

Goodwill Industries of the Redwood Empire
Serving Sonoma, Napa, Mendocino, Lake, Humboldt & Trinity Counties

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MISSION STATEMENT

Changing lives and strengthening communities through the dignity and power of work!

Donate. Shop. Change a Life!



Goodwill Store and Retail Training Center Returns to Napa! ~ Jennifer Swift

GOODWILL INDUSTRIES OF THE REDWOOD

Empire's 9th retail store and training center returned to Napa on December 19th, 2007. After a four-year absence in retail, Goodwill is making this move to better serve their clients and offer donors and customers a great place to shop. The store opened in its previous location at 1683 Imola Avenue, and in addition to operating as a retail store, will serve as a retail-training center for people with disabilities and other barriers to employment.

As well as being great places to shop, Goodwill stores offer job-training opportunities for people with barriers to employment. The stores serve as training sites for many Goodwill workforce development programs such as Work Adjustment Training, Situational Assessment and Community Service. Goodwill is one of the largest trainers and employers of people with disabilities in the North Bay Region.



"Although we have offered employment services in Napa during the past 4 years, we are confident the Napa community will support our new retail store and training center," said Mark Ihde, President and CEO. "We were in this same location 4 years ago and have returned with a more branded look. The store will give us the ability to train our Napa clients on-site rather than looking for other employment training options."

The store exceeded budget expectations opening day and the donor count continues to climb. Come visit Goodwill's newest store in Napa!

Goodwill e-Waste Drive a Success! ~ Jennifer Swift

GOODWILL INDUSTRIES OF THE REDWOOD

Empire, in conjunction with the Sonoma County Waste Management Agency, collected 59,675 pounds of electronic waste at their two-day collection drive held in Petaluma on Saturday and Sunday. The e-waste drive was the first of planned monthly drives to be held in various Sonoma County communities in an effort to highlight the benefits of e-waste recycling and make the process more convenient for Sonoma County residents.

During the two-day event, 534 residents donated their electronic waste, including working and non-



working computers, printers, televisions, cell phones, and other electronic devices. To assist with the over-all recycling effort, Goodwill staff also collected household batteries.

This event brings Goodwill's two-year total to over 800,000 pounds of e-waste that have been recycled and diverted from the landfill. The proceeds from these recycling efforts help fund Goodwill's programs of providing job placement and training services to persons with disabilities or other barriers to employment.

"This is definitely a win-win for Goodwill and the Sonoma County community" stated Mark Ihde, President and CEO of Goodwill Industries. "The public gets a free, safe and convenient way to dispose of their unwanted e-waste, and the dollars derived from these events stay in Sonoma County allowing Goodwill to help disadvantaged persons become employed and self-sufficient."



Continued on p. 3



Goodwill... *creating hopes, jobs, futures*

Interlink Self- Help Center ~ Mary Simmons

INTERLINK SELF-HELP CENTER HAS BEEN operating as a program of Goodwill Industries for over 11 years. We are a consumer operated and run Center that serves persons 18 and older who have or have had a psychiatric disability that has severely impacted their lives. We now have over 1500 members signed up and we serve 60-70 members a day. We offer over 30 groups per week including such things as Support groups, Dual Recovery Anonymous, Schizophrenics Anonymous, Bi-Polar and Depression groups, Relapse Prevention and Arts and crafts. We also offer individual counseling for people in crisis or needing support through our staff, interns and peer counselors who have all received a certificate in Beginning and Advanced Peer Counseling. This Training is on-going and both classes take six weeks each to complete. These classes offer intensive training in listening and communication skills, anger management and non-violent crisis intervention, group facilitation, conflict mediation, medications, boundaries and ethics plus other topics. An experienced Peer Counseling instructor and expert speakers from the community teach the classes.

We have been able to open on Saturdays this past year due to funding from the Mental Health Services Act. The groups on Saturdays are specific to co-occurring disorders but can benefit those members who do not struggle with addiction.

In addition, we try to provide some celebration in our members' lives. This Christmas we had our annual holiday party and over 100 members attended. Thanks to our donors we were able to utilize funds from that special account to buy presents and movie passes. Goodwill Industries for the second year donated wrapped presents from their stores, so everyone who came to the party not only were able to enjoy the food and music but also received a movie pass and a wrapped gift from our Santa, played by staff member, Brian Hruby.

Interlink has gone through many changes over the past 11 years. Our membership now is comprised of about 50% homeless people. We now work in conjunction with the newly opened Wellness and Advocacy Center, another Goodwill Industries program that is consumer operated and run.

Goodwill Receives Donation of Holiday Bags

~ Peggy Parlee & Deborah Holden

FOR THE PAST 10 YEARS, GIRL SCOUTS from all over Sonoma County have joined in a community service project aimed at bringing holiday joy to children throughout the county. These bags are usually hand sewn or somehow decorated by the girls. The individual girls either purchase the gifts that are placed inside the bags or together they fundraise and shop to fill them. This year Girl Scouts (ages 5 – 17) created over 500 Holiday Bags that went to hundreds of children through many agencies, including Goodwill Industries.

Goodwill was added to the list of agencies four years ago when a young woman named Elizabeth Onate was a student in their job search program. Her mother, Deborah Holden, runs the Holiday Bag project and when Elizabeth suggested including Goodwill as an agency to receive the Holiday Bags for the children of SonomaWORKS participants, it worked out very well. Elizabeth said, "I'd like to do this every year because it is something that I would want someone to do for me if I was having a hard time getting gifts for my children." Elizabeth found a job at an attorney's office through this program and is about to celebrate her fourth anniversary of working there.

You are cordially invited to
Helping People & Changing Lives

Goodwill is so much more than stores!

Join us for a
FREE 1-Hour Breakfast or Lunch

Learn about **Goodwill Industries of the Redwood Empire**
in Sonoma, Napa, Lake and Mendocino Counties.

(This is not a fundraiser – no one will be asked for money.)

Bring a Friend!

Call Stephanie at 523-0550 to reserve your place.

Upcoming Dates:

Wednesday, March 19, 2008 ~ Noon
Wednesday, May 21, 2008 ~ 8:00 a. m.

BOARD OF DIRECTORS



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Nancy Watson

David Wong

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PRESIDENT & CEO

Mark Ihde



Donate. Shop. Change a Life!

Goodwill... providing a hand up not a hand out

Employee of the Quarter



JIM MASON came to Goodwill Industries in 2006, through one of our job-training programs. Jim suffers from bi-polar disorder and finding consistent work had been difficult for him. He interviewed for our Facilities Maintenance position and was hired more than 2 years ago. His supervisors and coworkers immediately recognized Jim's strong work ethic and loyalty to his job. He has since been promoted to truck driver. Josh Klein, Transportation Manager, says, "Jim is always willing to help out wherever needed. He is extremely dependable and is a great asset to our team." Congratulations Jim!

Farewell to Helen Lara

~ Laurie Petta

HELEN LARA HAS BEEN

An employee of Goodwill Industries for over eleven years. February 1st was her final day with Goodwill but not the end of her commitment to serving mental health consumers. Helen begins a new career as a Consumer Affairs Specialist with Mid-Valley Behavioral Health in Salem, Oregon. I have had the privilege of working closely with Helen Lara for the past three years. In that time, she has been my mentor and trainer in all things related to mental health recovery and self-help. She has been a friend, mentor, advocate and trainer to me and many other people in Sonoma County. Helen gives of herself, her time and her knowledge continuously and selflessly. Her energy and commitment to consumer services and advocacy in Sonoma County will be greatly missed as she moves on to Oregon.



An integral part of developing and growing the Interlink Self-help Center, Helen worked first as a volunteer and finally as Manager for 8 years before taking on the immense job of opening the Wellness and Advocacy Center. A tireless member of the Consumer Advisory Committee, she was a driving force in the gathering of information for Sonoma County's Mental Health Services Act Plan. Helen was instrumental in designing and shaping the vision of the Wellness and Advocacy

Commitment to our Community



Dear Friends,

For Goodwill Industries of the Redwood Empire (GIRE), recycling is a way of life! While many organizations and businesses are only now "going green", we at GIRE have continuously improved our recycling efforts since our inception in 1974.

I have been fascinated by what we refer to as "the travels of a t-shirt". Your donation of clothing and household goods, which might have otherwise gone to the landfill, are placed in our retail stores where revenues from their sale create jobs and support our employment mission services. Donations that have not sold in our stores within a reasonable timeframe are placed in our Outlet Center where they are offered for sale at a reduced price. What does not sell in the Outlet Center is packaged for shipment to impoverished countries, ultimately maximizing the usefulness of your donations and diverting many thousands of pounds of materials from our community landfills.

Electronic Waste (e-Waste) recycling has also become a major endeavor of GIRE. In the two years since we began this effort, we have recycled and diverted over 800,000 pounds of electronic waste from the landfill. For the past two months, we have partnered with the Sonoma County Waste Management Agency holding e-Waste Donation Drives in Petaluma and Windsor. In addition to our monthly drives out in our communities, donations of electronic waste can be made at any of our stores and donation sites throughout the year.

GIRE is proud of its history of recycling, having recently received two awards for our environmental efforts, and remain deeply committed to improving the environment. Thank you for supporting our efforts to improve our communities environmentally and economically through recycling and jobs!

Best regards,

Mark Ihde
President & CEO

Farewell to Helen (cont.)

Center. And, when hired as Manager for the Center, she took it from vision to reality in her usual tenacious yet gentle way. I know that Helen's energy and spirit will be greatly missed. We wish Helen the very best in her new adventures and thank her from the bottom of our hearts for her many contributions!

e-Waste Drive (cont.)

In addition to the Community E-Waste Collection Event, Sonoma County residents can donate their E-Waste year-round at any of Goodwill's Stores or Attended Donation Centers. Locations are listed in the telephone directory, at www.gire.org or can be located by calling 523-0550. Goodwill is a 501(c)(3) charitable organization.

**Donate.
Shop.
Change a
Life!**

**MISSION
STATEMENT**

*Changing
lives and
strengthening
communities
through the
dignity and
power of work!*

MEMBERSHIP:

Goodwill Industries
International

ACCREDITATION:



*On***GOODWILL**

Goodwill Industries of the Redwood Empire

651 Yolanda Avenue
Santa Rosa, CA 95404

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A special thank you to:

AlSCO, Bare Foot Wine Cellars, Franco Americian Bakery, Rainsoft Water, Spring Hill Cheese Co. and Starbucks for helping to make our 1st Annual Donor Appreciation event such a great success.

Central Administrative Office

651 Yolanda Avenue, Santa Rosa, CA 95404
PH 707.523.0550 FAX 707.523.0552
E-mail: information@gire.org
Website: www.gire.org

**Workforce Development Offices
are in Sonoma, Lake, Mendocino,
and Napa Counties**

| | |
|----------------------------|--|
| Santa Rosa | PH 707.523.0550 |
| Santa Rosa-Job Link | PH 707.565.5683 PH 707.565.5667 |
| Lake County | PH 707.263.1541 |
| Mendocino County | PH 707.467.5929 |
| Napa County | PH 707.258.8171 |

Interlink Self-Help Center

1033 Fourth Street PH 707.546.4481
Santa Rosa, CA 95404

Wellness & Advocacy Center

3400 Chanate Road PH 707.565.4481
Santa Rosa, CA 95403

Retail Store Locations

Outlet Center

651 Yolanda Avenue
Santa Rosa, CA 95404
PH 707.523.0550

Santa Rosa

3535 Industrial Drive
Santa Rosa, CA 95403
PH 707.545.2492

Rohnert Park

4 Padre Town Center
Rohnert Park, CA 94928
PH 707.585.0300

Roseland

680 Sebastopol Road
Santa Rosa, CA 95407
PH 707.570.2392

Healdsburg

513 Healdsburg Avenue
Healdsburg, CA 95448
PH 707.431.8408

Petaluma

1000 Lakeville Street
Petaluma, CA 94952
PH 707.778.7485

Ukiah

1005 North State Street
Ukiah, CA 95482
PH 707.462.9660

Cloverdale

792 S. Cloverdale Blvd.
Cloverdale, CA 95425
PH 707.894.5200

Napa - Now Open

1683 Imola Avenue W.
River Park Shopping Center
PH: 707.252.1197

Attended Donation Centers

| | | | |
|----------------------|--|-----------------------|-----------|
| Oakmont: | 6501 Oakmont Drive | 8:30-5:30 | Tues-Sat |
| Santa Rosa: | St. Francis Shopping Ctr 100 Calistoga Road | 8:30-5:30 | Mon-Fri |
| | Goodwill Industries 651 Yolanda Avenue | 8:30-5:00 | Mon-Sun |
| Rohnert Park: | Raley's Town Centre | 8:30-5:00 | Mon-Sun |
| Petaluma: | Corner of Weller & E. Washington | 10:00-5:00 | Mon-Sun |
| Sebastopol: | O'Reilly Media | 10:00-6:30 | Mon-Sun |
| | 1005 Gravenstein Hwy N. | Winter Hrs. (Oct-Mar) | 9:00-5:30 |

www.shopgoodwill.com