



Changing Lives

Through Education, Job Training & Employment Services

Issue Six - Summer 2011

A Banner Year for Growth

“For of those to whom much is given, much is required”
- John F. Kennedy

2010 was another banner year for Goodwill. The number of people served was at an all-time high. Usable donations kept pace with previous years. Store sales again broke records. In 2010 Goodwill was given much and we responded with expanding workforce development services to job seekers and their families. In the words of Michael J Paul, President & CEO, “The community’s support of Goodwill amazes me; year after year our donors, shoppers and people served tell me how much they appreciate Goodwill and I have to tell them how much we appreciate them too.”

There were many accomplishments in 2010. More than 10,000 job seekers were helped, finding jobs on the central coast. Because of Goodwill’s efforts, they went to work in hundreds of companies and a variety of industries. If you have visited a health care facility, eaten in a restaurant, or had your hair cut, you may have come across a former job seeker who is now a well-paid employee in our community. Goodwill graduates and participants can be found in every community in almost every occupation available. Matching employers with job seekers was one of the most important things we did in the past year—a year which Goodwill services were needed most.

Gently used household and personal goods continued to sustain Goodwill’s fund-raising efforts. We literally used tons of donations to fuel our efforts to provide services in our community. The sorting and processing of these donations ensured that high quality goods were available through our stores. Our efforts help the environment while providing a fun and affordable shopping experience. Please remember to visit one of our donation sites as we appreciate your continued support. Goodwill store sales continued to outperform previous years. Sales were up at almost every location.

Years of planning and construction came to a conclusion at the end of the year when Goodwill completed and



moved into its new 15,000 square foot facility on 41st Ave in Capitola. The shopping center, which suffered many years of neglect, was upgraded to make room for a totally remodeled Goodwill store and donation center. Also located on the upgraded site is Goodwill’s state of the art Shoreline School of Cosmetology, now more geographically accessible.

The donation center has been moved indoors to reduce the chance of theft, after hours drop offs and trash. Solar panels supply a great deal of the power in an effort to reduce Goodwill’s impact on the environment.

During the height of the project hundreds of building trades professionals were employed to renovate the dilapidated building. This proved a boost to the local economy as the project infused \$1.7 million dollars into the market.

Capitola Mayor Dennis Norton complimented Goodwill on its new facility saying “We are excited that Goodwill has committed to Capitola for the long-term with this beautiful new facility. We are happy to have the store, donation center and school in Capitola. I am a big fan, in fact I even bought this Aloha shirt at Goodwill, so let’s cut the ribbon and go shopping!” Thanks, Mr. Mayor for making us feel so welcome in Capitola. We hope to share our continued success with you, our community, that in turn supports us so consistently and generously.

Over 50 Years of Volunteerism

This year marks 51 years since the Goodwill Auxiliary was born in Santa Cruz. During the first ten years the Auxiliary held an annual sale of antiques and collectibles in support of Goodwill. Ten years later they opened the Collectors Corner, a small boutique located in the Santa Cruz store. Decades later the “corner” as it is affectionately called, is going strong. Operating three days a week plus every second Saturday of the month, the boutique sells collectibles, dishware, crystal, dolls and of course jewelry.

The Auxiliary has become famous for their popular jewelry sales which are held once or twice a year in Santa Cruz County. Annually the members hold a spectacular two-day silverware sale in September and a fabulous Fashion Show and Luncheon in summer.

The Goodwill Auxiliary chose as their Volunteer of the Year for 2010 a member who has served them for over 20 years—JoAnne Rudolph. JoAnne has resided in Santa Cruz since 1954 and is an avid gardener when she is not diligently working at the Collectors Corner. JoAnne’s attitude toward her volunteer work is the same as her work ethic in the garden—she won’t stop until it’s finished. It is the efforts of volunteers like JoAnne that make the Goodwill Auxiliary such a successful group and they are a valuable part of

Goodwill’s thriving organization.

Please support Goodwill by supporting its Auxiliary events or by becoming a member. For information, visit scgoodwill.org and click on “volunteer”. Upcoming events Include:

Auxiliary Fashion Show, Luncheon, (with jewelry sale and silent auction.)

July 23rd at the Scotts Valley Hilton (\$30. Advanced tickets required, available at the Goodwill Auxiliary Collectors Corner 204 Union St., Santa Cruz Wed. - Fri. 10 am - 4 pm.) 831-600-0998

Annual Silver Sale: September 7th & 8th 9 am - 2 pm, Santa Cruz Store 204 Union St.



Volunteer Candice Kachel shows off the high-end, but greatly discounted wares at the Auxiliary’s Annual Silver Sale.

E-Commerce: Another Way to Shop Goodwill

Goodwill has increased its revenue by tapping into the online market. Two exciting new projects have taken root out of the Santa Cruz Goodwill main office. One is online book sales; the other is sales of designer clothing and accessories on Ebay.

The books sales project was brought to life by Manager, John McCallie after encouragement from President, Michael J Paul. “We saw other Goodwills succeeding in the online book sales arena, so it just made sense for us to join them.”

Using simple software, book sales have averaged about \$10,000 a month. Barcode scanning tells of the books



John McCallie and staff scan, sell, package and mail books to your door through Goodwill’s online books sales department.

value and sell ability. After meeting certain criteria it is listed for sale through Amazon, Ebay and Half.com. The book sales department employs two people for a combined 60 hours per week. Of course our Goodwill stores are still amply stocked with books for sale as well.

Another positive addition to the retail division is the tri-county’s Goodwill Ebay site. Many designer-named apparel items are donated—some with store tags still on, so Goodwill decided to test the market on the famous auction site last July. By the end of October 2010, monthly sales hit \$2,694 with just 24 items sold; an average price of \$282 each. With just over five months on Ebay, total sales were \$17,572.

The ebay-store carries all the designer names one could ask for, such as Coach, Gucci, Chanel, Vuitton, Burberry, Prada and more. Check the store each week as it continues to offer designer shoes, clothing and purses—always unique and sometimes brand new. Here is the link: <http://stores.ebay.com/goodwill-santacruz>. To see what books we have for sale on ebay, click “advanced” next to the search button, then search by seller “scgoodwill10” (without quotes).

Both of these e-projects contribute greatly to our mission of providing services to job seekers.

Follow us on Facebook. 

Join The D-Donate Movement

When you're cleaning out your home and determining the items you no longer need, remember just as there are things you recycle, there are things you donate. You already know that recycling paper, aluminum and glass are good for the environment. But did you know that donating the clothes and housewares you no longer need is good for the environment and your community as well?

Last year, Goodwill Industries International launched the "Donate Movement" to educate people about



the difference Goodwill donations make to local communities every day. Your Goodwill donations can help your friends and neighbors find jobs, earn paychecks, support their families and become independent—all of which help strengthen the community in which you live.

The "Donate Movement" starts with you. Learn more about how your Goodwill donations help people and the planet at www.donate.goodwill.org and donate locally to Goodwill today.

Conveniently Located Goodwill Donation Centers In Your Area

APTOS

· Soquel Dr. and Rio Del Mar. Behind Redwood Village Daily, 8:30 am - 7 pm. (closed 1 - 1:30 for lunch).

SCOTTS VALLEY

· 103 Whispering Pines Dr. at the back parking lot of the store. Daily 7 am - 7 pm.

CAPITOLA

· 1550 41st Ave. Behind the Goodwill Store. 8 am - 7 pm, Mon-Sat., Sun. 8 am - 6 pm.

SANTA CRUZ

· Goodwill Store, 204 Union St. (right side entrance on Squid Row) 9 am-6:30 pm, Mon- Sat., 10 am -5:30 pm, Sunday
· 500 Mission St. (at Trescony behind the news stand), 9 am - 5:30 pm (closed 1 - 1:30 for lunch).
· Pioneer St. (near the Bargain Outlet). Daily, 8:30 am - 5 pm. Closed 1 - 1:30 for lunch.
· Santa Cruz Flea Market 2260 Soquel Dr. Mon. - Fri. 9 am - 3 pm. Closed 1 - 1:30 for lunch.
· Goodwill's Bookstore 815 Soquel Ave (by Tony and Alba's Pizza). Daily, 11 am - 7 pm.

WATSONVILLE

· Goodwill Store, 470 Main Street (Left side entrance of store on E. Lake Ave.) 9 am - 6:30 pm Mon. - Sat., 10 am - 5:30 pm, Sun.

CARMEL

· Carmel Rancho Shopping Center (behind Brinton's) Daily, 8:30 am - 5 pm, closed for lunch from 1:00 - 1:30.

CARMEL MID-VALLEY

· Mid-Valley Shopping Center, next to Safeway. Daily, 8:30 am - 5 pm. Closed for lunch from 1 - 1:30.

FORT ORD

· In the Commissary parking lot. Right off Light Fighter Rd. Daily, 8:30 am - 5 pm. Closed for lunch from 1 - 1:30.

MARINA

· Seacrest Plaza on Reservation Rd. Daily, 8:30 am - 5 pm. Closed for lunch from 1 - 1:30.

MONTEREY

· San Carlos Cathedral Hall, Webster St. and Camino El Estero. Daily, 8:30 am - 5 pm. Closed for lunch from 1 - 1:30.
· Goodwill Store, 571 Lighthouse Ave. Parking Lot. Daily, 8:30 am - 5 pm. Closed for lunch from 1 - 1:30.
· The Presidio, Lighthouse Ave. and Pvt. Bolio Rd., Daily, 10 am - 5 pm.

PRUNDALE

· PruneTree Shopping Center behind Safeway, Daily, 8:30 am - 5 pm. Closed for lunch from 1:00 - 1:30.

SALINAS

· Goodwill Store-Sherwood Gardens, 1045 N. Main St. (Right side of building, Back Entrance) Mon.- Sat., 7 am - 7 pm, Sun. 7 am - 6 pm.

SEASIDE

· Goodwill Store 729 Broadway Ave. Left side of store, in parking lot, Daily 7 am - 7 pm.

ARROYO GRANDE

· Peace Lutheran Church 244 Oak Park Blvd. Mon.-Thurs. 8:00 am - 5 pm (closed for lunch 11 - 12).
· K-Mart Parking lot 1570 W. Branch. Daily, 8 am- 5 pm. Closed for lunch 12 -1.

SAN LUIS OBISPO

· 880 Industrial Way, next to Goodwill Headquarters. Daily, 8 am - 5 pm.
· Next to Rabobank, Santa Rosa St./Murray. Daily, 8 am-5 pm. Closed for lunch 11:30-12:30 pm.

ATASCADERO

· Atascadero Goodwill Store 8310 El Camino Real #A, behind store. Daily, 8 am- 5 pm, Closed for lunch 11 am-12 pm.
· Montecito and El Camino, Next to Post office Daily, 8 am-5 pm. Closed for lunch 12 -1.

MORRO BAY

· Spencers Market Lot, 2650 Main St. Daily, 8 am-5 pm. Closed for lunch 12 -1.

PASO ROBLES

· Alliance Industrial Plaza, 825 Riverside Ave. Unit # 11. Daily, 8:30 am- 5 pm. Closed for lunch 12:30 -1. Please no large items over 50 lbs.

For large donations or furniture, Schedule a Free Home Pick Up ! Santa Cruz, Monterey Counties: 1-800-894-8440
San Luis Obispo County: 1-800-549-5920

Awards and Accolades

The great UCLA basketball coach John Wooden said "Ability may get you to the top, but it takes character to keep you there." If this is true the employees of Goodwill has displayed good character as we received many accolades in 2010.

Goodwill was honored to receive another three-year accreditation from CARE. The survey team made up of peers from across the country complimented the staff and Goodwill services as innovative and responsive to the needs of job seekers and the persons served. We are proud the survey team noted, "Goodwill has earned an outstanding reputation for quality and responsiveness in each of the communities served. The organization uses many avenues to collect input and maintains a positive reputation for customer service."

Our CEO Michael J Paul was honored in the summer as a United Way Community Hero. The United Way of Santa Cruz County was impressed with "Michael's vision and ongoing leadership which enabled Goodwill to meet the needs of more than 6400 people and their families, and more than 10,000 people in 2010, representing an increase in services since 2008."



Another way Goodwill demonstrated its commitment to the environment was being recognized as a water saving and clean ocean business. The City of Santa Cruz once again recognized

Goodwill as a leader in environmental stewardship and presented the organization with the Clean Ocean Business Award.

It seems like every year Goodwill is recognized for being the place to shop in the community. 2010 was no exception. Goodwill stores were recognized as a top place to shop in all of the counties it serves. The Good Times, Santa Cruz Weekly, Monterey County Weekly, and SLO New Times all recognized Goodwill as a top thrift store. In many cases Goodwill was number one!

Finally Goodwill received the Family Friendly Employer Award from First 5 Santa Cruz. The award was submitted anonymously by a group of Goodwill employees who feel that Goodwill does everything it can to help support them and their families. We were honored to be recognized by our own employees.



Sara Jamison, a Manager of Shoreline Workforce Development Services, receives the "Family Friendly Workplace" award from Kymberly Lacrosse of First 5 Santa Cruz.

2010 Honor Roll

We wish to thank contributors who changed lives, by giving \$50 or more last year.

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Green Job Training Comes To San Luis Obispo

In the summer of 2009, the San Luis Obispo workforce systems were awarded a Clean Energy Workforce Training Program (CEWTP) grant, made possible from the American Recovery and Reinvestment Act and the State of California.

Primary partners Goodwill, Cuesta College, the Workforce Investment Board of San Luis Obispo, the International Brotherhood of Electrical Workers (IBEW), the California Conservation Corps, and the Community Action Partnership of San Luis Obispo County, worked together to respond to both the needs of the unemployed and the green businesses on the Central Coast, while laying the groundwork for further green workforce development in San Luis Obispo County.

In January 2010 the first of two 18-week semesters were taught at Cuesta College with over 50 participants graduating with a certificate in Green Technology.

The course included four specific components: Lecture and Lab on green technologies and career paths; Essential Employability Skills to build job search and career advancement capabilities; Tutorial Lab on skills such as math and digital literacy; and, Work Experience providing hands-on experience with local businesses. During the environmental literacy portion of the course, students learned about large environmental issues such as climate change and indoor air quality.



A 3.2 kw solar array donated by SunPower and AM Solar was installed and provides power for the lab site. This provided a great opportunity for the Construction Tech program to "green" its own site. Photo courtesy of Cuesta College.

Lastly, students learned the basics of water efficiency and sustainable landscaping while retrofitting an existing structure with a green roof.

The program's success was enhanced by the support of over 25 local businesses and organizations which donated time, materials and expertise through guest lectures, tours and on site work experiences.

Throughout the program students had the opportunity to earn a number of certifications including Green Advantage, OSHA 10, First Aid and CPR. At the end of the semester students had the opportunity to choose a specialized training and certification in one of four areas: Solar PV Training, Irrigation Auditing, Wind Turbine Technician Training, or (Building Performance Institute's) Building Analyst Training. As a result students are being placed by Goodwill in green sector jobs throughout the central coast and across California.

Next, students learned about units of energy, how to read utility bills and how to do energy calculations. This prepared them for three weeks of training in home energy auditing. With the help of the local IBEW training center, students had four weeks of solar PV and hot water training which included building a 3.2 kw solar array and a solar hot water system.

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PLEASE CALL US !

Santa Cruz/Monterey Counties
Goodwill Main Office
(831) 423-8611

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(805) 544-0542

TO SCHEDULE A DONATION PICK-UP

Santa Cruz/Monterey Counties
(800) 894-8440

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(800) 549-5920

For more information, visit us at
www.scgoodwill.org
www.shorelineworks.org



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GOODWILL

Industries of Santa Cruz, Monterey
and San Luis Obispo Counties

Our Business is Changing Lives!

350 Encinal St. Santa Cruz, CA 95060

To make a cash donation to us please mail a check
to

**Goodwill Industries
350 Encinal St.
Santa Cruz, CA 95060**

**Your donations are Tax Deductible !
You will be mailed a receipt**

New Facilities Coming to Salinas and Marina

In July of this year, Goodwill anticipates the ground breaking of a brand new facility on North Main Street in Salinas. At press time we were awaiting final approval by the city to start building the 16,592 square foot facility which will house our Career Center, Store and Donation Center. The facility will be a vast improvement over the existing facilities that are currently housed in multiple sites. This spacious modern facility will enable Goodwill to serve more jobseekers while providing customers with a better shopping experience.

*“We are excited
and pleased to
expand our services.”*

“We are excited and pleased to expand our services in Salinas. The Goodwill Board made the expansion of services to the Salinas area and Monterey County a high priority in its strategic plan. We are happy to see this vision come to fruition,” says Michael J Paul, Goodwill President and CEO.



Coming this fall, Goodwill will open another store in Marina to serve the citizens of that community. According to Jim Burke, VP of Operations, “Marina is the perfect location to establish another store and donation center. We are eager to be part of the Marina business community”. Shoppers and donors from Marina currently have to travel out of the city to visit Goodwill. Now they will have their own place to buy the high quality reasonably priced treasures. Stay tuned for news of the Grand Opening!