

# 2010 ANNUAL REPORT



## *Award of Merit*

### **The Kiwanis Club of Wooster**



The motto of the Kiwanis Club of Wooster is 'We Build,' and this is exhibited both literally and figuratively throughout the community. Among many other projects, Kiwanians have built playgrounds in Wooster parks, sold Daffodils for the American Cancer Society, collected books for the AAUW book sale, and taught invaluable personal safety lessons to Wooster children through their annual Safety Town program. Through these activities, the Kiwanis Club of Wooster has practiced not only its mission of making life better for local children, but also of supporting the families who are raising those children. This mission is what led the Wooster Kiwanis to add one more activity to its roster: the Mose Hole Basketball Tournament Donation Drive. The sponsorship of this annual donation drive for the past five years is what makes the Kiwanis Club of Wooster the Goodwill Industries of Wayne and Holmes Counties' 2010 Award of Merit winner!

The projects that the Kiwanis Club of Wooster chooses to undertake "have to have an impact on the community," said President Steve LoGuidice. This is where the values of Kiwanis and Goodwill overlap. "Goodwill focuses on families, on allowing people to work and earn money to support their families, and also gives them opportunities to purchase items at reasonable prices to provide for their families," he said, which, in turn, positively impacts the community.

Goodwill Industries of Wayne and Holmes Counties would like to thank the Wooster Kiwanis Club for its ongoing support and congratulate the membership on the receipt of the 2010 Award of Merit!

## *Lifetime Achievement Award*

### **Mr. Gil Ning**

It would be difficult to count the hours that Gil Ning has given to Goodwill. It would be difficult to count the meetings, appointments, and fundraisers that he has been a part of, and it would be impossible to measure the benefit that Goodwill has received from his support and advocacy. For these reasons and many others, Gil Ning has been named the 2010 Lifetime Achievement Award winner by Goodwill Industries of Wayne and Holmes Counties.



Gil's involvement with the agency began approximately seven years ago when Bosch Rexroth, with whom he was employed, contracted with Goodwill's Industrial Services Division. He became interested in the agency when he saw the work that the consumers were doing and discovered a mission that he decided was very much worth his time and energy. "I like to put my time into things that benefit people directly; I like to see the positive effects of the mission," he says.

Gil can always be counted on to follow through with his commitments and is a fixture at nearly every volunteer opportunity presented by the agency. In addition to the time he dedicates to Goodwill, along with many other organizations and activities, he advocates for Goodwill's mission throughout the community. "My role will always be to support the mission, regardless of the amount of volunteer time I have to give," he said.

Goodwill Industries of Wayne and Holmes Counties would like to congratulate the 2010 Lifetime Achievement Award winner, Gil Ning!

## *Chair's Volunteer Award*

### **The Commercial & Savings Bank — VITA Volunteers**



During the 2010 tax season, Goodwill Industries of Wayne and Holmes Counties sponsored the Millersburg VITA site for the fourth year in a row. The Volunteer Income Tax Assistance program, which allows low-income families to have their taxes done at no cost to them, was staffed by CSB employees who volunteered their time to help families in Holmes County keep more of their refunds. Because of their commitment to this initiative, the Commercial and Savings Bank VITA volunteers have been named the recipients of the 2010 Chair's Volunteer Award!

The Millersburg VITA site grew exponentially in its fourth year, thanks to CSB's increased marketing of the service, and the support of CEO Rick Ginther, and Lee Miller, Vice President of Cash Management and coordinator of the Millersburg VITA. All thirty-four appointment times were filled, and eight CSB employees became certified IRS tax preparers and volunteered their time to staff the site. Based on the response, this service has "filled a niche in the community that needed to be filled," observed Ginther.

"It is a joint effort that is very rewarding," says Miller. "Many of the same volunteers have staffed the program throughout the last four years, and seem to enjoy participating because the recipients are so grateful for the help they receive."

Goodwill Industries of Wayne and Holmes Counties would like to congratulate the Chair's Volunteer Award winners of 2010, the Commercial and Savings Bank VITA volunteers!

## *Distinguished Service Award*

### **Critchfield, Critchfield & Johnston Ltd.**



Goodwill Industries of Wayne and Holmes Counties was established in 1979, and on that first Board of Trustees sat attorney Hank Critchfield. Since 1979, the Goodwill Industries Board of Trustees has not gone one year without at least one member of the Critchfield, Critchfield & Johnston Ltd. law firm. This firm's continued support of Goodwill Industries of Wayne and Holmes Counties has earned it the agency's 2010 Distinguished Service Award.

Managing Partner Attorney Daniel Plumly joined the firm in 1978 and served on the Goodwill Industries' Board of Trustees throughout the 1980s. Attorney Plumly acknowledges that no one can be all things to all people, but it is important to contribute what you can to the causes that you feel are most important. This is why the firm has done its best to provide Goodwill Industries with support and advice in many matters of business law and was particularly instrumental in navigating the legal processes involved in building and opening the Wooster retail location three years ago.

Currently, there are two members of the firm who serve on Goodwill's Board of Trustees. One is Attorney Christopher Pycraft, whose tenure began in 2007, and the other is outgoing chair Attorney James Lanham, who has also served since 2007. In addition to Board activities, these members also serve the agency through a variety of volunteer opportunities and community advocacy.

Goodwill Industries of Wayne and Holmes Counties would like to thank the members of the law firm of Critchfield, Critchfield & Johnston for their many contributions to the agency and congratulate them on being the 2010 Distinguished Service Award winners!



***Jesse Kasler***

# *Graduate of the Year*

## **Jesse Kasler**

When asked why he thought he was named Goodwill Industries of Wayne and Holmes Counties' Graduate of the Year for 2010, Jesse Kasler paused, then cited earning his GED and being employed at the Wooster retail location for a year as possibilities. Although these are considered to be great accomplishments for someone with significant barriers to achieve in the course of just one year, to him they are necessary steps to turning his life around. These are the types of achievements that are expected of a responsible partner, father, and community member.

In 2008, Jesse, who is originally from the Athens, Ohio area, relocated to Wayne County to be with his girlfriend of seven years, Jill, and their two children, now five-year-old Ladimir and three-year-old Brenton. This relocation was a life-changing event for him. Jesse can vividly recall a cycle of destructive behavior, substance abuse, and involvement with the criminal justice system beginning at the age of thirteen and continuing throughout his adolescence and young adulthood. It was the combination of becoming a father to two young boys and moving to Wayne County, away from many of the negative influences that contributed to Jesse's personal and legal issues, that started Jesse's life on the positive path that it's on today.

Since starting in Goodwill's WorkFirst Training Program in early 2010, Jesse studied for and obtained his GED and became a valuable member of the Wooster retail team. His dedication to improvement means that lack of a driver's license is not a barrier for him; he rides his bike to work in sun, snow, and rain. He has built positive relationships with not only his coworkers, but many repeat Goodwill donors. Now, when Jesse looks to the future, he sees having his driver's license reinstated, potentially starting a landscaping or carpentry business, and spending quality time with his sons.

"I can't change the past; I can just do better," says Jesse. Jesse chose to do better for himself and his family in 2010 and is continuing to work toward the health, happiness, and stability of his family on a daily basis. Congratulations to Jesse Kasler, Goodwill Industries of Wayne and Holmes Counties' 2010 Graduate of the Year!



***Michael Lupole***

# *Employee of the Year*

## **Michael Lupole**

Michael Lupole says that he accepts Goodwill Industries of Wayne and Holmes Counties' Employee of the Year award for the year 2010 on behalf of the Wooster Retail location, which he has managed for four and a half years. He also says that he is humbled by receiving the award, and that he was never expecting to be recognized in this way. Others throughout the agency, though, say that he deserves this award because he is hard-working, fair, and supportive of his employees. He is a good role model for his staff members, many of whom faced barriers to becoming employed and strive on a daily basis to be the best that they can be despite their challenges.

Mike's background is in 'traditional' retail; prior to his employment with Goodwill Industries, he was the assistant manager of the Sam Goody location in Wooster for seven years. When that store closed, Mike began looking for another retail opportunity and came across an advertisement for a management position at the Wooster Goodwill store. Although it was different from what his experience had been, he accepted the job and has had no regrets. "I love retail," he says, "I get to think on the fly, and each day is different; it never gets monotonous." But, he added, it's much more rewarding to know that the money that he and the store employees work hard for everyday is not going to make an individual or company rich, but to improve people's lives and make the community better.

In his spare time, Mike, a Wooster native and graduate of Wooster High School, is the Vice President of the Wooster Area Browns Backers, and enjoys working on (and playing with) tech gadgets. He has also served as a Little League baseball coach and basketball announcer.

"This award could easily be cut up and a piece given to each person who works here," says Mike. "I am just the captain of the ship." Goodwill Industries of Wayne and Holmes Counties would like to congratulate the 2010 Employee of the Year, Michael Lupole.

**Goodwill is concerned about our environment and has been recycling since the beginning of the Goodwill movement in 1902.**

*In 2010, Goodwill kept 2,071,230 pounds (1035.62 tons) of materials out of the landfills:*

- **Clothing:** 1,347,115 lbs / 673.56 tons
- **Books:** 176,080 lbs / 88.04 tons
- **Metals:** 276,000 lbs / 138 tons
- **Cardboard:** 182,700 lbs / 91.35 tons
- **Computers:** 8,255 lbs / 4.13 tons
- **Mixed Appliances:** 26,080 lbs / 13.04 tons
- **Tires:** 55,000 lbs / 27.5 tons



# The Goodwill Mission

*To help people reach their highest level of independence and success through training and employment-related services.*

## **WORKFORCE DEVELOPMENT**

Teaching job readiness and work skills results in individuals getting their independence and their dignity by earning a paycheck.

## **INDUSTRIAL SERVICES**

Goodwill participants receive on-the-job training, and outsourcing companies benefit by saving money.

## **RETAIL/DONATED GOODS**

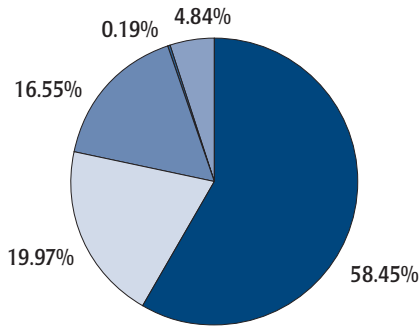
Every time you shop and donate, you help someone get a job! The sale of donations provides the funds for the job education, training, and placement of people in our community.

**Our mission is Workforce Development. Industrial Services and Retail/Donated Goods support our mission.**

- Both Retail/Donated Goods and Industrial Services generate revenue to provide the funding for the Workforce Development Department.

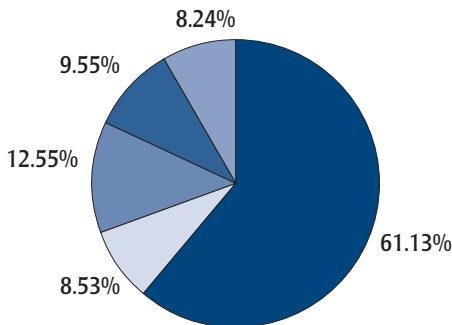
# The Community Investment

Sale of Donated Goods	\$ 2,634,727	58.45%
Contract Earnings	\$ 899,955	19.97%
Workforce Development and Program Services	\$ 745,753	16.55%
United Way	\$ 8,700	0.19%
Other	\$ 218,180	4.84%
The Community Investment	\$ 4,507,315	100.00%



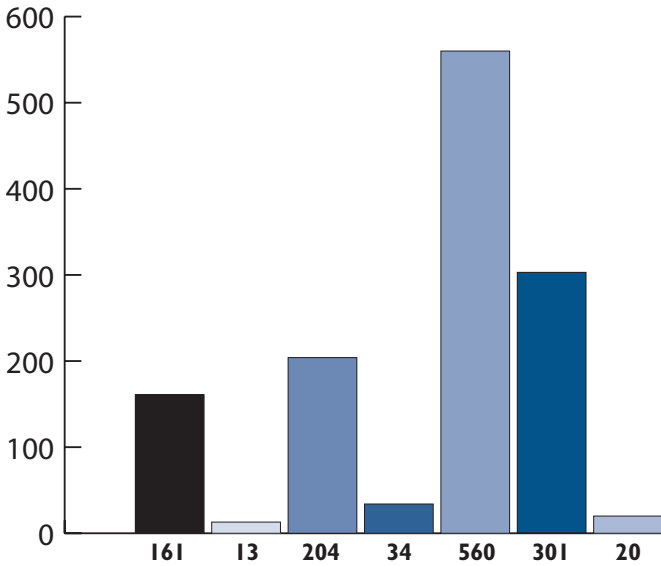
# Goodwill Returns to the Community

Wages, Benefits, Taxes	\$ 2,755,570	61.13%
Supplies and Services	\$ 384,329	8.53%
Facilities & Transportation Expense	\$ 565,758	12.55%
Current & Future Investments in Program Services	\$ 430,327	9.55%
Investment in Facilities and Equipment	\$ 371,331	8.24%
The Community Return	\$ 4,507,315	100.00%



# The Goodwill Mission at “Work”

*Services provided to the following populations*



Individuals with disabilities in vocational rehabilitation services	161
Individuals with severe disabilities in long-term vocational programs	13
WorkFirst training to families on Public Assistance	204
Work Experience training to families on Public Assistance	34
Individuals seeking employment services (One Stop)	560
Transportation services, life skills, community service	301
Youth and seniors	20

# 2010 Outcome-Based Summary Measurement Report

For certification by the Commission on Accreditation of Rehabilitation Facilities, our organization is required to report these specifics to our board, staff, consumers, and the community each year. Please contact Tom Police, Vice President of Workforce Development, at 330-264-1300 for a copy of the complete report.

## In 2010, Goodwill served PEOPLE in the following areas:

SERVICE AREAS	Number of BVR SERVED	Number of WFT SERVED	SUCCESSFULLY COMPLETED SERVICES	SUCCESSFULLY COMPLETED SERVICES	OVERALL CUSTOMER SATISFACTION
Vocational Assessment	80	0	BVR: 100%	WFT: N/A	BVR: 100% 68 surveys returned
Work Skills Training	0	161	BVR: N/A	WFT: 87%	WFT: 100% 46 surveys returned
Community Employment Services	89	72	BVR: 36% placed in community employment at \$7.74 per hour average	WFT: 95% placed in community employment at \$7.92 per hour average	BVR: 100% 20 surveys returned  WFT: 100% 40 surveys returned



## Retail/Donated Goods

- This division provided sixty percent of the agency's total revenue in 2010.
- The Preferred Shopper program was successfully implemented.
- Goodwill received **90,213 donations** in 2010; this is 6,213 more than projected.
- Donation increase of nearly thirteen percent over 2009 is a result of a greater number of corporate and community drives and increased participation in the **Project Recycle** elementary school donation drives.



## Industrial Services

- Gerstenslager's was added as a new customer in 2010.
- This division employed nearly fifty-five individuals, including nine to twelve consumers at any given time.
- Contracts with The Wooster Brush Company and Diebold, Inc. accounted for eighty-four percent of department revenue.
- Additional 2010 Industrial Services customers included Dometic/Sealand, Akron Brass, ITRAN Electronics Recycling, P. Graham Dunn, RPI, The Will-Burt Manufacturing Company, Seaman Corporation, Sterling Fur, and CerCo Diamonite.

# Workforce Development

- In 2010, Goodwill served 1,293 individuals – a nearly ten percent increase over 2009.
- Eighty-five consumers were placed in competitive employment – a fifty-two percent increase over 2009.
- Goodwill staff members served 838 community members through partner agencies in 2010. Our staff provided services to individuals through agencies and programs such as the Employment and Training Connection, the Wayne County Career Center, and Orrville Junior Achievement.
- CARF, the Commission on Accreditation of Rehabilitation Facilities, renewed Goodwill's accreditation for three additional years, the maximum that can be obtained.



# NEW FRIENDS IN THE COMMUNITY

## 2010

### **INDUSTRIAL SERVICES**

*The Gerstenslager Company*

### **DONATION PARTNERS**

*Berlin Hickory Smokehouse  
Global Body*

### **FUNDERS**

*The Dominion Foundation*

### **COMMUNITY DONORS**

*Mr. & Mrs. Vincent Abel  
Ashland University*

*Ms. Norma J. Beck*

*Mr. David S. Braddock*

*Mr. & Mrs. Joseph Durbin*

*Engineering Associates*

*Ms. Alice Geib*

*Mr. & Mrs. William C. Hissner*

*Mr. & Mrs. Robert Horst*

*JLG Industries*

*Mr. Mark McClintock*

*Dr. Roger C. Moyer*

*Mr. Robert Salisbury*

*Ms. Barbara M. Sharp*

*Sterling United Methodist Church*

*VIP Travel of Wooster*

*Mr. & Mrs. Richard Wenger*

# 2010 – 2011 BOARD OF TRUSTEES

## OFFICERS

**James J. Lanham, Chair** (Critchfield Law Firm)  
**Tom Cole, Vice-Chair** (Arden Shisler Center/OARDC)  
**John W. Sell, Treasurer** (The College of Wooster)  
**Christine Lee, Secretary** (Long, Cook & Samsa, Inc.)  
**Judy Delaney, President** (Goodwill Industries)

## BOARD OF TRUSTEES

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**Brian Bogner** (Bogner Construction Company)  
**Michael Bogner** (Bogner Construction Company)  
**Kathi Bond** (CryoPlus, Inc.)  
**Louie Carter, Jr.** (Retired, Carter Lumber)  
**Kevin Engle** (University of Akron Wayne College)  
**Rick L. Ginther** (The Commercial and Savings Bank)  
**Keith Hancock** (The Wooster Brush Company)  
**Jack Kerby** (Buehler's Fresh Foods)  
**Sandy Lende** (Rea & Associates, Inc.)  
**Joseph Mast** (Real Estate Showcase Auction Company)  
**Leo Miller** (The Apple Creek Banking Company)  
**Joel Montgomery** (City of Wooster)  
**Gil Ning** (Retired, Bosch Rexroth Corp)  
**Michael J. Palmer** (The Wooster Brush Company)  
**Mitch Pertee** (Hummel Group, Inc.)  
**Stan Popp** (Wayne Metropolitan Housing Authority)  
**Christopher J. Pycraft** (Critchfield Law Firm)  
**Doug Thiessen** (BusinessTech Communications, Ltd.)  
**Deanna Troutman** (Troutman Vineyards)

## – RETAIL LOCATIONS –

**Wooster Retail Store**  
149 West Milltown Road  
Wooster, OH 44691  
330-262-7196

**Rittman Retail Store**  
260 North Main Street  
Rittman, OH 44270  
330-925-3082

**Loudonville Retail Store**  
16630 State Route 3  
Loudonville, OH 44842  
419-994-2323

**Orrville Retail Store**  
351 Hostetler Road  
Orrville, OH 44667  
330-684-2050

**Millersburg Retail Store**  
1098 Glen Drive  
Millersburg, OH 44654  
330-674-9222

## – DONATION CENTER –

**Wooster  
Donation Center**  
524 Palmer Street  
Wooster, OH 44691  
330-264-1300

**Goodwill**   
Industries of Wayne and Holmes Counties, Inc.

[www.woostergoodwill.org](http://www.woostergoodwill.org)  
E-mail: [goodwill@woostergoodwill.org](mailto:goodwill@woostergoodwill.org)

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