civilian careers. The Professional Center is located at the Winston- Salem Workforce Development Center.



## 2021 Program Highlights

- Hosted several Goodwill webinars on topics relating to job searching and the “Turnover Tsunami”.
- Increased number of repeat participants with nearly all participants being unemployed.
- Center director served as president for the Winston-Salem chapter of the Society for Human Resources Management.
- Co-hosted a weekly hourlong online talk show, “Lunch with Randy and Teddy” aimed at job seekers and professionals.

# The Professional Center

## Services for Displaced Professionals

### Trends

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- Decreased number of new participants and NCWorks referrals.
- Increase in barriers and repeat participants with almost all participants being unemployed.
- Reduced LinkedIn webinar attendance.

### Achievements

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Every participant is encouraged to reach any applicable achievement. Generally the ones that support success for The Professional Center participants are career coaching, professional networking and other events, and obtaining employment.

Year	Served	Achievements
2020	418	1,972 - including 44 job placements
2021	352	1,446 - including 54 job placements



# Landon

## The Professional Center Success Story

Landon was interested in finding a job in a declining industry; needed help in standing out in a limited market; needed support in selling himself.

Landon graduated college in 2020 with a degree in journalism. Since he was trying to enter the job market in the middle of a pandemic, he wanted to learn how to stand out as a job candidate, highlighting his education, skills and abilities.

Furthermore, Landon was interested in getting into the newspaper industry, which has seen a decline in recent years. As a recent college graduate trying to enter a profession with limited openings, Landon knew he had to make sure that he was able to attract employers. To do this, he needed a top-notch resume and an updated LinkedIn page. Landon's father read the weekly Winston-Salem Journal columns written by The Professional Center's director and suggested that Landon contact the center for assistance.

At Goodwill, Landon attended virtual LinkedIn training sessions and used what he learned to update and improve his profile page and gain useful tips on using LinkedIn more effectively to grow his professional network. He worked with staff and designed an impactful resume and cover letter. Landon used his new skills and received a job offer from Aiken Standard, the newspaper in Aiken, South Carolina in the summer of 2020 as a general assignment reporter.

We checked in with Landon and he is doing great! He took over the health beat at the newspaper. So much of his initial reporting surrounded the pandemic; however, as a general assignment reporter, he is able to cover a variety of issues and events. He still enjoys what he is doing and is excited to be able to work in his chosen field, especially having entered the job market at such a difficult time when few companies were hiring.



# Project Re-entry

Helping Justice-Involved Individuals

## Program Description and Locations

Project Re-entry, offered in partnership with Piedmont Triad Regional Partnership, provides transition services for justice-involved individuals returning to the community after serving active prison sentences. The program works through a system of pre-release classes and post-release services to offer employment and training opportunities to help participants find jobs and become productive members of the community. Re-entry provides services in Buncombe, Caldwell, Catawba, Davidson, Davie, Forsyth, Iredell, Rowan, Stokes, Surry, Wilkes, and Yadkin counties. Staff also provide pre-release services in Alexander and McDowell Counties.



## 2021 Program Highlights

- Staff provided services to people on a deeper level outside the walls of incarceration facilities – both virtually and in-person.
- Provided pre-release programming virtually in facilities that had the needed equipment.
- Made strides toward more employers overlooking some non-violent charges that were previously barriers to employment.
- Were able to serve prior participants who wanted or needed additional Goodwill services.

# Project Re-entry

## Helping Justice-Involved Individuals

### Trends

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- Decreased walk-ins, increased community referrals.
- Harder to serve population seen, possibly due to other community programs serving justice-involved individuals.
- Increased ability to place participants in higher-wage jobs due to employers being short-staffed and in high need of employees.

### Achievements

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Every participant is encouraged to reach any applicable achievement. Generally, the ones that support success for Project Re-entry participants are completion of pre-release classes and obtaining employment.

Year	Served	Achievements
2020	2,515	1,633 - including 420 job placements
2021	1,868	1,077 - including 281 job placements

# Glenn

## Project Re-entry Success Story

Glenn was previously justice-involved and still had issues pending; he needed transportation, housing, a job, and needed to adjust his attitude to be successful.

Glenn called our Catawba County Career Connections office after being released from incarceration to schedule an intake appointment. He was a graduate of the Project Re-entry Program at Alexander Correctional Institution in Taylorsville, North Carolina. After his release in February, he ended up at the Oxford House in Hickory, North Carolina.

Glenn faced challenges with transportation, employment, housing, and getting reacclimated to community life. He also had a lengthy record for larcenies.

Glenn had a current understanding of what was needed around searching for employment. He met with Project Re-entry staff and they discussed where Glenn was and what he needed to do. Staff discussed Glenn's immediate circumstances with him and advised him on what he could do to change them. They went over topics related to success such as appearance, attitude, interviewing, the application process, and patience.



Glenn was very anxious in the beginning but slowly became willing to follow some of the advice given. He wrote a resume and followed the general job search advice he was given.

While getting on his feet, Glenn became sick with an infection and almost lost his leg. His Re-entry case manager visited him at the hospital and they prayed and hoped for the best. Months later, Glenn's health has improved.

After many conversations with Glenn concerning his attitude, his appearance, and his way of doing things; he is now realizing that all his hard work and the changes he made have been for the good. He has all of his circumstances with the court settled and is working full-time at Dalco Nonwoven Manufacturing. He was hired in October 2022 with great hours and benefits, and a sign-on bonus of \$300. Glenn has also overcome many other obstacles, and now has stable housing, his license, and reliable transportation.

Glenn continues to be more focused on doing the right thing, when in the past all he knew was how to take what did not belong to him. Re-entry staff are glad that the program was in place to assist Glenn. It's no-nonsense approach gave Glenn something to think about, and they know that this is just the beginning of great things from him.

In recent conversations, Glenn mentioned that Re-entry staff went out of their way to make sure he understood what he needed to do in order to succeed and he is beyond thankful for them, their kindness, and their help.

# The Prosperity Center

A Path to Financial Stability

## Program Description and Locations

In collaboration with United Way of Forsyth County and Financial Pathways of the Piedmont, the Prosperity Center offers free, personalized services to individuals and families who are ready to commit to moving up the economic mobility roadmap towards a goal of financial stability. The Center operates under a three-pronged approach of improving earned income, realizing available work support income, and managing all income. The Center is relationship based. Participants go through an orientation with financial and vocational staff, participate in financial coaching, and have access to sessions on asset building, debt reduction, budgeting, and good use of credit. Participants have access to training in resume writing, applications, networking, and interviewing skills and can receive career coaching, skills assessments, and referral to training programs through Goodwill and/or community partners. The Center is located in the Waughtown Goodwill campus in Winston-Salem.



## 2021 Program Highlights

- Assisted 383 individuals in reaching self-sufficiency based on the Economic Mobility Roadmap guidelines.
- Increased the number of individuals placed in living wage employment to 109, nearly double that of the previous contract year.
- Had 60 individuals reach the one-year employment mark.
- Reached all contracted program goals while working under the restrictions mandated by pandemic safety measures which allowed limited numbers of participants to be served in the center at one time.



# The Prosperity Center

## A Path to Financial Stability

### Trends

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- Continued to see impact of gig economy with prevalence of participants supplementing income with freelance jobs.
- Increased requests for help with virtual technology, including web-conferencing platforms, online applications, video interviewing, and general computer usage.
- Increased number of retired participants wanting or needing to return to the workforce.

### Achievements

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Every participant is encouraged to reach any applicable achievement. Generally the ones that support success for Prosperity Center participants are: vocational readiness training, vocational coaching, acting upon a direct staff referral to an employer, finding employment, retaining employment, getting a raise/promotion or adding employer benefits, financial coaching/counseling, purchasing an asset, reducing debt, and budgeting.

Year	Served	Achievements
2020	1,239	621 - including 97 job placements
2021	1,137	635 - including 111 job placements

# Angela

## The Prosperity Center Success Story

Angela was unemployed and living in a shelter; needed to improve her job search skills and get job-related coaching; and didn't have appropriate interview clothing.

In August of 2021, Angela was unemployed and living in a shelter. She wanted to find work so she could get a permanent home. At her roommate's suggestion, she came to The Prosperity Center, a United Way of Forsyth County collaborative between Goodwill and Financial Pathways of the Piedmont.

When Angela met with Prosperity Center staff, her determination to succeed was clear. She knew she wanted to get out of the situation she was in and work towards a home of her own. Angela worked with the center coordinator and put together a polished resume, learned to write a cover letter, and practiced her interviewing skills. She participated in one-on-one vocational coaching. She was introduced to the financial services the team had to offer as well, and Angela realized that once she found employment, she would have to start a savings mechanism and save regularly to be able to afford housing. When Angela mentioned that she did not have appropriate clothing for an interview, staff arranged for her to access Goodwill's Success Outfitters clothing closet where she received professional clothing and accessories at no cost.



Staff referred Angela to Graham Personnel's weekly job fair hosted by Goodwill. She was ready with a strong resume, the right attire, and a confident attitude to put her best foot forward and make a great impression with employers. Her hard work paid off; the recruiters quickly recognized Angela's potential and she was hired through Graham Personnel as a temperature screener for Atrium Wake Forest Baptist Health.

Angela enjoys her job and her newfound freedom. She started saving money regularly and looking for housing. Once again, her persistence paid off - she has found a home and expects to move in soon.

The staff at the Prosperity Center is proud of everything that Angela has achieved and looks forward to continuing to walk alongside her as she continues her journey towards financial stability.

# Skills Training

## Training in High-Demand Fields

### Program Description and Locations

Goodwill provides an array of targeted skills training programs, largely in partnership with the community college system. These short-term programs train students to become employable in high demand fields such as healthcare, customer service and hospitality industries, trade skills such as welding, office technology, culinary, professional truck driver training and many others. Students may also choose to take stackable credentials in some locations so that they can enter the workforce with one credential and add training or credentials to their career track while working. Skills Training classes are offered in Buncombe, Catawba, Davidson, Forsyth, Haywood, Henderson, Iredell, and Rowan Counties and online through ed2go.



Many of Goodwill's participants do not have the financial means to get the skills training they need for in-demand jobs in their communities. This is where Goodwill steps in with participant scholarships. To be eligible to receive scholarship funds, participants must take an assessment to make sure their education level matches that required for the class. Over the past several years, participants were awarded over \$100,000 in scholarships.

### 2021 Program Highlights

- Developed Career Launch to handle job readiness in a week. This training included career exploration, assessment and planning; soft skills development; how to do applications, cover letter and resume development; and online applications and interviews.
- Truck Driving Training (CDL) added more offerings to help meet industry demand.
- Offered ed2go online training programs and awarded 50 scholarships for these trainings.
- Career Quest provided virtual tours and interviews with industry leaders in the hospitality, manufacturing, and medical fields.

# Skills Training

## Training in High-Demand Fields

### Trends

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- Increased level of interest for trade classes and healthcare classes.
- Placements trended to over 80% skills match to their training.
- Served fewer people compared to 2020, but provided more services to each individual.

### Achievements

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Every participant is encouraged to reach any applicable achievement. Generally, the ones that support success for skills training participants are skills completion, credentialing, stacking credentials and finding employment.

Year	Served	Achievements
2020	3,014	5,408 - including 430 job placements
2021	2,176	3,809 - including 401 job placements

# Eddiemaë

## Skills Training Success Story

Eddiemaë was laid off at the age of 60 and had to change course after working for the same company for 14 years; she was worried about losing her home and needed to improve her skills so she could make a livable wage.

Eddiemaë worked for AT&T for 14 years. When they started downsizing in 2013, she was laid off. She shares that this started a very difficult time in her life. She was 60 years old and did not want to lose her home.

She came to Goodwill to get help. Eddiemaë worked with staff from various services within Goodwill, getting help with preparing resumes that highlighted her skillsets and showed how she could be of value to a company as well as practicing interviewing with Career Connections, improving her customer service skills through Skills Training, and gaining work experience through EDGE.

When Eddiemaë first started her journey with Goodwill, she applied for numerous jobs, but it seemed to her that no one wanted to hire an older worker. Eddiemaë didn't give up and kept going to Goodwill to improve her skills and put in applications. Finally, she got a call center job in High Point for \$11.00 an hour; but it was not enough to make progress.



At 62, Eddiemaë started collecting social security and returned to Goodwill and took a Call Center Class to update her skills. That's when she learned about the EDGE program where you work for Goodwill while training or to build your work history. EDGE helped bridge the gap in Eddiemaë's income and she was able to work in Career Connections helping others and also worked the front desk.

She was hired by a temp agency for \$14.00 per hour for several months and took Security Guard Training as she felt the job would be more stable. However, after three years, she came back to Goodwill to take a call center course to refresh her skills as she really missed interacting with others and problem-solving.

Career Connections staff assisted Eddiemaë by providing her with a private space for Zoom interviews and online assessments. Her hard work and diligence paid off and Eddiemaë found employment with Pepsico as a Customer Service Representative earning \$15.00 per hour.

She shared that she was glad to have all the different Goodwill teams who helped her on her journey. She felt cared about and wasn't sure she would have made it without their assistance. She particularly noted the encouragement she received. Goodwill staff were happy they could be there to walk alongside Eddiemaë on her journey and are very proud of all she accomplished.



# Veterans Services

Support and Resources for Veterans and Their Families

## Program Description and Locations

Veterans Services connects veterans and military families with the tools and resources they need to find meaningful work and gain financial stability. Veterans Services provides services in the following counties: Buncombe, Caldwell, Catawba, Davidson, Forsyth, Rowan, Surry, and Wilkes.



## 2021 Program Highlights

- Participated in the USAA six-month grant utilizing the funding to provide supportive services for veterans and military families.
- Participated in various homeless veteran stand downs throughout our territory where veterans were provided resources around food, housing, clothing, health screenings, and Veterans Administration Social Security benefits counseling. Goodwill Veterans Services staff assisted and provided information on available Goodwill services.
- Our veterans were honored at various sporting events through sponsorships of the Winston-Salem Dash, Wake Forest Football, and the Hickory Crawdads where they were recognized on the field, thanked for their service, and provided with certificates.
- Continued the close collaboration with Veterans Administration medical centers throughout our territory, partnering closely with the Compensated Work Therapy Program providing employment services.

# Veterans Services

## Support and Resources for Veterans and Their Families

### Trends

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- Increased NCServes referrals; 50+ cases reviewed in the Asheville area alone.
- Increased interest in skills training such as Guest Services Gold and Peer Support Specialist.
- Saw an increase in older veterans seeking part time employment; employers gave opportunities to those who pre-COVID would not have been considered for employment.

### Achievements

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Every participant is encouraged to reach any applicable achievement. Generally, the ones that support success for Veterans Services participants are vocational readiness training, obtaining credentials, obtaining employment, retaining employment, and increasing compensation.

Year	Served	Achievements
2020	808	609 - including 112 job placements
2021	391	225 - including 53 job placements

# Sammy

## Veterans Services Success Story

Sammy was living at a therapeutic substance abuse community, had been incarcerated and was struggling to decide what direction he wanted his life to take.

Prior to coming to Goodwill, Sammy was living at a therapeutic substance abuse community, FIRST at Blue Ridge, after experiencing a period of incarceration. He needed to find long-term housing and reliable transportation. He was also struggling to decide if he wanted to continue in his previous career as a welder or change direction.

While living at FIRST, Sammy entered the Veterans Services program at Goodwill. He started working with his case manager to develop a plan for his future. He was referred to Goodwill's EDGE program which provides participants the opportunity to earn a paycheck while they are working through their vocational and/or educational programming. Sammy was placed in part-time positions at Goodwill's Black Mountain retail store and an Attended Donation Center.

With limited time remaining at his transitional community housing facility, Sammy's Veterans Services' case manager connected him with the HUD-Veterans Affairs Supported Housing Program (HUD-VASH), which helped him find low-income housing. With his plans for the future coming together, Sammy made the decision to pursue a career working in the recovery community. To prepare, he decided to enroll in Wellness Recovery Plan (WRAP) training and a Peer Support Specialist course. When his work with the EDGE program ended, Sammy successfully completed both courses.

Sammy's case manager helped him find a job at Ingles so that he could earn an income while starting his job search for peer support positions. Sammy worked in maintenance and customer support with Ingles until he lost his job due to COVID. His case manager continued to work with him to update his resume and create an Indeed account

He did not find a position quickly, receiving rejection after rejection or no response from employers. When Sammy struggled to pay his bills, the Veterans Services team was able to provide financial assistance for his internet service while he searched for a job. Since Sammy was impacted by COVID, he was also enrolled in the USAA grant which provided assistance for supportive services.

Sammy continued to work with Veterans Services and the Department of Vocational Rehabilitation staff and after a year, his dedication paid off. He found a part-time position with Sunshine Community for Recovery and Wellness, working on the helplines. When the position became virtual at the end of January 2021, Sammy was able to remain on the job and continue to provide support to the substance abuse community.



# Youth Services

## Preparing Youth for Future Success

### Program Description and Locations

Goodwill provides an array of youth services, primarily for youth between the ages of 13-24, although longer-term follow-up services may occur at a later age. The services help youth and young adults achieve their goals in education, employment, and life skills. Youth may be on an educational or a vocational path and all receive coaching and training around life skills. The programs provide many services and include methods for overcoming barriers, as well as case management to facilitate the achievement of goals. Workforce Investment

Opportunity Act (WIOA) funded youth programs consist of NextGen, through partnerships with the Piedmont Triad Regional Workforce Board, and Mountain Area Workforce Development Board. A Goodwill-funded program, OneLife, works in conjunction with the school system and targets youth who are at risk of falling into behaviors that could negatively affect high school graduation, and successful transition into adulthood. Another Goodwill-funded program, Youth Connections, serves the needs of out-of-school youth. Under a contract with Buncombe County, LINKS provides services for Buncombe County youth aged 14 through 18 who are in foster care or getting ready to transition out of foster care. The initiative helps young adults improve their outcomes in the following areas: education, employment, permanency, transportation, housing, financial capacity, physical and mental health, and social capital through mentoring, resource development and referral, training, and coaching.



### 2021 Program Highlights

#### NextGen

- Exceeded enrollment, employment, and measurable skills gains goals for out-of-school youth, serving 881 individuals.
- Increased number of youth involved in work-based learning.
- Successfully registered IT Apprenticeship and IT Pre-Apprenticeship Programs.

#### OneLife

- Provided successful workplace experiences for over 60 youth.
- Partnered with 40+ local businesses to establish partnerships for workplace experiences.

# Youth Services

Preparing Youth for Future Success

## 2021 Program Highlights (continued)

### LINKS

- Served over 100 foster youth through case management, virtual services and assessments.
- Provides LINKS training for all six Planned Permanent Living (PPL) units in Buncombe County's Health and Human Services.

### Trends

- Increased interest in healthcare career pathways outside of CNA.
- Increased desire for social connections; saw youth becoming mental health advocates, speaking out on mental health issues surrounding youth.

### Achievements

Every participant is encouraged to reach any applicable achievement. Generally, the ones that support success for Youth Services' participants are attending high school, receipt of high school diploma or HSE (GED), measurable skills gain, credentialing, enrollment in post-secondary education, completing job and financial readiness training, taking life skills assessments, gaining employment, retaining employment, receiving an increase in compensation, purchasing an asset, and improving housing or transportation.

Year	Served	Achievements
2020	1,218	416 - including 81 job placements
2021	1,041	1,077 - including 127 job placements

# Jillian

## Youth Services Success Story

Jillian wasn't sure what she wanted to do after graduation, had no previous work experience and a transportation barrier.

Goodwill youth staff spends a semester each school year teaching the OneLife program at Davidson River School High School in Brevard. Our staff gets to know the students in our classes and has a chance to meet students throughout the school. Jillian was a student we met last year who was graduating and did not know what she wanted to do after graduation.

Jillian was linked with another program in Goodwill's youth department called NextGen. NextGen assists students 18 to 24 years old with work and post-secondary education. Through meetings with the NextGen Program, Jillian discovered that she wanted to pursue work with animals.

Jillian was not ready to enter the competitive Veterinary Technician program. She had no previous work experience and a transportation barrier. To overcome the transportation barrier, Jillian decided to take an online veterinary assistant course through Asheville-Buncombe Technical Community College. Jillian stayed committed to this course and completed the first class. She would often visit her old high school where she would study for the course and talk with teachers about what she was learning.

The Veterinary Assistant course has a second and third series that Jillian was interested in taking. She applied and received funding through Goodwill's Outreach Scholarship Program to help her continue her training. Jillian completed the second class and began the final class in December 2021.

During her class, Jillian worked as a kennel technician at Transylvania County Animal Shelter through a paid internship set up by NextGen. Jillian ended this internship when she began full-time work at a restaurant. She is partnering with NextGen to create goals that will help her in her next steps in education and employment.

We are so proud of Jillian. We have watched her grow from a high school student with no plans for her future to someone committed to her education and taking large steps each day to gain independence and become self-sufficient.







**The *good* we do  
is because of *you*.**

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