



we put people to work!

Ohio Valley Goodwill Industries

# GOODWILL

update

SUMMER | 2017



"Goodwill Industries is pleased to announce that the organization has been ranked as #1 in a 2017 Brand World Value Index for the second year in a row. Read about this outstanding recognition in this newsletter."

## Ohio Valley Goodwill Is Recognized as 2017 Best of Cincinnati Thrift Store Award from CityBeat Magazine!

Ohio Valley Goodwill is excited to announce that it is the recipient of the 2017 "Best of Cincinnati" award in the category of Best Thrift Clothing store from CityBeat Magazine! This is the seventh time in recent years that Goodwill's network of 17 retail stores has been singled out for the prestigious honor. The CityBeat awards reflect the votes of their readership as well as their editorial staff team. Goodwill is honored to be selected for the 2017 "Best of Cincinnati" award.

The evening of Wednesday, March 29th marked the official announcement of this year's winners and celebration of the CityBeat awards. Goodwill retail team members enjoyed the opportunity to interact with the other attendees at the "Best of Cincinnati" party. This year's CityBeat celebration was held at the Phoenix in downtown Cincinnati and awardees enjoyed a delicious menu, drinks as well as prize drawings throughout the evening which brought a lot of excitement to the major Cincinnati event.

More than 1200 people were in attendance at the 2017 CityBeat "Best of Cincinnati" awards celebration. Goodwill's retail team members including Ann Walters, Alleen AdoMako, Tammy Case, Matthew Fortner and Vanessa Cornett enjoyed the event-filled celebration.



Retail Sales Team at CityBeat Awards Celebration.

Ohio Valley Goodwill has been voted 2017 Best Thrift Store by CityBeat Magazine



THANK YOU for your support.

We love our shoppers and donors. Remember, this is a great time of the year to clean out closets and donate to Goodwill!

Please Donate Today!



Ohio Valley Goodwill thanks CityBeat Magazine and its readership as well as our Goodwill shoppers for making its retail stores "Best of Cincinnati" for 2017!

Visit our Goodwill stores today and see what all the excitement is about! For a complete list of store locations, visit [www.goodwillbargains.com](http://www.goodwillbargains.com). Congratulations to our amazing Goodwill retail team!



[www.cincinnati goodwill.org](http://www.cincinnati goodwill.org)

## Ohio Valley Goodwill Welcomes Congressman Warren Davidson To Corporate Headquarters

## Thanks to Community Support, Earth Day Weekend Events A Success for Goodwill!



L to R: Emily Turner, Ohio Association of Goodwill Industries, Congressman Davidson, Sharon Hannon, Goodwill Marketing Manager.

Ohio Valley Goodwill was pleased to welcome Congressman Warren Davidson to the organization's corporate headquarters on Monday, April 24th. Warren Davidson was elected to Congress in a special election in 2016 following the resignation of John Boehner who served as the district's representative for 25 years. Congressman Davidson served with distinction in the Old Guard, the 75th Ranger Regiment and the 101st Airport Division.

The Congressman was provided with a comprehensive tour of the organization facilitated by Goodwill marketing team members, George Palmer and Sharon Hannon along with Emily Turner of Ohio Association of Goodwill Industries. Congressman Davidson was interested to learn that Goodwill serves more than 3500 people annually and, last year, helped over 1000 people to get jobs in the Greater Cincinnati community. In addition, Goodwill's commitment to serving veterans and their families was of particular relevance to the Congressman who has a strong commitment to helping our nation's military personnel. "I was very impressed to learn about Goodwill's more than 25 year commitment to helping veterans to become fully re-integrated into our community through both employment and housing support," said Congressman Davidson. "This program, along with Goodwill's other employment and training programs for people with disabilities, provides an invaluable service for the citizens of Butler County."

Ohio Valley Goodwill thanks Congressman Davidson for visiting its corporate headquarters and learning more about its century long proud history of serving the citizens of the Greater Cincinnati area.

Earth Day Weekend was filled with recycling-themed community outreach events for Ohio Valley Goodwill. On Saturday, April 22nd, the organization partnered with IKEA to host a first-ever national "furniture take back" event as part of the "IKEA Sustainable Living Your Way Event" at their stores. Held at the West Chester IKEA location, Goodwill was on hand to accept donated furniture items. Generous donors received a coupon for \$20 off a \$150 IKEA purchase. "Ohio Valley Goodwill was pleased to be part of the first-time event which helped to promote the message of recycling responsibly and, at the same time, supported Goodwill's mission of helping to put people to work in our community," said George Palmer, PR and Marketing Director. Dozens of donors stopped by to drop off furniture items and to find out more about the Earth Day event.

On Sunday, April 23rd, Goodwill held its 4th Annual Electronics Recycling Celebration event at all 33 of its Greater Cincinnati donation locations in partnership with electronics recycling vendor, Cohen Electronics Recycling. As in past Earth Day recycling donation events, community members took advantage of the opportunity to recycle their outdated electronic equipment in a responsible way by choosing to donate to Goodwill. While the organization accepts donations of electronic equipment every day at all of its locations, the Earth Day weekend celebration event is held just to bring



Goodwill Donations Team at IKEA donation event.

special attention to Goodwill's commitment to environmental preservation. Annually, the organization helps to divert more than 53,000,000 pounds of donated product from area landfills.

Between the two Earth Day themed events, Goodwill collected more than 20,000 pounds of donated furniture and unwanted electronic equipment. "As always, Goodwill is so grateful to the Greater Cincinnati community which has helped the organization fulfill its century long mission of helping people with disabilities and our nation's veterans to attain personal success," said Sharon Hannon, Marketing Manager.

To find out more about Ohio Valley Goodwill and its mission of service to the Greater Cincinnati community, visit [www.cincinnati-goodwill.org/about](http://www.cincinnati-goodwill.org/about). Goodwill thanks Greater Cincinnati donors for their generous support of Earth Day weekend recycling events. For a list of all 33 Goodwill donation centers, visit [www.cincinnati-goodwill.org/donate](http://www.cincinnati-goodwill.org/donate).





Ribbon cutting at Batesville re-opening including Mayor Bettice (L), Joe Byrum (R) and Goodwill staff team.

## Goodwill Receives Warm Reception from Batesville Community at Grand Reopening!

The morning of Wednesday, March 8th was filled with anticipation as eager shoppers waited outside the newly re-designed Batesville Goodwill store for the Grand Re-Opening Celebration. The store had been closed for two days for the installation of new racks and graphics as well as the final touches for the brand new re-design unveiling. The excitement kicked off with a ribbon-cutting ceremony which featured Batesville Mayor Mike Bettice; Community Development Director, Steven Harmeyer; Goodwill President and CEO Joe Byrum; the Batesville Chamber of Commerce members, and the Goodwill team as they formally opened the doors to dozens of waiting shoppers.

Goodwill Board Member Joe Walter was delighted to join in the Grand Re-Opening Celebration and to help welcome guests and shoppers. "It's always so wonderful to talk to Goodwill shoppers and community members. We really appreciate their support of Goodwill and our important mission of putting people to work," said Walter.

The Goodwill Batesville store, located at 1348 State Road, 46 East, now offers patrons brand new displays, an updated floor layout for easier shopping as well as attractive new graphics which showcase the organization's more than century long mission of putting people to work. In addition, the newly updated store will now be offering Everyday Low Prices - which allows shoppers to enjoy savings everyday instead of waiting for a special sale.

Goodwill has had a store in the Batesville community for more than 20 years and appreciates the long time support of Indiana residents who are regular customers. For directions to the Goodwill Batesville store, visit [www.goodwillbargains.com](http://www.goodwillbargains.com). Shop Goodwill and enjoy Everyday Low Prices Today!

## OVG Kicks Off 2017 Summer Youth Program!



Connor McCurley (L) and Rich Halter and with Summer Youth Students

Ohio Valley Goodwill was bustling with activity on Tuesday, May 30th as the organization welcomed more than 100 students to its very popular 2017 Summer Youth program. Coordinator, Rich Halter, along with Goodwill team members introduced the students to the curriculum for the coming weeks. The curriculum reflects social skill acquisition as well as post-graduation expectations and introduces employment opportunities.

The newly expanded Summer Youth program is designed to provide students with a variety of team building and

vocational exploration experiences structured to help them gather information about the world of work. As part of the Summer Youth program, each student has the opportunity to learn work appropriate skills during the beginning of the program and then actually participate in an interactive work simulated experience in the community on typical job sites. After their community job try-outs, each student reports back to his/her counselor through their Goodwill partner agency, Opportunities for Ohioans with Disabilities.

Goodwill's Summer Youth program is in its fifth year and has been a collaborative project with Opportunities for Ohioans with Disabilities (OOD) since its inception. For more information about Ohio Valley Goodwill's programs and services, visit [www.cincinnatiatgoodwill.org/services](http://www.cincinnatiatgoodwill.org/services).

## Goodwill Ranked #1 in 2017 Brand World Index Survey

For the second year in a row, Goodwill was ranked #1 in a 2017 Brand World Value Index Survey commissioned by Enso, a mission-driven marketing agency based out of California. The World Value Index was developed to measure how people rank companies and nonprofits on their perceived mission or purpose – namely the extent to which brands stand for something other than making money, whether they align with what people care about, and if these brands are worth publicly supporting. In the rankings, Goodwill is followed by Girl Scouts, Amazon, Save The Children, Google, World Wildlife Fund, YMCA, Microsoft, Dove and Subway.

Highlights from this year's World Value Index indicate nearly 80% of people believe in business' ability to make a positive impact. Of interest, in particular, is the findings related to Millennials. An impressive 4 out of 10 have taken a concrete action and are embracing activism. The research was conducted using four measures: Awareness, Alignment, Support and Purchase. The index summarizes that the brands at the top of the list "have demonstrated their ability to create value and live up to their purpose, at least in the eyes of everyday Americans." According to the Enso research, 79% of people believe that businesses can be a positive forum for political and social change.

Quadrant Strategies, a research-driven consultancy that works with Fortune 100 companies, political leaders around the world, and major nonprofits, fielded three surveys among 1,000 people, each demographically representative samples of U.S. general populations ages 18+. The index score for each brand was calculated from the following metrics: awareness of purpose + alignment with purpose + impact on purchase x active support.

To access the complete Brand World Index report, please go to: [http://www.cincinnatiatgoodwill.org/wp-content/uploads/WorldValueIndex\\_2017\\_Final.pdf](http://www.cincinnatiatgoodwill.org/wp-content/uploads/WorldValueIndex_2017_Final.pdf)

# 2017 Goodwill Celebrity Golf Outing Outstanding Success!

Thanks to gorgeous weather, sunny skies and more than 200 of the organization's closest friends and supporters, the 2017 Goodwill Celebrity Golf Outing was a tremendous success! The 17th annual event held on Thursday, June 8th featured celebrity chairperson Joe Walter and co-chair Stephanie Mitchell. Ohio Valley Goodwill is grateful to Title Sponsor: Strategic Employee Benefit Services for their support of this year's special event. The organization also thanks Presenting Sponsors: Tape Products Company and US Bank; Cart Sponsor: Rumpke and Beverage Sponsor: Palmer Leasing Group.

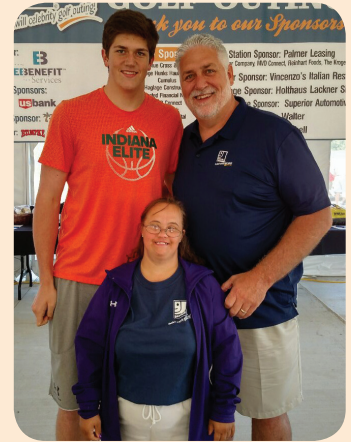
This year's Goodwill Golf Outing was also notable for the number of Gold Sponsors who chose to support the event including: Anthem Blue Cross and Blue Shield, College Hunks Hauling, Cumulus, Haglage Construction, Integrated Financial Network, MVD Connect, QuestMark, Riverpoint Capital Management, Snider Custom Construction and WCPO. The organization was also pleased to once again have the support of its volunteer Service Guild as well as volunteers from long-time partner, Hamilton County Developmental Disabilities Services.

In addition, more than 10 volunteers from the organization's Center for Advocacy, Recreation and Education (CARE) program were at the course to greet players and welcome them to the Golf Outing as well as help out with games and goody bags. The golfers were especially thrilled to have the chance to have CARE players join them on the final hole to assist with putting.

Ohio Valley Goodwill welcomed more than 38 celebrity guests including former Bengals, Reds and media personalities. The special event was capped off with a delicious dinner sponsored by Vincenzo's Italian Restaurant.

Goodwill recognized long-time Signage Sponsor, Holthaus-Lackner Signs, and President Scott Holthaus was on hand to be publicly acknowledged for the company's contributions to the annual event. "Ohio Valley Goodwill is grateful to all of our 2017 Sponsors and friends for their wonderful support of this year's Goodwill Celebrity Golf Outing," said Joe Byrum, President and CEO. "It is only through the dedication and commitment of our volunteers, sponsors and friends that Goodwill is able to have such a spectacularly successful annual fundraising event."

To view highlights of this year's exciting Goodwill Celebrity Golf Outing, please visit [www.cincinnati goodwill.org/events](http://www.cincinnati goodwill.org/events).



*Jake Walter with Chairman Joe Walter and Co-chair Stephanie Mitchell*

## Shopping & Donating to Ohio Valley Goodwill

Goodwill has 33 locations throughout Greater Cincinnati and Northern Kentucky. Donations are accepted at any of the following locations. Call (513) 771-4800 for hours and information or visit our website at: [www.cincinnati goodwill.org](http://www.cincinnati goodwill.org)

**Amelia Attended Donation Center**  
87 East Main St.  
Amelia, OH 45102  
(513) 947-2800

**Aurora Attended Donation Center**  
1030 Green Blvd.  
Aurora, IN 47001  
(812) 926-8139

**Newly Remodeled  
Batesville Goodwill Store**  
1348 State Rd., 46 East  
Batesville, IN 47006  
(812) 934-6349

**Beechmont Goodwill Store**  
4051 Commercial Dr.  
Cincinnati, OH 45245  
(513) 752-0067

**Bellevue Goodwill Store**  
15 Donnermeyer Drive  
Bellevue, KY 41073  
(859) 291-1333

**Blue Ash Attended Donation Center**  
9410 Kenwood Rd.  
Cincinnati, OH 45242  
(513) 791-6058

**Cheviot Goodwill Store**  
3980 North Bend Rd.  
Cincinnati, OH 45211  
(513) 662-7080

**Cold Spring Attended Donation Center**  
4691 Alexandria Pike  
Cold Spring, KY 41076  
(859) 441-0803

**Colerain Attended Donation Center**  
9289 Colerain Avenue  
Cincinnati, OH 45251  
(513) 245-2964

**Delhi Attended Donation Center**  
5080 Delhi Pike @ Former Kroger Store  
Cincinnati, OH 45238

**Delhi-Cleves Warsaw Attended  
Donation Center**  
6096 Cleves-Warsaw Pike  
Cincinnati, OH 45238  
(513) 467-0542

**Fairfield Crossings Goodwill Store**  
4605 Dixie Highway  
Fairfield, OH 45014  
(513) 939-0020

**Finnestown Attended Donation Center**  
6700 Winton Rd.  
Cincinnati, OH 45224  
(513) 541-0409

**Florence Goodwill Store**  
7855 Tanner's Lane  
Florence, KY 41042  
(859) 371-1238

**Hamilton Attended Donation Center**  
5420 Liberty Fairfield Rd. @ Kroger  
Hamilton, OH 45011

**Harrison Goodwill Store**  
1110 Harrison Ave.  
Harrison, OH 45030  
(513) 367-2495

**Independence Goodwill Store**  
6435 Taylor Mill Rd.  
Independence, KY 41051  
(859) 356-5591

**Landen Attended Donation Center**  
8927 Columbia Rd.  
Landen, OH 45140  
(513) 583-5461

**Lebanon Goodwill Store**  
1161 E. Main St.  
Lebanon, OH 45036  
(513) 932-6856

**Loveland Goodwill Store**  
330 Loveland-Madeira Rd.  
Loveland, OH 45140  
(513) 683-1151

**Mariemont Attended Donation Center**  
7385 Wooster Pike @ Kroger  
Cincinnati, OH 45227

**Mason Boutique & Donation  
Drive-Thru**  
1063 Reading Rd.  
Mason, OH 45040  
(513) 770-3290

**Milford Attended Donation Center**  
985 State Route 28  
Milford, OH 45150  
(513) 831-9900

**Montgomery Boutique & Donation-  
Drive-Thru**  
9820 Montgomery Rd.  
Cincinnati, OH 45242  
(513) 791-7058

**Mt. Washington Boutique & Donation  
Drive-Thru**  
2234 Beechmont Ave.  
Cincinnati, OH 45230  
(513) 231-1459

**Oakley Goodwill Store**  
3080 Markbreit Ave.  
Cincinnati, OH 45209  
(513) 631-6348

**Oxford Store**  
203 South Locust St.  
Oxford, OH 45056  
(513) 273-2053

**Tri-County Goodwill Store**  
10600 Springfield Pike  
Cincinnati, OH 45215  
(513) 771-4804

**Union Attended Donation Center**  
9990 Old Union Road  
Union, KY 41091  
(859) 384-0430

**West Chester Store**  
7773 Cincinnati Dayton Rd.  
West Chester, OH 45069  
(513) 755-0575

**West Chester Attended Donation Center**  
7779 Tylersville & Cox Rd. @ Big Lots  
West Chester, OH 45069

**Westwood Attended Donation Center**  
2990 Harrison Ave.  
Cincinnati, OH 45211

**Goodwill Outlet Store**  
10596 Springfield Pike  
Cincinnati, OH 45215  
(513) 771-0387

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or call (513) 771-4800, ext. 6215. We'll be happy to make the change!