

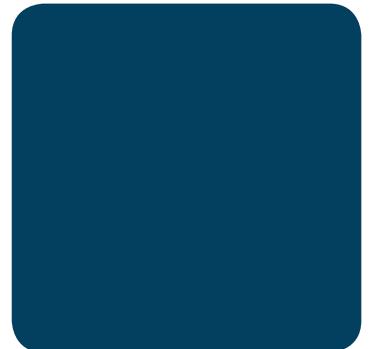
SPRING 2013

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GOODWILL INDUSTRIES OF CENTRAL INDIANA, INC.

WORKING TIMES



President's Message

If I'm ever having a day when I need something to lift my spirits, all I have to do is walk over to the drop-in center at The Excel Center on our Michigan Street campus. It's usually filled with busy pre-school-age children who are in a safe, nurturing environment while their parents are attending classes so they can earn a high school diploma.

Usually, I just look through the window. Invariably, the kids smile and wave. I smile, wave back, and can go back to my office in a better frame of mind, knowing that the impact of a school we created for their parents is also benefiting the next generation.



At every Excel Center graduation, I see more indicators of the multigenerational impact, as many of the graduates have one or more of their own children in the audience watching their mom or dad walk across a stage in cap and gown to receive a diploma. And if I need further convincing of how important the children's presence is, I simply remember that the child of a high school graduate is 50% less likely to drop out of school than is the child of a dropout.

Throughout Goodwill's history, we have worked primarily with older youth and adults. Yet, the more experience we have and the more we learn, the more I have become convinced that if we are to substantially reduce the incidence of poverty in the U.S., we must dramatically increase our investment in children in low-income households—from the womb to kindergarten.

There is a large body of evidence illustrating the positive return to society of investments in *high-quality* early childhood development programs for children in low-income households. Nurse-Family Partnership, the subject of one of the stories in this issue, is widely recognized for its incredibly positive long-term impact—impact that has been verified through randomized controlled trials over more than 35 years. This is a program that should be scaled up as much as possible. The payoff to society is enormous.

More evidence comes from extensive research done by Professor James Heckman (www.heckmanequation.org), a Nobel laureate economist at University of Chicago. Professor Heckman emphasizes that many of America's major economic and social problems (crime, teenage pregnancy, high school dropout rates, adverse health conditions) could be reduced as a result of early nurturing, learning experiences, and physical health from birth to age five—the most economically efficient time to develop cognitive and social skills, both of which are essential for success.

While I fully agree with those who say early nurturing is the parents' responsibility, it's sometimes useful to remind ourselves that no child had any choice about the circumstances into which he or she was born. Some were luckier than others.

For children born into situations that lack advantageous educational and developmental resources—in particular, as is too often the case, where young parents have not had models of good parenting and have no knowledge of what they should do to help the child develop well—we can pay up front to help prevent problems or we can continue to pay much more downstream for public assistance, remedial education, incarceration, and in all the insidious ways we all pay when economic growth is stymied by a poorly educated, under-skilled workforce.

Unlike the children born into difficult circumstances, we do have a choice.

Want to read more insights from Jim McClelland?
Check out his blog, *Perspectives*. <http://jimmcclelland.wordpress.com>



Program Continues to Grow

April marks 18 months since Goodwill launched its customer loyalty program, Goodwill Rewards. The program was an immediate hit when it was introduced in November 2011. That it was well-received by customers came as no surprise, but what Goodwill couldn't have predicted was just how fast it would grow. More than 300,000 accounts have been created.

"Clearly, Rewards is an overwhelming success," said Cindy Graham, Vice President of Marketing. "More than 60% of transactions now come from members. They spend more and shop more. They're our best customers."

The benefits to customers are obvious. Shoppers receive 10% off purchases of \$20 or more every day, special rewards during their birthday month and more. Donors can go paperless with email receipts and itemize their donations online.

Customers aren't the only ones to see the positives. Goodwill now has greater insight into customer preferences, and opportunities for email communication have increased. Not everyone provides an email address, but those who do get the best of what Rewards has to offer. Members can add an email address to their accounts at goodwillindy.org/rewards.

"We're now in contact with more than 110,000 customers through email. We let them know when they've earned rewards, when a new store is coming and even how their actions support Goodwill's mission," said Graham. "We're bringing them closer and building stronger relationships."

The rate of membership growth may never match what it was in the first year, but Goodwill continues to sign up new Rewards members every day. The focus now begins to shift from member acquisition to leveraging the information gained through Rewards to further benefit Goodwill's customers.

"Goodwill uses data to improve our effectiveness and thinking," said Graham. "The decisions we make about marketing, communications, promotions and even retail growth are now more informed than ever before."

Commercial Services Employees Celebrate 20-plus Years of Service



Jackie Hickman

Hard worker. Competitive. Infectious laugh. When you ask Goodwill's Commercial Services staff about Jackie Hickman, that's what you hear. She celebrated 25 years at Goodwill this past fall.

Hickman has worked on—and mastered—practically every production line that Commercial Services has operated since she started. For customers in industries ranging from automotive, to health care, to packaged foods and more, Hickman has always been a top performer.

"We do our work right so the customers will be happy," she said.

Hickman was initially referred to Goodwill by Vocational Rehabilitation Services, a state agency that helps people with disabilities prepare for or obtain employment. She has stayed for so long because Goodwill has kept her work interesting and given her an opportunity to build strong relationships.



"If I get bored at a job, I can do something different or switch a position," said Hickman, referring to the different production lines and tasks. "I like working with different types of people. Everyone is friendly."

Hickman helps pay the bills at home, where she lives with her mother and two siblings. But she also saves up for annual family vacations with her aunt and uncle. Cruises and trips to Las Vegas are among her favorites. She's a Goodwill shopper, too, favoring the Speedway location, near her home.

Hickman is so committed to Goodwill that it won't surprise anyone to see her recognized for yet another significant anniversary—30 years in 2017.

"I enjoy it here," she said. "Goodwill people are the best people to work with."

DID YOU KNOW?

Goodwill Commercial Services provides jobs for nearly **250 individuals.**

Most face barriers to employment, including disabilities and limited education.

Each day, employees package and ship out **11 million calories** worth of food — some of it sold in Goodwill stores!

Employees clean **2.6 million square feet** of space at government contract sites, every day.

Marlon Turner

"Marlon is a hard worker, and he always gives it his best. He's ready and willing to do whatever we ask of him." That's what Becky Markley, a Goodwill Employee Resource and Development Specialist, had to say about Marlon Turner recently. Turner was recognized for 20 years of service with Goodwill last fall.

Indiana's Vocational Rehabilitation Services referred Turner to Goodwill in 1992, and he's been with Commercial Services ever since. He works on the production lines, repackaging, opening boxes and removing items, and similar tasks.

"I like to move around and do different things," he said. "It's fun, and you see your friends."

Turner lives with his mother, and his contribution to the household's income is important.

"I like to earn a pay check so I can buy stuff for Christmas, help pay some of the bills, pay for transportation and use the vending machines. It feels good to earn," said Turner.

For his 20-year service gift from Goodwill, Turner received a brand new bicycle. He only had a short window of good weather to ride in last fall, so he's looking forward to the warmer months ahead.

In general, Turner tends to be a quiet worker. But he shows flashes of excitement, especially when discussing Commercial Services' employee events.

"He loves the summer picnics and holiday parties," said Markley. "He's always the first to ask where something is going to be or what's on the menu."

True to form, Turner—with no small measure of optimism—later asked, "Becky, do you remember the time we went to the Colts complex? Are we going back there again?"





Changing the Lives of Infants and Families

In November 2011, Goodwill launched Indiana's first implementation of Nurse-Family Partnership (NFP), an evidence-based program that's active in more than 40 states. NFP's nurse-home visitation model, which is voluntary and supported by more than 35 years of research, serves mothers in low-income households, beginning early in pregnancy.

As of March 2013, Goodwill had 24 registered nurses working with more than 300 families in Marion County, with a future capacity to serve 600 families. More than 150 babies have been born—including two sets of twins!

Frequent visits continue until the child is age 2. Nurses provide parent coaching aimed at increasing awareness of specific child development milestones and behaviors, and encouraging parents to use praise and other positive techniques.

Goodwill seeks to maintain contact with families until children are age 5, through relationships built by our Goodwill Guides. Available to moms and their families, Guides help align community resources to provide services such as employment assistance, financial literacy, health care options, child care, adult education and more.

The most influential period of long-term cognitive development occurs in a child's earliest years, even before birth. Nurse-Family Partnership has a demonstrated impact on families—an impact that Goodwill expects to see in central Indiana as time goes by. Outcomes achieved in past research trials include:

- 50% reduction in language delays in children age 21 months
- 67% reduction in behavioral and intellectual problems in children at age 6
- 46% reduction in criminal arrests of children ages 11–17
- 48% reduction in child abuse and neglect

Sharda Orr, 18 Child: Zada, born January 2013

Sharda Orr was bound for college when she learned she was pregnant. She was referred to NFP through her doctor's office early in her pregnancy and soon connected with her NFP nurse, Ann Erdely.

"Starting off, Ann visited every week, and then every other week," said Orr. "There were things I knew, but a lot that I didn't. Ann gave me a lot of good information to help prepare me to have a healthier pregnancy."

"We talked about healthy eating, exercising, planning for the baby, crib safety and strollers, things like that. This program just gives you so much information, and you know you'll have at least one person you can count on," she said.

Orr developed pregnancy-induced high blood pressure in her second trimester. Erdely monitored her each visit. In the 34th week, she found that the mom-to-be's blood pressure was significantly elevated, and she contacted Orr's health care provider. Orr was directed to go to the hospital as soon as possible, and she delivered the next morning due to her preeclampsia.

Orr believes that Erdely and NFP have made difference for her and for Zada.

"With Ann being a nurse, she can give a lot of good insight," she said. "I'm so thankful for her."

Orr plans to start taking classes at Ivy Tech this summer or fall, and she's determined to achieve her goal of becoming a nurse.



Lisa Crane RN, MSN –
Director of Operations,
Nurse-Family Partnership

With nearly 30 years of nursing experience—much of it in maternal-child nursing—Lisa Crane heads up Goodwill's NFP operations. She spoke recently about NFP's first 18 months in central Indiana.

Why do you believe in Nurse-Family Partnership's approach?

Before coming to Goodwill, I researched NFP and the studies. Outcomes of the program were present 15 years after the intervention had ended—and this was replicated in three separate trials. I decided this is what I need to be doing.

How do moms and babies benefit from nurse-home visits?

Registered nurses are able to globally assess mother and baby—physically, developmentally, environmentally—and identify appropriate interventions and resources. Nursing continues to be rated as the most trusted profession, which lends credibility to the relationship.

How has NFP been received by the community?

The professional community has welcomed NFP, recognizing both the individual and financial benefits of our proven outcomes. Neighborhoods have embraced us, too, and they've helped spread the word to the population we serve. As a result, our self-referral rate is twice that of NFP nationally.

Why is this work so important?

The prenatal months and first two years of a child's life are the most important time for brain development, and deficits in this development can never fully be corrected. The relationship that a mother develops with a caring nurse can change her life, and the life of her infant and family.

Mailina Grant, 24 Child: Laila, born September 2012

Mailina Grant was new to the area and learned about NFP at a community outreach event. Her husband, Jason, was still working a construction job in New York. Grant was 24 weeks pregnant when she began receiving home visits by NFP's Ann Erdely.

"When I met Ann, I was new to Indiana. She was like a friend. She took me out for walks and told me everything I needed to know," said Grant. "She was always there to listen and help me in any way she could."

"Every week we have a goal. If I get discouraged, she encourages me. I was skeptical about breastfeeding, and Ann really helped me with that," she said.

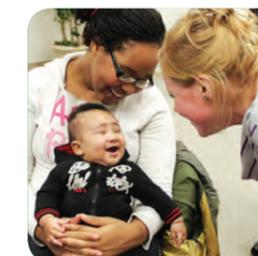
Grant and her husband, Jason, are both in Indianapolis now and working. She currently attends classes at Ivy Tech and plans to pursue a bachelor's degree in social work at IUPUI. Through her Goodwill Guide, Grant learned about a state program that provides financial support for school in exchange for a commitment to work for the Department of Child Services after graduation.

"If it wasn't for NFP, I'm not sure what I would have done. I didn't know anything about babies at all," she said. "But my daughter is doing great. She just learned to sit up by herself!"



Nurse Ann Erdely holds baby Laila at Goodwill's Nurse-Family Partnership holiday party this past December.

For more information about Nurse-Family Partnership, visit goodwillindy.org/nfp.



DONORS' FUNDS *at* WORK

The money raised by the Goodwill Foundation provides additional support for capital projects and services. Funds raised help us innovate, respond to opportunities, grow our businesses, expand our facilities, improve the lives of our employees and more. To learn how you can help, please visit www.goodwillindy.org/donate.

Here's a look at how Foundation grants totaling **\$561,500** went to work in 2012.

Indianapolis Met Dual-Credit College Courses 2%

Indianapolis Met students may enroll in dual-credit courses and earn both high school and college credits. In partnership with Ivy Tech, Indianapolis Met offers two dual-credit courses: Introduction to Business, and Principles of Marketing. Donors' funds help students pay for course fees.



Jack Dustman Internship 1%

The Jack Dustman Internship Fund was established in January 2006 by Betsy and the late Jack Dustman. The 2012 Jack Dustman intern worked in Goodwill's eCommerce operation, ClickGoodwill, researching and evaluating commission rates and fees related to online book sales, and comparing shipping prices to identify margin expansion opportunities.

"Aakosh (the Jack Dustman intern) researched supply vendors and provided us with rates of those offering similar services, but with lower pricing. Having this information allowed us to negotiate a better rate with our current supplier and reduce our shipping costs."
– Alex Wilson, Operations Manager, ClickGoodwill



Maurine Miller Internship 1%

Established in memory of Dr. Maurine R. Miller, the internship provides an opportunity for a college student interested in a career in vocational rehabilitation or similar field. The 2012 intern worked with Goodwill Commercial Services to develop a computer skills training program to enhance the skill set and earning potential of individuals with disabilities.

"My intern experience allowed me to grow socially and professionally. Working with a diverse group of individuals helped me develop my communication skills. I am currently still working at Goodwill and would like to work here full-time once I graduate."
– Patricia Jordan, 2012 Maurine Miller intern

Kuhn Garden 3%

Nancy Stout Kuhn was an avid gardener and member of the Goodwill Foundation Board. A fund started in her honor supports the Kuhn Garden, a shady perennial garden in the southeast corner of Goodwill's property. Construction of the Indianapolis Met Puma Den disturbed the garden, and this grant covered the garden's restoration, replacement fences and landscaping improvements around the main building.



Indianapolis Met's Trip to Haiti 6%

After a science class discussion on waterborne diseases, members of the student group Helping Out People Everywhere became interested in ways to help provide clean drinking water for children in Haiti. Eight students and three teachers joined Fountains of Hope, an organization dedicated to bringing clean drinking water to developing countries, on a trip to Haiti to install water purifiers at two orphanages.

"I think the students took away an immense sense of gratitude for what they have in the United States."

– Kristen Engle, Science Teacher



"I've learned there's always room for improvement. If you utilize the resources that are out there, you can really make a big difference—a positive difference."
– Lamar Headds, Goodwill Outlet Store – East

Indianapolis Met Scholarships 7%

Indianapolis Met Scholarships are made possible by generous donors to the Scholarship Fund. Students apply for and receive scholarships based on need, academic and civic record, and in some cases, based on a match between the student's interests and the interests of the donor. Last year, 20 students received scholarships ranging from \$500 to \$2,500.

"Indianapolis Met opened doors for me. I was able to take on things that I never thought were possible. This scholarship has allowed me to attend college. Without it, I would not be where I am today, and I am thankful."

– Breione Robair, IUPUI



Educational Insights and Blackboard Engage 36%

This grant enables Goodwill Education Initiatives to develop a "data warehouse" that will permit school leaders to analyze information from a variety of sources, make informed decisions and provide maximum benefit to students. Blackboard Engage provides a virtual meeting place for teachers and students, allowing staff in different locations to share materials and collaborate.

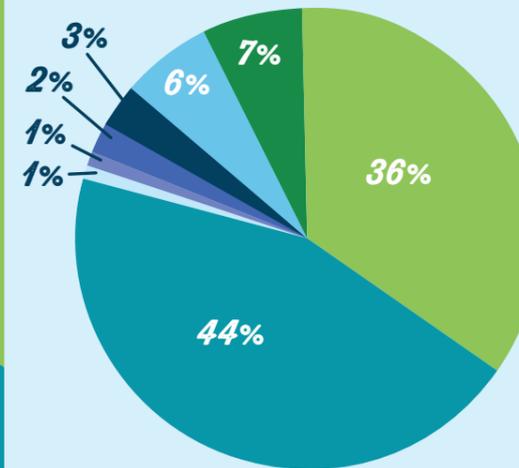


"I use Blackboard Engage to create interactive lessons. Our adult learners have obligations that can interfere with attending class. Blackboard Engage can be accessed anywhere there is internet and on almost every device, so students do not get far behind on course work."

– Andy Anderson, Instructor, The Excel Center – Meadows



chart overview:



Indianapolis Met Scholarship Recipients Share Their Stories

Since 2009, nearly 40 Indianapolis Metropolitan High School graduates have been awarded Eugene and Marilyn Glick Scholarships. Each graduate received \$5,000 the first year, an amount that rose with inflation each subsequent year, provided that certain standards were achieved. Meet two of these outstanding Indianapolis Met alumni.



Andy Deubner
Class of 2009

Andy Deubner graduated from Indianapolis Met with valuable experiences and lessons that he believes he couldn't have had anywhere else. He traveled to England, and he participated in internships throughout high school. Staff and students

helped Andy be more outgoing and build relationships with others.

"One thing Indianapolis Met taught me is how the world actually works," said Deubner. "They didn't sugar-coat things. The economy crashed when I graduated. They prepared me for the worst-case scenario. I really appreciated that."

Deubner started out at Indiana University, studying telecommunications. Two years later, a family emergency forced him to make the tough decision to leave Bloomington.

"The scholarship provided me the flexibility to come back to IUPUI," said Deubner. "If I didn't have the scholarship, my college life would have been postponed indefinitely. It saved me."

Deubner is now working toward a bachelor's degree in informatics with a focus on new media.

"I was so excited when I got the scholarship. I didn't know what I was getting at the time. When I see the numbers get subtracted from my bursar bill every semester, I realize that this really is a godsend," he said. "I'm so grateful to the teachers, the school and Goodwill for providing it. After going out into the real world, I realize that they gave me the best graduation gift."

After college, Deubner plans to pursue a job that's focused on social media, public relations and technology.



Payton Leach
Class of 2010

Payton Leach transferred to Indianapolis Met after moving from Fishers before the start of her junior year. She wanted the experience of a small school with teachers and staff who knew her.

"I wanted to go somewhere where I wasn't just a number," said Leach. "From the moment I walked into Indianapolis Met, everyone knew who I was."

Her Indianapolis Met experience included being cheerleading captain and having an internship at a local middle school.

"The most valuable thing Indianapolis Met shared with me was how to tap into my own potential. They taught me how to present myself to the world and go after what I want," said Leach.

Leach now attends Purdue University and studies human services. She works as the activities assistant at a nursing home and serves as the secretary for Purdue Students for a Better Life, an anti-bullying and tolerance club.

After college, she plans to work as a case manager at a nonprofit. Eventually, she wants to pursue a graduate degree in philanthropy, social work or psychology.

"This scholarship has completely given me freedom to explore the things I want to do and even make mistakes along the way... without burdening my family or anyone else," she said.

On difficult days, she thinks about how fortunate she was to receive the Eugene and Marilyn Glick Scholarship and the strong support group she had at Indianapolis Met.

"Without the scholarship, I wouldn't have thought as big," said Leach. "I wouldn't have gone to Purdue. I would have stayed in my comfort zone. Now, I get the chance to discover myself. I am extremely grateful."

FOUNDATION REPORT

Honor gifts received by the Goodwill Industries Foundation of Central Indiana, Inc. recognize birthdays, anniversaries or other significant occasions in people's lives. Memorial gifts to the Foundation honor the memory of a relative or friend and provide lasting help to people served by Goodwill Industries. The names listed are those honored or memorialized by donors during the period from July 1 – December 31, 2012.

Honor Gifts

In Honor of John and Pequita Behrndt
Friends of Tippecanoe County Public Library

In Honor of Scott Bess
Anonymous

In Honor of Jonathan L. Birge
James M. McClelland

In Honor of Peggy Boehm
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In Honor of Gina DelSanto
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In Honor of Nancy Ruddell Duck
James M. McClelland

In Honor of Ken File
Daniel E. Hartmann
L. G. Wilkerson

In Honor of Corienne Gettum
James M. McClelland

In Honor of Juan Gonzalez
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In Honor of Mike and Cindy Graham
Kaye A. Palmer

In Honor of Gordon M. Graham
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In Honor of John F. Hirschman
Anonymous

In Honor of James S. Humphrey
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In Honor of Rebecca O. Kendall
Kristin G. Fruehwald

In Honor of Kent Kramer
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In Honor of Martha Lamkin
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In Honor of William K. McGowan
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In Honor of Owen B. Melton, Jr.
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In Honor of Zaida Monell
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In Honor of Andrew Morris
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In Honor of Michael B. O'Connor
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In Honor of Steven C. Robinson
Anonymous

In Honor of Richard A. West
James and Rachele Humphrey

In Honor of Gene Zink
James M. McClelland

Memorial Gifts

In Memory of Benjamin Brimmer
Billeye J. Brown

In Memory of Carolyn A. Carter
Mr. and Mrs. Raymond W. McDonald

In Memory of Gerald Wahls
Mrs. William Halpern

In Memory of Jo Ann Woodfill Graham
Sarah C. Barney

In Memory of Louis S. Hensley, Jr.
Rosalie M. Lange

In Memory of Margaret Knobel
Mr. and Mrs. Lawrence L. Love

In Memory of Robert B. McConnell
Theodore J. Planje and Lee Lange

In Memory of Margaret Moorhead
Richard B. Moorhead

In Memory of Grace, Delores and Alfred
Darrow A. Owens

Honor Funds

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Jim and Anna White

Robert R. Girk Honor Fund
Steve and Kris Robinson

C. Perry Griffith, Jr. Honor Fund
James M. McClelland

Susan Bassett Hetherington Honor Fund
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Nancy Ruddell Duck
Jim and Gwen Fountain

Fred C. Tucker, III Honor Fund
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Gay Burkhart

William A. Carter Memorial Fund
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Lorene C. Coquillette-Thornbury
James M. McClelland

Jack Dustman Memorial Fund
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Betsy T. Dustman

Jack and Nancy Engledow
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Mr. and Mrs. Walter W. Kuhn Memorial Fund
James M. McClelland

Alan M. McNeil Memorial Fund
David G. and Ollie McNeil Johnson
Helen M. McNeil

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Wannetta Meko Memorial Fund
Bruce and Sandra Murphy

Maurine R. Miller Memorial Fund
Rosemary R. Berry

Thomas W. and Anne M. Moses Memorial Fund
Kendall and Mary Moses Cochran

Phyllis J. Prather Memorial Fund
Gene Prather

Giving Society Named for James M. McClelland

Collaborative, entrepreneurial, strategic, innovative—the list of adjectives is endless when describing the impact current President and CEO Jim McClelland has had on Goodwill Industries of Central Indiana. When you couple this with the positive impact he has had on board members and Goodwill employees, as well as the tremendous community impact Goodwill has made on central Indiana communities, you begin to understand the special nature of this man who has led the organization since 1973.

At the Foundation's February meeting, the board surprised their long-time CEO by naming the society for planned giving for him. When trying to think of a new name for Goodwill's planned giving society, the board of directors unanimously thought of Jim.

"He probably would have preferred we name the society for someone else," said Elaine Bedel, Goodwill Foundation Chair. "But when you are trying to capture the spirit of foresight and the vision for the future, it is Jim McClelland who truly embodies those traits for Goodwill."

Charter membership for the James M. McClelland Society is now available. Anyone who names the Goodwill Foundation in his or her estate plans for an amount in excess of \$5,000 and confirms the estimated amount in writing will be qualified for membership. Gift through bequests, insurance beneficiaries or life income funds can have a lasting impact on Goodwill and their impact can be felt for generations. To join, contact Ken File, Vice President for Advancement at (317) 524-4447 or kfile@goodwillindy.org.

For contributors and more donor listings: www.goodwillindy.org/foundation





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**RETAIL
 UPDATE**

Good cause.



Record-Breaking Grand Opening

Goodwill's East Washington Street store moved to a new location (10499 E. Washington St.) on January 15. Grand-opening and first-week sales shattered previous Goodwill

records. The new store holds 20 percent more merchandise, double the checkout lanes and has five more employees than the old store.



Second Annual Youth Donation Drive

Goodwill partnered with Perry Township, Decatur Township and Indianapolis Public Schools (IPS) for the second annual Youth Donation Drive in January. Students, families and faculty

from 30 schools donated more than 33,000 pounds of gently used items. With 95 percent participation, IPS' Gambold Preparatory Magnet High School received the Top Overall School Award.

Spring Cleaning

Spring is the perfect time to donate that pile of clothes you've pulled out of your closet. Goodwill accepts donations of clothes, furniture, electronics, TVs, computers, books and toys at any of its more than 50 retail locations in central Indiana. All donations to Goodwill are tax deductible. Goodwill Rewards members receive email receipts and can itemize donations online. For more information, including locations and acceptable donations, visit www.goodwillindy.org.



Scouts' Donation Drive a Success

More than 120 Boy Scout and Girl Scout troops from Hamilton, Tipton and Hendricks counties took part in the Good Turn for Goodwill drive this past fall. The scouts donated a whopping 112,000 pounds of gently used clothing, household goods and furniture. Congratulations to Curtis Bender from Troop 107. He collected the most donations among all participants. To learn how you can start a donation drive, call 317-524-4074.

