



# Empowering Employees

## Goodwill partnerships

### February 2010

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### Goodwill Goals Focused on the Future

- #1 Increase the number of people served in our territory.
- #2 Maintain/improve financial stability of the organization to support the mission.
- #3 Strive to be a compelling place to work.
- #4 Enhance infrastructure to support growth.
- #5 Promote and strengthen the awareness and image of Goodwill throughout the territory.

### Levi Strauss & Company

Levi and Goodwill are launching a new initiative this month, “A Care Tag for Our Planet” designed to divert unwanted clothing from landfills. Levi’s jeans now feature a care tag that encourages owners to donate to Goodwill when no longer needed. These care tags are an excellent reminder that unwanted clothing can have a new life when donated to Goodwill. Each donation supports job training programs and career services for people who need it most in our local communities.

This is the first partnership of its kind, designed to increase the life cycle of clothing and textiles and reduce the billions of pounds that end up in landfills annually. The initiative teaches consumers that donating their jeans is not only eco-friendly but also helps their neighbors find jobs and earn paychecks with the help of Goodwill.

Levi’s Brand Retail stores across the US are featuring “Care Tag for Our Planet” window displays and in-store signage designed to educate customers on the new care tags.

Levi Strauss & Company is one of the world’s largest brand apparel companies and the global leader in jeanswear, marketing its products in more than 110 countries worldwide. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi’s Dockers and Signature by Levi Strauss & Company brands. For more information, go to <http://levistrauss.com>

### Goodwill Sale at Younkers and Herberger’s

Younkers and **Goodwill Industries of Greater Nebraska** are partnering for their semi-annual “Goodwill Sale”. Beginning March 10th through the 24th customers who donate clean, gently used clothing and household textiles will receive an exclusive discount toward the purchase of new merchandise and support Goodwill services to help people find good jobs. Discounts are valid storewide during the sale dates *and on merchandise that almost never goes on sale.*

This year in Grand Island we will be hosting a “Stuff the Truck” event to kickoff the Goodwill Sale. Local Goodwill staff will be attending a large donation trailer in the Younkers parking lot. Staff will be there to assist donors in dropping off their donations and they will provide coupons to the donors. This is a great event for Goodwill and we appreciate the local Younkers and Herberger’s stores for all their support.

## Facts about your Goodwill (Calendar Year 2009)

Number of counties served	55
<b>SERVICES</b>	
Number of individuals entering employment	202
Average hourly wage for those finding employment	\$8.05
Average hours worked by individuals entering employment	25 per week
Number of Breakfast, Lunch and snacks served	21,420
Number of skill building groups offered	3,952
Number of Goodwill service locations	14
<b>RETAIL</b>	
Number of Goodwill stores	7
Number of donation drive locations	20 communities
Pounds of donations (clothing and household items)	24,766,696
Total store sales & salvage	\$6,271,018
<b>ADMINISTRATIVE</b>	
Annual employee earnings	\$5,048,613
Annual employee benefit dollars	\$1,028,054
Estimated annual payroll and income taxes paid by employees	\$825,800
Number of Goodwill employees	228
Number of Goodwill employees with disabilities	44 or 19%

Don't forget to check out the website [www.goodwillne.org](http://www.goodwillne.org) and the members only side of the website password "goodwillne"

## Welcome to Goodwill

Let's roll out the red carpet and welcome these new employees



**Brenda Towns**  
Food Program Coordinator-Grand Island  
Hobbies include reading, crossword puzzles, spending time with family, husband Randy, 1 son, 1 stepson, 3 daughters and 2 grand-daughters.

**Dani Hunt**-Psychiatric Recovery Specialist, Grand Island-Spiritual and personal connections with people are very important to her. She enjoys being a friend, spreading joy, reading, movies, God and evangelism.

**Connie Shannon**- North Platte Store  
She enjoys gardening, fishing, boating, the Cornhuskers, American werewolf in London, and Snapped. Connie spends her time with husband Gary and son Colt.

Brittany Ventura	Grand Island, NE
Martha Penaflor	Kearney, NE
Michele Deleon	Grand Island, NE
Dani Hunt	Grand Island, NE
Jessica Poppe	Hastings, NE
Charly Keller	Scottsbluff, NE
Judith McKenzie	North Platte, NE
Margo Gomez	Lexington, NE
Tia Ramsey	Hastings, NE
Ronda Andries	Kearney, NE
Chris Sevier	Grand Island, NE
Brenda Willoughby	Columbus, NE
Winifred Nabower	Grand Island, NE
Dolores Escareno	Columbus, NE
Astitva Boken	Kearney, NE
Roxana Ramos	Lexington, NE
Jedediah Trussel	Scottsbluff, NE
Brenda Towns	Grand Island, NE
Kimberly Leever	Columbus, NE
Kim Williamson	Hastings, NE
Cindi Barto	Kearney, NE

Please remember if you want staff information in the newsletter you need to submit the welcome to Goodwill form from the orientation packet to Tammie Blaha.

# Unintentional Discrimination

**Submitted By: Jacquie Cox**

I would like you to all take a little quiz. Of the following statements, which ones do you agree with? All Asians are good at Math. Overweight people eat too much. All African Americans are good at sports. Old people are slow. Men are stronger than women. If you agreed with any of those statements you may unintentionally discriminate. In today's world we are all familiar with discrimination; however, are you familiar with unintentional discrimination? This is when one person will do or say something that is offensive to a culture without meaning to be offensive. The statements made in the beginning of the article are stereotypes. A stereotype is a rigid preconception held about all people of a particular group without regard for individual differences. Much of unintentional discrimination shows itself in the language we use. How does your language reflect how you feel about other people? Have you ever caught yourself referring to someone as "one of those people"? In most instances it is probably unnecessary to mention a person's cultural background if the background is not in any way relevant to the topic.

Some guidelines for thoughtfulness when referring to people different than your culture include: respectfulness, openness, participation, education and seeking to understand, and sensitivity. Ask yourself if you treat others with respect, if you are willing to participate in activities or events that are unfamiliar to you, if you seek to learn about cultures different than your own and if you seek to hear other perspectives different than your own. Although there are differences among cultures, there are also similarities. Seek to understand the differences and find the similarities and remember understanding other cultures is a continuous process.

## Goodwill Chatter

Better Homes & Garden  
January 2010



### 25 easy ways to conquer clutter

The # 2 tip is "keep a donation hamper in your closet. Every two weeks select an item of clothing you haven't worn in the past six months and throw it in. When the hamper is full, take it to Goodwill."

Google us sometime and just see what people are saying about our Goodwill and Goodwill International.

## Important Dates

March 3-5	CARF Survey
March 10	Stuff the Truck-Grand Island
March 10	Goodwill Sale –Younkers & Herberger's
May 24	Goodwill Annual Dinner Heartland Event Center
June 12	Bunker Hill Charity Shoot
August 21	Platte River Charity Shoot
Sept 10	Veterans Golf Tournament

## Letter from the CEO

Dear Goodwill Team

**Hope** is a quality, a feeling, and a belief that sometime in the future something we wish for, something we want to happen, will occur. As human beings, hope is one of the most important feelings to our well being. It is what motivates us, it is what gives us the will to change and grow, and it is what helps us to face the future. Hope is something we can offer to the people we serve—that their life may be better than what it was. Hope is what can make the journey easier—whatever the goal. Asking ourselves what we have done to offer hope to others and to ourselves can help remind us how important that is to us achieving our goals—whether at work or in our personal lives.

Thank you for giving people hope—we never know who we will touch by an act of kindness or an offer to help. You are making a difference every day and it is appreciated.

Enjoy the winter and hope for spring!

*Kris Nolan Brown*  
CEO

*“Goodwill Industries of Greater Nebraska is dedicated to helping people with disabilities or barriers reach their goals and improve their quality of life.”*

### Goodwill’s Values

- Respect
- Integrity
- Learning
- Entrepreneurial Spirit
- Compassion
- Stewardship
- Teamwork



### Goodwill’s Vision

Through the work of Goodwill, the people we serve will have the opportunity to improve their quality of life and achieve their greatest potential.

**Goodwill Industries of Greater Nebraska, Inc**

[www.goodwillne.org](http://www.goodwillne.org)