

GOOD NEWS

BREAKING POVERTY: MAKING OUR COMMUNITIES STRONGER

A Message from Goodwill CEO, William Rogers



I am overwhelmed by the generous outpouring of support from our shoppers, material donors and financial funders during our end-of-year Season of Giving. Your belief in Goodwill's mission to break the cycle of poverty through the power of work — and build a stronger and more equitable community in the process — is inspiring.

Thank you for believing, as we do, in second chances.

Goodwill and Google: Bridging the Digital Divide



One of the factors that hold people back and can translate into a lifetime of limitations and poverty is lack of technological skills. SFGoodwill and Google are joining forces to address this critical gap in our workforce.

Goodwill has received \$10 million from Google and 1,000 volunteers for its Digital Career Accelerator. This partnership will provide over a million people with crucial, 21st Century digital skills over the next three years, making them more marketable.

Google CEO Sundar Pichai explains, "We rolled out a 'Grow with Google' program, and partnered with Goodwill to incorporate digital skills training into its already amazing training infrastructure for job seekers. One trainee spoke of the value of her own experiences. 'Before I learned digital skills, I felt unsure of myself,' she said. 'Now I feel confident.'"

The US Department of Labor estimates that there are nearly six million job openings, and many of these jobs remain unfilled because applicants lack digital skills. This innovative

partnership gives Goodwill the opportunity to lead the charge to help job seekers gain a foothold and thrive in today's new economy.

SFGoodwill's New Career Center



Each year, more than 4,000 people with barriers to employment turn to SFGoodwill for support. The majority of these job seekers begin at the Comprehensive Access Point (CAP) Career Center, where they can access coaching and job placement services.

SFGoodwill's new Career Center, which recently opened at 99 Kissling Street, features a full slate of job and career readiness services, along with innovative programming and services.

One such program is LinkedIn Learning, where job seekers can receive a free \$275 license for unlimited access to more than 6,000 courses in technology and business taught by industry experts. They can also access new social services and educational partners, including Human Services Agency and SF City College, which provides orientations and coaching for those interested in pursuing post-secondary educational opportunities.

"The Career Center serves as a central hub for workforce services in San Francisco," says Janan Howell, SF's Director of Sector and Workforce Initiatives. "The Center effectively coordinates with other service providers to offer information on education, public assistance and employer-related events."

Success Story: Victoria W.



When customers walk into Goodwill's Bayview store, oftentimes the first person they encounter is its smiling Assistant Store Manager, Victoria Warren.

Victoria came to Goodwill for training, and in 2010 she was hired full-time as a key holder before moving into her current role, where she is thriving.

"Victoria has amazing social skills, and the customers love her," says store manager Ana Maciel. "I always hear her welcoming each customer. She is so engaging, and she knows how to make people feel comfortable."

"It makes the customers feel cared for," Victoria says. "And every day I learn something from each customer."

Part of Victoria's success comes from her secret sauce — she knows shopping.

"Victoria loves to shop, and she really understands the merchandise," says Ana. "If the store isn't too busy, she serves as a kind of personal shopper for our customers, helping them find items. She has an excellent fashion sense for what looks good on others."

Victoria, who turned to Goodwill while she was in a recovery program, says that the organization did much more than give her a second chance. "Goodwill gave me my *first* chance," she says. "I had never worked before. I am so grateful for this opportunity."