



## Goodwill Industries of Northwest North Carolina Business Advisory Councils

CONNECT | COLLABORATE | IMPACT

Goodwill's Business Advisory Council (BAC) members provide advice and counsel to Goodwill staff, educate others on Goodwill's mission and services, and maintain a network for the successful employment of Goodwill program graduates.

There are currently six Councils with hundreds of members representing for-profit companies, government agencies, and nonprofit organizations across a broad range of industries. Councils meet monthly, either in-person or virtually, to share resources, offer expertise, discuss market trends, and inform services to meet the needs of our communities.

Goodwill's Business Advisory Councils play a critical role in the tracking of labor market trends and the continual development of Goodwill's programs to address the changing needs of communities that Goodwill serves across northwest North Carolina.

To learn more, visit [www.GoodwillBAC.org](http://www.GoodwillBAC.org) or join us on LinkedIn at <https://tinyurl.com/GoodwillBACLinkedIn>.

### GOODWILL MISSION

Goodwill creates opportunities for people to enhance their lives through training, workforce development services, and collaboration with other community organizations. We are recognized nationally as one of the most efficient charities - channeling 87 percent of revenues to mission and sustainability - enabling us to serve more than 26,000 people each year in northwest NC.

Some of the organizations represented by BAC members include:

Ashley Furniture  
Asheville-Buncombe Technical Community College  
Asheville Hotel Group  
Atrium Health Wake Forest Baptist  
Biltmore Estate  
Buncombe County Government  
City of Winston-Salem  
DoubleTree by Hilton  
FIRST at Blue Ridge  
Hanesbrands  
Homestead Hills Retirement Community  
Ingles  
Inmar  
John Deere-Hitachi  
Mission Hospital  
NC Departments of Commerce, Health and Human Services  
Novant Health Forsyth Medical Center  
Piedmont HomeHealth  
Piedmont Triad Apartment Association  
REI of Asheville  
Ridge Care Communities  
Trellis Supportive Care  
Truist Bank  
Twin City Quarter  
UNC-Asheville  
Wake Forest University  
Wells Fargo  
Winston-Salem/Forsyth County Schools  
Winston-Salem State University  
Veterans Administration

Interested in joining a BAC?

Learn more about Goodwill's BACs:  
- [www.GoodwillBAC.org](http://www.GoodwillBAC.org)

Connect with a BAC coordinator:  
- Email: [info@goodwillnwc.org](mailto:info@goodwillnwc.org)

Join the conversation on LinkedIn  
- <https://tinyurl.com/GoodwillBACLinkedIn>

## BAC GROWTH

Goodwill Industries of Northwest North Carolina organized its first Business Advisory Council in 1980. Today, Goodwill receives advice and support from six Business Advisory Councils with hundreds of members across the region. BAC members play critical roles in making Goodwill's mission possible. Councils are based in Buncombe, Catawba, Davidson, Forsyth, Iredell, and Rowan Counties. Meetings are open to anyone wishing to engage with other community representatives to collaborate, network, and address issues facing our region.

## A REWARDING EXPERIENCE

The most rewarding benefit of serving as a member of Goodwill's Business Advisory Councils is having the opportunity to impact people's lives in ways that help them become more self-sufficient. Other benefits include:

- Networking with community business leaders and professionals
- Opportunity to showcase your business to potential customers, partners, and job applicants
- Spotlighting your company by hosting a Council meeting
- Job fairs and screening of applicants at no cost
- Participation in events such as Goodwill's annual golf tournament, business panels, and recognition events
- Access to skilled job seekers who are trained and eager to change their lives through the power of work
- Opportunity to serve and give back to your community

## HEAR FROM BAC MEMBERS

*For the last eight years, I have tried hard not to miss a BAC meeting. Not only have I learned a great deal about Goodwill, I continue to learn about the needs of many businesses in our community. It has also proven to be a good way to network with others and learn about their best practices.*

~ Allan Younger, Forsyth Tech Small Business Center

*BAC meetings have always been a fun way to network while learning about our community. When we went virtual in 2020, the audience not only grew, but we also dug deep into relevant issues, sparking great conversation and authentic connection. The BAC isn't just about business; it's about collaboration and partnership to make our community a better place for all.*

~ Susy Chandler, Lenoir-Rhyne University

## ABOUT GOODWILL

Goodwill Industries of Northwest North Carolina, Inc. is a 501(c)3 nonprofit organization that has served the local community since 1926. Through the sale of donated items in its stores, Goodwill funds employment and training programs that help more than 26,000 people each year find hope, opportunity and jobs. Goodwill offers services virtually and in-person at 18 career centers in a 31-county territory. Learn more about Goodwill's mission at [www.goodwillnwc.org](http://www.goodwillnwc.org).