



we put people to work!



# Ohio Valley Goodwill Update

SPRING 2020

## Ohio Valley Goodwill Welcomes New Chief Operating Officer

### Mark Hiemstra

President and CEO, Joe Byrum is pleased to welcome the organization's new Chief Operating Officer (COO) Mark Hiemstra to Ohio Valley Goodwill Industries. The new COO most recently served in the same position for Goodwill Industries of Central Texas in Austin and prior to that as Vice President of the organization. His previous professional experience also includes serving as Chief Operating Officer for Sandusky Bay Area Goodwill Industries in Sandusky, Ohio.



Mr. Hiemstra is a non-profit executive with more than thirty years of experience in working multiple service and business channels to achieve organizational goals. Ohio Valley Goodwill welcomes Mark Hiemstra to the Goodwill team and looks forward to his contributions to the organization's mission of service.

## OVGI Receives 2020 Ohio Success Award from Ohio Business Magazine!

Ohio Valley Goodwill representatives, Sharon Hannon, Marketing Director and Alisha Moore-Woolfork, Marketing Specialist were pleased to attend the Ohio Success Awards on Friday, March 13th at the Sheraton Columbus. The second annual event was sponsored by Ohio Business Magazine and is designed to honor businesses in the for-profit and non-profit world for business success. More than 50 businesses were honored during the luncheon presentation who were singled out due to growth and positive impact on their communities. Ohio Valley Goodwill has been serving the Greater Cincinnati community for more than a century and has expanded its programs and services and supporting business lines exponentially over that time. Last year alone, the agency served more than 3500 people with disabilities and our nation's veterans and helped 907 to get jobs in the larger community. Goodwill is grateful to Ohio Business Magazine for this honor. To find out more about Ohio Valley Goodwill's 100+ year history of service, please visit [www.cincinnati goodwill.org/about](http://www.cincinnati goodwill.org/about)



## Goodwill Presents 20th Annual Goodwill Celebrity Golf Outing

Ohio Valley Goodwill is busy making plans for the 20th anniversary celebration of its annual Goodwill Celebrity Golf Outing this year. Taking place on Thursday, June 4th, 2020 at the beautiful Glenview Golf Club, this year will mark the 20th year that Celebrity Host, Joe Walter has been part of the annual event. "I am absolutely thrilled to have the opportunity to help plan the exciting 20th anniversary celebration of the

Goodwill Golf Outing," said Walter. "We hope to make this year's event even more exciting and memorable than ever before. We are so grateful to all our generous sponsors, celebrities, volunteers and friends for their wonderful support over the past twenty years. It is thanks to all of you that the Goodwill Celebrity Golf Outing is such a success."

The 2020 Goodwill Golf Outing will welcome back Title Sponsor, Strategic Benefits, and the company will be the official sponsor host for the 20th Anniversary Celebration event. The 2020 Signage Sponsor is Holthaus-Lackner Signs who will be working with Goodwill to create specially designed 20th anniversary banners for this year's event. Ohio Valley Goodwill is very grateful to our 2020 Sponsors for their wonderful support of the Goodwill Celebrity Golf Outing. All proceeds benefit the organization's 100+ year mission of putting people to work in the Greater Cincinnati community.

Please note that even if you don't play golf, you can help support this year's special 20th anniversary outing by purchasing your chance to win a \$1500 Grand Prize at any of our 18 Goodwill retail store locations. The winner will be announced on June 4th at the 20th Anniversary Celebration of the Goodwill Golf Outing and you do not need to be present to win. For store locations, visit [www.goodwillbargains.com](http://www.goodwillbargains.com).



Joe Walter | Celebrity Chairman  
Stephanie Mitchell | Co-Chair



Please join us for this very special  
20th Anniversary Celebration of the  
Goodwill Celebrity Golf Outing on June 4th!



## Are you following us on social media yet?

Stay connected with all things Goodwill when you follow our Facebook, Instagram, Twitter and LinkedIn pages regularly. Also, tune in every Thursday for Facebook Live where Alisha and co-host Sharon bring you the latest in Goodwill news and those must-have fashion pieces sure to have your friends asking: "where did you get that?" Be sure to tell them #igotitatgoodwill. See you on Facebook for Thursday's at One [www.facebook.com/cincigoodwill](http://www.facebook.com/cincigoodwill).

## Ohio Valley Goodwill 2020 Title Sponsor for the PigAbilities event as part of the Cincinnati Flying Pig Marathon

The excitement is already starting to build as Ohio Valley Goodwill begins planning for the 2020 PigAbilities event as part of the Flying Pig Marathon. As the Title sponsor for the PigAbilities event, Goodwill is pleased to be part of this year's celebration of the annual Flying Pig Marathon. PigAbilities is an empowering option for athletes of all ages and abilities who want to commit to going the distance by making healthy choices in their lives.

On Saturday, May 2nd participants will gather for a 1:00 pm start time and walk, roll or stroll the final mile on the actual Flying Pig Marathon course. At the Finish Line each finisher will receive a PigAbilities medal to commemorate their achievement.

2020 will mark the fourth year that Ohio Valley Goodwill has committed to being the Title sponsor for the PigAbilities event. In addition, Goodwill is also looking forward to the debut of its ever-popular "Pig Pop-Up Shop" at the Flying Pig Expo on Friday, May 1st and Saturday, May 2nd. Register today and plan to join Goodwill at this year's Flying Pig Marathon, Expo and PigAbilities race on May 1st and 2nd. For more information, visit [www.flyingpigmarathon.com](http://www.flyingpigmarathon.com). Find out more about PigAbilities at [www.flyingpigmarathon.com/events/pigabilities](http://www.flyingpigmarathon.com/events/pigabilities) and plan to join Goodwill and this year's team of determined athletes.



May 2, 2020 at 1:00 pm



## Love shopping and concerned about the environment at the same time? As

more and more of us have become concerned with our environmental footprint; join Goodwill in becoming excited about the idea of "forever fashion". What is forever fashion? Forever fashion is just as it sounds- clothing with no expiration date. Goodwill has been your "forever" fashion leader for more than 100 years! Providing local shoppers with eco-friendly clothing at affordable prices while also providing 30 conveniently located donation sites around town so those items you simply no longer have use for can receive a well-deserved 'glow-up.' Reduce waste, social harm and make your clothing habits more sustainable by donating and shopping regularly at Goodwill.

There's always a treasure to be had when you shop Goodwill, and every Thursday catch a preview of a few when you watch our weekly Facebook Live Broadcast Thursday's at One at [facebook.com/cincigoodwill](https://www.facebook.com/cincigoodwill), with your hosts Alisha and Sharon. For an exciting mix of fashion, Goodwill news, and events, plus a whole bunch of surprises, Thursday's at One on Facebook is your front-row seat opportunity for a live glimpse at all things Goodwill. And stay tuned for Instagram TV (IGTV) Live coming soon. Shop Goodwill for "Forever Fashion" and join us in helping to preserve the planet.



## Goodwill Auto Auction Announces 2019 Holiday Extreme Makeover Winner!

Saturday, December 7th marked the date for the 2019 Holiday Extreme Makeover Car at the Goodwill Auto Auction. This year's winner is Roger Johnson who is thrilled with his new purchase. The Holiday Extreme Makeover Car Auction was well attended with a packed house of excited bidders. To watch the Auction event, check out <https://www.facebook.com/GoodwillCars/videos/750902488712466/> with Facebook Live host, Alisha Moore-Woolfork.

The 2003 Infiniti FX35 was in almost showroom new condition thanks to our 2019 Sponsors! Visit [www.goodwillcars.com](http://www.goodwillcars.com) for more information about the Goodwill Auto Auction and how to donate a car.

## Ohio Valley Goodwill Partners with Girl Scouts for 2020 Cookie Booths!

For the second year in a row, Goodwill was pleased to partner with the Girl Scouts of Western Ohio for their 2020 Cookie Booths. Seven Goodwill store locations including Beechmont, Fairfield, Hamilton, Lebanon, Loveland, West Chester and Woodlawn were the host locations for this year's event. Shoppers and Goodwill team members enjoyed the opportunity to support the Girl Scouts by purchasing their delicious cookies this year.



## SHOW YOU CARE

Donate your car to Ohio Valley Goodwill and help people with disabilities and veterans get jobs!



Thanks to your support, OVGI is able to help recycle millions of pounds of donated product every year.

Please join us in our commitment to environmental preservation.

Donate today!

Joseph S. Byrum, President & CEO  
Charles Wright, Chairman Board of Directors  
Sharon Hannon, Newsletter Editor  
Alisha Moore-Woolfork, Contributing Writer

An equal Opportunity Employer and Services Provider  
Donations to Goodwill are tax deductible  
Ohio Valley Goodwill Industries, Inc. is a non-profit 501(c) 3 tax-exempt organization.  
Accredited by: The Commission on Accreditation of Rehabilitation Facilities (CARF)

