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 children. At every Excel Center graduation, I see more indicators of a school we created for their parents is also benefiting the children.

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 opening 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.”

Program Continues to Grow

Goodwill Commercial Services provides jobs for nearly 250 individuals. Most face barriers to employment, including disabilities and limited education.

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 Employer Resource and Development Specialist, had to say about Marlon Turner recently. Turner was recognized for 20 years of service with Goodwill last fall.

Indiana 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.

“Turner and his mother, and his contribution to the household’s income is important. “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?

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

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 and 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.
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.

**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.”

“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—affecting 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

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 does NFP 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.

**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!”

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.

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.
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.

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.

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.

“Jax-kosh (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

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

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

Goodwill Guides 44%  
The revenues from our annual campaign directly support Goodwill Guides, a program that provides individuals with an opportunity to set goals, assess personal and internal resources, budget and manage their finances, determine strengths and opportunities, develop resumes and connect to resources. Guides work with Goodwill’s retail employees, as well as Nurse-Family Partnership families and students at The Excel Center.

“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

Educational Insights and Blackboard Engage Chart Overview:

- 3%  
- 6%  
- 7%  
- 1%  
- 1%  

- 36%  

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 almost everywhere, so students do not get far behind on course work.”  
– Andy Anderson, Instructor, The Excel Center – Middletown

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.
Collaborative, entrepreneurial, strategic, innovative — the list of adjectives is endless when describing the impact that Jim McClelland has had on Goodwill Industria
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.

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.

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.

JOIN TODAY!
www.gwrewards.com