



THE GOOD WE DO

IMPACT REPORT 2023



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 selling donated items in our retail stores and online, we fund employment and training services that support people in their journey to upward mobility, helping them find hope, opportunity, and careers.

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

The 2023 Mission Impact Report covers January 1, 2023 to December 31, 2023.

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Contents

Preface & General	Executive Summary	4
	Message from President & CEO	4
	Geographic Scope and Services Offered	6
	Partners	6
	Mission, Vision, Commitment, and Values	7
The Good We Do: Success Stories	2023 Achiever of the Year	8
	2023 Graduate of the Year	9
	Program Participant Stories of Success	10
	Color Me Goodwill Fashion Show	20
Impact and Analysis	Summary of Trends and Analysis	27
	Economic Impact	29
	Mission Statistics	30
	General Workforce Trends and Analysis	32
	Demographic Overview	33
Program Descriptions, Trends and Highlights	Ability Services/Community Access	35
	Access Center	36
	Career Connections	37
	NCWorks	38
	Project Re-entry	39
	The Professional Center by Goodwill	40
	The Prosperity Center	41
	Skills Training	42
	Veterans Services	43
	Youth Services	44
How We Do Business	Accreditations and Licenses	45
	Satisfaction Surveys	46
	Business Advisory Councils	46
	Service Sites	47

Executive Summary



Key Programs and Services

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

Individual Achievements

28,896 achievements related to financial stability, vocational readiness leading to employment, and education and skills training completions

Individuals Served

Goodwill/NCWorks	34,845
Crosby Scholars	14,661

Potential Impact

\$57 million - potential economic impact from individuals placed into employment



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

Executive Summary



Significant Achievements

- Goodwill's first **Community Conversation** in Forsyth County brought together community leaders, persons with lived experience, and legislators to bring awareness to issues impeding upward mobility including homelessness, transportation, childcare, and the effects of the benefits cliff. Three Goodwill participants were filmed for the event video. View the video here: <https://tinyurl.com/forsyth-community-conversation>
- Team members processed 87 participants through the GLOW program in 2023. This grant from **Golden Leaf Foundation** assisted with daycare funding, tuition, and supportive services for individuals taking training classes. Since 2020, over 180 people were credentialed with the grant providing over \$72,000 for childcare and \$160,000 in supportive services.
- NCWorks NextGen participant Jeffrey Harris won the **Governor's Award of Distinction for Outstanding Young Adult in Workforce Development**. Jeffrey attended the annual NCWorks Conference in Greensboro where he received his award.
- Goodwill was selected as the continued contract provider for **High Country NCWorks** for adult, dislocated workers, and youth WIOA for the next three years; **Piedmont Triad NCWorks** moved the Lexington location into Goodwill's Lexington Workforce Development Center, increasing the number of participants visiting the center.
- Wilkes County participant, Kyle Johnson, received the **Goodwill Industries International Carol and Tommy Moore Veteran of the Year Award**. Kyle and his family attended the awards ceremony in Anchorage, Alaska.
- **Skills Training** opportunities increased in frequency of on-site training classes, offering Basic Forklift Training in partnership with Rowan-Cabarrus Community College; Wilkesboro expanded Guest Service Gold programming in the community, facilitating classes in both English and Spanish at Wilkes Community College for ESL, Career Track, and Wilkes Correctional Facility High School Diploma Program students.
- **Project Re-entry** started pre-release classes at Western Correctional Center for Women for the first time since COVID; successfully graduating one class of nine.
- **Community-based services** were started in Henderson County, serving participants at Hope Coalition, Safelight, Henderson County Main Library, Fletcher Library, and Hendersonville Rescue Mission.
- The **Court Navigation Program**, a partnership between Goodwill and Buncombe County to help people navigate the physical courthouse, connect with appropriate resources, and reduce failures to appear was piloted, with over 2,500 people served.
- The **Access Center** in Buncombe County had five students earn their Adult High School diploma; with 68 students served.
- Proctored career advancement testing for over 400 individuals through **Pearson Vue Testing Center** located in the Asheville Workforce Development Center.



Geographic Scope of Services

Goodwill provides career services through 28 service locations. Counties served include Alamance, Alexander, Alleghany, Ashe, Buncombe, Burke, Caldwell, Catawba, Davidson, Davie, Forsyth, Haywood, Henderson, Iredell, Madison, McDowell, Randolph, 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.

To view the list of service locations, see page 47 of this report or view online at <https://www.goodwillnwnc.org/locations/>.



Services Offered

Goodwill provides an array of services based on local business and community input 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 Way organizations, 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 329 Business Advisory Council (BAC) members, team members fulfill their commitment to provide continual improvement of service quality and delivery to the communities served.

Our Mission

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

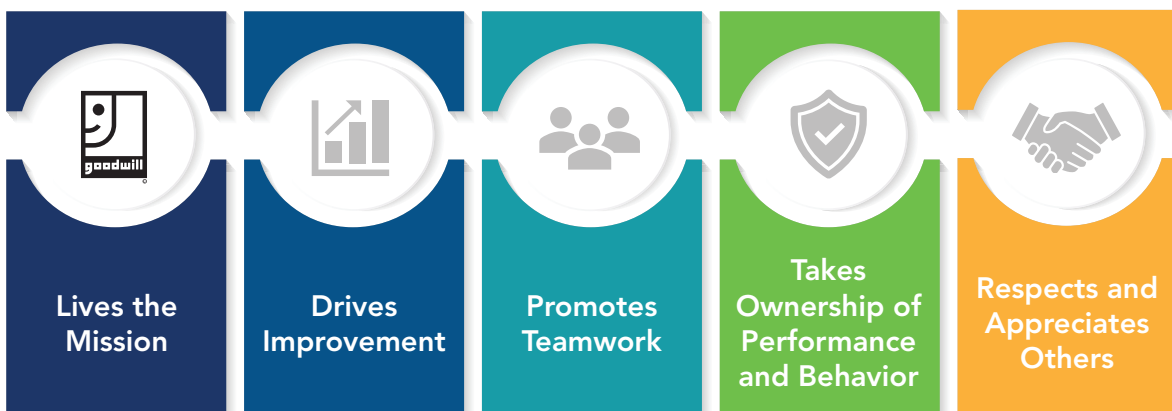
Our Vision

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.

Andie Jackson, 2023 Achiever of the Year

Andie Jackson came to Goodwill's Asheville Career Connections Center in 2012 looking for support and employment; team members helped her obtain employment at the Asheville retail store. The store manager saw her potential and hoped that Andie would one day be a textile lead. Andie lived with her mom and had a great work ethic and determination to grow.

Her mother grew gravely ill and was hospitalized for quite some time. Andie, who had participated in the Special Olympics National Championship in Orlando (she and her team won silver), was not ready for independent living and did not want to move in with her father. She felt that Goodwill needed her, and she needed them; the store was her lifeline.

When her mother was released from the hospital, she and Andie were homeless. They moved to Wilmington where Andie secured a job with Goodwill there. About a year later they returned to Asheville where Andie went to work for Goodwill's Patton Avenue store, becoming a cashier and one of the highest producers in the region.

Andie's confidence grew as she continued to take on additional responsibilities including training other employees. Andie learned almost every job from cashiering to warehouse. Hanging clothes remains her specialty, and she takes great pride that she can reach the goal of 19 racks per day.

Andie is, for the first time, successfully living independently. She has no family close by for support. She learned the transit system, consistently gets to work on time, and keeps up with her medical appointments. She cooks healthy meals and takes excellent care of her dog. In addition, she continues to be involved with Special Olympics. In 2022, she modeled in the 6th annual Color Me Goodwill fashion show.

Her long-term goal is to work with Goodwill's Community Access Program. To do this, she needs a driver's license and is working with Mission team members on options, such as tutoring.

Andie's store manager, Becky, depends on Andie and supports her. If Andie grows into a job helping other people with challenges, she will be greatly missed by her retail colleagues!



Scan here to watch Andie's Achiever of the Year video,
or visit this link: <https://tinyurl.com/AOY-Andie>

The Good We Do *(continued)*

Neil Willoughby, 2023 Graduate of the Year

Neil Willoughby's nightmare began when he started hanging out with the wrong crowd and making poor choices because he wanted to fit in with his friends. His decisions on February 10, 1993 cost him a basketball scholarship and 24 years and 6 months of his life. He was convicted of Kidnapping First Degree, Robbery with a Dangerous Weapon, and Felony Breaking and Entering.

While incarcerated at Piedmont Correctional Institution, Neil had a lot of time to think. He took advantage of the programs and services offered by the prison and worked in maintenance at the prison for 11 years.

In April, 2016, Neil took a Project Re-entry class at the prison that was taught by Project Re-entry specialist Trina. Trina recognized a lot of potential in Neil and let him know that she expected him to be one of her success stories. In November, 2016 he started work release and was employed by the Imperial Brown company. In July, 2019 when Neil was released from incarceration the CEO of Imperial Brown, Justin, was so impressed by Neil that he provided him with a furnished home on a rent-to-own basis, complete with a refrigerator full of food!

Throughout his journey, Neil and Trina stayed in touch. In 2022, Neil left Imperial and opened his own lawn care and renovation business. He gave back by speaking at simulations put on by Re-entry, telling his story as a former offender. In late 2022, Trina told Neil about an upcoming Commercial Driver's License (CDL) class at Rowan-Cabarrus Community College. Neil did well in the course, which he completed in early January, 2023.

After receiving his CDL, Neil obtained employment with Chandler Construction as a driver. He is thriving in his new career.



Scan here to watch Neil's Graduate of the Year video,
or visit this link: <https://tinyurl.com/GOY-Neil>

The Good We Do *(continued)*

Melanie Wright, Professional Center

Melanie Wright, a seasoned teacher, discovered a new career path after connecting with Randy from The Professional Center at a job fair in Kernersville, in 2015. She was pleasantly surprised to learn about Goodwill's extensive skills training and job search support.

Under staff guidance, Melanie learned how to create an impressive resume, craft a compelling cover letter, and establish a professional online presence on LinkedIn as she transitioned to a customer service career. The career training and seminars provided by Goodwill laid a strong foundation for her successful entry into her new field.

In 2023, Melanie faced a setback when her employer of eight years closed. Without hesitation, she turned to Goodwill again, and Randy promptly helped her secure a Senior Analyst/Customer Service Representative position at Collins Aerospace in November, 2023. Not only did the new role offer a significant salary increase, but it also allowed Melanie to leverage her innate and acquired skills.

Melanie praises Randy and the Goodwill team for reshaping her self-perception, urging her to acknowledge her worth and abilities. As a result, she was able to present herself as a valuable asset. Without The Professional Center by Goodwill's assistance, navigating the job market during a career transition would have been much more challenging, and the ultimate outcome would not have been as rewarding.

Melanie's story is a testament to the power of breaking free from self-imposed limitations and adopting a mindset focused on possibilities and accomplishments.

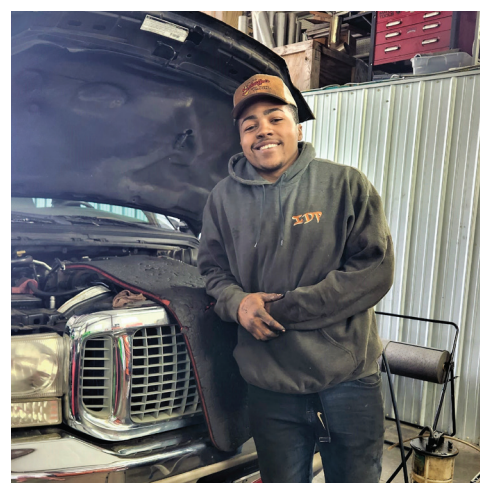


Jeffrey Harris, NCWorks

Struggling with school during the pandemic, Jeffrey Harris dropped out of high school in the eleventh grade, but he realized that getting an education would be critical for his future employment prospects. In 2022, he enrolled in the High School Equivalency (HSE) program at Wilkes Community College to finish his credits. While there, the college referred him to the NCWorks Career Center - Wilkes County for workforce and career development support and services.

Jeffrey identified diesel mechanics as a potential career, and the NCWorks team connected him to a local business, Injected Diesel Performance, which was willing to provide him with a work-based learning program so he could gain knowledge about the field. He found his niche there and acquired technical skills through this experience that complemented the education he received at the college. His excellent work ethic, willingness to learn the business, and attitude towards his co-workers demonstrated to Injected Diesel that Jeffrey was a good fit for the company.

In November, 2022 he was offered and accepted a full-time position at Injected Diesel, where he is currently employed as a Mechanics Assistant. His next goal is to earn his degree in Diesel and Heavy Equipment Technology at Wilkes Community College. Jeffrey won the 2023 NCWorks Outstanding Young Adult Award, which was presented to him at the annual NCWorks Convention in Greensboro.



The Good We Do *(continued)*

McKayla Taylor, Ability Services

McKayla Taylor lives with Psychogenic Non-Epileptic Seizures (PNES), a condition that causes her to have seizures regularly. When searching for a job on her own, she found that employers were not comfortable with her medical condition. McKayla was referred to Goodwill's vocational rehabilitation program in February, 2022 to look for her first job. With support from job coach Kirstie, McKayla quickly developed and strengthened her interviewing skills.

The more McKayla worked with Kirstie, the more confident she became. She learned how to disclose information about her condition to employers in such a way that helped them understand her. Soon McKayla landed a job as a host at a restaurant in Statesville. Her support from Goodwill didn't end once she found a job. Kirstie helped McKayla create a medical card to wear during each shift and provided training to her coworkers about what to do if she had a seizure at work.

Now that she's achieved her goal of finding employment, McKayla wants to raise awareness of PNES and educate others about how to support employees who have medical conditions. McKayla shares that she has an awesome manager and has found the best position for herself. She says that Goodwill can be a great resource for employers wanting to create opportunities for diverse hires.

"Kirstie helped me so much throughout my journey to find a job," McKayla says. "It's incredible how she also helped me advocate for myself and helped educate employers. It has truly been one of the best experiences of my life!"



Savannah Rice, NCWorks

Savannah Rice is a young wife and mother who was not happy with how things were going in her work life, and she wanted to make a change. She heard from her son's daycare about the GLOW grant from Golden Leaf Foundation which helped with daycare costs for individuals taking skills training classes.

The grant was administered by Goodwill and NCWorks staff. Receiving assistance with childcare allowed Savannah to take the Certified Nurse Aide I (CNA I) class at Surry Community College. Savannah completed her CNA certification and while waiting to take her test, reached out to NCWorks and received assistance through the Workforce Innovation and Opportunity Act (WIOA). She received financial assistance to get her Medical Technician (Med-Tech) Certification.

Savannah completed her Med-Tech classes and is employed at Mountain Valley Living as a Med-Tech/Supervisor in Charge. She has increased her pay by \$1.50 an hour and is working in the position she desires, not just one that was available. The increase in pay has helped with her financial stability, but more importantly to Savannah is that she loves the people and residents where she works. Her new career has allowed her more time with her family, and she has been able to pay off her car.

Savannah plans to start a Licensed Practical Nurse (LPN) course in the near future and continue in her medical career.



The Good We Do *(continued)*

Vernell Morrison, Veterans Services

Goodwill partners with the Winston-Salem Dash annually for their Salute to Veterans Program to honor a veteran who has received employment services from Goodwill. In August, 2023 the Dash honored Vernell Morrison.

Vernell is a US Air Force veteran who came to Goodwill for assistance. He worked with Kim from Goodwill's Veterans Services Supported Services for Veteran Families (SSVF) program for help securing housing and obtaining his driver license. After some time, Kim was able to assist Vernell and his family with permanent housing. Vernell was also able to regain his license.

It was then that Vernell shared his future goals. Kim found out he was interested in taking a Commercial Driver's License (CDL) course. She referred him to NCWorks for tuition assistance. Vernell enrolled in a CDL course; however, the course was hybrid, and he needed a computer for class. Kim assisted him with applying for Goodwill's Tech Outfitters program, and he received a laptop to complete the online portion of the course.

Vernell started the CDL course in May, 2023. After receiving his certification in July, Kim assisted him with finding employment. He started his new job in August, 2023 as a truck driver at Quality Driveaway, Inc., making well above a living wage and gaining the ability to support his family.

Through hard work and the help of Goodwill programs including Veterans Services, Tech Outfitters, and NCWorks, Vernell was able to change his life and reach his goals!



Hunter Dula, Ability Services

Hunter Dula entered the Department of Vocational Rehabilitation Work Adjustment Program with Goodwill in June, 2023, just as his senior year in high school was ending. He wasn't sure what he wanted to do after graduation, but he knew that he needed to do something to stay busy and help out his family. Goodwill Employment Specialist, Amber, learned that Hunter had worked at a senior center as part of his high school Occupational Course of Study Program (OCS), and that he would enjoy working with an older population. Amber helped Hunter find a kitchen helper position at Pinecrest Senior Living in Hickory.

Since day one, Hunter loved his job, always coming to work with a smile and a few jokes. He is also always willing to jump in and help with whatever is needed. Hunter has very supportive management and coworkers. Amber worked with Hunter and his coworkers to create a task list to help keep him focused. They quickly realized that he had a knack for desserts. Hunter feels a huge sense of pride when he prepares desserts and passes them out to residents. He's found a home at Pinecrest and was recently featured in the company's employee newsletter. "Hunter comes to work every day with a smile on his face, ready to work," said one coworker. "When Hunter is working, you cannot have a bad day!"



The Good We Do *(continued)*

Charlie Carpenter, EDGE*

Charlie first joined Goodwill's Community Integration Program in Conover after his father passed away in 2010. His mother worked and was happy to learn that Goodwill offered a place where Charlie could receive services. Charlie looked forward to coming every day to make friends, have fun, and build vocational and life skills. He loved using the computer to improve his math and reading skills, and he also got to take lessons in cooking and gardening.

By 2018, Charlie had improved his social and life skills to the point that he wanted to work. Program team members, including the habilitation tech and program manager, helped him enroll in Goodwill's EDGE program, where he was placed at the Goodwill Retail Store in Morganton. He later transferred to the Conover store to be closer to home.

Fast forward to the end of 2023, and Charlie is a permanent part-time worker. Amber, store manager of the Conover store, and the staff of Goodwill have worked diligently with Charlie's soft skills and vocational skills. Now, Charlie can unload trucks, greet customers, work textiles, and put product out on the sales floor. He has also come to realize that there is always another way.

Charlie and his mom say, "Goodwill has been a blessing to our family." The Goodwill team is proud of how Charlie has grown over the years. The next time you shop at the Conover Goodwill, be sure to say hello!

** Employment Development Generates Enrichment (EDGE) is an internal Goodwill placement service that helps participants develop job skills and employment history.*



Merry Anderson, Access Center

Merry Anderson never likes leaving things unfinished. So, when she left high school, she knew completing her education was a priority for her future goals. After seeing so many job openings that required a high school education, the motivation set in to finish what she'd started.

In 2023, she felt that the timing was right, so she enrolled in the High School Equivalency (HSE) program at Mitchell Community College. At the HSE orientation, Merry met Access Center career coach Kilby, who told her about the partnership between Goodwill and Mitchell offering free career coaching to HSE students.

Merry thought that working with a coach may help, too, and she signed up for coaching. After six weeks of hard work, she graduated, finishing what she started so long ago. Next up: continuing to take classes at Mitchell so she can improve her financial situation and provide for her daughter. Merry looks forward to a career where she can help people. To support Merry as she works toward her new goals, Goodwill provided a free laptop computer through Goodwill's Tech Outfitters.

Merry has advice for anyone who's on the fence about committing to completing their high school education: "Just know that the hardest thing to face was just signing up for it – taking that first step... This is a life-changing decision. It's an investment in yourself."



The Good We Do *(continued)*

Landon Dipple, Youth Services

Landon Dipple was initially accepted into the OneLife program in 2020 but dropped out due to a major life event that took precedence at the time. OneLife works with school systems in Buncombe County, providing job readiness training and paid community-based internships. After the quarantine was over in 2022, Landon applied for the program again, explaining that he really needed some support and guidance on his next steps after graduation.

During his time in the OneLife program, Landon was always engaged in meetings, never hesitating to share his thoughts or opinions on the topic of the week. Landon told Goodwill's youth programs coordinator, Mark, that he wanted to be a firefighter, and Mark connected him to a local fire department for his paid summer internship. Landon completed his internship at Skyland Fire Department and was offered a job with them, which he accepted. Having found his path, he enrolled in the Fire Academy at Asheville-Buncombe Technical Community College.

Landon said that through the OneLife program, he gained the skills that allowed him to be more confident and prepared when moving forward with this career. He is working full-time for the Skyland Fire Department and is set to complete his EMT training May, 2024. The OneLife staff are proud of Landon and know he'll go far in his life and career.



Virginia Reed, Project Re-entry

In the summer of 2021, Virginia Reed attended the Guest Service Gold training and Job Readiness Workshop facilitated by the Wilkesboro Goodwill Career Center and Project Re-entry at Wilkes Recovery Revolution R3 Center in North Wilkesboro. Virginia encountered challenges in the past due to substance use issues and a criminal record, which hindered her ability to secure well-paying employment. She pursued further training through R3 and Wilkes Community College. In early 2022, she received a laptop from Goodwill's Tech Outfitters Program, which proved instrumental in completing various training courses.

During this journey, Virginia developed an interest in IT and coding. When an opportunity arose to enroll in the Per Scholas IT Support program, she jumped at the chance. This intensive 12-week program, characterized as a "boot camp" style, was a collaboration between Per Scholas, Wilkes Community College, and NC Tech Paths. Upon completion, she received a COMPTIA+ certification and established meaningful connections with potential employers.

Following graduation, Virginia applied for an IT Support position with a prominent employer in Wilkesboro. She included reference letters from individuals she had built relationships with during training, along with her earned certificates. Virginia secured the IT position at a very good wage. She credits the Project Re-entry Job Readiness workshop and Guest Service Gold class, along with the reference letters and certificates, for aiding in her successful job acquisition.

Virginia sincerely appreciates Goodwill and Project Re-entry for their invaluable assistance in unlocking this exceptional opportunity for professional growth.



The Good We Do *(continued)*

Luis Alfredo Atienzo and Lilibeth Escalona Atienzo, Prosperity Center

In September, 2023 World Relief referred Luis Alfredo Atienzo and Lilibeth Escalona Atienzo to Adriana at The Prosperity Center. The couple are refugees from Colombia, originally from Venezuela. They are a family of five, with two sons and a daughter.

Having recently arrived from another country, Luis and Lilibeth did not know what to do or how to navigate various systems in the U.S. Adriana assisted them, providing contacts to various Hispanic organizations in Forsyth County and referring them to Financial Pathways of the Piedmont, a partner at The Prosperity Center, so they could start building their credit.

Both Luis and Lilibeth were assisted in creating resumes and getting Indeed accounts. They were provided information on working through temporary agencies and learned about various Forsyth Technical Community College skills training classes through Goodwill. Adriana also gave the couple information on ESL classes through Forsyth Tech and the YMCA Literacy Program.

Both were diligent about finding employment. Luis came to the center daily to look for work. While there, he printed the North Carolina driver's manual to prepare to take his driving exam and obtain a license. Adriana educated him on getting his car properly registered and getting vehicle insurance.

Lilibeth was assisted with translation services in applications and interviews and was provided interview attire through Goodwill's Success Outfitters. She was able to find temporary employment through an agency; however, it did not work out due to transportation issues and a lack of consistent work.

During the job search process, the family's benefits were cut, so Adriana assisted them with signing up for Christmas for the City, provided resources to get their oldest son winter clothing, and provided a referral to Sunnyside Ministries and food banks.

Luis and Lilibeth's hard work finally paid off. Luis found employment working as a carpenter with John White Designs, purchased a used vehicle, and obtained his North Carolina license. Lilibeth has joined the Goodwill family, working at the outlet store at Peters Creek.

The Prosperity Center team is excited to follow Luis and Lilibeth as they continue their journey towards financial stability.



The Good We Do *(continued)*

Aliyah Shuford, Access Center

Aliyah Shuford, a busy mom of two, is a recent graduate of Goodwill's Access Center Adult High School Program at Western Piedmont Community College in Morganton.

Access Center career coach Emillee says Aliyah quickly crossed items off her to-do list as she worked towards her goals. One of her most pressing needs was a computer so Aliyah could continue her classes virtually, and she was provided one through PCs for People, a partnership between Goodwill and Indeed.com.

Having a computer at home allowed Aliyah to free up the time she spent attending in-person classes for 16 hours each week. This gave her time to prioritize her work schedule, save money while her kids were in school, and complete her coursework in the evenings. After receiving her high school diploma, Aliyah enrolled in classes to get started on a path towards her dream career in healthcare. Taking online classes allowed her to continue balancing her home and work life.

In 2023 Aliyah was awarded a Goodwill scholarship that covered a required course and supplies needed to continue her education and complete her Personal Care Assistant (PCA) certification. As of the end of 2023, Aliyah had been working as a PCA for over six months. She set her first educational goal for 2024 to complete coursework and obtain an Emergency Medical Technician (EMT) certification. We can't wait to follow along with Aliyah's journey and are excited to witness everything she is going to achieve!



Timothy Moore, Veterans Services

When Timothy Moore was hired by career center manager Sandy, she knew he was a special person with high ambitions. Tim told Sandy the day he interviewed for Goodwill's Veterans Services position that he had a five-year plan. He had recently completed his Army service and came home with the rank of Sergeant E5. He was searching for employment to help other veterans deal with barriers.

During his employment with Goodwill, Tim assisted veterans with pathways to employment and smart goals through career mapping. He served on the Foothills Veterans Helping Veterans Stand-down Committee, held a community flag retirement ceremony, and put together various veteran-focused hiring events.

Tim left Goodwill in 2019 and transitioned to working for Iredell County as a District Veterans Service Officer for two years, assisting with claims, education, and housing opportunities. He enrolled at Montreat College and completed his Bachelor of Science in Psychology and Human Services and his Master of Public Administration. Tim next took on coursework towards a Master's in Management and Leadership.

In August, 2023 Tim took a position with The Department of Veterans Affairs as a Rating Veteran Service Representative (RVSR). He reviews claims and benefits and adjudicates claims. Notably, he found a mistake on a veteran's claim that resulted in several thousands of dollars being owed to that veteran.

The Goodwill team is proud of everything Tim has achieved and is excited to see what his future holds!



The Good We Do *(continued)*

Eboni Lindsey, Skills Training

Seeking a better life, Eboni Lindsey, a single mom of two young daughters relocated from New York to the Triad area. Eboni found it difficult to secure employment where her work hours and childcare assistance matched. To meet her financial obligations, she began selling food plates, which reminded her of her love of cooking.

Eboni decided to turn that love of cooking into a career. She reached out to Goodwill and received information on Providence Culinary Training program. Goodwill offers this course in partnership with Second Harvest Food Bank and Forsyth Technical Community College.

After touring the training facility, Eboni decided it was the ideal place for her to learn how a professional kitchen operates and acquire skills to run a catering service. Despite this being an intense training program, Eboni was committed to the opportunity. She received a Goodwill scholarship for the training.

Almost halfway through the training, Eboni experienced childcare challenges. She turned to Goodwill again and team members were able to support her with childcare funding offered through the Winston-Salem Foundation Childcare Grant. Eboni successfully completed her training which included certifications in ServSafe, Mass Food Production, Catering Production, and Kitchen Safety Skills.

Eboni found a job as a cook upon completion of her internship, but she had bigger plans for herself, with her sights set on entrepreneurship, which she achieved. Eboni is the proud owner/operator of COCOAZ FLAVORS, LLC where she is affectionately known as Chef Cocoa.



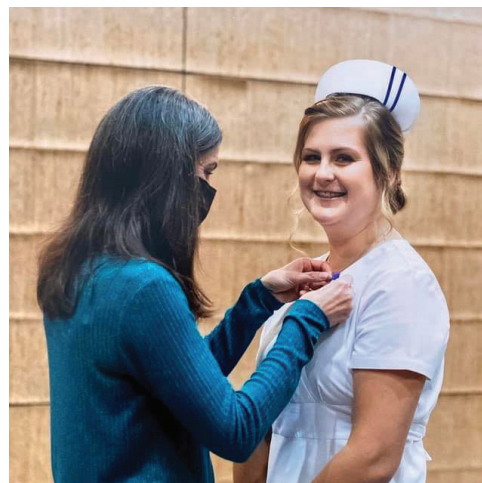
Makayla Witten, Youth Services

Makayla Witten enrolled in the NextGen Program in November, 2022 to get guidance and support while obtaining her associate degree in nursing – registered nurse (ADN-RN) degree. She was 21 when she joined the program and had already completed everything but one semester for her RN Degree. Makayla ran into difficulties when the college she was attending tripled tuition costs and explained that there was no more available funding for the RN Program.

Makayla applied for financial aid but was denied due to living with her parents. She was working as an Licensed Practical Nurse (LPN) at the Forsyth County Detention Center while in college; however, her class and clinical schedule only allowed Makayla to work one day a week. She had nowhere else to turn for help when she learned about the NextGen Program.

NextGen was able to assist Makayla with costs for tuition, books, and testing fees. She also received gas cards to help with transportation costs to allow her to drive to and from school and clinicals.

In Spring 2023, Makayla graduated with her associate degree in nursing. She is now a full-time RN at Piedmont Outpatient Surgery Center. Makayla is continuing her career path and is enrolled to start her Bachelor of Science in Nursing at Capella University in February, 2024.



The Good We Do *(continued)*

Alisha Williams, Career Connections

Alisha Williams became a participant with Amber, a Goodwill Career Connections employment specialist, after attending a Goodwill hiring event in February, 2023. Alisha obtained employment with Arch Staffing in a customer service position. Although Alisha's new position seemed great initially, she quickly realized it was not a good fit for her long-term goals.

Alisha returned to Goodwill, and Amber assisted Alisha by revamping her resume to reflect Alisha's desire to work in the medical field. Amber knew that Frye Regional Medical Center was hiring in their Patient Access Department for representative positions. Amber assisted Alisha with the application and provided contact information to reach department managers to inquire about an interview.

After Alisha was selected for an interview, Amber assisted her in several mock interview sessions and reviewed medical terminology Alisha could use to help her stand out above other applicants. Within a week, Frye Regional Medical Center's Human Resources office offered Alisha a full-time position as a Patient Access Representative. The salary was higher than Alisha had ever made, and she was thrilled about the opportunity.

Alisha enjoys working in the Patient Access Department. With lots of encouragement and career coaching, Alisha has gained abundant knowledge, cross-trained in several positions, and received favorable reviews from numerous staff and patients. She stated she is happy with her new career and cannot thank Goodwill Career Connections enough for their assistance.



April Cogdill, Skills Training

In Asheville, North Carolina, April Cogdill's story unfolds as a testament to resilience and triumph. As a devoted single mother to her young daughter, April's journey from occasional housecleaning gigs to a certified nursing assistant (CNA) epitomizes determination and courage.

In October, 2023, April made a bold decision to reenter education, aspiring to join the healthcare sector. Despite financial constraints threatening her aspirations, April sought assistance from Goodwill, where she found financial aid through Goodwill's scholarship program and unwavering support and guidance. Her caseworker, Annabelle, played a pivotal role in helping April navigate the educational landscape, ensuring financial barriers didn't derail her dreams.

Enrolling in CNA classes through Asheville-Buncombe Technical College, April found both professional development and renewed spirit through hands-on caregiving skills and CPR training. "Classes have been very interesting and useful," April remarks, her enthusiasm obvious, reflecting her determination.

April will take her state exams in January, 2024, and with her diligence and knowledge gained, Goodwill staff knows she will be successful and become a part of the NC Nurse Aide Registry. Her next step after passing her exams will be to obtain employment in her new field. She envisions a fulfilling healthcare career to provide for her family, and her story showcases that with determination and support, goals are achievable.



The Good We Do *(continued)*

Paul Baker, Project Re-entry

After serving a 17-year sentence in federal prison, Paul Baker needed various transitional services. He visited Eastern Catawba Cooperative Christian Ministries for food and clothes. They referred him to Project Re-entry, and at the beginning of February, 2023 Paul came to Goodwill and met Re-entry specialist Kevin.

One of Paul's biggest challenges was adjusting to life on the outside. The world had changed so much since he was convicted. His immediate focus was employment. Kevin worked with Paul to find a job while connecting him with education and other resources – even re-learning how to operate a mobile phone.

Paul completed his transitional housing restrictions, followed all the rules and guidelines set by US Federal Probation and Parole, and was released to live his life with no restrictions.

His hard work paid off. Employed at Burger King in Newton, Paul has reached a comfortable place in his life. He moved into his own place and acquired reliable transportation. Most importantly, Paul shares that at age 71, his health is great, and his life is "thriving."

Paul is grateful that Project Re-entry was there to help him. "I think this is a great program and much needed in our society," he says. "This program has helped me maintain the lifestyle that I now live. It helped remold my way of doing things, thinking, and operating the right way; I am living a good life. A life that allows me to be productive in society."



James Kenneth Cooper, Career Connections

During his early years, James Kenneth (Kenny) Cooper endured a series of tragic events that led to years of dependence on drugs and alcohol. After losing everything, he was arrested, and after being released from the local detention center, was introduced to Haywood Pathways Center, a short-term residential shelter. In 2016, staff at Pathways steered Kenny to Goodwill's Haywood County Career Connections Center, where he worked with team members who helped him find employment with Giles Chemical Company (div. Premier Magnesia LLC).

Kenny began his work there almost immediately and over several years, achieved one success after another. From scooter to car, from homeless shelter to apartment, and with support from Goodwill's Skills Training department, from digital inexperience to owning and using a computer. In 2017 he was presented with the Goodwill Graduate of the Year Award. Kenny continued with skills training and in 2020, again with the help of Goodwill, Kenny earned a North Carolina Peer Support Certificate, and became active in helping others with substance abuse. Kenny earned several certificates at Haywood Community College, including Forklift Operation, OSHA, and Advanced Manufacturing. In 2023, Kenny was promoted from production worker to machine operator at Giles Chemical and began serving as the company's Safety Officer along with training new employees on machine operation.

Kenny is a published author. He has written two books; *Life After Meth with Jesus* and *Recovery Rocks with Jesus*. Both books chronicle his recovery journey from addiction in hopes of helping others.



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. The six program participant models from the 2023 Color Me Goodwill fashion show are featured on the following pages.



The Good We Do *(continued)*

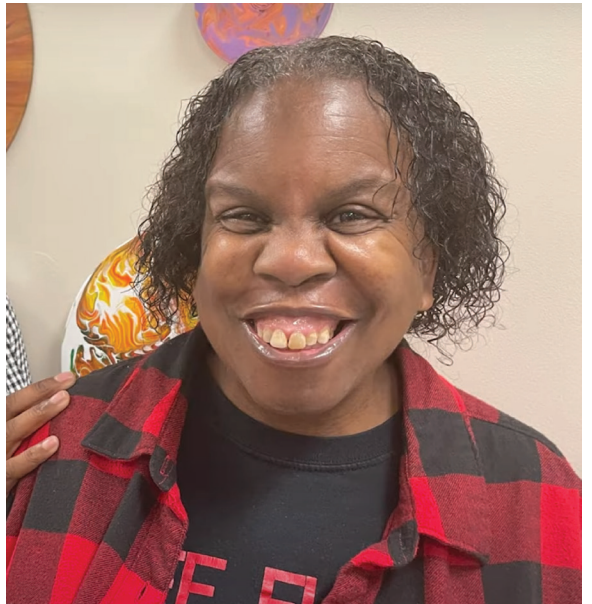
Beverly Griffin – Community Access

Beverly Griffin's transformative journey with the Community Access Day Supports Program began in 2022, marking a pivotal chapter in her life. Facing the recent loss of her mother, Beverly, alongside her brother, sought solace and connection within Goodwill.

Beverly quickly found a supportive community that went beyond her expectations. Engaging in various services, she formed deep connections with fellow participants and Goodwill's dedicated staff. Notably, she affectionately dubbed one Goodwill team member, Heather, her "twin sister," emphasizing the strong bonds fostered within the program.

Since joining Goodwill, Beverly has emerged from her shell, confidently expressing herself and advocating for her needs. Group outings featuring cooking classes, craft sessions, and bowling have become highlights of her week. Additionally, Beverly has developed a passion for puzzles, math equations, and daily exercise, showcasing her determination and pride in mastering challenges.

Her enthusiasm extends to giving and receiving nicknames, with Beverly fondly adopting "BB" as her moniker. Through her resilience, newfound friendships, and personal growth, Beverly exemplifies the positive impact Goodwill programming can have on individuals navigating life's transitions.



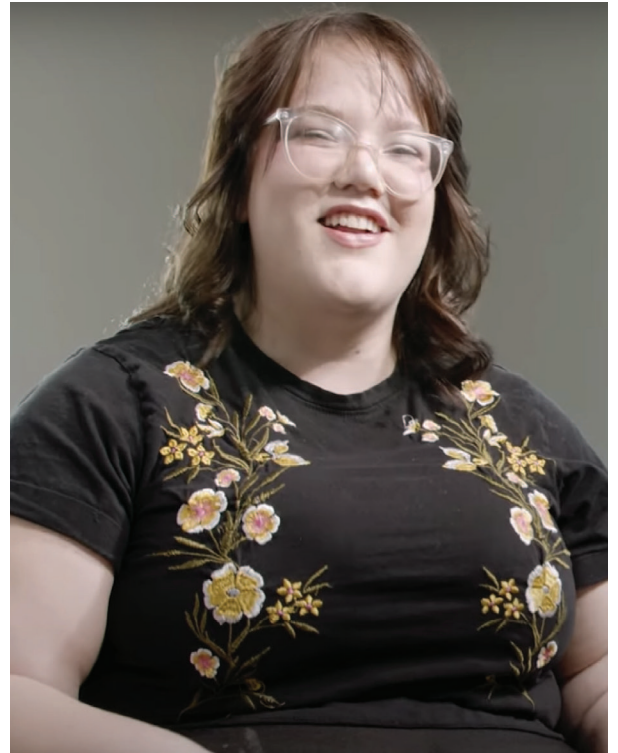
The Good We Do *(continued)*

Reagan Sizemore – Youth Services

Reagan Sizemore joined the OneLife youth program in 2022, seeking direction and life skills for her next chapter in life. As a junior, she joined the program with a passion for personal growth and preparation for the challenges ahead. She worked very closely with Goodwill team members Jordan and Faith and began to open up about the challenges she was facing. Before joining OneLife, Reagan did not want to pursue post-secondary education; however, during her time in the program, she decided her next step would be to graduate high school and attend college.

In the summer of 2022, Reagan, facilitated by OneLife, delved into a summer internship at a local radio station. She excelled during the internship and continued to host her show on Sundays, a testament to the practical skills and confidence she gained. Her belief that bringing joy to others is vital for personal well-being aligns with the values Goodwill upholds in programs.

Now attending Elon University, Reagan serves as an example of the impact of Goodwill programs. Her journey illustrates how Goodwill empowers graduates academically and with the life skills needed for a successful and fulfilling future.



The Good We Do *(continued)*

Marilyn Malpass – Career Connections

Marilyn Malpass, the iconic performer who had graced downtown Asheville as Marilyn Monroe for years, courageously transitioned to a new career with the support of the Goodwill Career Connections Center staff. Facing transportation and financial challenges, Marilyn sought an understanding employer to accommodate her unique circumstances.

Upon her arrival at Career Connections, Goodwill's dedicated team members collaborated with Marilyn to navigate these barriers. They guided her through the application process, leading to a fulfilling position at the Patton Avenue Goodwill retail store.

In this new role, Marilyn discovered a job and a supportive community. Retail leadership accommodated her schedule with public transportation, demonstrating a commitment to her success. During challenging times of illness, Marilyn experienced patience and understanding from her colleagues.

Marilyn found that Goodwill provided not just a job, but a supportive community. Marilyn's success story exemplifies the transformative impact of Goodwill's services, that go beyond employment to creating an inclusive and encouraging environment for individuals navigating career transitions.



The Good We Do *(continued)*

Israel Mayfield – Career Connections/EDGE

Israel Mayfield's journey with Goodwill is a testament to resilience and personal growth. Having joined the organization through Career Connections and the EDGE program, Israel faced several barriers to employment. However, he embraced the opportunities offered by Goodwill's services, leveraging them to carve a path toward success.

Known among staff for his patience and strong work ethic, Israel's impact extends beyond the workplace. He conquered personal challenges and inspired others to adopt a similar mindset. His story reflects an evolution over several years from a paid part-time EDGE participant to the manager of the Asheville Outlet and Recycle Center.

Israel's passion for music, inherited from a musically inclined family, adds a vibrant dimension to his character. Beyond his professional achievements, Israel is deeply involved in the community, contributing to the broader social fabric.

Israel's success underscores the power of perseverance and Goodwill's holistic support. His journey from overcoming barriers to thriving in a managerial role exemplifies the positive outcomes achievable through dedication and a strong support system.



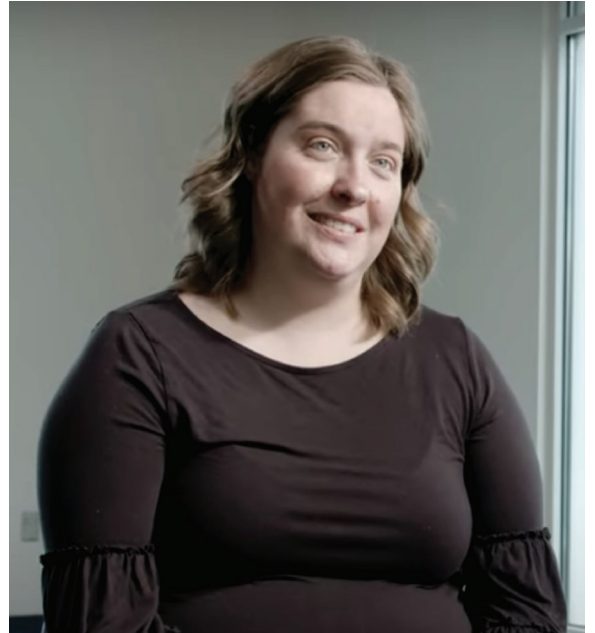
The Good We Do *(continued)*

Carolyn Ellsworth – EDGE

Introduced through the EDGE program, Carolyn Ellsworth faced the challenge of a disability, seeking a job that allowed for a gradual adjustment and the presence of an on-site job coach. Placed at the Brevard retail store, Carolyn demonstrated an unwavering commitment to mastering her role, quickly developing a deep appreciation for working at Goodwill.

At the end of her time in the EDGE program, Carolyn knew she would lose her job coach. Despite this, she expressed a desire to transition into a permanent role. With the steadfast support of EDGE specialist Page and the store manager, Kristin, Carolyn successfully navigated this transition, securing a permanent position as a retail associate. Her journey showcases not only her dedication but also the collaborative efforts of the Goodwill team in her success.

Through the EDGE program, Carolyn gained confidence and a sense of independence, illustrating the impact of Goodwill's services. Thriving in her role, Carolyn continues to be delighted with her career at a company she loves, a testament to the positive outcomes achievable through dedication, support, and the opportunities provided by Goodwill.



The Good We Do *(continued)*

Felix Soto – Skills Training

Felix Soto's journey with Goodwill showcases the power of dedication, support, and the opportunities for growth provided by Goodwill. Struggling with drug abuse, Felix took a significant step towards recovery in 2014, when he sought help at a rehabilitation center in Black Mountain, and now has successfully been in recovery for over nine years.

In 2023, Felix decided to seek help with gaining employment at the Goodwill Career Center. Felix worked with employment specialist Angel to revise his resume, resulting in numerous job offers. Mary, a Goodwill team member in Skills Training, played a pivotal role, providing valuable assistance and resources, including helping him obtain a laptop for job searches and online courses. With support from Michael, also a Goodwill team member in Skills Training, Felix earned a Certificate as a Community Health Worker, enhancing his professional development.

Beyond career achievements, Felix acknowledges the Goodwill Career Center team for fostering a sense of family and offering a wealth of information. Through this support system, Felix gained self-esteem. Grateful for his extended family at Goodwill, Felix is determined to inspire others on their paths to a fulfilling life.





Summary of Trends and Analysis

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. For 2023, data was captured from several sources including case management and customer relationship management applications designed to capture required data points. Reporting is provided monthly on key performance indicators (KPIs). These include served and achievements obtained around education, employment, and sustainability. Reporting shows monthly, year-to-date, and percentage of annual goal totals.

Data on unique served (those using Goodwill services for the first time or reenrolled in services), count of services provided, number of individuals who report being placed in employment, average starting wage, and average hours worked per week, is collected; reporting is provided monthly and as requested.

Analysis Method

Goodwill's Business Intelligence team provides aggregated monthly data for review and analysis by Mission Advancement directors and leadership. The Trends Analysis Team is comprised of data and continuous improvement team members, and Mission district directors and leadership. The team reviews data and trends quarterly, and makes recommendations to the chief organizational development and mission advancement officer regarding service adjustments needed, and projections for key performance indicators for the following year. These recommendations are approved annually as appropriate and are used to guide development of Mission Advancement operational plans.

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. The participant satisfaction survey, developed in 2014, has been modified several times to encourage individuals to share concerns or recommendations immediately with team members while still allowing anonymity where the person can be contacted after the fact, or can share concerns or recommendations without identifying themselves.

Persons Served

Crosby Scholars, Goodwill and NCWorks team members served 49,506 individuals through mission services in 2023. This number reflects a Goodwill/NCWorks increase in served of 8,441 individuals.

Of the 34,845 people served by Goodwill and NCWorks, 27,118 were individuals who entered services for the first time or were reenrolled in services; reported as **Unique Served**. This is an increase of 8,508 over the 2022 Unique Served count of 18,610.

These 27,118 individuals received 227,120 **Services**, up from 139,410 services in 2022 and averaging 8.5 services per person served, up from 7.5 services per person served in 2022.

Historically, Crosby Scholars' served numbers included parents at the rate of one parent/guardian per student. For 2023, Crosby did a reset, eliminating parents/guardians from the count and including served students only. This reset resulted in a decrease of 18,204 individuals served in Crosby programming.

Crosby Scholars
14,661

Goodwill/NCWorks
34,845

Total Served
49,506

Impact and Analysis Summary

Summary of Trends and Analysis *(continued)*

Goodwill measures the impact on participants' lives through their **Achievements**. For measuring and reporting purposes, these achievements are listed under umbrella categories of Education and Training Completions, Job Obtainment and Supports, and Sustainability. Examples by achievement category include:



Education / Training

- Completing a skills training class
- Obtaining an in-house or external credential
- Completing the education/training goal in individual plan
- Earning a high school diploma, adult high school diploma, or HSE/GED
- Earning a stackable credential
- Attending Re-entry pre-release sessions



Job Obtainment / Supports

- Participating in career coaching/vocational and/or vocational readiness
- Enrolling in high school/adult high school/post-secondary education
- Finding employment
- Completing vocational workshops
- Improving vocational soft skills
- Attending networking events, panel discussions



Sustainability

- Retaining a job for 90, 180, 360 days
- Improving childcare situation
- Getting a promotion and/or increase in compensation
- Gaining employer benefits
- Gaining reliable transportation
- Stabilizing housing
- Participating in financial training
- Reducing or improving overall debt

In 2023, team members recorded 28,896 participant achievements, compared to 18,744 in 2022. All achievement categories showed an increase over 2022 numbers. Education/training completions totaled 8,803, an increase of 119 percent over 2022, job obtainment/supports increased 46 percent to 15,930, and sustainability achievements increased 10 percent to 4,163.

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. Continued efforts to improve information gathering is reflected in the overall 54 percent increase in recorded achievements.

Annual Economic Impact

For individuals who entered employment in 2023, the average starting wage was \$14.92 per hour, a drop from 2022’s average starting wage of \$15.08 per hour. Average hours worked per week also dropped, down from 36 hours a week in 2022 to 33 hours a week in 2023.

To determine economic impact, we look at the number of participants who obtain employment, the average number of hours worked per week, and the average hourly starting wage. Using this formula, the 2,241 individuals who reported obtaining employment in 2023 have the potential to earn \$57 million in 2024.¹

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

The inflation rate over the period of 2020 to 2022 prompted dramatic increases in the living wage (defined as the absolute minimum a person must make per year or per hour to stay above the federal poverty level²) 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%³ in the last quarter of 2022, after reaching 10.5% in April 2022⁴. In 2023, the annual inflation rate was 4.9%⁵.

Living Wage

YEAR	HOURLY RATE
2020	\$11.98
2021	\$14.72
2022	\$16.83
2023	\$20.10

The living wage for North Carolina rose to \$20.10 per hour for an individual (one adult, no children) in 2023, an increase of \$3.27 per hour over the 2022 living wage rate for an individual. From 2018 to 2020, the combined annual increases in living wage for an individual rose a total of \$0.62 per hour, compared to an \$8.12 combined annual increase in living wage for an individual from 2020 to 2023.

It is Goodwill’s goal to ensure the individuals we serve earn a living wage once they complete program services. However, individual variables and preferences, the county in which a person resides, and the individual’s economic situation will impact how much they need to earn. Generally, obtaining a living wage is a process developed through career pathways, credentials, and experience. By providing career navigation services, Mission Advancement’s goal is to develop achievable plans for all the individuals we serve.

¹Annual economic impact simply projects the one-year potential earning of individuals placed the previous year if they maintain employment, wage rate, and hours worked.
²Living wage - Wikipedia
³<https://ncbudget.org/nc-leaders-still-need-to-extend-more-aid-but-inflation-is-easing-as-hiring-remains-strong/>
⁴<https://www.johnlocke.org/inflation-by-state-where-does-nc-rank>
⁵<https://www.johnlocke.org/jobs-report-before-christmas/>

2023 Mission Statistics

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

Quick Data



Placed
2,241
Up from 2,004 in 2022



Unique Served
27,118
Up from 18,610 in 2022



Achievements
28,896
Up from 18,744 in 2022



Served
34,845
Up from 26,404 in 2022



Services
227,120
Up from 139,410 in 2022

Key Performance Indicators Against Annual Goal

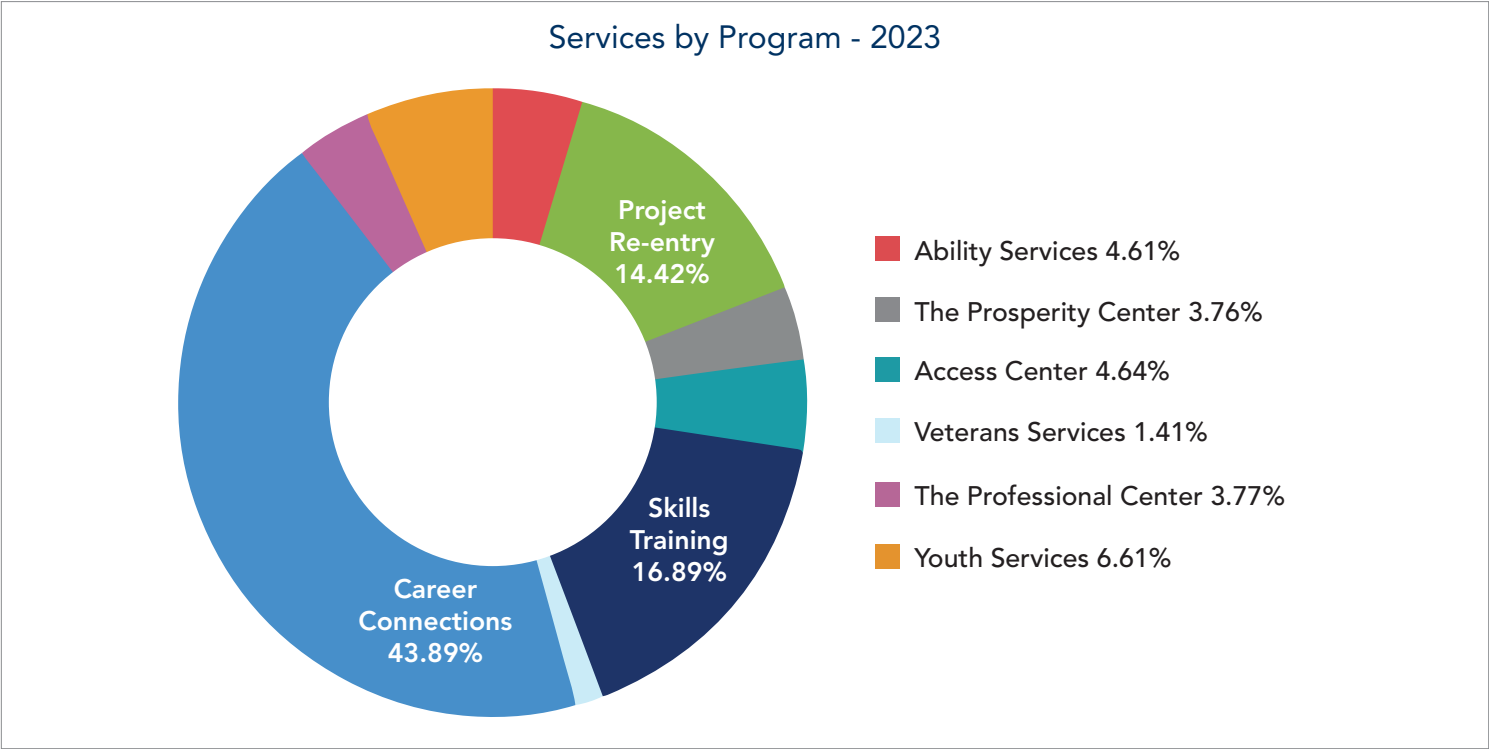
Annually, the Mission team has goals for the key performance indicators (KPIs) that are captured and reported monthly to leadership. Business Intelligence reports the KPIs numbers for various purposes including against annual goals. In 2023, Mission Advancement team members exceeded their annual goals in all four reported categories of Served, Educational Completion Achievements, Job Obtainment/Supports Achievements, and Sustainability Achievements.

People Served	126%
Education/Training Completions	208%
Job Obtainment & Supports	139%
Sustainability Achievements	105%

2023 Mission Statistics *(continued)*

Services by Program

NCWorks accounted for 85.48 percent of all services documented in 2023. The chart below shows the detailed breakdown of percentage of services by program excluding NCWorks.



Top 3 Classes Taken	Top 3 Industries for Placement
<ul style="list-style-type: none">CDL/Professional Truck Driver TrainingProvidence Culinary TrainingNETT: Tech Skills for Life & Employment	<ul style="list-style-type: none">ManufacturingRetailFood Service/Non Fast Food

Average Hours Worked Per Week*

33

Average Starting Wage*

\$14.92

*Does not include NCWorks data.

General Workforce Trends and Analysis

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

During 2022, Mission Advancement leadership reevaluated the historical view based on participant feedback and increased requests for referrals to resources such as childcare, transportation, digital access, and housing. In 2023, the service delivery model was changed to a plan-based, case-managed approach for all participants, focusing on building educational and/or employment plans and supporting participants as they worked through the barriers impeding their success.

In December, 2023, Goodwill held its first Community Conversation in Forsyth County which brought together community leaders, persons with lived experience, and legislators to bring awareness to issues impeding upward mobility including homelessness, transportation, childcare, and the effects of the benefits cliff.

To continually improve Mission Advancement services, notable federal, state, and local trends are considered. Some of these trends for 2023 included:

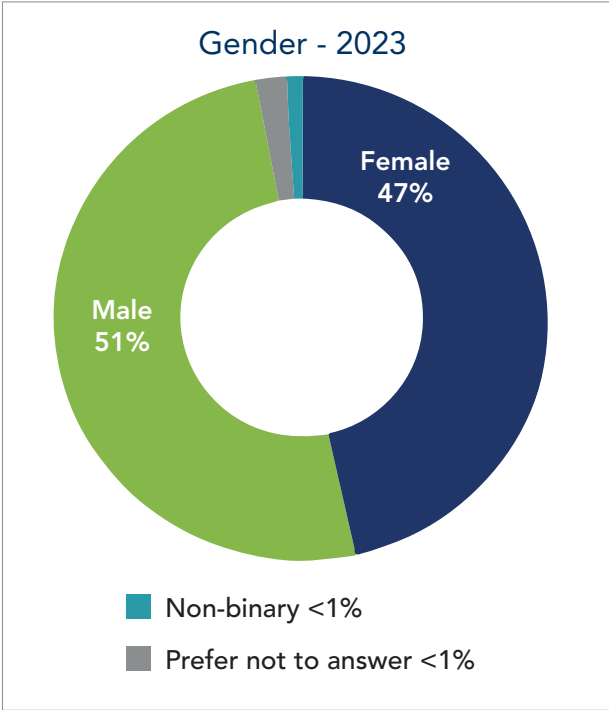
- Unemployment rates across our territory remained steady through 2023, starting and ending the year at 3.5% with a low of 3.3% in July. (ycharts.com)
- At the end of 2022, the inflation rate was 6.5%, dropping to 3.4% by the end of 2023. (Investopedia)
- North Carolina continued to see an uptick in new business applications in 2023, increasing by 6.5%; filtering out those businesses that the Census Bureau didn't rate as having a high chance of employing people, applications were still up 5.7%. (Axios Raleigh)
- After spiking in the past few years, wage growth started returning to more normal levels. The economy slowed enough in 2023 to temper the demand for labor, and workers were not quite as willing to switch jobs. Compensation increased at a pace of 4.2% in 2023. While still the smallest increase in two years, it's above the 3.5% rate +/- the Federal Reserve would like to see. (msn.com)
- North Carolina topped CNBC's list for state business competitiveness for the second year in a row, noting that workers flocked to take advantage of a booming economy and growing operations of companies within the state. (CNBC.com)
- North Carolina's manufacturing industry declined by 2.2% overall in 2023; A.I. and machine-led positions rose, eliminating the need for people in those positions, resulting in a total loss of over 10,000 jobs throughout the state. (Bureau of Labor Statistics)
- Manufacturing employment is expected to decline nationwide over the next decade; however, employment projections for North Carolina point to a slight increase. With 27% of workers in the North Carolina manufacturing sector age 55 or older, a pipeline of new workers needs to be established. (NC Department of Commerce)
- Leisure and Hospitality rated #1 at 5.6%, topping all industries, due to demands of consumers and businesses. (National Association of State Workforce Agencies)
- Cost of living, defined as the average amount a person can expect to spend on essential expenses (housing, healthcare, taxes, food, and transportation), in a particular location, during a specific period, continued to rise in 2023. The cost of living for 2023 was \$20.10/hour, expected to rise to \$22.10/hour in 2024 due to housing cost increases of 53% since 2019. (Just Economics)

Demographic Overview

The number of individuals NCWorks and Mission Advancement staff served in 2023 totaled 34,845, an increase over the 2022 total of 26,404 individuals served. The following shows the demographic trends of the people served by age, gender, race/ethnicity, and education level for those who chose to respond and does not include the demographic of those served by NCWorks.

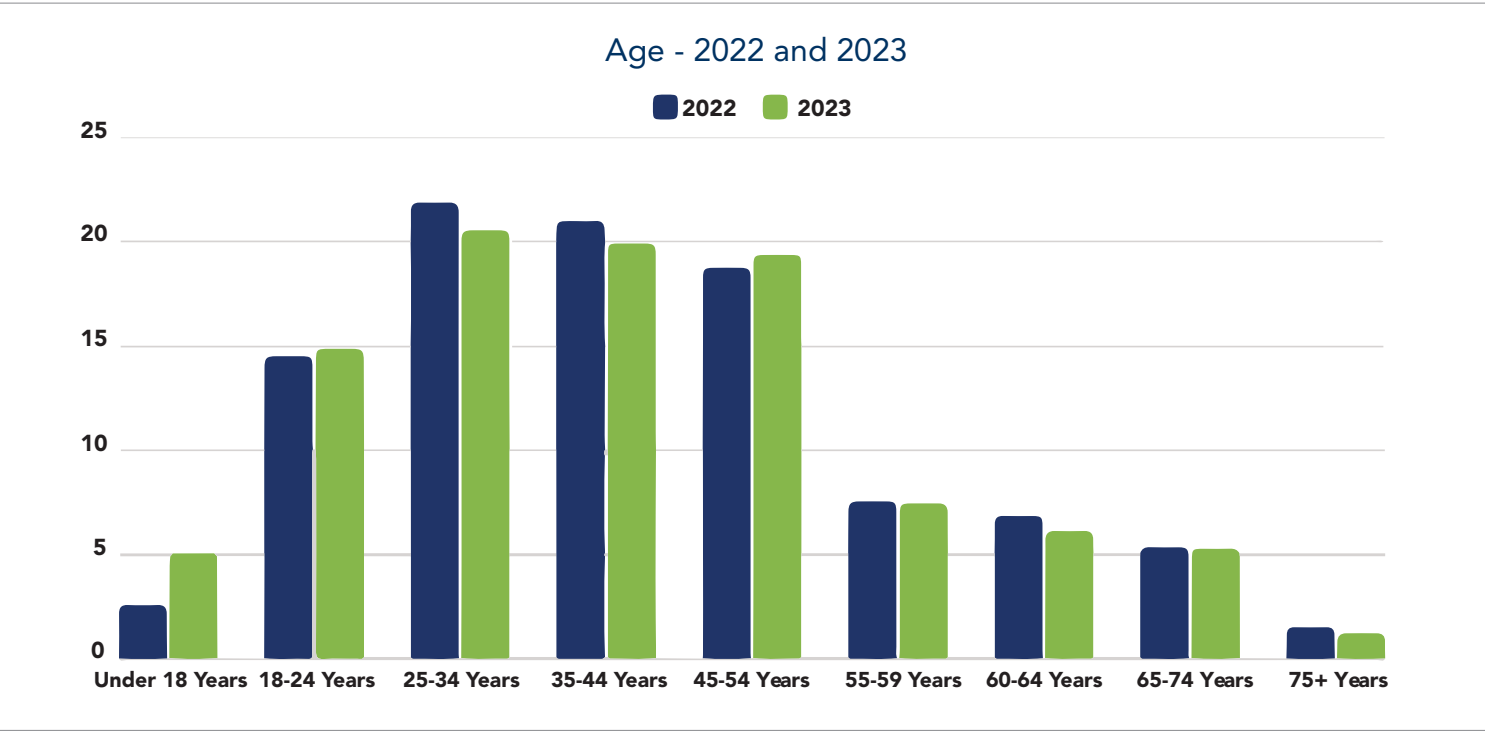
Gender

In 2022, gender categories changed with participants being able to identify as “female”, “male”, “non-binary”, “not listed” with an option to complete, or “prefer not to answer”. The percentage of males served in 2023 dropped slightly from 52% in 2022 to 51%. Those identifying as non-binary remained at less than 1% year over year, as did the individuals who selected “not listed”. Those who preferred not to answer doubled to 2%.



Age

Age categories for reporting purposes were expanded in 2022 from three categories to nine as shown in the chart. The average participant age was 38, continuing a downward trend from 42 in 2021 and 41 in 2022. The chart shows the year-to-year comparison in ages of persons served. There was little variance in the two year period, except the percentage of individuals under 18 served almost doubled, going from 2.6% in 2022 to 5.1% in 2023.

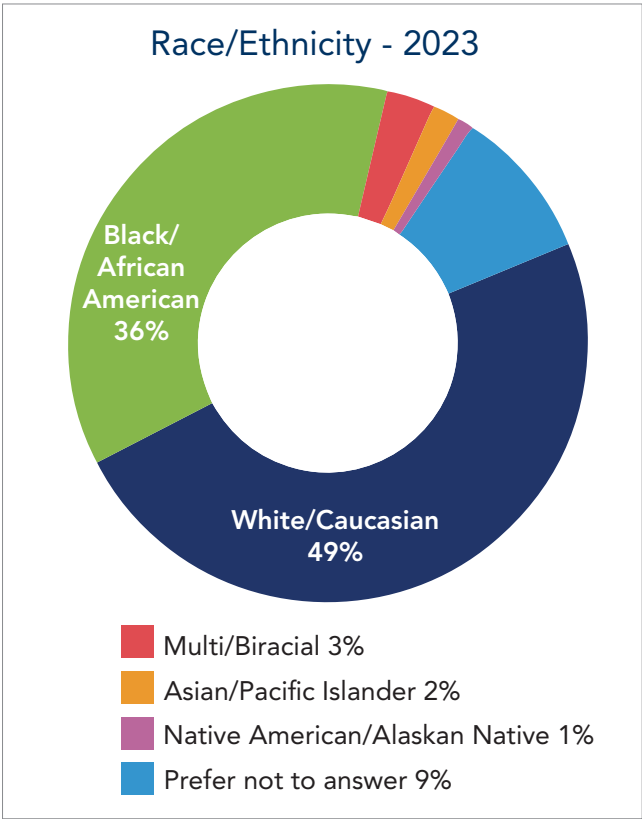


Demographic Overview (continued)

Race/Ethnicity

Goodwill team members continued to serve a diverse population as measured by ethnicity and race. In 2022, racial reporting categories were expanded to include Black/African American, White/Caucasian, Multi/Biracial, Asian/Pacific Islander, Native American/Alaskan Native, and Prefer not to answer. Ethnicity was captured under a separate question; however, accurate data was not available due to the low number of responses.

Race/Ethnicity	2021	2022	2023
White or Caucasian	43.6%	48.0%	48.7%
Black or African American	46.1	37.0	36.3
Multiracial or Biracial		3.0	3.0
Asian or Pacific Islander		2.0	1.7
Native American or Alaskan Native		1.0	0.9
Prefer not to answer		9.0	9.4



Education Level

Education data shows trends in the overall education level of Goodwill participants. Data is collected and updated in real-time. When team members document a participant's obtainment of a higher education level, the database automatically updates. In 2023, 2.51% of responding participants also reported obtaining a technical or occupational certification, up from 2.3% in 2022.

Education Level	2021	2022	2023
Less than HS	15.7%	12.9%	12.9%
GED	12.8	10.3	10.4
HS Diploma	43.1	30.2	34.0
Some Post-Secondary	18.3	12.9	14.8
Associate	3.1	3.7	3.7
Bachelors	4.8	6.8	7.0
Masters	2.1	1.6	1.9
Doctorate	0.1	0.2	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

- An Eastern District participant who had never held a formal job, always being “paid under the table,” found employment at Novant Health as a Patient Transporter due to the assistance and support of Ability Services staff. He has insurance and is making \$17.00 an hour. He stated that he is proud to tell his friends and family that he has a real job! He bought Christmas presents for his niece and mother with his first official paycheck.
- The Ability Services coordinator in the Eastern District worked with a teacher for two summers, and in 2023 the teacher was able to obtain employment at a charter school. She increased her salary with this position and reduced her stress by having the same students every day with a set curriculum.
- The Central District Community Integration Program started transportation services again which had been stopped during the pandemic. Caretakers and guardians had to transport those who attended, to and from the facility, which affected attendance as many of the caretakers and parents still worked. With the restoration of van routes, attendance improved, and participants learned valuable lessons about transportation.
- Thirty-four participants were placed into competitive employment through the Central District Division of Vocational Rehabilitation (DVR) team.
- DVR and Community Integration teams in the Central, Eastern, and Western Districts completed the CARF survey in April, 2023 and received stellar reviews with no recommendations resulting in a three-year accreditation.
- A former DVR participant in the Central District celebrated his 11th anniversary at Food Lion in February.
- A DVR Participant in the Central District was recognized for his hard work, great attitude, and dedication by his leadership team and featured in his company newsletter.

Ability Services - Trends

- Saw a significant increase in individuals needing referrals to resources including food pantries, mental health and counseling, medical services, transportation, and shelters.
- Due to the economy, more participants wanted to be employed immediately and there was less interest in taking skills training classes to acquire/update skills.
- Continued to see participants enrolling that had not been employed in several years.
- Virtual services continued to be used, giving program staff and participants the ability to meet without participants incurring any transportation issues.
- Transportation continued to be the biggest barrier faced by participants throughout all counties in our territory.
- Homelessness continued to be a major struggle; some tent cities and vacant lots were developed into commercial and residential properties, and local shelters were full. The wait list for government housing remained extremely long, compounding the hardships for individuals who needed a permanent address to apply for employment.

About Ability Services

Ability 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 (DVR) 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 referring agency. Goodwill is a licensed provider for the provision of day habilitation services. Goodwill offers the Ability Services Program in Alexander, Buncombe, Caldwell, Catawba, Forsyth, and Iredell counties.

Program Descriptions, Trends and Highlights *(continued)*

Access Center

Access Center - Highlights

- 112 students participated in the Access Center programs in 2023.
- 29 students graduated and many enrolled in continuing education opportunities.
- Access Centers team members provided career coaching support, access to Goodwill scholarships, and services for students enrolling in Adult High School/General Educational Development/High School Equivalency (AHS/GED/HSE) programs, and students enrolling in continuing education through Goodwill skills training courses and partnering programs.
- Collaborative efforts to support adult literacy increased. To enhance student learning, Goodwill provided a volunteer math tutor to help prepare students for the HiSET Math Exam at Mitchell Community College. Asheville-Buncombe Technical College students also engaged with tutors through Literacy Together, a non-profit organization. In addition, the Access Center in Winston-Salem partnered with the City of Winston-Salem to provide literacy assessments for eleven participants of the Successful Outcomes After Release program, and resume and online job application assistance workshops in the community.
- Partnerships with community colleges and organizations like Digital Bridges Forsyth, a subsidiary of WinstonNet created more opportunities for our Access Centers to offer computer skills training and increase community access to technology.

Access Center - Trends

- Nearly 95 percent of Access Center coaching services and supports were provided virtually/remotely.
- Graduates enrolled in a variety of skills training degree and diploma programs including in-demand careers in the healthcare field and Early Childhood Education. Other programs students enrolled in included: Culinary Arts, Computer Repair, Human Services, Cosmetology, Law Enforcement, Engineering, and Entrepreneurship.
- The most requested resources for individualized support included computer access, loaner laptops through partnership programs such as the one with Asheville-Buncombe Technical College, housing resources, food referrals, financial aid and scholarships, mental health referrals, childcare, and transportation assistance.
- Unemployment continued to impact many students, and approximately 25% of students enrolled were unemployed.

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By working with [career coach] Kilby, paths and doorways are opening that I didn’t know existed.

Wendy – Access Center Participant

About Access Center

Goodwill’s Access Center program serves in partnership with Forsyth Technical Community College in the Eastern District, Western Piedmont Community College and Mitchell Community College in the Central District, and Asheville-Buncombe Technical Community College in the Western District. The program offers a unique opportunity for adults to earn their high school credentials while receiving career coaching support.

The program incorporates online and in-person learning opportunities. Dependent on individual needs, additional supports including tutoring, literacy skills development, and resources for food, transportation, housing, and childcare assistance may be provided through Goodwill, the colleges, and community partners.

Career Connections

Career Connections - Highlights

- Rowan Career Connections partnered with Rowan-Cabarrus Community College to offer forklift classes onsite, hosting ten classes with five or more participants per class.
- Henderson County Career Connections successfully launched a community-based services model meeting with participants at a variety of sites including Fletcher Library, MAU (staffing agency), Hendersonville Rescue Mission, and Safelight.
- Buncombe County Career Connections was invited to partner with University of North Carolina-Asheville for the second year for their Career Fashion Show. Center staff helped get 235 pieces of work-appropriate clothing to 110 students.
- Haywood County saw the layoff of the Evergreen Plant, which affected over 1,000 employees and their families. Haywood County Career Connections participated in the Mill Town Strong Career and Resource Fair where they were able to assist and support many employees who had been affected.
- Elkin Career Connections launched Senior Connections, where seniors meet once a month and community leaders and organizations come in to provide information sessions. Attendees play games, network, and have refreshments. During December's meeting, seniors sang Christmas carols and painted ornaments.
- Catawba County Career Connections entered into partnerships with 15 local staffing agencies and held two hiring events while also partnering with NCWorks. Career Connections assisted over 80 job seekers by helping participants learn of local employment opportunities. Live interviews were provided, and some participants were offered positions on the spot. Over 20 job seekers found employment within one of the 15-plus staffing agencies that participated in these events.
- Statesville Career Connections partnered with Access Center and Shelby Hathaway (Community Liaison with the Collaborative College for Technology and Leadership) to offer a Resume Workshop for approximately 65 students who were dually enrolled in high school and Mitchell Community College.

- Davidson County Career Connections Center's collaboration with NCWorks increased the number of participants using the center. This collaboration allowed staff to provide more services as well as connect participants with employer and community partners through hiring events and skills training.

Career Connections - Trends

- Continued to see an increase in participants facing homelessness and/or housing insecurity as the cost of living rose. New residents moving to the area also faced home search issues.
- Many participants, whether they graduated or dropped out of high school, chose not to continue their education or obtain their General Education Development/High School Equivalency (GED/HSE). These participants stated they were work-driven, and eager to make money, and felt they lacked the time, patience, and/or money to pursue higher education.
- Increased number of area organizations and agencies reserving training rooms to conduct group trainings and meetings.
- Increased number of participants needing supportive services in computer literacy, cell phone usage, and sign language interpretive services to meet the needs and challenges of the digital world.
- Transportation issues continued. Many participants had to look for employment along bus lines, which limited their options.

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. Assistance with, or referral to services to help with overcoming other barriers to employment, such as housing, transportation, and skill levels is also provided. Eleven Career Connections Centers operated in 2023 in the following counties: Buncombe, Catawba (2), Davidson, Forsyth (2), Haywood, Iredell, Rowan, Surry, and Wilkes.

Program Descriptions, Trends and Highlights *(continued)*

NCWorks

NCWorks - Highlights

- NCWorks team members increased employer activities to include on-site visits, job postings, and hiring events.
- The first hiring event of the year with Energizer Holdings was a success with 75 applicants attending. Thirty-one individuals were offered jobs, with 28 accepting.
- New providers were added including Best Academy, CL Trucking, Penn Engineering, Berico Fueling, Easter Steel, Future Truckers of America, 160 Trucking, Lorac Company, Carolina Trucking, and Senior Care.
- Trainings including Transportation and Logistics, Heavy Equipment Operator, On-the-Job-Training (OJT), Certified Nurse Aide (CNA), and work experience were approved by Piedmont Triad Workforce Development Board.
- Services were expanded at Wilkes Community College and Caldwell Community College and Technical Institute (CCC&TI) to increase engagement with departments and continuing education programs.
- Participant Jeffrey Harris won the 2023 Governor's Award of Distinction for Outstanding Young Adult in Workforce Development.
- Networking and increased demand of partnering with community agencies/partners in Surry county resulted in increased traffic flow in centers.

NCWorks - Trends

- Increased number of individuals age 68+ seeking employment.
- Noted a change in layoff patterns where employees were laid off for two to three weeks, brought back to work and then laid off again. This resulted in employees looking for different opportunities.
- Experienced a major increase in traffic on the NCWorks Surry Facebook page, to include visits, likes, follows, etc.
- Responded to Work Adjustment and Retraining Notification (WARN) notices in Alamance, Davidson, Forsyth, Rockingham, and Surry counties, providing rapid response teams to assist the companies and affected employees with transition plans and supportive services.
- Saw increased attendance at hiring events.
- Saw an uptick in referrals from other community agencies such as the local library, men's shelter, and county probation and parole in Randolph County.



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network

About NCWorks

NCWorks Career Centers provide job-training programs and services to help youth and/or adults increase their skill set 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, and offers 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 17 counties: Alamance, Alleghany, Ashe, Buncombe (youth only), Caswell, Davidson (adult only), Davie, Forsyth, Madison (youth only), Randolph, Rockingham, Stokes, Surry, Transylvania (youth only), Watauga, Wilkes, and Yadkin.

Project Re-entry

Project Re-entry - Highlights

- Resumed pre-release programming at Western Correctional Center for Women- the first class held at the Black Mountain facility since COVID.
- Project Family, a division of Project Re-entry that provides support and services for the families of incarcerated individuals with a focus on protecting the children's best interests, partnered with Angel Tree Ministries through Prison Fellowship to provide children of incarcerated parents a Christmas gift on behalf of their parents. In 2023, 76 families were touched by this representation of hope and love, with 192 children receiving a gift. The reach included Davidson, Forsyth, Iredell, and Rowan counties.
- Through a partnership with the North Carolina Department of Adult Correction (NCDAC), Project Re-entry added pre-release services to a new location, Catawba Correctional in Newton.
- Expanded relationships with employers by providing an individualized focus on the needs of employers, including skill level, experience, and policy surrounding criminal background checks. The partnership morphed into a win-win for both sides as employers could fill positions, and program participants could secure employment. The additional support layer included follow-up after hire with both employees and employers

Project Re-entry - Trends

- Homelessness continued to rise for the population due to a lack of available housing for individuals who are justice-involved, the shortage of transitional housing, and the general lack of affordable housing. The situation was compounded for individuals who had a previous eviction.
- Calls increased for assistance from the families of incarcerated individuals.
- Saw an increase in referrals for youth 18 to 24.
- New service providers emerged on the reentry landscape, demonstrating a commitment to addressing the immediate needs of those reintegrating into society and fostering a more supportive environment for successful reentry.
- Employers remained open on criminal history but, due to increased available positions, continued to have trouble filling positions and retaining quality employees.



This program helped prevent my recidivism and I am deeply grateful for [career coach] Kevin and Project Re-entry.

Paul – Project Re-entry Participant

About Project Re-entry

Project Re-entry, a partnership with Piedmont Triad Regional Council, provides transition services for individuals who are justice-involved and their families. The program works through a system of pre-release programming and post-release services that include career development, employment, transitional counseling, referrals for housing and basic needs assistance, and other services needed to obtain a successful transition. Re-entry provides services in Alexander, Buncombe, Caldwell, Catawba, Davidson, Davie, Forsyth, Iredell, Rowan, Stokes, Surry, Wilkes, and Yadkin counties.

Program Descriptions, Trends and Highlights *(continued)*

The Professional Center by Goodwill

The Professional Center - Highlights

- Offered weekly one-hour online LinkedIn training workshops. Hosted weekly live, one-hour talk shows for professionals, providing help for job hunters, professional development tips, and other topics of interest.
- Goodwill’s LinkedIn Professional Center’s group page grew to over 1,060 members in less than three years. The group page promotes search advice, job openings, and related topics of interest to professionals in a job search.
- The Professional Center continued to be recognized as a go-to source for job search information. Between assisting Goodwill’s Mission Advancement initiatives and external groups seeking assistance, the center provided over 40 small group instructional sessions throughout 2023.
- The Professional Center continued to offer flexibility in serving its clients, providing one-on-one and group services online and in person.
- Center director Randy marketed the center through ongoing newspaper columns, television and radio appearances, and social media.

The Professional Center - Trends

- Experienced an increase in the number of clients using The Professional Center as the economy cooled off toward the latter half of 2023.
- Saw an increase in the number of clients with significant barriers such as age, mental health/personality challenges, and those with difficulty finding their “niche.”
- Continued to see older workers returning to the workforce due to financial need or the desire to contribute to society again.
- The desire for flexibility in the workplace remained. While most clients were seeking full-time, in-office roles, many individuals were looking for a different path, including remote, hybrid, or part-time, while pursuing other part-time work and self-employment.
- Client preference continued for remote contact with center team members via telephone or online virtual meetings.



About The Professional Center

The Professional Center by Goodwill addresses the needs of unemployed and under-employed 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 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.

Program Descriptions, Trends and Highlights *(continued)*

The Prosperity Center

The Prosperity Center - Highlights

- Helped expand Hispanic Coalition monthly meetings from seven agencies in 2022 to over 40 organizations attending networking meetings in 2023, hosting the meetings twice and providing members with a tour of the center and Whitaker Regional Operations Center (WROC) facilities.
- Hosted a community resource event with partners Habitat for Humanity and the YMCA Literacy Program.
- Set up Kindermusik Class at the WROC – a combination of music and movement in a multi-sensory learning experience. Activities are designed to enhance everything from physical development to social-emotional skills while boosting school readiness. The class was a collaboration with Child Care Resource Center.
- Partnered with World Relief to provide resources to immigrants and Healthy Forsyth to teach and assist Hispanic and African Americans with diabetes, high blood pressure, and mental health services.
- Participated in community events such as FIESTA, providing resource information about the center.
- Hosted numerous hiring events for Protégé and Allegiance temporary agencies.

The Prosperity Center - Trends

- Served an increased number of refugees and asylum seekers coming to the center looking for resources, information, and jobs.
- Saw an increase in individuals coming to the center without proper work documentation. Provided them with resource information, including ESL and skills training.
- Increased number of refugees from Afghanistan and migrants from Senegal came to the center seeking services.
- Continued to see an increase in older/retired individuals needing jobs and assistance applying for work due to not being able to pay their bills, buy food, or maintain their family.



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 onsite, 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 provides bilingual services and Hispanic outreach, connecting Hispanic individuals to resources tailored to their needs. The center is located in Winston-Salem at the Forsyth County Career Connections Center, Whitaker Regional Operations Center.

Skills Training

Skills Training - Highlights

- More than 540 individuals utilized Goodwill’s career centers to take exams through Credentia (nurse aide credentialing service) and Pearson Vue (certification and licensure exams for various industries and professions).
- Career Quest, a platform for career exploration, was introduced into two high schools and nine Career and Technical Education (CTE) classes, providing multimedia curriculum and physical tours (13) to expose students to popular career paths, serving 169 students in the areas of Early Childhood Development, Healthcare, Food and Nutrition, Hospitality and Tourism, Business, and Manufacturing.
- Goodwill provided ServSafe certification classes to 87 participants with a pass rate of 89%; the national pass average is 76%.
- Commercial Driver’s License (CDL) training continued to be popular, with around 300 individuals completing classes and students getting employed as over-the-road (OTR) drivers at an average starting pay of \$22 per hour.
- The Eastern District offered level one and two heating, ventilation and air conditioning (HVAC 1 & 2) classes three times each in 2023. Eight employers interested in hiring students met with each class, sharing information about their companies.

Skills Training - Trends

- Although traditional degrees were valued, employers increasingly sought candidates with specific skills relevant to the job. This necessitated shorter, targeted learning programs such as certificate programs.
- The mix of virtual and in-person learning continued to gain popularity, offering students flexibility and choice.
- Concerns grew about the mismatch between existing skills and job market demands. Institutions collaborated with businesses to identify industry needs and develop relevant training programs.
- Incidents of mental health issues rose among students; educational institutions prioritized mental health services and created supportive environments.

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Goodwill is more than just clothes and shoes, it’s a place for employment, education, and other training to help you be who you want to be.

Lawrence – Skills Training Participant

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 elect to take stackable credentials in some locations to 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 training they need for in-demand jobs in their communities. This is where Goodwill steps in with participant scholarships, providing \$96,935.38 in scholarships in 2023, an increase from \$89,930 in 2022. Much of this increase was due to providing additional support to students outside of books and tuition. Community colleges within our territory had additional funding to support students, such as Higher Education Emergency Relief Funding (HEERF) and Governor’s Emergency Education Relief (GEER).

Program Descriptions, Trends and Highlights *(continued)*

Veterans Services

Veterans Services - Highlights

- Western District Veterans Services received a Certificate of Appreciation from our partners at the Western North Carolina Veterans Affairs Health Care System.
- Western District staff connected with veterans at multiple outreach events across Buncombe and Haywood counties, including the annual stand down event and the Mountain Community Career and Resource Expo.
- Central District's Surry and Wilkes counties team members worked with employers to help provide care packages, clothing, and food to 67 veterans for the holidays. These bags were handed out at the career centers.
- Eastern District's Forsyth staff held twice weekly VA Application Workshops and saw consistent attendance. The workshops were open to veterans and non-veterans interested in working for the VA.
- Eastern District's Rowan Veterans Services team renewed the partnership with SERCO, a company that works with government agencies, by connecting with Department of Labor Veterans Transitional Assistance Program and Off-Base Transitional Training (DOL VETS TAP) to begin providing off-base transitional training workshops at Rowan Career Connections starting in January 2024.
- Eastern District's Forsyth Supported Services for Veteran Families (SSVF) case managers placed over 13 veterans in permanent housing and prevented another 14 veterans from becoming homeless despite the difficulty in finding affordable housing that accepts vouchers from SSVF Program and/or Housing and Urban Development-Veterans Affairs Supportive Housing (HUD VASH).
- Kyle Johnson, Goodwill's 2022 Graduate of the Year, accepted the 2023 Carol and Tommy Moore Veteran of the Year award from Goodwill Industries International at the Delegate Assembly hosted in Anchorage, Alaska. See below for Kyle's video.

Veterans Services - Trends

- Increased number of veterans looking for supportive employment, such as through Compensated Work Therapy (CWT) programs through the Veterans Administration (VA).
- Increased requests for computer navigation assistance and referrals to computer basics courses.
- Continued to see more veterans looking for assistance with rental payments and utility bills, housing, and car repairs.
- Increased number of homeless veterans and their families that needing housing.
- Saw an uptick of participants who utilized the on-site partner resources provided.

About Veterans Services

Goodwill's Veterans Services Program provides holistic services to enhance the lives of veterans and their families through Goodwill programming and in collaboration with like-minded partners. Employment and training services are offered at no cost, including assessment and planning, career coaching, resume preparation assistance, LinkedIn profile set up, job skills training, access to scholarships, job placement, and connections to community resources. In Forsyth County, Supportive Services for Veteran Families (SSVF) provides homelessness prevention and housing services. Goodwill offers Veterans Services in Buncombe, Catawba, Davidson, Forsyth, Iredell, Rowan, Surry, and Wilkes counties.

Scan here to watch Kyle's Graduate of the Year video,
or visit this link: <https://tinyurl.com/GOY-Kyle>



Program Descriptions, Trends and Highlights *(continued)*

Youth Services

Youth Services - Highlights

NextGen

- Awarded an additional \$50,000 in Work Experience (WEX) funding; 14 young adults placed in paid work experience opportunities.
- Ten young adults completed their GED/HSE.
- Over 90% of participants earned a measurable skills gain (MSG).

OneLife

- Successfully coordinated over 75 paid community-based summer internships, partnering with over 80 local businesses.
- Provided eight summer workshops for youth to teach hard-skills such as car maintenance, cooking/nutrition, and more.
- Had over 500 youth attend an interest session for OneLife 2024.

LINKS

- Served over 100 foster youth through financial assistance, mentorship opportunities, virtual assistance, and case management.
- Provided ten in-person meetings for participants to learn independent living skills.
- Created the Youth Advisory Council which is dedicated to identifying problems within the foster care system and working towards ways to improve the system for future youth.



Youth Services - Trends

- Increased number of females showing interest in programming.
- Fewer students pursued traditional four-year secondary education tracks and instead followed educational paths that fit best with their specific goals.
- Increased depression/anxiety among the population since the pandemic, and increased social development loss.
- Students exhibited improved motivation levels in comparison to the prior two years.
- Rising wages caused competition for internship programs; fewer students were interested in the internships as they could get paid more to work elsewhere.
- Top career fields of interest included Medical, Veterinary, Early Childhood Education, IT, and Engineering.

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 Development 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 2023, Goodwill Industries of Northwest NC received its 29th consecutive three-year accreditation from CARF International. Achieving the highest level of recognition from our governing organization means that Goodwill is demonstrating exceptional service delivery while offering programs that are measurable, accountable, and of the highest quality. Our participants can trust that Goodwill values their dignity and respect, and that we put our participants at the center of everything we do in our local communities.

Over 60 team members, board members, and community leaders contributed to or participated in the accreditation process. We congratulate everyone who helped us achieve this accreditation and our dedicated Mission Advancement team that delivers accredited Ability Services and other outstanding programs throughout our 31-county territory, representing "The Good We Do."

The CARF-accredited Ability Services programs are as follows:

- Employee Development Services
- Community Employment Services
- Community Integration Services

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. Expectations are that individuals completing this phase will enter job development to help guide their job-seeking activities either within Goodwill or through other referral sources.

Community Employment Services are designed to help individuals gain competitive employment in their communities. Services provide job development, connection to employment opportunities, and continued support after job placement. Continued support is provided to help individuals retain employment and build skills after employment. In some situations, a job coach may be provided to temporarily assist a participant on the job. Expectations are that individuals in this program will learn the skills to obtain and maintain employment.

For **Community Integration Services**, Goodwill is licensed by the North Carolina Division of Health Service Regulation in Buncombe and Catawba counties to provide day habilitation services. These services are provided to adults with developmental disabilities for the purpose of connecting them to their community through vocational experiences, independent living skills training, arts and recreation, compensatory education, and community outings and events. Expectations are that individuals in this program will enjoy experiencing their activities of choice while achieving their individualized goals in these areas.

Goals for service outcomes are specific to each individual and each program location. Though unique to the service area, all participants receive individualized service plans to include professional and personal goals. All Ability Services programs establish performance goals in the following four areas: effectiveness, efficiency, service access, and customer experience. Performance outcomes are reviewed on a monthly, quarterly, and annual basis. At the end of each year, an analysis is conducted to compare outcomes to previous years to identify trends, determine influencing factors, and establish a plan for improvement.

This annual review and the program outcomes are outlined and summarized in a Performance Excellence Report (PER). It is through this analysis, the improvement plans and other established processes of conformance, solid business practices, and service innovation that Goodwill can ensure continued CARF accreditation.

Customer Experience Surveys

Goodwill uses customer experience 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 further enrich the customer experience.

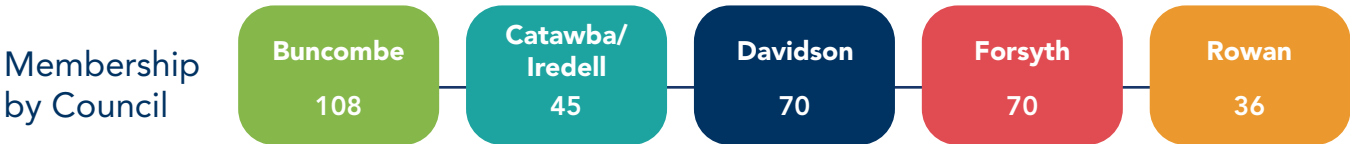
An online tool, SurveyMonkey, is used to develop and deliver each program survey. Recipients simply click on a link to access questions designed to capture and measure feedback. Participants can easily answer questions by choosing between facial expressions corresponding to different satisfaction levels. Each survey question provides space allotted to capture optional input. Participants are provided 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, analyzed to identify trends and opportunities, and used to establish improvement actions. Survey results and participation rates are provided to program managers, mission advancement leadership, and performance excellence team members each month. Monitoring survey results throughout the year enables staff to respond to input on a timely basis and create a formal quality improvement plan each year.

Business Advisory Councils

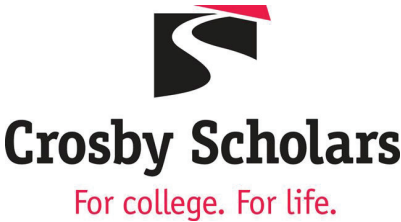
In 2023, Goodwill had 329 Business Advisory Council (BAC) members across five regional councils. Typically, members provide a variety of services, including information for program development and expansion based on local industry needs; updates on local labor market trends; educational workshops; business 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, sponsor hiring events, volunteer at our annual golf tournament, and are ambassadors for Goodwill Mission Advancement Services.

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 all aforementioned 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

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

Buncombe County Career Center, Asheville
Caldwell Community College and Technical Institute, Hudson
Catawba County Career Center, Conover, two locations
Davidson County Career Center, Lexington
Davidson-Davie Community College, Mocksville
Forsyth County Career Center, Winston-Salem, two locations
Forsyth Technical Community College, Tobaccoville
Forsyth Technical Community College, Winston-Salem
Haywood County Career Center, Waynesville
Iredell County Career Center, Statesville
NCWorks Career Center, Asheboro
NCWorks Career Center, Boone
NCWorks Career Center, Burlington
NCWorks Career Center, Jefferson
NCWorks Career Center, Lexington
NCWorks Career Center, Mt. Airy
NCWorks Career Center, Rockingham
NCWorks Career Center, Sparta
NCWorks Career Center, Winston-Salem
NCWorks Career Center, Yanceyville
Rowan County Career Center, Salisbury
Surry Community College, Yadkin Center, Yadkinville
Surry County Career Center, Elkin
Western Piedmont Community College, Morganton
Wilkes Community College, Wilkesboro
Wilkes County Career Center, Wilkesboro



Scan here to view locations, or visit this link:
<https://www.goodwillnwc.org/locations/>

THE GOOD WE DO

IMPACT REPORT 2023



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