



THE GOOD WE DO

IMPACT REPORT 2022



Goodwill 
Northwest North Carolina 



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 2022 Mission Advancement Impact Report covers the period from January 1, 2022 to December 31, 2022.

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Contents

Preface & General	Executive Summary	4
	Message from the CEO	5
	Geographic Scope and Services Offered	6
	Partners	6
	Mission, Vision, Commitment, and Values	7
The Good We Do: Success Stories	2022 Achiever of the Year	8
	2022 Graduate of the Year	9
	Program Participant Stories of Success	10
	Color Me Goodwill Fashion Show	19
Impact and Analysis	Summary of Trends and Analysis	23
	General Workforce Trends and Analysis	27
	Demographic Overview	28
Program Descriptions, Trends & Highlights	Ability Services/Community Access	30
	Access Center Adult High School	31
	Career Connections	32
	NCWorks	33
	Project Re-entry	34
	The Professional Center by Goodwill	35
	The Prosperity Center	36
	Skills Training	37
	Veterans Services	38
	Youth Services	39
How We Do Business	Accreditations and Licenses	40
	Satisfaction Surveys	41
	Business Advisory Councils	41
	Service Sites	42

Executive Summary



Key Programs and Services

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



Affiliations

Crosby Scholars Community Partnership
NCWorks Career Centers



Significant Achievements

- Expanded community partnerships relating to childcare, substance abuse, housing, and juvenile justice involvement to support access and opportunity for upward mobility.
- Redesigned Mission Advancement staffing structure to provide flexibility and alignment with the service delivery needs of our communities.
- Distributed 233 laptops/desktops to participants and team members for educational and vocational support through a partnership with Indeed.com called PCs for People.
- Provided 793 Lyft rides to participants and team members for transportation to job training courses, job interviews, and up to three weeks of travel to and from a new job through another partnership with Indeed.com.
- Collaborated with Organizational Development to develop Mission Advancement specific training, including Mission Ready and Career Navigator Training.

Individual Achievements

18,744 achievements related to financial stability, vocational readiness leading to employment, and education and skills training completions

Individuals Served

Goodwill/NCWorks	26,404
Crosby Scholars	32,865

Potential Impact

\$57 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

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

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

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 207 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.goodwillnwnc.org.

Our Mission

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

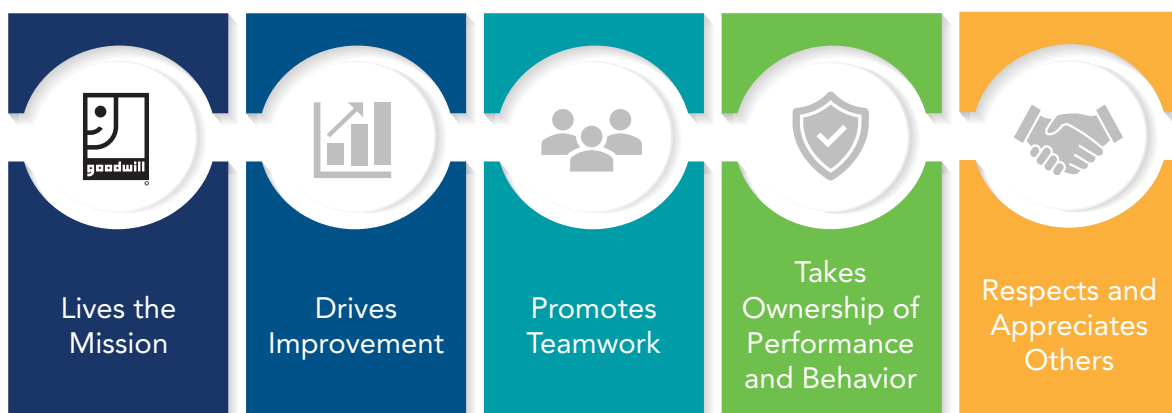
Our Vision

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 Commitment

We are committed to providing equitable access and opportunity for upward mobility for our program participants, communities, and team members through the GOOD we DO.

Our Values





The Good We Do

Program Participant Stories of Success

The impact of our services and programs is reflected in the stories of the people we serve. The stories and videos on the following pages are testaments to our commitment to providing opportunities for upward mobility for our program participants and team members. Some stories are new, while others are updates on individuals who have kept in touch with Goodwill as they continue their journeys.

Erika Bowman, 2022 Achiever of the Year

Erika Bowman, Goodwill's 2022 Achiever of the Year, first came to Goodwill in August 2021, four days after her release from Swannanoa Correctional Center for Women. She was raised in extreme poverty and started selling drugs at 14 to help make ends meet. At 25, when her daughter was six, Erika ended up in jail for heavy charges, received a seven-year sentence, and was gone for half her daughter's life.

At Goodwill, Erika met with an employment specialist who enrolled her in E.D.G.E., a Goodwill paid work experience program for people who need to build their employment history. She did a great job and was hired as an employment specialist in Goodwill's Hendersonville career center. Erika realized telling her story could impact others positively and did so publicly as a model for 2022 Color Me Goodwill fashion show. Erika was a model in the Purple Collection by Jenna Jaffe. "I have a life with a purpose," Erika said in a video introducing the collection. "That's something I didn't have before."



The time from her release to the fashion show was a busy one for Erika. A group in the community donated a car to her, she obtained housing, and, most importantly, regained custody of her daughter. Erika moved to Goodwill's Project Re-entry program as a specialist, working with other previously incarcerated individuals and showing by example the power of second chances.

Erika continued her journey of professional growth by completing Peer Support Specialist Training and becoming certified in WRAP (Wellness Recovery Action Plan), a wellness and recovery approach that helps individuals living with a variety of mental health issues learn coping techniques. With her new skills, Erika transitioned from Goodwill to Hope Coalition of Henderson County, serving as their recovery coordinator. This move not only aligns with Erika's long-term goals, but also provides upward mobility and financial security for her and her daughter.

Watch Erika's Achiever of the Year video here: <https://youtu.be/LaRscHJKBME>.

The Good We Do *(continued)*

Kyle Johnson, 2022 Graduate of the Year

When Kyle got out of the military, he realized he didn't have a lot of technical skills. Working multiple jobs and averaging 84 hours a week, he still couldn't make ends meet. After losing his trailer, he started using drugs to cope.

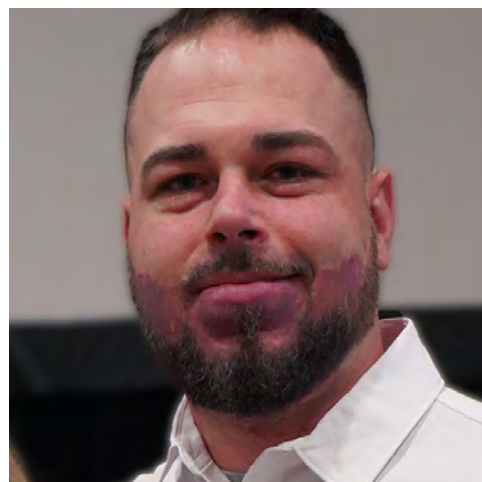
He enrolled in Goodwill's Operation: GoodJobs Veterans Services program after he exhausted his resources with his family and friends, who had supported him through multiple destructive life choices. He was homeless, in debt, had no driver's license, and suffered from substance abuse. Staff worked with Kyle to assist him in gaining and retaining employment by providing resources and encouragement.

Kyle gained employment at a manufacturing company. One day he talked to a truck driver who delivered materials to his worksite which sparked his interest in professional truck driving. This interest motivated Kyle to make significant life changes. He knew he had to pay off his delinquent court charges and get his driver's license back before he could qualify for training. He continued to work hard at his job, paid off all his fines, and got his license reinstated. Once he accomplished these goals, he was four months into recovery and positioned to qualify for truck driver training. However, having exhausted his funds to pay off his debts, he needed help paying for the course.

Through Goodwill, Kyle received the supportive services and training opportunities he wanted and needed. The Workforce Innovation and Opportunity Act (WIOA) and Goodwill Veterans Services partnership provided financial support that completely covered the cost of Kyle's truck driver training.

Kyle completed the course and earned his CDL. In 2019, he got a job with Bottomley Enterprises where he still works earning top pay for a company that values him. He is now on a solid, long-term career path, remains in recovery, and owns two vehicles. He has rebuilt his credit score to the highest level it has ever been and has a large comfortable home.

Watch Kyle's Graduate of the Year video here: <https://youtu.be/j5fvAphdoj4>.



The Good We Do *(continued)*

Kiara Carlton, NCWorks

Kiara Carlton was permanently laid off due to the COVID-19 pandemic and was forced to move in with her parents. She struggled to find suitable employment with only a high school education, but was eager to become independent in the hopes of starting her own family someday. In May 2021, Kiara came to Goodwill and NCWorks with these goals in mind. Before being laid off, Kiara had been working in healthcare and had a passion for helping others. Together, Goodwill and NCWorks helped Kiara find training opportunities that fit her passion and helped her obtain funding from a National Dislocated Worker Grant. Kiara enrolled in a three-month Nurse Aide course through Wilkes Community College. However, on the first day of class, Kiara's car broke down, and she was worried she would not be able to continue her training. Goodwill covered the cost of the repairs, allowing Kiara to move forward and focus on her studies.



Kiara finished the course at the top of her class! With her new nursing certification, she began working for Novant Health Forsyth Medical Center as a certified nursing assistant. She continued her education by enrolling in a Medication Aide training course through Wilkes Community College, which she completed in December 2021.

Kiara works part-time as a floater CNA for Novant, which allows her to travel to various hospitals in the area. She is using her Med Tech certification to work for Bayada Home Health and plans to get her LPN next fall. Kiara is grateful for the opportunity provided to her by Goodwill and NCWorks, but recognizes that her resilience was equally important. Through dedication and an outstanding work ethic, Kiara reached her goal of independent living and looks forward to a sustainable career.

Matthew Bray, Skills Training

Matthew Bray is a retired Army officer, a blacksmith, a college graduate, and a volunteer with a nonprofit that supports veterans and their families. He "enjoyed puttering around with the welder and thought, why not learn it the right way, then see what kinds of welding jobs are out there."

In 2020, he enrolled in a welding course through Forsyth Technical Community College's partnership with Goodwill. Then came the pandemic! But even that couldn't deter Matthew from completing the class and earning a certification in welding. Generation Forge Custom Ironworks was born when Matt started his own business, which enabled him to make a good living doing what he loved.

Matt's success continued when his Forsyth Tech instructor handpicked him to teach a welding course. He is passionate about the benefits skilled trades courses provide, not only for the credentialed professional but also for their families and, ultimately, the community. Matt looks forward to more opportunities to share his expertise and passion through teaching basic and advanced welding courses and is scheduled to teach classes for Forsyth Tech in 2023.



The Good We Do *(continued)*

Angela Clark, The Prosperity Center

In 2021, Angela was living in a shelter and looking for work so she could find a permanent home. At her roommate's suggestion, she came to The Prosperity Center, a United Way collaborative between Goodwill and Financial Pathways of the Piedmont. Angela met with Prosperity Center Coordinator Kimberly Noel, and her determination was evident. Together, they submitted several applications on that first day. They continued to work on interviewing skills and polishing Angela's resume. When Angela mentioned she didn't have appropriate clothing for an interview, Kimberly arranged for her to receive professional clothing and accessories at no cost to help her put her best foot forward and make a great impression on employers.

Angela attended Graham Personnel's weekly job fair hosted by Goodwill. Recruiters quickly recognized her potential, and she was hired through Graham Personnel as a temperature screener for Atrium Wake Forest Baptist Health.

One of Angela's goals was to move into her own place and get reliable transportation. She worked hard on saving, setting goals, and keeping to her plan. Angela successfully secured permanent housing and transportation. As the COVID climate changed, Angela had to change gears employment-wise, and in May, 2022 she took a job with Gopuff. She is doing seasonal work with Wake Forest University and has interviewed for a receptionist position to meet her long-term goal of a full-time position with benefits. With Angela's determination and dedication, we know she'll continue to be successful!



Danny Mihalenic, PCs for People

When Denny relocated to Hickory to get back on his feet, his belongings could fit into a single duffle bag. The single father didn't know where to turn for assistance in starting his new life. Denny learned about Goodwill's Catawba County Workforce Development Center and connected with job developer Jimmie Yang.

Jimmie connected Denny to community resources so he could furnish his home, get the clothing he needed, and access assistance with food. One of those community resources was PCs for People, which provides computers and related technology to low-income households. Thanks to the desktop computer that he received, Denny has at-home computer access and can search for jobs, communicate with employers, complete online training, and continue to broaden his knowledge of local resources and opportunities. Denny continued to work with Goodwill to develop his job skills and was able to secure full-time employment at a convenience store.

Denny plans to begin part-time continuing education programs in 2023. We can't wait to see what the future holds!



The Good We Do *(continued)*

Adrienne Davis, E.D.G.E. Program

Adrienne came to Goodwill through one of our community partners, FIRST at Blue Ridge, seeking assistance after spending almost four years incarcerated. From the first time we met Adrienne, it was evident that he was highly motivated to change his life for the better. He showed up on time, was ready to work, and was always happy to work additional hours when needed. According to his team, Adrienne is a natural leader with an infectious positive attitude and one of the best work ethics they've encountered.

Adrienne began working right away through Goodwill's E.D.G.E. program and became a full-time Goodwill employee. Fast forward to a year later, and Adrienne's work ethic has paid off. He worked up to a lead position and was then promoted to assistant store manager. He has moved out of the transitional housing where he was living and into an apartment. Adrienne's next steps are getting his license and a vehicle. He is also looking at his long-term career goals and is hoping to become a store manager in the future.



Goodwill is fortunate to have him on our staff, not only as an employee but as an amazing example of how someone can create long-lasting and positive change in their life with the right mindset and proper tools to success.

Otis Fisher, Veterans Services

Otis had been struggling with substance abuse for over 40 years when he was enrolled in the Compensated Work Therapy (CWT) Program at the W.G. (Bill) Hefner Salisbury Department of Veterans Affairs. From there, he was referred to Goodwill's Veterans Services. When he first visited our Rowan Career Connections Center in 2019, he was homeless, unemployed, didn't have a car, and had a low credit score. Otis also struggled with low self-esteem, stating that he had no confidence in himself. Goodwill's Veterans Services team helped Otis complete his VA application and set up goals to address each of his concerns.

In February 2020, Otis was hired as a housekeeper with the Bill (W.G.) Hefner VA Medical Center in Salisbury. Due to his excellent work ethic, he was promoted to laundry delivery truck driver within in year. He is still in this role; however, he has aspirations to move into a supervisory position. With the help of Chrystina Clifton at the Salisbury Career Connections Center, Otis completed an application for a housekeeping supervisor position at the VA.



Since finding employment, Otis has been able to secure and furnish a two-bedroom apartment. He also owns two vehicles and has improved his credit score by almost 200 points. He continues to improve his financial situation. Otis says, "I was tore up from the floor up, and now I'm dressed up because I'm not messed up." We're proud of Otis for the progress he has made, and we thank him for the chance to serve him.

The Good We Do *(continued)*

Patrick Freeman, Career Connections

Patrick Freeman had been a restaurant host for five years before the COVID-19 pandemic hit, and he was laid off. As someone who likes staying busy and being around others, losing his job was hard for Patrick. Last year, he came to Goodwill for help finding a job so that he could reestablish a routine, save for a new apartment, and feel in control of his life again. Goodwill helped Patrick find work doing something he enjoyed. As a host at Applebee's, Patrick took pleasure in getting to know customers.

Returning to work helped Patrick realize that he wanted to expand his resume and develop new job skills. With help from Goodwill Career Connections staff, after five months he took a chance at a new opportunity and a job at Bed Bath & Beyond.

Working in his new position has been great for Patrick. He has a regular schedule with time for his favorite hobbies, like going to the gym and spending time with friends. Working with Goodwill helped Patrick grow in ways that he hadn't expected. He met his goal of saving up for an apartment, where he now lives.



Donovan Cross, Ability Services

Donovan first came to the Goodwill Career Center in Statesville in 2021 after being referred from Vocational Rehabilitation. Donovan was a college graduate who loved music. He told Goodwill employment specialists Kelly Marable and Kirstie Ezell that his dream job was to work with children.

Over the next few months, Goodwill helped Donovan explore careers, apply for jobs, and prepare for interviews. He also worked hard to develop the soft skills needed for employment, such as professionalism and learning to advocate for himself. One of Donovan's most significant barriers was that sudden changes caused him stress. Kelly and Kirstie helped him develop coping strategies that he could use when he felt overwhelmed.

In December 2021, Donovan was hired as a teaching assistant at Jacob's Ladder Child Development Center in Troutman. Goodwill continued to provide on- and off-site support during Donovan's training and onboarding. He quickly captured the hearts of the children and staff there. Jacob's Ladder shared that Donovan was a dedicated, friendly young man who loved to interact with children at the Center.

Donovan and his family relocated to Georgia in 2022. He misses working at Jacob's Ladder and plans to continue his career in the childcare field. He is confident that his experience will aid him in his future endeavors.



The Good We Do *(continued)*

Andrew Jordan, The Professional Center

Andrew began pursuing a career in sound design several years ago. After taking online classes, he attended Vancouver Film School's yearlong Sound Design for Visual Media Program, graduating in 2022. After struggling to find work, he was referred to The Professional Center by Goodwill. He spoke numerous times with Director Randy Wooden who helped Andrew improve his LinkedIn page, resumes, and cover letters. It didn't take Andrew long to land a freelance job, and he was offered numerous interviews with post-production houses and gaming companies.

In October 2022, Andrew got a sound design job at Digital Extremes, creators of the video game, Warframe. He's learning a lot about the creation of sound effects for video games, Simplified Execution Framework (SEF) implementation, and game testing. He currently works remotely, but plans to relocate to Ontario, Canada. Andrew says that without Goodwill's help, he probably wouldn't have been able to go from being a student to working on one of the world's biggest free-to-play games in just seven months.



Samantha Julian, Ability Services

Samantha cherishes her family and strives to be the best mom she can be to her two young children. That's what brought her to Goodwill. Samantha had been a stay-at-home mom for years but wanted to get back into the workforce so she could afford to take her children on trips and outings. A family friend told her about the Goodwill Self-Enrichment Program. Samantha worked with Ability Services Specialist Angela Estrada to hone the fundamental skills she needed to re-enter the workforce. With Angela's assistance, Samantha set up an Indeed account, created a resume, and brushed up on her job readiness skills.

Samantha began working in Goodwill's e-Commerce Department through E.D.G.E., a Goodwill paid work experience program for people who need to build employment history. Rejoining the workforce during the pandemic presented challenges with childcare, school closures, and unexpected quarantines, but Samantha didn't let anything stop her. She loved her new job and made it her mission to overcome the challenges that came her way.

In March 2022, Samantha transitioned from program participant to Goodwill employee, working part-time in e-Commerce, where she did her work experience. Her job at Goodwill gives Samantha the flexibility to work and be there for her children, and she has made the most of it. Since joining Goodwill, Samantha has been able to purchase a new vehicle and make lasting memories with family trips to Tweetsie Railroad and Myrtle Beach. Samantha says, "The people I work with and the boss I have are wonderful to be around every day. They are there for you when you need help at work." Thank you, Samantha, for being a part of the Goodwill Team!



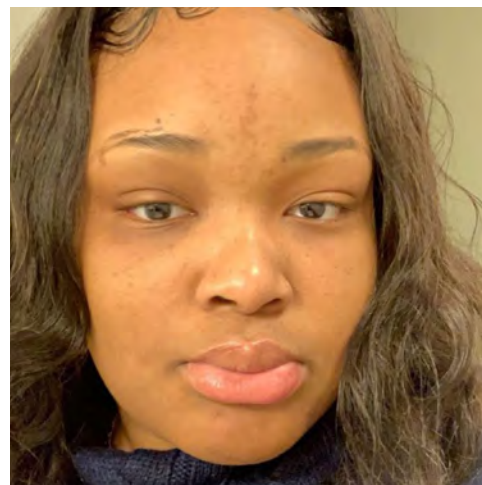
The Good We Do *(continued)*

Keiasha Pratcher, GLOW

Keiasha moved from Indiana to Elkin in March 2020 to build a new life. She was determined to care for her family and succeed on her own. Looking back, she says, "I was angry when I moved here and said I wouldn't ask anyone for help. But soon, I learned that wouldn't be possible."

After several attempts to find a job, Keiasha had to admit that she needed help. She joined a self-sufficiency program hosted by Yadkin Valley Economic Development District, Inc., where she learned about the GLOW grant. This grant through the Golden Leaf Foundation funds job training and placement services for in-demand career fields in rural areas like Surry County.

Keiasha was in panic mode when she visited Goodwill's Career Connections Center in Elkin to apply for the grant. She had been accepted into Surry Community College's CNAI program, but couldn't afford to make her rent payment, much less tuition. GLOW and Goodwill's Outreach Scholarship Fund covered Keiasha's training costs. She also received three months of daycare services and funding for her required CPR Certification, background check, and drug testing. Later, NCWorks' Workforce Investment Opportunities Act program helped her cover unexpected car repair expenses.



Keiasha's story is an example of how local nonprofit and government programs work together to help individuals improve their lives and reach financial and career stability. "I will be forever grateful for the opportunities and support I've received from Goodwill and their partnerships with Surry Community College and NCWorks," she says.

Keiasha earned her CNAI Certification in May. Goodwill and GLOW will continue to support her as she earns PCA Certification. Keiasha won't stop there, though – her long-term goal is to become a Registered Nurse specializing in neonatal care.

Raising her son alone and being a full-time student has been a challenge for Keiasha at times. But she remains positive and dedicated to providing a good, stable life for herself and her son. She says, "I knew it wouldn't be an easy task, but I will not give up!"

We're proud of Keiasha, and grateful to the Goodwill Career Connections staff in Elkin for their continued encouragement and support in making this journey with her.

The Good We Do *(continued)*

Michelle Rasmussen, Career Connections

When Michelle first came to Goodwill Career Connections in Elkin, she was battling depression and had recently overcome a bad experience in her life. The staff at the Elkin Center embraced her with love, showing her respect and kindness. Michelle started to see her potential as the center's staff worked with her on career coaching and interviewing skills. Michelle, her family's sole provider, has always been a go-getter and does not mind hard work. Previously she'd worked in the fast-food industry, where she had received raises but never the promotions she deserved.

In September 2021, Michelle started a job at Unifi, a manufacturer in Yadkinville. This job was not only more stable, but it was also closer to home, meaning much less wear and tear on her vehicle. She has increased her pay by \$1.50 per hour, and her son is now also working at Unifi. Michelle enjoys her job, and her confidence is back. Last Christmas, the Elkin center selected Michelle and her two boys as recipients for project "Christmas Love" with Hanesbrands. Michelle says, "Y'all are so wonderful and have been so helpful every time I come in the Center."



In mid-November 2022, Michelle returned to Career Connections and talked in-depth with staff about receiving a better working opportunity at Hardee's in Yadkinville. She was able to increase her pay by \$2.00 per hour and is receiving more hours per week. She likes the people she works with and her job. Michelle has been able to purchase a new vehicle and no longer has to worry about her car breaking down, reducing her stress and ensuring that she makes it to work on time. She is hoping to pay off some debts in 2023 and says that life is better than ever.

Keith Reinhardt, Ability Services

Keith worked at Bassett Furniture for 41 years, starting after high school because his mother worked there. Over the years, Keith worked in a variety of positions. But in 2020, he was laid off due to the COVID-19 pandemic. A few months later, Keith came to Goodwill through a vocational rehabilitation program and met Employment Specialist Amber Nantz. Amber worked with Keith on his job readiness and job search skills. Within a month, with Amber's help, Keith found a new job at a local Food Lion as a Quality Assurance Associate.

Learning a new industry after so many years working with furniture was a big adjustment, but Keith was up to the challenge. Keith also had to adapt to a whole new world of technology in his new role – he had never even owned a cell phone. Today he is an essential part of the team, ensuring a clean work environment and sanitizing "high touch surfaces" throughout the store. Amber checked back in with Keith in December. He is still at Food Lion and is doing great and continues to love his job. We're proud of Keith for his willingness to switch gears and learn to work in an entirely new setting.



The Good We Do *(continued)*

Sophia Richendollar, Access Center

Sophia had dropped out of high school due to childhood trauma and family circumstances, but she never gave up on her goal of getting her high school diploma. Sophia worked actively with her support team to explore potential career pathways. Her maturity and self-awareness helped her realize that the most significant barrier to her success was her fear of failure. This insight made her reconsider her priorities and dig deep within.

In 2020, she decided to challenge herself and pursue her diploma through the Access Center Adult High School in Asheville, a partnership between Asheville-Buncombe Technical Community College (A-B Tech) and Goodwill. At the time, she needed eight credits to graduate. Sophia's younger sister also enrolled in the Access Center a few months later. Sophia was thrilled to have her sister join her, and they worked together to tackle more challenging course content.

Sophia accomplished her goal of earning her high school diploma and walked in cap and gown at A-B Tech's graduation ceremony in June 2022. We were proud to join her in celebrating her success, strengths, perseverance, and her ability to overcome setbacks she encountered.

Sophia worked full-time as a campaign recruitment specialist in Florida while tapping into her interests in politics, delving into business ideas, and her creative passions. When her contract ended in November, she considered her options and decided to move from Florida to Ohio to be closer to her family and sister.

Sophia took a part-time job as a commercial cleaner and recently accepted a position as a personal care aide. Still working toward her ultimate career goal, Sophia completed her application for aesthetician school and will soon begin training.

Sophia is working to pay off her vehicle as she focuses on building her savings and continuing her education. She continues to check in with her Goodwill career coach for additional support and services as needed and has engaged in online courses and tutorials to build her skills in business, Microsoft Office, self-improvement, and financial planning.



The Good We Do *(continued)*

Karina Rodriguez, Golden LEAF

In 2020, Karina had the opportunity to go back to college after being out of high school for ten years. As a working mother of two, she was nervous but determined to continue her education. She enrolled in the Business Administration Certificate program at Surry Community College but was struggling to pay for classes and childcare expenses, even though working full-time at her family business and picking up a second part-time job.

Goodwill connected Karina with funding from the Golden LEAF Foundation, which is committed to increasing economic opportunity in North Carolina. Karina worked with Goodwill Career Connections Specialist Christina Martin, who helped her with the process. "It was truly a blessing when Christina reached out to me," Karina says. "The help I received from the Golden LEAF Foundation was a big relief to me. Just having that extra help and knowing it was taken care of was so comforting."

Karina received her certification in business administration and received a promotion to a project management position at Superior Interior Systems at the end of 2021. She has now been with the company for three years and says, "I feel very confident in my future, knowing I can provide for my children." Karina has purchased a home and is working on her savings account. She reports that she and her children are doing well and life is good.



Josh Swindells, NextGen

We're incredibly proud of Josh Swindells, recipient of the 2022 Governor's NCWorks Award of Distinction for Outstanding Young Adult. Josh is legally blind, having been born with a condition that left his eyes underdeveloped. He never attended high school because his family was transient. Once old enough, he got a job at Papa John's where he first learned about earning his high school equivalency (HSE) credential. In 2020, Josh signed up for the NextGen Youth Program, a partnership between Goodwill, Davidson-Davie Community College (DDCC), and the Piedmont Triad Regional Workforce Development Board. NextGen supported Josh as he pursued his career and education goals, starting with earning his HSE.

NextGen Youth Coordinator Traci Crisco and the NextGen team helped Josh prep for his HiSet exams and provided gas cards to get to school. His hard work paid off in February 2021 when he successfully completed his HSE at DDCC. With Traci's assistance, Josh found a job at Food Lion and quickly became a manager. Last fall, Josh enrolled full-time at DDCC – the first person in his family to attend college. That first semester, Josh earned a 4.0 GPA, made the Dean's List, and became a Global Scholar. He landed a Gilman Scholarship to study in France over the summer. Josh is working on an Associate in Science in Information Technology, with a career goal to work for the CIA in cyber security. Through his determination and tenacity, Josh has been able to get a limited driver license. The college is a good distance from his home, so Goodwill supports his transportation as needed. We were honored to celebrate Josh at the 2022 NCWorks Partnership Conference and can't wait to see where he goes from here!



The Good We Do *(continued)*

Color Me Goodwill Fashion Show

Goodwill has presented the annual Color Me Goodwill fashion show at The Orange Peel in Asheville since 2015. Each Color Me Goodwill design team uses gift cards to shop at local Goodwill stores for materials, which they deconstruct and repurpose to create a collection based on their selected color. Color Me Goodwill is a "fashion show with a mission", with one of the models in each collection being a Goodwill program participant who walks the runway and shares their inspiring stories with the hundreds of community members who attend each year. Three recent Color Me Goodwill program participant models are featured below.



The Good We Do *(continued)*

Angel Boone, Career Connections

Angel Boone has achieved many goals in the last two years – and now she can add being a model to her list of accomplishments. Angel was selected as one of the Goodwill program participants who modeled in the 2022 Color Me Goodwill fashion show. Angel worked with designer Art Blue, who designed a collection themed in the color green and created from materials purchased in Goodwill stores.

Angel first came to Goodwill Career Connections in Asheville in August 2020, upon referral from a prison counselor. At Goodwill, Angel learned she was eligible for services through Project Re-entry, a transition program for justice-involved individuals offered in partnership with Piedmont Triad Regional Partnership.

Staff assisted Angel with job readiness skills, and she was hired at one of our retail stores. She was a great asset to the team who say that Angel promotes teamwork and always comes in with a positive attitude. During her time at the store, Angel was promoted to manager and was able to attain her own housing.

Shortly before Angel hit the runway in Color Me Goodwill, she moved to Goodwill's Mission Advancement team as an employment specialist. She has continued to do an excellent job for Goodwill and the participants she serves. Since moving to workforce development, Angel has successfully completed a course in Community Health Worker, has expanded her volunteering efforts by helping run Narcotics Anonymous meetings at the county jail, and is training to become a peer support specialist.

In a video introducing her Color Me Goodwill collection, Angel said that Goodwill has “always seen a light in me, and they’ve allowed me to let that light shine.”

Watch the full video on YouTube: <https://youtu.be/6X1aPsO-dk4>.



The Good We Do *(continued)*

Andie Jackson, Career Connections

Andie Jackson has an interesting background. She played in the Special Olympics National Championship in Orlando where she and her team won silver. She has also done just about every job one can do at a Goodwill store!

She was first hired at the Tunnel Road store in 2012 with help from Goodwill's Career Connections Team. When Andie briefly relocated to Wilmington, she worked at a Goodwill there, too. She is now back with us at Tunnel Road as a cashier and continues to be one of the highest producers in region. She trains others to work as efficiently as she does which makes a noticeable difference in their busy store. Her goal is to become a store lead.

Andie's confidence has grown as she has taken on more responsibility. In 2022, she took another big step, modeling in the 6th Annual Color Me Goodwill show for the Red Collection, presented by Shepp McManus. In a video that introduced the collection, Andie shared with the sold-out crowd how Goodwill retail stores support our mission, including a plug for the "round-up" program. "[Sales from round-ups are] helping people find jobs and get on their feet," she said. Watch the full video on YouTube: <https://youtu.be/oMLG2UAivME>



The Good We Do *(continued)*

Annie Allen, Career Connections

Like many people who come to Goodwill for assistance, Annie Allen wanted to find a job using skills she already has while acquiring new skills for a long-term career path. At Goodwill's career center in Asheville, Annie met with the Skills Training team to complete an interest assessment and discuss available options. She wanted an educational pathway that would allow her to earn a credential in a relatively short timeframe.

Annie decided on the Phlebotomy program at Asheville-Buncombe Technical Community College. She is working part-time at Goodwill's Weaverville store while completing the program, and continues to work with the Career Connections team to get ongoing support and build her resume while she makes progress toward her career goals.

Annie modeled for designer Ray Fawley in the 2022 Color Me Goodwill fashion show. In her video, Angel said that working at Goodwill is "inspiring, because it opens up doors for people who are on the borderline, like I am."

Watch the full video on YouTube: <https://youtu.be/dfcGptJUoqg>.





Impact and Analysis

Summary of Trends and Analysis

Persons Served

Goodwill and NCWorks staff served 59,269 individuals through mission services and affiliation with Crosby Scholars in 2022, down from 62,688 in 2021.



Collection and Reporting

A variety of data points are collected on participants throughout programming and follow-up services. This includes demographic information, services received, and achievements obtained. The information is captured in our customer relationship management system. Reporting is provided monthly on determined key performance indicators of total served, enrollments, total services received, and total education, employment, and sustainability achievements obtained.

Analysis Method

The Business Intelligence team provides aggregated monthly data for review and analysis by Mission Advancement directors and leadership. The Trends Analysis Team, comprised of data and continuous improvement staff, district directors, and Mission Advancement leadership, 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 the impact on participants’ lives through their achievements. For measuring and reporting purposes, these achievements are listed under umbrella categories. Achievement examples by category are listed below.

In 2022, staff recorded 18,744 achievements compared to 16,778 in 2021. The breakdown by category was 10,940 job obtainment support achievements, 4,028 training/education completions, and 3,776 sustainability achievements.

Some achievements, such as completion of a skills training class or participating in career coaching or vocational readiness, are noted by Mission team members; however, most achievements are self-reported by program participants, resulting 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
- Participate in financial training
- Reduce or improve overall debt

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 workshops
- 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 a high school diploma, adult high school diploma, or HSE/GED
- Complete the education/training goal in individual plan
- Attend Re-entry pre-release sessions

Annual Economic Impact

For individuals who entered employment in 2022, the average starting wage was \$15.08 per hour, up from \$13.41 in 2021. The average number of hours worked per week remained at 36 for the third year in a row.

To determine the economic impact, we look at the number of participants who obtained employment, the average number of hours worked per week, and the average hourly starting wage. Using this formula, the 2,004 individuals who reported obtaining jobs in 2022 have the potential to earn almost \$57 million in 2023.¹

The goal for individuals with employment as their program purpose is to obtain and retain employment making at least a living wage for the county where they reside. Through retention services, team members help individuals increase their overall compensation through skills obtainment leading to growth in their current job or obtainment of a better job.

The inflation rate over the period of 2020 to 2022 prompted dramatic increases in the living wage as the cost of all consumer goods increased. In January 2020, the annual inflation rate for North Carolina was 2.3% compared to 8.1%² in the last quarter of 2022, after reaching 10.5% in April 2022.³

Living Wage

YEAR	HOURLY RATE
2020	\$11.98
2021	\$14.72
2022	\$16.83

The living wage for North Carolina rose to \$16.83 per hour for an individual (one adult, no children) in 2022, an increase of \$2.11 per hour over the 2021 living wage 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, compared to a \$4.85 combined increase from 2020 to 2022.

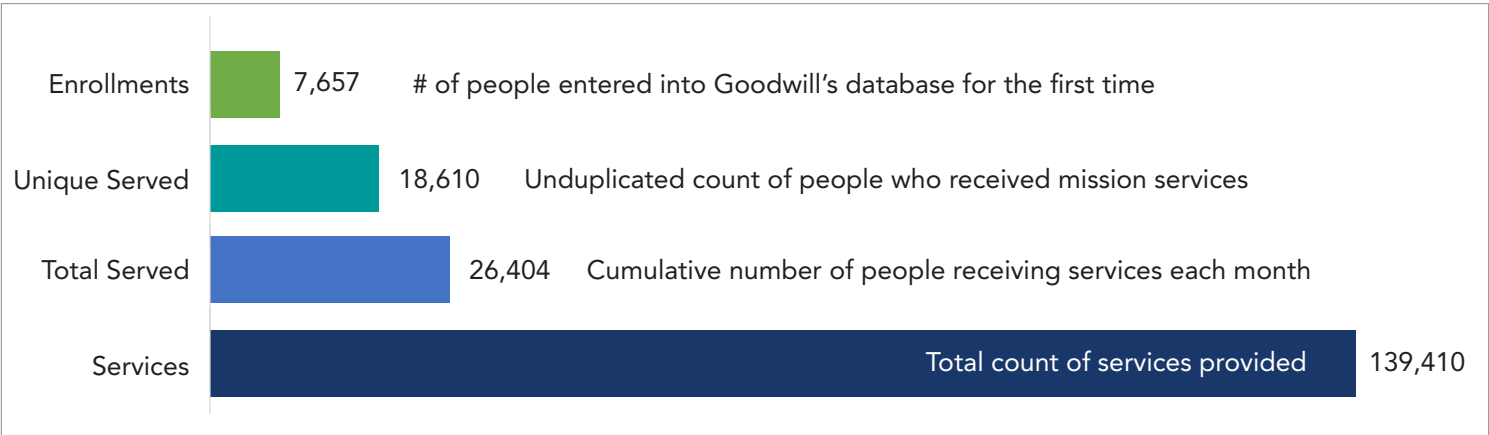
¹ Annual economic impact simply projects the one-year potential earning of individuals placed the previous year if they maintain employment, wage rate, and hours worked.

² <https://ncbudget.org/nc-leaders-still-need-to-extend-more-aid-but-inflation-is-easing-as-hiring-remains-strong/>

³ <https://www.johnlocke.org/inflation-by-state-where-does-nc-rank/>

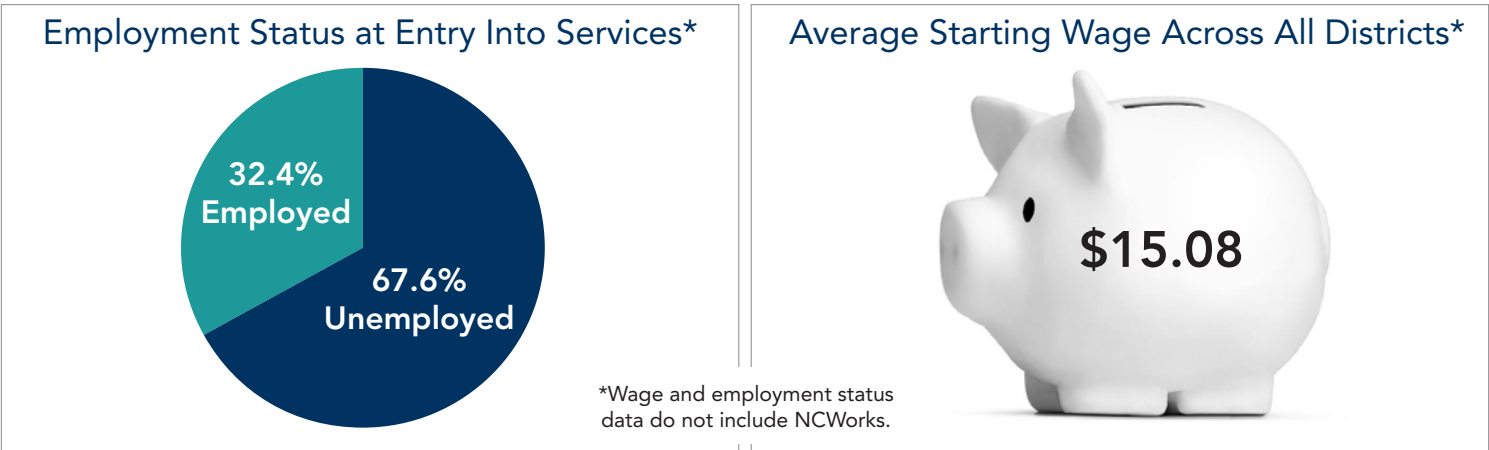
2022 Mission Statistics

Mission Advancement captures a number of data points for planning and reporting. Below are some highlights.



	Top 3 Classes	Top 3 Industries	Average Wage
Eastern District	CDL Professional Truck Driver Tech Skills for Life & Employment Forklift	Manufacturing Healthcare Retail*	\$16.20 / hour
Central District	Phlebotomy Nurse Aide I Nursing Assistant I	Manufacturing Retail* Food Service Non-Fast Food	\$13.86 / hour
Western District	ServSafe Certification Peer Support Specialist Guest Service Professional - Tourism	Retail* Food Service Non-Fast Food Healthcare	\$14.69 / hour

* Goodwill was one of the top three employers in each district.



General Workforce Trends and Analysis

Goodwill focuses on a holistic approach to participant services. Historically, placement was the leading indicator that we recognized as the starting point on a journey of upward mobility and financial stability.

During 2022, Mission Advancement leadership reevaluated this view based on participant feedback and the increased requests for referrals to resources such as childcare, transportation, digital access, and housing.

General workforce trends are discussed during Mission Advancement quarterly Trends Analysis Team meetings and presented to leadership during Mission Advancement Board Committee meetings and Senior Leadership Team meetings.

The Trends Analysis Team is comprised of data and continuous improvement staff, district directors, and Mission Advancement leadership. This team reviews data and trends and makes recommendations to the chief organizational development and mission advancement officer regarding projections for served and services numbers and key performance indicators for the following year. These recommendations are used to guide operational plan development.

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 immediately take any concerns or recommendations to staff while still allowing anonymity if the person wished to be contacted after the fact about an incident, concern, or recommendation.

Notable federal, state, and local trends included:

- Inflation was significant, with the Consumer Price Indices increasing 8.2% in 2022. The biggest contributors to the increase were shelter, food, and medical care indexes. (Bureau of Labor Statistics)
- Unemployment rates across our territory remained fairly steady throughout 2022. With a few exceptions, unemployment averaged 3.8 to 3.9%. (Bureau of Labor Statistics)
- Workforce participation rates remained below pre-pandemic levels; 2.9 million fewer Americans worked in 2022 as compared to February 2020. In the fourth quarter of 2022, there were 10.1 million job openings in the US but only 5.8 million unemployed workers. (US Chamber of Commerce)
- Employers across our territory reported increased building costs, new equipment delays, workforce shortages, supply chain disruption, and the inability to meet orders as predominant business challenges.
- The workforce placed increasing importance on competitive pay and benefits and work-life balance, forcing employers to rethink hiring and employment practices to try to gain a competitive edge.
- Virtual services continued to be important to employers, job seekers, and those engaged in training and education.
- Skill-based hiring rose in 2022, most noticeably in middle-skilled positions (those requiring some post-secondary education and training but less than a four-year degree), and employers who eliminated degree requirements frequently added more detailed soft skills requirements to their postings.
- North Carolina topped the list for Best Business Climate, and also ranked in the Top 5 for Tech Talent Pipeline.
- New investment from economic development projects in 2022 totaled \$19.3 billion, representing a significant increase compared to \$10.1 billion of new investment in 2021.
- In December, Governor Roy Cooper's office announced 28,300 new jobs in 2022 - setting a new record for the state.

Demographic Overview

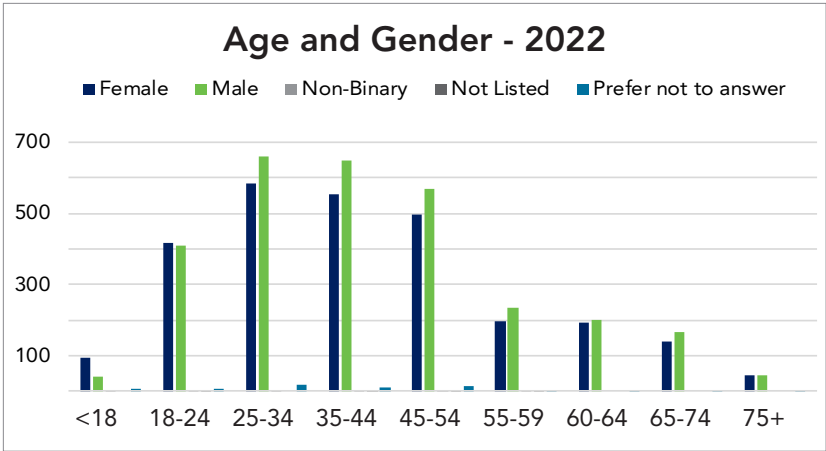
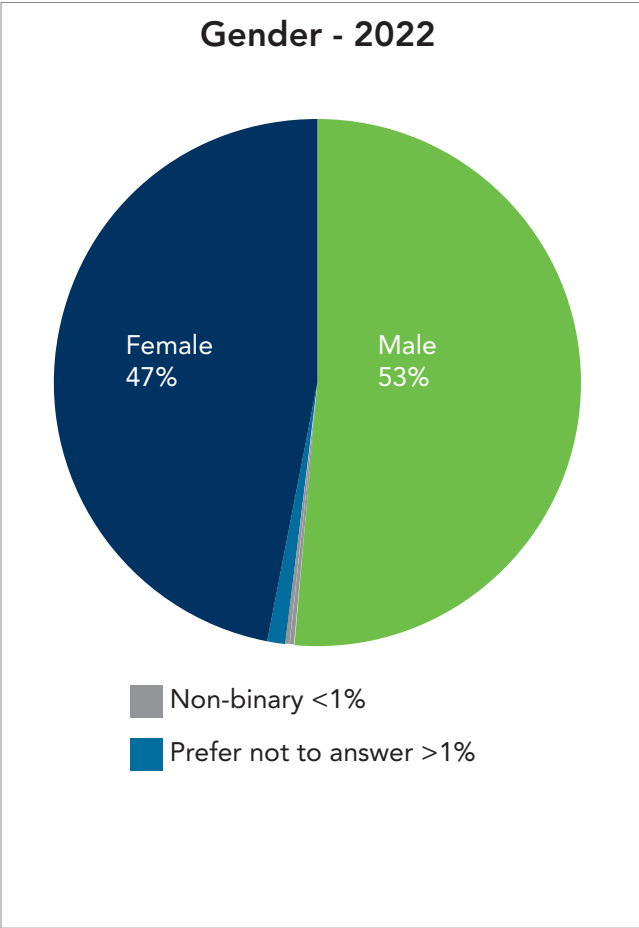
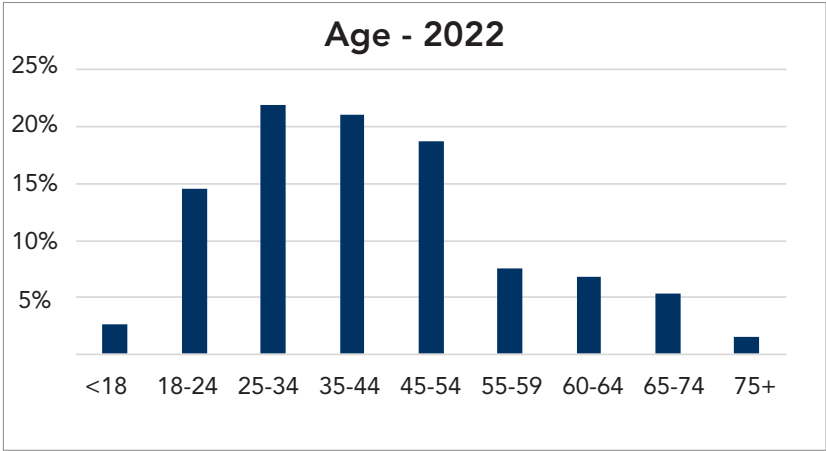
The number of individuals NCWorks and Mission Advancement staff served in 2022 totaled 26,404, compared to 35,702 in 2021. The decrease was mainly attributed to a reduction in individuals utilizing NCWorks services due to COVID-19 pandemic benefits ending and individuals returning to work. The following shows the demographic trends of the people we serve by age, race/ethnicity, and education level and does not include the demographics of individuals served by NCWorks.

Age

In 2022, age categories for reporting purposes were expanded from three categories (under 21, 21-54, 55+) to nine (under 18, 18-24, 25-34, 35-44, 45-54, 55-59, 60-64, 65-74, 75+). The average participant age ended a six-year upward trend, dropping from 42 in 2021 to 41. With the modification in age categories, we could not do a year-to-year comparison of growth in age categories; however, as the chart shows, the concentration in services spanned from 18 to 54 years of age, at 76.2%.

Gender

In 2022, we saw a change in gender categories, with participants being able to identify as "female", "male", "non-binary", "not listed" with an option to complete, or "prefer not to answer". The overall gender demographics from 2021 to 2022 saw an increase in the percentage of males served, up from 48.8% in 2021 to 52.0%, and a drop from 51.6% of females served in 2021 to 47.0%. Those identifying as non-binary remained at less than 1% non-binary year over year; however, in the under 18 category, 2.8% of respondents identified as non-binary. None of the respondents selected "not listed", and over 1% preferred not to answer.



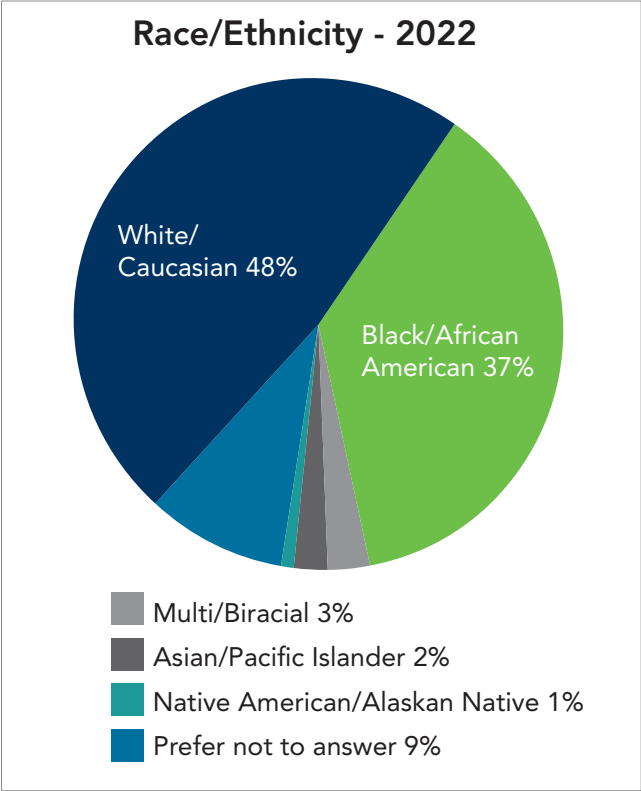
Demographic Overview

Race/Ethnicity

Goodwill continued to serve a diverse population as measured by ethnicity and race. Prior to 2022, we used the reporting categories used for the Goodwill Industries International Annual Statistic Report (ASR). For the ASR, “Other” includes Asian, Native American, Multi-Racial, Native Alaskan, and Pacific Islander.

In 2022, we expanded our race categories, as shown in the table, and asked a separate question on ethnicity. Of the 5,775 individuals who responded, 1 percent reported being Hispanic and 9 percent preferred not to answer questions relating to race/ethnicity.

Race/Ethnicity	2020	2021	2022
White or Caucasian	49.8%	43.6%	48.0%
Black or African American	40.1	46.1	37.0
Multiracial or Biracial			3.0
Asian or Pacific Islander			2.0
Native American or Alaskan Native			1.0
Prefer not to answer			9.0



Education Level

Education level data shows trends in the 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 the obtainment of a higher education level.

Education data on participants is in real-time. When staff enter educational achievements such as receipt of high school diplomas, Associate or Bachelor’s degrees, the new education level is what shows in the database. In 2022, 2.3% of responding participants also reported a technical or occupational certification.

Education Level	2020	2021	2022
Less than HS	16.4%	15.7%	12.9%
GED	14.7	12.8	10.3
HS Diploma	42.0	43.1	30.2
Some Post-Secondary	17.4	18.3	12.9
Associate	3.6	3.1	3.7
Bachelors	4.4	4.8	6.8
Masters	1.4	2.1	1.6
Doctorate	0.1	0.1	0.2



Program Descriptions, Trends and Highlights

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

Ability Services

Ability Services - Highlights

- A Division of Vocational Rehabilitation (DVR) participant overcame significant barriers and is now working independently at Cracker Barrel. She has successfully completed three months of employment so far. This individual cannot read and write and uses a picture book made by her job coach to ensure all her tasks are completed during her shift.
- One individual who had not been employed since 2007 participated in a paid work experience at The Prosperity Center, completed an Introduction to Clerical course, and received a desktop computer from Goodwill's partnership with Indeed. She was able to obtain a position making \$15 an hour.
- A former DVR participant celebrated his 10th anniversary at Food Lion in February 2023.
- The Community Integration program in the Central District started volunteering again after stopping during the pandemic. They are back at Classroom Connections, helping sort and organize school supplies for teachers in Catawba County. They thoroughly enjoy being there with the feeling of being able to give to our community.
- A participant in the Community Access Program in the Western District uses part of his community networking time to give back to the community by helping prepare and serve hot meals weekly for individuals experiencing homelessness.
- A total of 64 participants were served in 2022 through Catawba and Iredell DVR programs. Of those served, 33 were placed into competitive employment.

Ability Services - Trends

- Community Employment Services in the Eastern District saw an increase in serving older populations, aged 46-78. The majority had not worked since the early/mid-2000s, and most had limited computer skills.
- Increased interest in virtual services was seen across all districts. Many participants took the opportunity to participate in virtual services to some degree.

About Ability Services

Abilities Services offers participants opportunities in life skills assistance, support and development, educational and employment services, and community access and integration. Select programs are designed in partnership with the Department of Vocational Rehabilitation to provide employment services to referred individuals that have a disabling condition. This employment services program is very individualized and addresses the unique goals of each individual. Services can include comprehensive vocational evaluation, work adjustment, job coaching, and community-based assessments. Depending on location, individuals may participate without a referral agency. Additionally, Goodwill offers services specific to Veterans and is a licensed provider for the provision of day habilitation services. Goodwill offers the Ability Services Program in Alexander, Buncombe, Caldwell, Catawba, and Forsyth Counties.

Access Center Adult High School

Access Center - Highlights

- Successfully launched two new Access Center Adult High School programs in Burke and Iredell Counties.
- Fifty-four students enrolled in the Access Center Career Coaching services.
- Access Centers helped ensure nine students had access to technology by providing computers through the PCs for People program.
- Fifteen students received financial readiness and credit management training resources.
- Twelve students graduated from the Adult High School programs and received diplomas; several graduates expressed interest in continued education, including vocational training, Certified Nurse Aide (CNA), and skilled training courses such as welding.

Access Center - Trends

- Continued to meet participant access needs through the community colleges and Access Centers offering virtual/remote courses. 95% of career services were provided virtually/remotely.
- Unemployment continued to impact many students. ~25% of students enrolled were unemployed.
- Saw an increase of approximately 25% in requests for wrap-around services, including gas money, computer repair/replacement, bill/housing payment assistance, and childcare support.

About the Access Center

Access Center Adult High is a partnership between Goodwill and Forsyth Technical Community College in the Eastern District, Western Piedmont Community College in the Central 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 high-demand skill area with area employers. The program incorporates online and in-person learning. Students receive individualized services and support from a career coach to help guide their process to success. Support is also provided for students seeking their high school equivalency (HSE).

Career Connections

Career Connections - Highlights

- Asheville Career Connections partnered with the University of North Carolina- Asheville for their Career Fashion Show, where students received 198 pieces of interview-ready clothing and learned how to show off their personality through work-appropriate fashion.
- Elkin Career Connections expanded services into Mt. Airy High School through a partnership with NextGen to provide Guest Services Gold Trainings, a nationally recognized credential in hospitality.
- After the closing of the NCWorks Career Center in Thomasville, Lexington Career Connections stepped in to provide job search assistance at the Thomasville Public Library every other week for participants unable to travel to Lexington.
- Rowan Career Connections formed a partnership with Salisbury Rowan Community Action (SRCAA) to have an SRCAA staff on-site at Career Connections to inform participants of their program and assist those who qualify with building self-sufficiency.
- Waynesville Career Connections began a new relationship with a community resource, LifeWorks, where they provide career counseling and navigation for their participants and training classes for their mentors at their Enrichment Training Center.
- Conover Career Connections strengthened partnerships with employers and partners by providing information on virtual services and utilizing different platforms. They also hosted several multi-employer hiring events, which were more successful than single-employer events.

Career Connections - Trends

- Increased participants aged 55 and older and retirees looking for full-time and part-time work.
- Noted an increase in employers offering positions at a livable wage.
- Participants presented with more complex and multifaceted needs, including mental health services, clothing (beyond interview clothes), peer support services, and housing assistance.
- Increased demand for resources around basic needs led staff to develop new employer partnerships and collaborations with community organizations.
- Digital literacy continued to be a significant barrier for program participants.

About Career Connections

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 the 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 2022 in the following counties: Buncombe, Catawba (2), Davidson, Forsyth (2), Haywood, Henderson (transitioned to community-based services and closed at the end of November), Iredell, Rowan, Stokes, and Wilkes.

Program Descriptions, Trends and Highlights *(continued)*

NCWorks

NCWorks - Highlights

- For individuals who entered training, the measurable skills gains and credential rates were above 80% demonstrating a successful completion rate. Participants who received services in smaller rural counties benefited from the intensive one-on-one case management services.
- Participation in local job fairs increased, with the number of participants being three times the number of companies at events.
- Average turnaround for program enrollment to completion was less than six months, with some participants getting jobs making over \$50,000 within 90 days of enrollment.
- 10+ participants in six months received free computers for classes through the Goodwill PCs for People program, which did not require the use of WIOA funds.
- COVID-19 funding helped a number of previous company owners who had to close their business due to COVID obtain new skills to begin a business fresh from the ground up. One example was a trucking company owner who wasn't able to keep his business open. He obtained his commercial driver's license (CDL) so he could financially support his family and start over.

NCWorks - Trends

- Increase in individuals looking for advanced training that enables them to reach a sustainable income.
- The average age of individuals looking for internships or on-the-job training to start a new career or expand their skills was 40+.
- Transportation was the most significant barrier to employment and training in rural areas. Partnerships with local transit authorities, the provision of gas cards, and the Lyft voucher program helped NCWorks help mitigate some of those barriers.

About NCWorks

NCWorks Career Centers provide job-training programs and services to help youth and/or adults increase their skillset and obtain meaningful employment. No matter what circumstances or background, the centers are designed to help maximize job search. Each center has access to computers to search for jobs, career counseling, skills assessment, and many more services, all at no cost to participants. Depending on the need, financial assistance may be available for job/career training. Services are provided in 14 counties: Alleghany, Ashe, Buncombe (youth only), Caswell, Davie, Forsyth, Madison (youth only), Rockingham, Stokes, Surry, Transylvania (youth only), Watauga, Wilkes, and Yadkin. Goodwill Northwest NC partners with Goodwill Industries of Central NC to provide services in Rockingham and Surry Counties.

Project Re-entry

Project Re-entry - Highlights

- Resumed pre-release programming in six prisons across northwest North Carolina that was halted due to the COVID shutdown in 2020.
- Continuing to receive more referrals from Probation, state and federal agencies, and community partners.
- Worked with community partners to implement transitional housing in Iredell County.
- Strengthened, created, and revamped partnerships, and obtained new resources to adapt to changing population trends. This was done by creating workshops, attending court hearings, and being available on-site at federal and state probation offices.
- Project Family completed its seventh year partnering with Prison Fellowship to provide Christmas gifts for 65 kids of incarcerated parents.

Project Re-entry - Trends

- Increased homelessness in the population as housing costs skyrocketed and housing availability tightened.
- Employers continued to lift, loosen or change hiring requirements and qualifications to expand the applicant pool.
- The population saw increases in competitive wages, retention bonuses, attendance rewards, and other incentives as hiring and retention strategies.

About Project Re-entry

Project Re-entry, offered in partnership with Piedmont Triad Regional Council Partnership, provides transition services for justice-involved individuals and their families. 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.

The Professional Center by Goodwill

The Professional Center - Highlights

- Continued with weekly workshops and talk shows, conducting 50 LinkedIn online workshops and 52 hour-long live job search/professional development talk shows.
- Expanded virtual learning opportunities by adding weekly job tips segments.
- Goodwill’s LinkedIn Professional Center group page grew to 979 members – the largest LinkedIn group within Goodwill Industries of Northwest North Carolina.
- While overall numbers were down, the rich blend of virtual and in-person services available allowed participants to access resume assistance, job leads, and career coaching.

The Professional Center - Trends

- Saw clients with more substantial barriers to employment, such as age, lack of a solid career path, and personality issues that make holding a job difficult.
- Increased number of clients seeking flexibility, whether remote, hybrid, or part-time.
- Saw older workers returning to the job search, mainly due to financial issues.

About The Professional Center

The Professional Center by Goodwill addresses the needs of unemployed professional-level job seekers (defined by education and/or work experience) and those needing to transition career fields due to downsizing or changes in labor market trends. The Professional 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.

The Prosperity Center

The Prosperity Center - Highlights

- Moved services to a higher-traffic location to increase service access and to better serve our Hispanic population.
- Partner agency Financial Pathways of the Piedmont started providing onsite financial services again after the pandemic, and staff changes resulted in virtual-only services since March, 2021.
- Provided outreach through four Goodwill retail locations to increase service awareness, particularly to the Hispanic population.
- Staff attended monthly resource and support meetings with around 28 other local service providers to ensure a solid knowledge of support service offerings and appropriate referral processes.
- Provided numerous resource referrals around assistance with housing and utilities.

The Prosperity Center - Trends

- Increased number of participants with limited computer and technical skills.
- Assisted more participants with onboarding into new positions.
- Increased number of retirees looking for work.

About The Prosperity Center

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. Participants have vocational and financial staff on-site, allowing access to training in resume writing, applications, networking, and interviewing skills and financial coaching sessions on asset-building, debt reduction, budgeting, and good use of credit. The Center is located at the Forsyth County Career Connections Center in Winston-Salem.

Program Descriptions, Trends and Highlights *(continued)*

Skills Training

Skills Training - Highlights

- Participants completed 193 skills training classes in various in-demand fields, including skilled trades, medical, transportation, and logistics.
- More than 200 Allied Health students utilized Goodwill's Workforce Development Centers to take state tests through Credentia.
- Career Quest career exploration was introduced into high schools and Career and Technical Education (CTE) classes, providing multimedia curriculum and physical tours to expose students to popular career paths.
- Offered a new training opportunity as part of our established partnership with Asheville-Buncombe Technical Community College enabling students to earn credentials as community health workers.
- Blue Cross Blue Shield of North Carolina (BCBS) partnered with Goodwill and Forsyth Technical Community College to provide a pre-licensing insurance program. This course provides a great opportunity for individuals to get licensed in health and life insurance, with an option to get licensed in Medicare. BCBS paid all course-related fees for women and minorities and provided the instructor for the insurance portion of the course.
- Developed a partnership with NCDOT for a two-week Highway Construction Academy which provides OSHA 10-Construction, Flagger, and CPT certification and hands-on training for DOT heavy equipment.

Skills Training - Trends

- Skills Training enrollments increased.
- Continued success in Allied Health courses, HVAC certifications, and partnerships with the community college systems.
- Positive reception for scholarship opportunities offered through Goodwill to support in-person and online classes resulting in 156 scholarships being awarded.

About Skills Training

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, professional truck driver training, and many others. Students may 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, Iredell, Rowan, Surry, and Wilkes 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, providing \$89,930 in scholarships in 2022. It is expected that scholarship awards will increase in mid-2023 when Higher Education Emergency Relief Funding (HEERF) COVID-19 funding ends.

Top Skills Training Courses

- CDL/Professional Truck Driver Training
- NETT: Tech Skills for Life & Employment
- Forklift Training
- Personal Care Aide
- HVAC Service Technician Level 1 & 2
- Servsafe Certification
- Electrical: Installation and Troubleshooting
- Advanced Personal Care Assistant
- Pharmacy Assistant
- Intro to Early Childhood
- Nursing Assistant I
- Providence Culinary Training
- Intro to Clerical Assistant
- Welding: Industrial

Veterans Services

Veterans Services - Highlights

- In July, Winston-Salem co-located staff from Goodwill Veterans Services, Supportive Services for Veteran Families (SSVF), and NCWorks Veteran Services. This co-location has allowed for more holistic veteran services as the teams work together to help the veterans toward their housing, employment, and educational goals.
- Winston-Salem Goodwill Veterans Services Program held a Flag Retirement Ceremony in June. People in the community dropped off their worn or torn United States flags at the retail store, and Goodwill, along with several community partners, disposed of the flags in a respectful and dignified formal ceremony.
- Despite the difficulty in finding affordable housing that accepts SSVF Program and/or HUD-Veterans Affairs Supportive Housing (HUD VASH) vouchers, Goodwill SSVF case managers placed over 8 veterans in permanent housing and prevented another 10 veterans from becoming homeless.
- In Elkin and Wilkesboro, staff worked with employers to help provide care packages, clothing, and food to 67 Veterans in need for the holidays. These bags were handed out at the Career Centers.
- Asheville staff conducted outreach at multiple veteran-focused events in Western North Carolina, including a veteran resource fair at Harrah's Cherokee Casino Event Center in Cherokee, NC, and Buncombe County's annual Stand Down.

Veterans Services - Trends

- Continued to see more veterans looking for assistance with rental payments and utility bills, rather than employment or skills training.
- Increased interest in training and completing certification programs that lead to increased wages and a career path, such as Information Technology and Transportation, specifically commercial driver's licenses (CDL).
- Increased number of Veterans dually enrolled in other programs, both internal and external such as NCWorks, VA Programs, Vocational Rehabilitation, and WIOA, due to multiple barriers and a higher need for services

About Veterans Services

Veterans Services connects veterans and military families with the tools and resources to find meaningful work and gain financial stability. Goodwill offers Veterans Services in Buncombe, Catawba, Davidson, Forsyth, Iredell, Rowan, Surry, and Wilkes Counties.

Youth Services

Youth Services - Highlights

NextGen

- Served over 270 youth across 10 counties in northwest North Carolina.
- Western District expanded NextGen programming into Madison County, giving Goodwill the contract for three of the four counties in our area.
- Collaborated with Vocational Rehabilitation and Winston-Salem/Forsyth County Schools to provide a back-to-school event where students received employability tips, training on interview attire and soft skills, and were connected with Vocational Rehabilitation, Goodwill, and employer resources.
- Partnered with the American Hotel and Lodging Educational Institute, and Golden Leaf Foundation to train young adults on employability skills. Thirteen students attended this training on communication and delivering excellent customer service. Upon completion, participants received a Guest Services Gold Certification.

OneLife

- Provided life and job-readiness skills workshops for more than 70 students. These workshops included money management, leadership skills, communication skills, healthy relationships, nutrition, interviewing, and workplace skills.
- Partnered with 50 local businesses to provide community-based paid internships for more than 70 youth.

LINKS

- Provided seven in-person meetings to help foster youth connect and learn valuable life skills centered around the eight independent living goals of the program.
- Served over 85 foster youth through financial assistance, mentorship opportunities, virtual assistance, and case management.

Youth Services - Trends

- Observed an increase in engagement and motivation in program participants as compared to previous years.
- Observed increase interest in social connection after many months of online learning during the COVID pandemic.
- The medical field was the most popular field of interest, followed closely by veterinary services.
- Females showed a stronger interest in youth programs than males.
- Commercial Driver's License (CDL) training increased significantly among young adults aged 18-24.
- More young adults found employment without entering work-based training or work experience opportunities.
- Noted an increase in youth and young adults leaving traditional high school and choosing alternative options.

About Youth Services

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 unmet needs of out-of-school youth. Under a contract with Buncombe County, LINKS provides services for youth aged 14 through 18 who are in foster care or getting ready to transition out of foster care.



How We Do Business

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 performance excellence through 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 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 in order to achieve positive employment outcomes.

Community Employment Services are provided under the umbrella of Ability Services and are 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 are 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 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 team member to contact them.

Program managers review and respond to the results from surveys each month. Results are tracked monthly and annually, and analyzed to identify trends and opportunities and to establish actions for improvement. Each month, survey results and participation rates are provided to program managers, Mission Advancement leadership, and performance excellence staff. 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 the year.

Business Advisory Councils

In 2022, Goodwill had 207 Business Advisory Council (BAC) members across five regional councils. 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.

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, former BAC members can participate in information provision and participant services.



Affiliations

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.





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, Asheville
Catawba County Career Connections Center, Conover
Conover Workforce Development Center, Conover
Davidson County Workforce Development Center, Lexington
Davidson-Davie Community College, Mocksville
Forsyth County Career Connections Center, Winston-Salem
Forsyth Technical Community College, Tobaccoville
Forsyth Technical Community College, 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
Rowan County Career Connections Center, Salisbury
Stokes County Youth, Walnut Cove
Surry Community College, Dobson
Surry Community College, Yadkinville
Surry County Career Connections Center, Elkin
Surry County Youth Program, Elkin
The Prosperity Center, Winston-Salem
Western Piedmont Community College, Morganton
Wilkes County Career Connections Center, Wilkesboro
Winston-Salem Workforce Development Center, Winston-Salem



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

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