



**GOODWILL
SAN ANTONIO**

Good News

Your Goodwill helps change lives through the power of work.

Fall 2016

MORE THAN MAKING A DOLLAR, MANAGING TO **MAKE A DIFFERENCE**

Goodwill San Antonio successfully operates 21 retail stores located throughout the communities of San Antonio, Cibolo, Kerrville, Laredo, New Braunfels and Seguin. And behind each store's success, is a store manager who is responsible for far more than simply selling gently-used goods. Goodwill store managers are responsible for serving the agency's mission to **help change lives through the power of work**, and they achieve this not just by increasing sales, but by also increasing the confidence and potential of every team member who works in the store.

Troy Perales, store manager of the Goodwill Marbach Road location, has been with Goodwill for six years and believes his role is to both generate retail dollars to help fund the agency's mission, and to personally invest in the individuals on his team, many of whom are gaining valuable skills through a transitional employment program. Unlike other retailers, Troy says, "At Goodwill, we have the opportunity to serve our team, our organization and our community. I believe every position within Goodwill can be a place for positive change in someone's life." Troy leads by example and keeps his focus on people—whether it is a Goodwill shopper, donor, volunteer or one of his own team members. He is there to listen, to push, to encourage, to share different perspectives, and most importantly, to support. He expects each member of his team to give their best, and in return he will give them his genuine best.



"At Goodwill, we have the opportunity to serve our team, our organization and our community. I believe every position within Goodwill can be a place for positive change in someone's life."—Troy Perales

While operational goals and generating revenue in support of the agency's mission is a key driver, for Troy, he is most fulfilled when he witnesses other people making positive changes to move their life forward. This speaks to talent and compassion of the Goodwill San Antonio store management team. From managing an ever-changing inventory of goods to providing volunteer opportunities for community members, at the end of each day, it's more than how much is in the cash till that matters—it is providing second chances and creating opportunities for team members and the community that make a real difference.

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CHANGING LIVES THROUGH THE POWER OF WORK



Evelyn R.

Evelyn grew up in the border town of Eagle Pass. The child of migrant workers, her parents were gone for weeks at a stretch. During her early teens, she started spending time in nearby Mexico, skipping school and using drugs. When she was 14, she found out she

was pregnant and immediately stopped her drug use. But as soon as her daughter was born, she went back to her old ways, and resumed her life of drugs. A near overdose caused a dramatic change. Evelyn made the choice to quit drugs and return to school. Not only did she graduate high school, Evelyn completed several years of college in Dallas.

Unfortunately, a lack of funds and family matters brought Evelyn back to Eagle Pass before she completed college. Not able to find meaningful employment, Evelyn succumbed to the lure of quick money and began trafficking drugs. She eventually got caught and went to prison for almost 3 years.

Upon release, Evelyn went to a halfway house in San Antonio where she learned about the Goodwill San Antonio Fresh Start Program for non-violent ex-offenders. “They gave me the opportunity to work even though I didn’t have any experience,”

Evelyn said. She began working at the Goodwill San Antonio Marbach Road store, where she met Goodwill store manager Troy Perales (Read “More than Making a Dollar, Managing to Make a Difference,” page 1). Troy expected a lot out of Evelyn and encouraged her to reach for her dreams.

After completing the Fresh Start program, Troy suggested she look into the Nursing Assistant course at the Goodwill San Antonio Good Careers Academy. Although uncertain of

Good Careers Academy offers affordable tuition & an 85%+ placement rate for graduates

how she would pay her tuition, Evelyn enrolled. Good Careers Academy provided her books and scrubs, and her fellow team members at the Marbach store helped her with tuition by organizing

a Bar-B-Que plate sale. With Troy’s support and her own hard work, Evelyn graduated at the top of her class and now works as an area supervisor for a community health organization in San Antonio.

Evelyn is very grateful for the help she has received from Goodwill San Antonio. “I believe everyone deserves a second chance. Goodwill is there to give us that opportunity. I really want to thank Troy for not giving up on me even when I disappointed him. I also disappointed my mom. But I know if she were alive today, she would be very, very proud of me.”

Goodwill San Antonio Your Halloween Headquarters!

A black silhouette of a tree with a jack-o'-lantern face at its base, set against a dark purple background.

Want to dress up as a Superhero for Halloween but aren’t sure how to get started? Goodwill is here to save the day! Pirates and Princesses can find everything they need to create their unique Halloween costume—without breaking the bank! Look for our Costume Coordinators wearing orange t-shirts or turn to our Halloween Costume Lookbook located in every Goodwill store for guidance on creating a wickedly easy costume!

Goodwill has the basics to build your affordable DIY costume AND all the accessories and face makeup to match!

The ghoulish gear doesn’t stop there—our stores are stocked full of festive fall and Halloween décor that will add just enough flair to your spooky soiree!

Think your Olympic Athlete costume deserves a gold medal? Enter our DIY Goodwill Costume Contest!

DIY Halloween Costume Contest

- Snap a photo of you or a family member in DIY costume with pieces purchased from Goodwill.
- Submit your photo at goodwillsa.org or to info@goodwillsa.org now until Monday, October 31 and include which store it was purchased from.
- The most creative costume from each store will receive a \$100 HEB gift card! Winners will be selected on Tuesday, November 1st.

When Halloween season is *dead* and gone, DONATE your costume to your local Goodwill Donation Station. When you donate to or shop at Goodwill, you are funding education, training, and services that prepare people to find jobs and build better careers.

Shop Goodwill for Wickedly Easy Costumes!

CELEBRATING 71 YEARS OF SERVICE



Goodwill San Antonio celebrated our 71st Anniversary on Tuesday, September 20th with 300 community friends and team members at the Pearl Stable. We honored 71 years of courage and commitment—the courage of our clients to change their lives and the commitment of our employees and partners to help them.

Kevin Bergner, President and CEO of Goodwill San Antonio shared the Goodwill San Antonio mission throughout our event. Mayor Ivy R.

Taylor was the keynote speaker and shared personal memories of her dad's work ethic, the importance of on-the-job training and Goodwill's important role in preparing individuals to find meaningful employment in our community. Goodwill San Antonio builds an infrastructure of opportunity for those who have been left stranded by poverty, lack of education or barriers to work.

Goodwill team members are at the heart of our ability to live our mission of **changing lives through the power of work**. During the event, we recognized 29 team members who have served Goodwill San Antonio for 20 years or more. A special moment was shared by all when Julian Cruz was recognized for being a servant leader at Goodwill San Antonio for 47 years and counting.

The Goodwill mission at work was demonstrated through three success story videos showcased during the event. One of the stories shared was about Evelyn R., who is featured on page 2 of this issue of *The Good News*. She overcame major obstacles and is now thriving thanks to mentorship and educational skills training through Goodwill. Watch our other success story videos at <http://www.goodwillsa.org/about/success-stories> to learn first-hand how together, we are making an impact on our community.

Community leaders also play a critical role in bringing the Goodwill mission to life. Dr. Federico Zaragoza, Vice Chancellor of Economic and Workforce Development of the Alamo Colleges was honored with the Bill Sinkin Partnership Award for his role in partnering with Goodwill to establish the Good Careers Academy. Together, Goodwill San Antonio and Alamo Colleges worked diligently to bring affordable, high quality skills certification career training for in-demand occupations to our clients. With his dedication and partnership, Goodwill San Antonio has helped thousands of individuals in our community earn training certifications in high demand fields and find meaningful employment. The event concluded with Charles Lutz III being presented with the Jim Matson Inspiration Award for his leadership and guidance during his eight-year tenure as a member of the Goodwill San Antonio Board of Directors and for serving the community. In addition to serving Goodwill, he served as Chair of the Alamo Heights School Board, YMCA, the Special Olympics, the San Antonio Symphony, University of Incarnate Word and many more agencies. Charlie's ongoing energy and passion continue to be an inspiration for us all.

Donate Your Vehicle to JUMPSTART SOMEONE'S CAREER

Do you have a vehicle you no longer need?

Donate it to Goodwill San Antonio in support of our mission of changing lives through the power of work. When you donate to Goodwill, you are helping to fund education, training and career services that prepare individuals for a better job and building a career.

Our vehicle donation program is fast, free, and easy! Plus, your donation is tax-deductible.

We accept all vehicles in any condition, including:

- Cars
- Motorcycles
- Boats
- RV's
- Heavy equipment
- Personal watercraft

Our convenient online form takes less than 5 minutes to fill out and then we take care of the rest. We'll even arrange to have it picked up. Once the vehicle is sold, you receive a receipt that may be used towards a tax deduction.

Drive Others to Career Success

The funds generated from the sale of your vehicle stays in our community and help more than 25,000 individuals annually.

You could be helping a:

- Single mother train to become a Nurse's Aide so that she can better provide for her children.
- Veteran transition from active military life to a meaningful civilian career.
- Non-violent ex-offender transition back into society to find gainful employment.
- High school student earn a trade certification in a high demand field in addition to a high school diploma.

Your donation continues the cycle of opportunity for not only individuals, but their families and the community.

Visit www.goodwillsa.org to learn more about how you can help drive others to career success!

Goodwill Transforms Your Donated Electronics into Meaningful Careers



Whether you are upgrading your personal electronics or responsible for the upgrading of your corporate electronics inventory, Goodwill San Antonio can assist you with responsibly recycling your electronics, no matter the volume.

When you donate computers and other electronic devices to Goodwill San Antonio, you are helping to reduce e-waste in our landfills. In addition you are supporting the Goodwill San Antonio mission of ***changing lives through the power of work***, by helping to fund education, training and career services that prepare individuals to find better jobs and build careers.

The Goodwill Electronics Recovery Program offers reliable reuse and recycling services that ensure data security and environmental responsibility of all donated electronics.

Secure Data Sanitization

The Goodwill team takes extreme care to ensure all personal identifiable information and other data are removed from every data-stored electronic device donated. Goodwill adheres to the highest industry standards and best practices as it pertains to data security, environmental responsibility, health and safety, downstream management and tracking e-waste to its final destination.

If corporate policy requires the physical destruction of your IT equipment, Goodwill San Antonio offers a mobile shredding service. Instant visual verification of data destruction, a Certificate of Destruction, and a consolidated destruction log are provided.

Reuse. Create Jobs.

Upon data sanitization, Goodwill team members will prepare the donated electronics to either be sold at our Computer Works locations or make them available at **no cost** to low income families in our community who successfully complete work training programs.

Recycle. Create Jobs.

Goodwill San Antonio is dedicated to properly recycle unsold electronic parts in a secure and safe manner. We are currently ISO 9001 certified and in the process of earning certifications for R2:2013, OSHA 18001, and ISO 14001.

To learn more about the Goodwill Electronics Recover Program, please email the team at erpteam@goodwillsa.org or call (210) 924-8581 x8241.



DID YOU KNOW

that 1 donated computer to Goodwill provides 7 hours of resume and job preparation for someone looking for a job in our community?



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Goodwill Industries of San Antonio is a 501(c)(3) non-profit social enterprise.

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