Every year, we have ambitious plans. Most years, we’re able to implement all or nearly all of them, although it really stretched our people when we opened four new Excel Centers late last summer. From time-to-time, though, circumstances require us to defer or cancel some of our plans. Such is the case this year as a result of the severe impact the harsh winter weather had on our goods donations and retail sales. Fortunately, we have a strong balance sheet that will enable us to recover from the early-year losses and still move ahead with most of our 2014 plans.

This year, we are not planning to add new Excel Centers, but we have nine retail store projects that we expect to complete and a tenth that will be underway by the end of the year. Four of those will be replacements of existing stores, and the remainder will be additions that will increase our total store count in central Indiana to 58. This means more jobs—especially for people whose options are limited by disability or other barrier. It also means more convenient places for donors to drop off goods they no longer want and for bargain hunters who love to shop in our stores.

We will also continue to increase enrollment in Nurse-Family Partnership (NFP) and seek ways to further scale and sustain that highly effective program for first-time moms and their babies in low-income households.

Perhaps even more important than the growth in the number of stores, Excel Centers, or NFP enrollments is the growing extent to which we are realizing synergies across these and other Goodwill operations and services to multiply positive impact. For example:

- 80 of our Nurse-Family Partnership moms are now enrolled in one of our schools, are employed by Goodwill, or utilize our job preparation and placement services.
- 122 of our employees have been or are currently enrolled in one of our schools.
- 312 students in our schools are working with Goodwill Guides, and 81 of them are also receiving services from TalentSource, Goodwill’s placement service.
- 257 employees are utilizing GoodSigns services to improve their health and wellness or to resolve financial or other problems (e.g., housing, transportation, child care, etc.).

We expect continued growth in the number of members of our “family” (e.g., students, graduates, employees, NFP moms, and those enrolled in other Goodwill-provided services) who are benefiting from more than one service. And now that we have Excel Centers as well as Goodwill stores in Anderson, Kokomo, Lafayette, and Richmond, we have opportunities for similar synergies in those communities. To the extent we develop these kinds of linkages internally and with other organizations, we are helping make better use of existing resources in each community and also greatly enhancing the prospects of those we are assisting to improve their lives, the well-being of their families, and the strength of their communities.

Want to read more insights from Jim McClelland? Check out his blog, Perspectives. http://jmmcclelland.wordpress.com
Regional Impact

Greater Indianapolis continues to benefit from a high concentration of Goodwill operations — retail stores, The Excel Center and services like Nurse-Family Partnership, to name a few. Increasingly, however, Goodwill’s impact is seen at a regional level, as new stores, schools and other services expand throughout central Indiana.

Goodwill’s presence in Tippecanoe County offers an example of how we live up to this regional commitment.

• Three Goodwill stores — two in Lafayette and one in West Lafayette — employ more than 90 people in total. Two-thirds of those workers have a significant employment barrier. Employees have access to wellness and financial literacy programs, services to reduce employment barriers, opportunities to prepare for higher-wage careers and more.

• Last year, Goodwill brought The Excel Center to Lafayette. Today, more than 300 students are enrolled, and they’ve already earned nearly 30 certifications in healthcare, logistics and other fields. The site, which employs some 20 staff, will host its first graduation this spring.

• Goodwill Commercial Services has several connections to Purdue University. Engineering students have studied our Indianapolis production facility and helped make process improvements. Goodwill has also connected with the Purdue Research Foundation and the Purdue Manufacturing Extension Partnership — hosting that group’s December workshop.

• Goodwill works with the West Lafayette Police Department on an annual clothing and goods donation drive to coincide with the Purdue campus move-out.

• A new home-pickup service for donations — often furniture and higher volumes of clothing and other goods — was piloted in Tippecanoe County in 2013 and is expanding to other counties later this year.

Tippecanoe County isn’t the only area outside of Indianapolis where Goodwill provides multiple services. Retail stores and The Excel Center are also aligned in Anderson, Kokomo and Richmond. Goodwill believes that partnering with communities to combine employment and education services with unique, local opportunities has tremendous potential for impact in these cities and others.

“Lafayette is thrilled to have Goodwill Industries as a community partner. They help create jobs through their direct employment and other activities in the community. They provide a shopping venue that many in our community take advantage of, and most recently, they opened The Excel Center. I have seen firsthand the impact they are making on their students and the doors of opportunity they are helping to open. Goodwill is making a difference in our community.”

—Lafayette Mayor Tony Roswarski

“I’m proud to be in this position and to have the opportunity to start over and do better. Every bit of my time at The Excel Center has been significant.”

—Kelly Hicks, Student, The Excel Center—Lafayette
**Goodwill Retail Grows in ’14**

In a television commercial, the Goodwill Guy ponders whether Goodwill is “a retail store with a social conscience” or “a social conscience with a retail store.” The answer is best explained by taking a look at Goodwill’s retail expansion plans for this year — plans that are among the most ambitious in the organization’s history.

Currently, there are five locations totaling 65,000 square feet of retail space in various stages of development. Four more will be underway soon. We expect to complete these nine sites and have a tenth underway by year’s end. About 150 new employees will join Goodwill thanks to these projects.

“This growth is the perfect combination of opportunity, timing, customer demand and mission expansion,” said Kent Kramer, Senior Vice President and COO. “When we create new and better spaces for shoppers and donors, we’re also creating new job opportunities for people who otherwise would have a tough time finding employment.”

Three of the first five locations are new to Goodwill: Connersville, Muncie South and Vintage Vogue — Glendale (Goodwill’s first boutique in the Indianapolis area; patterned off of the Bloomington location). Two sites are relocations, giving our customers a new shopping experience in Greenwood and on West Washington Street in Indianapolis.

Goodwill projects that donors will drop clothes and other items off at these locations at least 4,000 times each month. In fact, the need to provide greater convenience and more locations for donors is part of what’s driving the retail expansion. Donations create inventory, allowing Goodwill to display 3,000 more items for sale in each store, every day.

“That’s the cycle,” said Kramer. “Job creation and other services require revenue. To generate revenue, we need donations. People donate to us because we’re as convenient as possible and effective in our mission.”

Goodwill shoppers and donors are helping to create education and employment opportunities, and they’re helping individuals and families become healthier and more economically independent. With new stores coming soon, many more people will benefit from these critical services.

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**PBS NewsHour Features The Excel Center**

In January and again in March, The Excel Center — Goodwill Industries of Central Indiana’s school for adults seeking a high school diploma — was featured nationally on PBS NewsHour. The story aired as part of the PBS “American Graduate” initiative, which focuses on improving 21st century learning and increasing high school graduation rates.

One of the individuals featured, Montaque Koonce, was hired at a Goodwill outlet store after earning his diploma at The Excel Center. Then, after connecting with other Goodwill services, he landed a seasonal job at a central Indiana distribution center for Amazon.com. Goodwill continued to work with Koonce and connected him with a full-time job opportunity at Global Plastics, which has hired several members of the Goodwill family recently. The position offers benefits and opportunities for advancement.

“I can get where I’m supposed to be now,” said Koonce, who left high school some 30 years ago and is now on track with a career opportunity.

Goodwill’s President and CEO, Jim McClelland, took the opportunity to speak about The Excel Center’s multigenerational impact.

“We have a lot of students who tell us that they’re doing this for their kids or so their kids won’t have an excuse not to. That’s pretty neat,” he said. “And while we know that — by earning that diploma — it’s going to have a positive impact on the mom or the dad, we think the greater impact is going to be with their children.”

The story is available online at: [http://to.pbs.org/1q2dd8x](http://to.pbs.org/1q2dd8x).
The Right Kind of Turnover

Most companies don’t like turnover. But at Goodwill, turnover can mean that someone is taking steps toward a better future. That was the case for Bryant Avant. He came to Goodwill Commercial Services after exiting the criminal justice system. Now he works for Eskenazi Health (formerly Wishard Health), making a higher wage as a Kitchen Porter in the Food and Nutritional Services division.

How was the experience with Goodwill’s re-entry program, New Beginnings?
It really was a great experience — a learning experience. It taught me the reasons I wasn’t keeping a job and was getting in trouble. We had a class on drugs, alcohol and depression, and I researched more on my own afterwards.

What are some of the skills you learned during those two years?
I learned to deal with different personalities and backgrounds, and how to talk to people and coach people. I learned how to take constructive criticism. I worked on three or four different contracts, learning to set jobs up the right way. I even drove the forklift. I became a Group Leader for the night shift. I wasn’t making a lot, but I kept telling myself, “I’m going to use them to get a good reference.”

When did you start working with TalentSource (Goodwill’s placement service)?
It was mid-2013. On the first job we tried for, I didn’t get the chance to interview. But the staff got back with me in October. I had two interviews in one day with Eskenazi, and they went well. I still wasn’t sure if I had it. But I had really prepared. They offered me the job that day.

How did it feel to get the job with Eskenazi Health?
It made me feel good. It was a long time coming. I have a higher wage now. All the people at Goodwill — they were the glue that helped me get my situation together to where I could function. They saw potential in me. They saw I was there for a purpose.

What would you tell others about your Goodwill experience?
I’d say, “This is not a playground. Take this opportunity and run with it. I’m over 50 — you’re just 19 or 20. Take everything they give you and go somewhere else. Make some money. Turn your life around.” I’d coach them not to make the mistakes I made.

Bryant Avant’s journey took him from Goodwill Commercial Services to Eskenazi Health.

Throughout Goodwill, employees, students and families are building their education and skills, preparing for higher-wage careers. To connect people with those careers, Goodwill builds relationships with employers in high-demand fields. We call it TalentSource — connecting candidates to employers and providing the support each person needs to succeed during and after the hiring process.

To learn how you can help, contact Kris Deckard, TalentSource Director, at 317-524-4297 or kdeckard@goodwillindy.org.

“Bryant is a team player. He’s a leader and a motivator. He’s very organized and thorough. He and others from Goodwill have the work ethic we’re looking for. They work independently and work well with others, too.” —Mark Orr, Food Service Manager

A unique, boutique experience in Indy

Shoppers in Bloomington know about Goodwill’s best-kept secret — our Vintage Vogue boutique, just steps from the IU campus. Now it’s Indianapolis shoppers’ turn. Our boutique experience is coming to 62nd Street, just west of Keystone Avenue, in early June. Vintage Vogue will offer a unique blend of chic, modern fashions and one-of-a-kind classics. Stay tuned for more!
Foundation Funding in 2013

Thanks to generous donors past and present, the Goodwill Foundation was able to distribute nearly $1 million in grants, scholarships and internships in 2013, including annual fund revenues to support Goodwill Guides and TalentSource, scholarships for Indianapolis Met graduates, grants to improve infrastructure throughout Goodwill and other projects.

Featured projects – Indianapolis Metropolitan High School

Admissions
Extracurricular activities are essential elements in recruiting students and helping them remain in school. That’s why a substantial Foundation grant focuses on attracting and retaining students who can benefit from the personal attention the school offers. Yuri Smith, Indianapolis Met’s new Admissions Counselor, is focused on revitalizing a culture of success through activities such as chess, robotics, science, math, art and music — even by helping the school become a hub for community activities.

Robotics Team
Indianapolis Met has always offered after-school activities, including sports such as basketball, volleyball, track and cross-country. But these programs aren’t for every student, so the Foundation was happy to fund a request to cover the first-year expenses of a robotics team.

In just its first year, the seven-member team competed in Mayor Ballard’s VEX Robotics Championship on November 16 and 17, placing 37 out of 50 teams. Although they missed the cut for the state competition, they are busy learning and preparing for next year.

Going forward, robotics team members will be able to earn “science research” credit for learning the basics of building and programming. Two Indianapolis Met teams will build and program robots that attempt to push each other out of their designated zones. If the teams successfully launch the competition, they’ll receive the credit. Students are having fun, learning science, working together and seeing how classroom principles have real-world application.

For more about how your gifts are helping the community and Goodwill, please contact Robin Kares at 317-524-4347 or rkares@goodwillindy.org.

You’re invited ...

GOODWILL AWARDS BREAKFAST
FRIDAY, MAY 16 from 8–9:30 a.m.

JW MARRIOTT 10 South West St.
Indianapolis

R.S.V.P. by May 2
Register online at goodwillindy.org/breakfast
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, 2013.

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For contributors and more donor listings: goodwillindy.org/foundation
You’re curious — so come see us ...

Learn more about Goodwill with an up-close look at some of our most important operations and services this summer and fall.
- Tuesday, September 9 at 8:00 a.m. — Tour Goodwill’s Retail innovative eCommerce and Outlet operations on Indianapolis’ northwest side.
- Thursday, November 6 at 8:30 a.m. — Learn about Goodwill’s Nurse-Family Partnership and meet some of the nurses serving families in need.

For more, visit goodwillindy.org/tour or call 317-524-4347.

... Or we can come to you

There’s a lot going on at Goodwill! If your company, service organization or community group would like to hear more about how Goodwill is making a difference for individuals and families in central Indiana, we’d be glad to share our story with you. For more about having a Goodwill speaker at your next meeting or event, please contact us at goodwill@goodwillindy.org or 317-524-4212.

Spring is (finally) here

It took a while, but the temperature is once again north of freezing. In the midst of gleefully spring cleaning and summer-fasion shopping, don’t forget to set your gently used clothes aside for Goodwill. To find your nearest store or donation center, visit goodwillindy.org/locations.

If your company or service organization is interested in a spring clothing drive, you can double your impact with a Collect & Connect project. Goodwill will provide a clothing voucher for each bag or box donated, and then you can donate the vouchers to organizations or families in need. Visit goodwillindy.org/donate and click on Clothing Drive or call 317-524-4465.

Relocating? Downsizing?

Whether you’re empty nesting or helping with a loved one’s estate, Goodwill can make your life easier by picking up the items you’re not planning to relocate. Our Estate Services team will come to you, carefully pack any donations and provide you an inventory for tax purposes. Whether you have two rooms full or an entire house, this unique, free service is for you. Visit goodwillindy.org/estate or call 317-524-4563.