



CHRONICLES

Fall 2007

Dialing Un-Intentionally

Goodwill has been utilizing community service volunteers for many years for a variety of tasks in its 15 area retail stores. The majority of these individuals are recipients of food stamps and/or subsidized housing. However, lately Goodwill has become a discreet alternative for working professionals faced with court mandated community service hours following an arrest for Driving Under The Influence or DUI. An unattended consequence for many has been an opportunity to place calls on behalf of Goodwill.

We all know someone who has suffered the consequences of a DUI. For many gainfully employed otherwise law-abiding citizens, a DUI is their first and only brush with the law. "Not only is the experience frightening, it is degrading and humiliating." "Arrest and a night in jail are just the beginning of a very expensive 6 to 12 month journey to regaining your driver's license." And if convicted, at a minimum, there will be attorney fees, court costs, DUI school, counseling, MADD

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Laundry Partnership to Clean Up!



Bob Thayer, CEO

Sodexho Laundry Services and Goodwill of North Florida are giving dozens of Goodwill clients a clean start washing hospital laundry.

"This is an idea that came about two years ago at a meeting in New Orleans," said Robert Thayer, President of Goodwill Industries of North Florida.

The partnership works like this: Sodexho operates the laundry at Goodwill's headquarters on Lenox Avenue. Goodwill supplies the workers. "We've been looking for ways to expand our work opportunities beyond our retail stores," Thayer said. "We think this is a perfect fit."

Goodwill spent over one million dollars converting its 16,000 square foot warehouse into a laundry facility that can process up to twenty million pounds of sheets, scrubs, pillowcases and towels from area hospitals. It will eventually employ 150 people with disabilities and special needs.

Sodexho supplied the industrial strength washers and dryers, along with three experienced administrators to run the facility. It also markets the linen service at Goodwill to medical centers.

"Only about 30% of hospitals do their own laundry anymore," said Roger Fry, Sodexho's Vice President of Sales. He says space is at such a premium at most hospitals that many administrators are outsourcing their laundry.

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PV-PV & Rawlings Win Annual Bag It Up Drive

Students at PV-PV and Rawlings Elementary enjoyed a 2-hour party with Radio Disney for their stellar participation in Goodwill's 11th Annual Bag It Up Drive, before the final bell rung for summer break back in May.



Students were asked to bring donations of gently used clothing, household items, books, and toys. McDonald's co-sponsored the drive and offered each participant a "Be Our Guest" card good for one free Happy Meal at area restaurants.

This is the third year the students at PV-PV and Rawlings Elementary have won the Radio Disney party for bagging up items for Goodwill and the third year that the participation rate reached record levels of 91%. "It's become a great school and community project for us," said Kathleen Furness, Principal of both elementary campuses. **GW**

Seven area elementary schools in St. Johns County competed in the Bag It Up Drive.



Students enjoy a Radio Disney party after record participation in Goodwill's 11th Annual "Bag It Up" Drive.



Students give clothes and toys they don't use anymore to Goodwill.



Sodexo/Goodwill **continued**



This way, hospitals can better utilize their square footage for medical services to the community.

Sodexo says this is the first time the

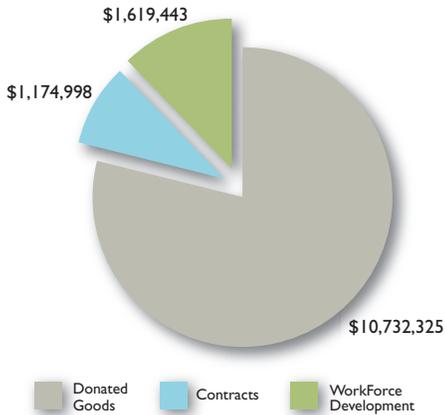
corporation has partnered with an organization like Goodwill. By doing so, the company admits, it saved nearly ten million dollars in start-up costs that it otherwise would have spent to buy land and build a new laundry facility in Jacksonville.

Sodexo and Goodwill expect to process six million pounds of linen in this first year of operation. Its first contract is with Bert Fish Medical Center in New Smyrna Beach. Sodexo will transport the laundry to Jacksonville, clean it, and transport it back.

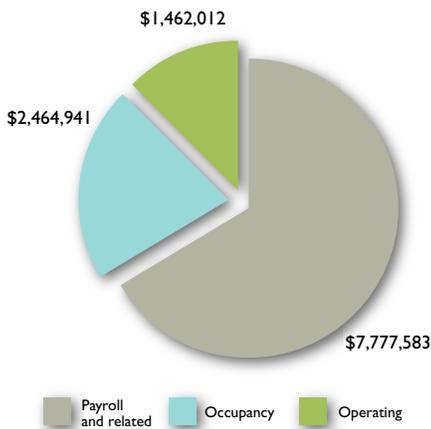
"That's about as far away as we will go," said Fry of Sodexo. "We expect to bring in a lot of customers from North Florida and South Georgia, as well." Fry says the Goodwill operation may also consider marketing their laundry services to area nursing homes.

As for Goodwill's President, Robert Thayer, he says the new laundry facility is a great opportunity for Goodwill to help people with disabilities enter or re-enter the workforce. "That first job gives them experience and self confidence, something to sell to another employer down the road. It's a win-win for the entire community!" **GW**

Revenue 2006



Expenses 2006



Goodwill Community Impact 2006

Goodwill of North Florida helped more people find work in 2006 than ever before. Thanks to Goodwill, more than 12,000 people found employment, a steady increase over the year before.

The majority of those helped, 49.5%, were African-American; Caucasians followed close behind at 45.4%. The number of Hispanics served increased by 9.4%, more than ever before. Jim Wadsworth, Goodwill's Senior Vice President of Workforce Development, says many of those Hispanics retired from the military in Jacksonville and were looking for a second career.

Wadsworth said the agency also saw a 13.1% increase in the number of people age 55 and over who came to Goodwill looking for work. He says many people in that category are retirees looking for a sec-

ond job, as well as homemakers returning to the workforce. "That percentage is growing because there are more people nationwide who are hitting that age," he added.

Goodwill has a proud history of helping people with disabilities to become self-sufficient. In 2006, 16.6% of all people served were disabled.

The average person helped by Goodwill made \$17,253 a year. The annualized earnings of those who gained and maintained yearlong employment totaled more than \$65,000,000. They paid approximately \$11,700,000 in payroll taxes.

To date there are 181 Goodwill's throughout the United States. Last year, Goodwill of North Florida ranked third in the number of people placed into employment and first in cost effectiveness. **GW**

Dialing Un-Intentionally continued

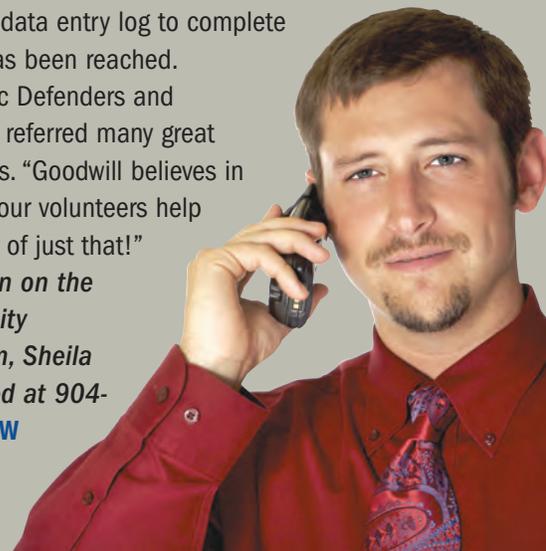
seminars, community service hours, probation and increased auto insurance rates." "When this huge mistake is finally over and you can legally drive your car again, it will have cost you anywhere from \$3,000.00 to \$25,000.00 depending on your situation" said Malcolm Anthony, local Ponte Vedra Beach attorney specializing in DUI cases.

Goodwill's mission is to employ people with disabilities and special needs. "It is important for us to measure our efforts by placing follow-up calls to confirm employment." "Volunteers were desperately needed to make these calls and contacting the courts, probation officers and attorneys to reach this target audience seemed to be a win-win for everyone, given the time limitations most working professionals face as to when and where to perform their court mandated community service hours" said Sheila Hodges, Volunteer Coordinator for Goodwill. These follow-

up calls can be made at any of Goodwill's 8 Job Junctions during regular business hours or in the evening in the privacy of the volunteer's own home. The volunteer is provided with a contact list, a script and a data entry log to complete when the participant has been reached.

"Local Lawyers, Public Defenders and Probation Officers have referred many great volunteers," said Hodges. "Goodwill believes in the power of work and our volunteers help us help people in need of just that!"

For more information on the Goodwill DUI Community Service Hours program, Sheila Hodges can be reached at 904-384-1361. x 4265 **GW**



Striving to Succeed: 2006 Achievers of the Year

Every November, at its Striving to Succeed luncheon, Goodwill honors several people who've managed to pull themselves up by their bootstraps.

Last November, Goodwill honored James Dallas, Robert Goodine and Billy D. Williams as our 2006 Achievers of the Year for their successful "bootstrapping."

Each of these men suffered long, painful journeys involving drugs, before they hit rock bottom. Each found their way to Goodwill of North Florida and now each holds a rewarding job and proudly contributes to the community.

James Dallas of Fernandina Beach was born with a learning disability that went undiagnosed for most of his school years. But that didn't mean James couldn't learn. He developed a razor-sharp memory to compensate for his lack of classroom skills and worked as a successful short-order cook at The Crab Trap, a popular Fernandina Beach restaurant. But drug and alcohol addictions eventually took control of his life, and James found him-



James Dallas

self out of work and homeless. Through the help of Salvation Army, James found his way to Goodwill. Our employment specialists called The Crab Trap, which was happy to rehire the man who managers said could, "remember numerous complicated orders without making a mistake." James is now looking forward to getting married and learning to sail.

Robert Goodine is a college graduate who worked for 3M and Westinghouse before hitting a downward spiral that found him joining the family business: selling drugs. In the late 90's, he was arrested in a major drug sting in South Florida and sentenced to 12 years in prison. After his release, Robert started a new life in Jacksonville and came to Goodwill for help finding a job.

Goodwill taught Robert janitorial skills, but he found his own home in our Warehouse Operation. He thanks Goodwill for letting him become a part of what he

calls "a wonderful operation."

Billy D. Williams says one of his earliest memories is watching his mother purposefully run through a plate glass window in Hollywood, Florida. After that, he says, he



Robert Goodine

moved from one relative's home to another, never living anywhere very long. Eventually, as a young teen, Billy went to live with his father and joined his dad smoking drugs. He was Baker Acted many times, and put on medications, but Billy was never able to quit using. At 24, he found himself at Jacksonville's Sultzbacher Center for the Homeless. There, specialists helped stabilize his medications and sent him to Goodwill to find a job. Billy says with the help of God and Goodwill, he was able to overcome many internal obstacles. He now sells cars at Crest Chevrolet's

Budget Auto lot where he was given a car for his outstanding work.

Goodwill of North Florida gives a standing ovation to James Dallas, Robert Goodine and Billy D. Williams for their successful bootstrapping. We're proud to name all three our 2006 Achievers of the Year. **GW**



Billy D. Williams

The Significance of the "Bootstrap"

A Bootstrap is a small strap or loop at the side or back of a leather boot, which enables the wearer to pull the boot on. The common American expression, "pulling yourself up by your own bootstraps," means to turn a small initial effort into something larger and more significant. (In computer jargon, to bootstrap or "to boot" is to load a program into a computer using a much smaller initial program.) In Goodwill's daily endeavors to help people with employment challenges build a better life, bootstrapping refers to their effort and courage to obtain basic job skills leading to a rewarding and satisfying job. You can read their stories in this and future issues of the *Bootstrap Chronicles*. **GW**

