

# Lighting Up Lives



2017

Report To The Community

**Goodwill**   
Horizon Goodwill Industries  
Maryland • Pennsylvania • Virginia • West Virginia 

# Goodwill

Horizon Goodwill Industries

Maryland ■ Pennsylvania ■ Virginia ■ West Virginia



301.733.7330



[horizongoodwill.org](http://horizongoodwill.org)



[impact@goodwill-hgi.org](mailto:impact@goodwill-hgi.org)



John McCain,  
CEO

Friends of Goodwill:

2017 was a challenging and yet rewarding year for everyone at Horizon Goodwill. Through it all, we stayed true to our values of Character, Passion, Service, Compassion, and Celebration.

We touched the lives of 7,682 people in Maryland, Pennsylvania, Virginia, and West Virginia. This is an all-time high for Horizon Goodwill and an increase of 693 people over 2016. This level of service would not be possible without the passion, dedication, and creativity of our entire team.

We launched our very successful GetOnboard! Job readiness program, which served 350 people and graduated 150 in 2017. This program led to graduates pursuing their GED, entering post-secondary education, sector certifications such as forklift and safety training, and employment.

We also launched A.S.S.E.T. (Aligning Sector Skills with Education and Training). In six months, 54 justice-involved people received services designed to help job seekers dealing with substance abuse issues.

In July, we joined a collaboration with the REACH cold weather shelter and United Way to teach financial literacy classes to job seekers. Our goal is to reach 75 people per year, and thanks to our volunteers, we are on track to bring financial education basics to nearly twice that many in our first year.

2017 was a great year for Goodwill job seekers as 528 people found employment, a 28 percent increase over last year. Our successful job seekers earned an average of \$12.86 per hour and 87% were eligible for benefits after 90 days.

Our education partnerships continue to thrive. We now have education partnerships with community colleges in Hagerstown (HCC), Cumberland (Allegany College of Maryland), Martinsburg (Blue Ridge) and Lord

Fairfax Community College. Thanks to these partnerships, over 400 job seekers participated in basic literacy and math assessments, as well as GED classes.

Horizon Goodwill accomplishes much of its mission of Removing Barriers, Creating Opportunities through its business lines of Donated Goods Retail and our B2B Business Services. Combined, these social enterprises paid \$4 million dollars in wages to people who face significant barriers to employment.

Donated Goods shoppers reached over 900,000 visits for the first time in 2017, and we feel confident we will reach 1,000,000 shoppers in 2018. Our online sales division, using the shopgoodwill.com platform, reached its stride and sold nearly 500,000 in merchandise. We also relocated our Charles Town location to a larger, more shoppable, and updated location. Our team worked hard to implement the “kaizen” or continuous improvement process to donation processing, which resulted in a cleaner, safer, and more productive work environment.

Our B2B Business Services continued to serve more people and businesses. We added seven new business customers, increased our revenue by 14 percent, and paid \$2.5 million dollars in wages to people facing barriers to employment.

Horizon Goodwill is very fortunate, once again, to be blessed with so many volunteers, staff, and partners in 2017. We continue to fulfill our mission of Removing Barriers, Creating Opportunities. Thank you for all you do.



John McCain, CEO





Mike  
Kingree

# Character

Re-entry into the workplace after being incarcerated is one of the most challenging feats a person can face. In 2015 Mike Kingree was finding out just how hard it can be. Mike was living at a Rescue Mission in Winchester, VA when the staff there referred him to Goodwill. He landed a position at the Winchester processing center where he quickly became their top processor. Within eight months, Mike was promoted to a core employee. His supervisor at the time, Stephanie Corum, commented, "Mike would show up every day, on time, work as hard as he could, and offer to help others." During the eight months it took him to become a core employee, Mike was also making great strides outside the workplace. He was able to secure a place to live, acquire a vehicle, and find a local Church to attend.

Mike had plenty of hardships to overcome in his past, but he also had valuable work experience as a plumber and in various other trades. News of Mike's character and skillset made its way to Goodwill's Facilities department and in early 2017 Mike applied for and

was hired as a Maintenance Technician. Mike is now responsible for maintaining the entire Eastern region of Goodwill's territory which includes 14 separate locations. "It is truly amazing, that someone who once needed our help is now a person we all rely on," says his current supervisor. Since Mike's transition into maintenance, multiple store managers have expressed how impressed they are with his work ethic, abilities, and his positive attitude.

Faith is the foundation that Mike has built his life upon. He devotes most of his time, outside of work, to his Church. Mike's major goal is to become a pastor and give back to his community through charitable works. Often times, we express how hardships can be "character building" and yet not everyone who faces hardships displays character. Mike has made a conscious choice to be the best person he can be, and that deserves acknowledgment and celebration.





William  
McCrary

# Passion

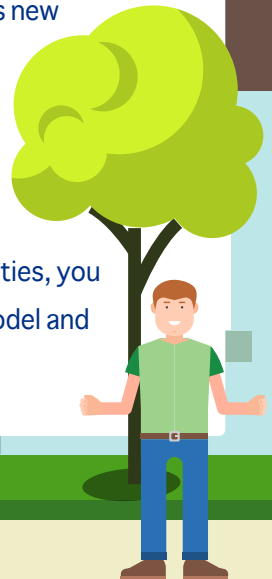
William McCrary was rightfully named Horizon Goodwill's Achiever of the Year 2017. William's work ethic and attitude are great: going to work and getting the job done. He is devoted to his training and to his peers. Job seekers still looking for work look up to him with respect as William continues to move forward to set more goals for himself. He is determined to prove that a passion for your purpose and believing in yourself will get you where you want to go.

William's biggest achievement in 2017 was finding his job at Walmart where he is a Cart Associate. When you ask William what his goal in life is, he answers that question the same each time: "I want to work. I want a job in the community, just like everyone else." He says that having a job means everything to him, "it's what you do; it's what people do – work so we can have the life we want."

His initial job search was not successful; interview after interview,

with no luck. His frustration was high and motivation low. He wanted to know why companies weren't picking him – what more could he do? He talked with Goodwill staff to see what additional training or skills classes were out there. The team got together and helped William enroll in and complete Goodwill's 10-day job readiness program, Get Onboard! Then William practiced using public transportation to and from job interviews. When he went to Walmart -- putting all his new job readiness training to use – he tackled the interview and they offered him the job on the spot!

With his great passion and endless patience, William encourages others to work hard and not give up. He says, "It doesn't matter if you have barriers or disabilities, you can do anything you set your mind to." He is a role model and mentor to us all!





Steve  
Hummel

# Service

The Massey H. Roe Award was named after a man who was a major catalyst for philanthropy and giving back to the community by enriching the lives of others. Roe was a member of the Lions Club and was the catalyst that began the Massey H. Roe Scholarship, a Lions Club Scholarship that is awarded to a multitude of high school students attending college. Roe also served on the board at Goodwill and dedicated a significant amount of his time here. Roe was a constant advocate for our organization and was the first person to tell Steve Hummel about Goodwill.

Hummel was later offered a position on the Goodwill board which he enthusiastically accepted. Hummel was amazed by the programs Goodwill offered and the important work that they provided for the community.

Hummel has served on the HGI Board of Directors three times since 1982 (1986-1992, 1993-1999, and 2002-2008) totaling 18 years. During each of his three terms, Hummel held the position as Treasurer and served on the financial committee.

On and off the board he serves as an advocate for Goodwill. Hummel spearheaded the partnership for donation drives with Goodwill and has collected over 50,000 pounds of donations! He and his team have also given more than 380 volunteer hours.

One of the greatest contributions he has made to Goodwill was providing and promoting financial literacy classes for those enlisted in the Get Onboard program. Steve and his colleagues have provided up to eight hours of volunteer training per month since the program began in February of 2017 with over 160 people receiving help from this essential training aimed at creating self-sufficiency.

We are so grateful for all the work he has done for Goodwill and are proud to name him the Massey H. Roe award winner for 2017.





 Rubbermaid

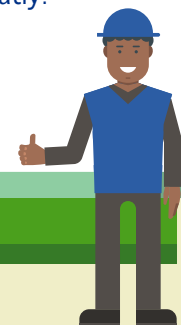
# Compassion

Compassion is one of the most important Core Values we hold at Horizon Goodwill Industries. Compassionate people are selfless in thoughts and actions to help those who suffer from physical or emotional hardships. Goodwill team members serve people with compassion and we are fortunate to find business partners that model this compassion as well.

A fantastic example of such compassion is our partnership with Rubbermaid in Winchester, VA. Since October of 2016, Rubbermaid has supported HGI in a variety of ways that span across our divisions. Every month, we receive a literal “truckload” (or more!) of donations. Rubbermaid generously donates new merchandise that range from teaspoons to commercial trash cans. Hundreds of different Rubbermaid products land on our retail floors across all 18 stores and our shoppers love them! In addition to the revenue these donations generate, we also use them at several of our contract sites and at all our Goodwill facilities, offering us a huge cost savings.

Besides the extremely generous donations, there is another layer to the partnership. We perform a variety of contractual sub assembly jobs at our Cole Lane facility in Winchester, VA for Rubbermaid. In 2017, those projects created over 3,000 hours of labor! This job creation is at the heart of what we strive to accomplish at Horizon Goodwill. Putting a paycheck in peoples’ hands and providing them with valuable work experience lifts them up and changes their lives for the better.

From cost savings, to store inventory, to job creation, to revenue generation-Rubbermaid supports Goodwill in a variety of unique and positive ways. Their compassion for our clients and our Mission of removing barriers and creating opportunities makes it a special partnership that we value greatly!





Jen  
Walters

# Celebration

Our Mission Services Team in Cumberland would like to honor Jen Walters' being named Bennet Rubin Spirit of Goodwill Award winner for 2017. Jen coordinated and participated in over 100 community outings as part of her career exploration and long-term training program. Showing great initiative, she made strides using soft skills and teamwork she learned at Goodwill. Most importantly, Jen does not let her disability define her or get in her way of becoming who she wants to be. Instead, she shows others what capability can look like, that it is what a person has within themselves that matters most.

Through-out 2017, Jen was active in her community, improving the environment and inspiring others. She picked up recycling at local businesses and processed the recycling with Pen Marr. She also

assisted with gathering donations from a local church and helping coordinate a wide variety of social and recreational

activities for her peers and community members. Displaying the "Goodwill Spirit" every time she is out, Jen strives to do her best, to help others, and to reach out to those in need.

And, Jen celebrates the little achievements as often as the big ones and encourages others to do the same. As a value of Horizon Goodwill, celebration means we take time to honor and find joy in our successes and those of our partners. Jen celebrates the strong relationships she has with Goodwill staff and her peers. She is mastering the fine art of working together as a team, quick to make everyone laugh. Jen reminds us to find moments and show gratitude for what we have and just how far we have come.

We look forward to 2018 with Jen – here's to achieving more than we ever thought possible and to celebrating each step together!







Service

TAMMY ELRICK

BROOKE GROSSMAN

KENNETH WINEBRENNER

TREVOR TABBACHINO

CARLA STICKER

DEBBIE MCCABE

JEANETTE WARNER

If you have ever looked for a job, you may know that getting a job is a lot of hard work, but it is keeping your job can be even harder. In our 4-state region, over 81% of people who are unemployed need help to do both. In February of 2017, Horizon Goodwill's Workforce Development Team in Washington County, Maryland took on the unique challenge of reviving and renewing an onboarding program for job seekers coming to Horizon Goodwill for training and employment – the goal: not just find a job but keep it and make it meaningful.

Arthur Ashe said, "One important key to success is self-confidence. An important key to self-confidence is preparation." With this in mind, and little more than a notebook of past curriculum in hand, the Team led by Tammy Elrick got to work. Their objective: serve the unemployed by transforming the least ready, least confident job seeker into the most prepared future employee. Each team member brought unique skills to program development: Tammy as facilitator, Trevor with data, Kenneth created engagement, Deb shared her administrative force, Jeanette connecting to funding, Carla bringing assessment, and Brooke providing the passion and compassion that turns good service into great programming!

The Team used portions of a previous curriculum, added new ideas, surveyed previous participants turned current employees, and engaged community

partners to change the onboarding program into a multidimensional job readiness program. The program exposes the learner to personal management, teamwork, conflict resolution, financial literacy, self-motivation, professional attire, soft skills, computer basics, emotional intelligence, and adult basic education.

Aptly naming it "Get Onboard!", this new iteration of job readiness is a ten (10) day, fifty (50) hour classroom-based training that provides job readiness and soft skills needed by and expected by future employers. By getting community organizations, businesses, and schools to donate their time and volunteer as teachers, the Team ensured that GET ONBOARD! can be offered free to all participants. Goodwill's GET ONBOARD! introduces participants to the world of work and teaches critical employability skills that will help them get AND keep their next job.

"It is the experience of learning together as much as the skills that are learned that are transformative for these job seekers," says the team. And this team brings both! In just 9 months, Get Onboard! served over 300 participants in Washington County alone. By year end 2017 had been successfully replicated and launched across the 4-state, including Cumberland, MD, Martinsburg, WV and Winchester, VA, serving an additional 150 job seekers. In 2018, we anticipate over 1,000 job seekers will participate in Get Onboard! across 17 counties in Maryland, Pennsylvania, Virginia, and West Virginia.



# Excellence in 2017

## SERVICE

People served: ..... 7,682  
 Hours of volunteer and community service work:..... 6,023

## TRAIN & EDUCATE

Days of Paid On-the-Job Training: ..... 125,740  
 GED & Credentialing Sessions: ..... 47,806  
 One on One Financial Coaching Sessions: ..... 6,067  
 Forklift Certifications: ..... 150  
 Community College partners: ..... 4

## JOBS

Job placements: ..... 528  
 Companies that hired Goodwill-trained workers: ..... 402  
 Average wage per hour: ..... \$12.86  
 Average hours per week: ..... 33.47  
 Post-placement job coaching hours:..... 21,870  
 Goodwill wages to clients & employees w/barriers: ..\$3,976,367.94

## TRANSPORT

Trips to and from work and training: ..... 45,180

## EXPUNGE

Applications for expungement: ..... 2,322

## STRATEGIC PARTNERS

- Allegany College of Maryland
- AmeriCorps – Maryland
- AmeriCorps – Virginia
- Community Foundation of Washington County
- Gatekeepers
- Governor’s Office of Crime Control and Prevention
- Hagerstown Community College
- Lord Fairfax Community College
- Rubbermaid
- Shenandoah Valley Workforce Development Board
- Washington County Day Reporting Center
- Western Maryland Consortium

### GET ONBOARD! Job Readiness Program:



We know getting a job is a lot of hard work and that keeping a job can be even harder. So, in February 2017, Horizon Goodwill launched our new Job Readiness program, GET ONBOARD! GET ONBOARD! job readiness program is a 10-day, 50 hour classroom-based training that provides job readiness, financial literacy, GED testing and prep, plus employability & soft skills critical for job seekers and expected by employers. Since we began, over 350 job seekers have participated, graduating to Goodwill’s paid work training program or directly to employment in our community. GET ONBOARD! is available at all four (4) Horizon Goodwill Job Connection Centers located in Hagerstown and Cumberland, MD; Martinsburg, WV; and, Winchester, VA. across our 17 county territory.

### AmeriCorps – Maryland & Virginia:



Horizon Goodwill began partnerships with AmeriCorps hosting 5 full-time and many part-time AmeriCorps members in our Winchester, Virginia and Hagerstown, Maryland hubs. These volunteers, AmeriCorps National, are serving 12+ months with our Goodwill and will log nearly 10,000 service hours. Already to date, our Goodwill AmeriCorps members have helped 50 adults and 15 youth bridge the unemployment gap by launching our Get Onboard! adult job readiness in Virginia and preparing youth for work through our Get Skilled! job readiness program in Maryland.

### Washington County Day Reporting Center:



Washington County Sheriff’s Office opened the Day Reporting Center (DRC) in November of 2016 after 5 months of intensive planning together with Horizon Goodwill, Gatekeepers, Valor Ministries, plus other strategic and community partners. Our workforce staff was at the table from the beginning, serving 21 individuals, 8 of which came to Goodwill for paid work training, 3 received their forklift certification and 11 found employment. Washington County Sheriff’s Office’s Day Reporting Center is alternative to incarceration: an on-site, nonresidential program designed to change participant’s thinking patterns and attitudes, improve job skills, find employment and/or keep that job. Horizon Goodwill meets with individuals at the center one on one and provides job readiness classes twice a week in addition to case management and financial literacy sessions.

# Board of Directors

**OFFICERS:**

**Ron Bowers, Board Chair**

**Bernard "Butch" Adams, Vice Chair**

**Steven Michael, Treasurer**

**Lori Wriston, Secretary**

Walter Bell

Lynn Brumbelow

Sam Cool

Rebecca Fishack

Paul Frey

Bill Gaertner

Mark Halsey

Sandra Hamilton

Delores Harmon

Tracie Hovey

Mary Ann Keyser

Laura Lowry

Susan Makes

John McCain

Paul Muldowney

Tina Nash

Aaron Peteranecz

James Robertson

Gus Shahrooz

J. Scott Shipe

William Valentine

Bonnie Winders

F. Christian Wright

Marianne Zeigler



# Goodwill

Horizon Goodwill Industries  
Maryland ■ Pennsylvania ■ Virginia ■ West Virginia

