

# GOODWILL

*update*



Ohio Valley Goodwill  
100th ANNIVERSARY



2016

1916



## Ohio Valley Goodwill Opens Two New Retail Stores in West Chester and Oxford

Ohio Valley Goodwill is pleased to announce the opening of two brand new retail stores in Butler County, Ohio. The new West Chester location officially opened on Thursday, March 17th and the new Oxford location opened on Thursday, May 26th. Both stores also feature a convenient drive-up Attended Donation Center for the ease of making donations to the organization. The West Chester retail store is located at 7773 Cincinnati-Dayton Rd. The Oxford retail store is located at 203 South Locust Street. These two new stores now bring Ohio Valley Goodwill's total of retail stores up to 17 locations.

On March 17th, a gala ribbon cutting celebration for the West Chester location took place and included Mark Welch, President of the West Chester Board of Trustees; Judi Boyko from the West Chester Board; Joe Byrum, President & CEO of Goodwill Industries; Charlie Wright, Goodwill Board Chairman; Joe Walter, Member of Goodwill's board; and several members of Goodwill's staff. In congratulating Ohio Valley Goodwill on this new location, Mr. Welch commented that "We think that Goodwill's mission is inspiring and congratulate the organization on 100 years of service."

On the morning of May 26th, Ohio Valley Goodwill celebrated the grand opening of its new Oxford location with a special ribbon cutting with local dignitaries including Mayor Kate Rousmaniere. "The City of Oxford is so pleased to welcome Goodwill to our community. We know the new store will be a wonderful addition to our area," said the Mayor.

The new West Chester store and donation center includes 12,000 square feet of space and the new Oxford store features almost 11,000 square feet of space. Both locations employ 7 to 8 individuals and will contribute to the economy in Butler County. "We are pleased to present both of these new retail stores and donations centers for the benefit of the community and to support our programs and services for the individuals that Goodwill serves," said Jeff Eastham, Goodwill's Director of Operations.

The opening of both these two new locations is especially momentous as it takes place during the 100th Anniversary celebration of Ohio Valley Goodwill Industries this year. For the past century, Goodwill has been helping people with disabilities and our nation's veterans to receive skill training and employment in the Greater Cincinnati community as well as Butler County.

Last year, Ohio Valley Goodwill Industries served more than 3500 people and helped 919 to get jobs in the community. Revenues generated through Goodwill's network of 17 retail stores helps support this vital mission of service.



Top Photo: New Oxford Retail Store and Drive-up Attended Donation Center. Bottom Photo: New West Chester Retail Store and Drive-up Attended Donation Center



## Ohio Valley Goodwill Industries Receives New HUD Grant!

Starting on July 1, 2016, Ohio Valley Goodwill begins a new HUD grant to be directed by Goodwill's Special Projects department. The new grant represents the third HUD grant awarded to the organization designed to help provide services for individuals challenged with homelessness. The new HUD grant is a Permanent Housing Grant that has a total three year funding amount of \$625,539. which equals \$208,513 per year. It is expected that 22 households will be served within the first year. "Having the new HUD grant will allow us more flexibility in ensuring that the people we serve will have permanent housing solutions," said Camille Robinson, Special Projects Grants Manager for Ohio Valley Goodwill Industries.

The Special Projects team serves almost 900 people annually and their mission is to help individuals to attain permanent housing and employment in the Greater Cincinnati community. "We are very proud of our staff team and the outcomes we are able to help the people we serve achieve," said Camille Robinson. The Special Projects team provides the following critical services through an assortment of federal grants including: HUD Funded Rapid Re-Housing Services, Homeless Veterans Reintegration Projects (HVRP) and Supportive Services for Veteran Families (SSVF).

The Goodwill Special Projects team works collaboratively with the Veterans Administration and Hamilton County Continuum of Care and other homeless organizations in the Tri-State area. This partnership assists in helping to facilitate intakes for individuals in need of services.

Goodwill's Special Projects programs were recently surveyed by the Commission on Accreditation of Rehabilitation Facilities (CARF) which is the gold standard for organizations offering similar services; and no recommendations were received - a perfect survey outcome. This represents the fifth consecutive Three Year accreditation outcome with a perfect result for Ohio Valley Goodwill Industries, placing it in the top 3% of similar organizations nationally.

For more specific information on these services, please visit [www.cincinnati-goodwill.org/services](http://www.cincinnati-goodwill.org/services) or contact the Special Programs office at (513) 631-4500.

## Goodwill's 2016 "Pig Pop-Up Shop" Takes Off At Flying Pig Marathon Expo!

For the second year in a row, Ohio Valley Goodwill was a part of the two day Flying Pig Expo which was the kick-off for this year's world-renown Flying Pig Marathon. Taking place on Friday, April 29th and Saturday, April 30th at the Duke Energy Center, the organization looked forward to offering its new and improved "Goodwill Pig Pop-Up Shop." With the addition of a full length mirror and easier check-out options, this year's new and improved "Pig Pop-Up Shop" was once again claim title to the "Most Popular" booth at the Expo. In addition, Goodwill had donation barrels prominently displayed by the Pig Pop-Up Shop for shoe donations - a new feature at this year's Flying Pig event.



Goodwill also had its new donation trailer prominently located close to the Start Line on the day of the Flying Pig to collect clothing items donated to be used to support Ohio Valley Goodwill's 100 year old mission of putting people with disabilities and our nation's veterans to work.

Filled with running gear appropriate for men, women, and kids, the Goodwill Pop-Up Shop was once again a favorite at the Expo with all items priced at only \$3.00. In addition to the "Goodwill Pig Pop-Up Shop" at the Expo, the afternoon of Saturday, April 30th also showcased "Team Goodwill" as part of the annual PigAbilities event. PigAbilities is the culmination of a five week training program where athletes with disabilities complete the final mile of the Flying Pig Marathon as part of their training goals. CARA (Community Ambassadors Resource Alliance), is a primary sponsor of this event, and Goodwill has been a member of the CARA group since its founding in 2004.

Also as a way to promote Goodwill's need for donations to help support the organization's mission, the team showcased the need to collect shoe donations for Goodwill. The team encouraged runners to bring in their old running shoes to donate and recycle responsibly at this year's Flying Pig Expo. "The Goodwill team is delighted to be part of the annual Flying Pig Marathon Expo," said Ann Walters, Retail Sales Manager. Goodwill looks forward to involvement in next year's Flying Pig Expo!

## Goodwill Auto Auction Congratulates 2016 Winner of the Spring 5KRC Extreme Auto Make-Over Car

Saturday, April 9th was the big day as the 2016 "Spring Extreme Vehicle Make-Over" vehicle was finally revealed in all its glory. The 2001 Toyota 4 Runner was fully restored by the 2016 "Extreme Make-Over" sponsor team which included: 55KRC, Dale Donovan's Auto & Tire Center, Frank's Heavy Collision Repair, Interstate Batteries, Jeff Pohlman Tire and Auto Service, and Valvoline. This is the fifth year that 55KRC and Dale Donovan have partnered with Goodwill on this exciting project which reflects their on-going commitment to Goodwill and its mission of service to the community.

"Goodwill is so grateful to 55KRC, Dale Donovan and all of our generous sponsors who have supported the "Extreme Vehicle Make-Over" event over the past five years," said Kim Masters, Auction Manager. The sale of the make-over truck helped to raise \$6,800 to benefit Goodwill's mission of putting people with disabilities to work!

For the past 16 years, Goodwill's Auto Auction has grown to be one of the largest and most successful non-profit auto auction events in the country, helping to provide funding for the organization's critical employment and training services. To find out more about Ohio Valley Goodwill's Auto Auction program, visit [www.goodwillcars.com](http://www.goodwillcars.com) or call (513) 612-5980.



Goodwill appreciates the support of the local community and the commitment of our mission of service!



## The 100th Anniversary Version of the Goodwill Celebrity Golf Outing Marks Historic Success

The 100th anniversary version of the 2016 Goodwill Celebrity Golf Outing not only attracted an excited roster of players this year as well as many celebrity guests, but also served as another official celebration of the organization's century of service in the Greater Cincinnati community. Celebrity Chairman Joe Walter struck the right note from the beginning as he and Co-Chair, Stephanie Mitchell, along with Goodwill President and CEO, Joe Byrum, thanked the many participants, sponsors and volunteers for their support on this historic occasion.

The 2016 Goodwill Golf Outing marks a huge milestone in the organization's history. For 100 years, Ohio Valley Goodwill has been helping people with disabilities and our nation's veterans to receive skill training and employment in the Greater Cincinnati community. During that century of service, tens of thousands of people have been assisted in achieving personal success and obtaining jobs. The organization is also grateful that the 2016 outing will mark the 16th year that honorary chairman Joe Walter has served as the celebrity spokesperson for Ohio Valley Goodwill and also, the 6th year that advocate Stephanie Mitchell has served as co-host of the annual fund-raiser.

"We were so pleased that all of our long-time friends and supporters were able to join us for the 100th anniversary version of the 2016 Goodwill Celebrity Golf Outing," said Joe Byrum, President and CEO. "Goodwill is especially honored to have Strategic Employee Benefit Services as our Title Sponsor for this historic occasion as well as Tape Products and US Bank as our Presenting Sponsors. Their support for our mission of service to the Greater Cincinnati community is truly invaluable.

The 2016 Goodwill Golf Outing sponsors included: Gold Sponsors- College Hunks Hauling, Cumulus, Haglage Construction, MVD Connect, QuestMark, Riverpoint Capital Management, Snider Custom Construction and WCPO. In addition, the organization is pleased that long-time Beverage and Cart sponsors, Palmer Leasing and Rumpke, were able to return for the 100th anniversary version of the golf outing. The 2016 event also marked the return of Dinner sponsor, Vincenzo's Italian Restaurant along with Grill Station Sponsors: Derringer Company, Ellenbee Leggett, Reinhart Food Services, and the Kroger Company. Outing players and sponsors noted the very special 100th anniversary version of this year's banners provided by long-time signage sponsor, Holthaus-Lackner Signs, specially designed to commemorate the occasion.

Ohio Valley Goodwill is grateful to our Chairman Joe Walter, Co-chair Stephanie Mitchell, our amazing volunteers, sponsors and friends for their support of this year's 2016 Goodwill Golf Outing!



Co-Chair Stephanie Mitchell and Chairman Joe Walter

## Goodwill Receives Proclamation from Hamilton County Commissioners



Joe Byrum, Goodwill President & CEO,  
Todd Portune, Hamilton County Commissioner,  
Charlie Wright, Goodwill Board Chairman

On June 3rd, Ohio Valley Goodwill Industries was honored to welcome Hamilton County Commissioner Todd Portune to its corporate headquarters for a formal presentation of a proclamation in recognition of its 100th anniversary of service. This year commemorates Ohio Valley Goodwill's century of service to the Greater Cincinnati community and its impact on helping people with disabilities and our nation's veterans to obtain jobs in Hamilton County.

Dignitaries invited to attend the presentation included representatives from Hamilton County Developmental Disabilities Services, Opportunities for Ohioans with Disabilities as well as the organization's board of directors and staff team members.

As one of the largest employment and training centers in Southwest Ohio, Goodwill is committed toward helping people with developmental disabilities and our military veterans to get jobs in the Greater Cincinnati community. Over the past 100 years, Goodwill has helped tens of thousands of people to achieve personal success in Hamilton County and is pleased that the Commissioners selected the organization for formal recognition of this achievement.

"Ohio Valley Goodwill is very pleased to be selected for this honor from the Hamilton County Commissioners and was pleased to welcome Commissioner Portune for the formal presentation," said Joe Byrum, President and CEO. "Goodwill is very proud of our century of service to helping people with disabilities and our nation's heroes to achieve employment success."

Ohio Valley Goodwill recently received its fifth consecutive Three-Year Accreditation from the international accrediting body, the Commission on Accreditation of Rehabilitation Facilities (CARF) and attained Accreditation Distinction. CARF International knows of no other organization world-wide which has accomplished this five star level of accreditation.

To find out more about Ohio Valley Goodwill Industries and the organization's history over the past 100 years, please visit [www.cincinnati-goodwill.org/about](http://www.cincinnati-goodwill.org/about).

*Ohio Valley Goodwill Industries is always in need of clean, usable donations of textiles, shoes, household goods, children's items, seasonal goods and small electrics.*

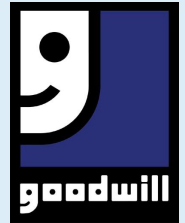




Ohio Valley Goodwill  
100th ANNIVERSARY



## Goodwill Ranked #1 in 2016 Brand World Value Index Survey



Goodwill was ranked #1 in a 2016 Brand World Value Index Survey, commissioned by Enso, a mission-driven marketing agency based in California. The news debuted recently in a *Fast Company Magazine* article and contains visuals of the top rankings of all of the brands.

In the rankings, Goodwill is followed by Amazon, Google, Kellogg's, PayPal, Disney, Girl Scouts of America, Kraft, Johnson & Johnson, and Dove. Between February 2 and March 18 of 2016, 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+, and tested a total of 149 brands, spanning a mix of industries and company sizes, ranging from start-ups to established companies. The index score for each brand was calculated from the following metrics: awareness of purpose + alignment with purpose + impact on purchase x active support.

The rankings from the Index reflect the following results: Goodwill ranked #1 with Gen X, Elites, Social and Purpose Engaged, Tech Positive, Tech Skeptical, Activists, Environmentally Engaged, Optimists, Non-Profit Engaged. In the political arena, Goodwill ranked #1 with Republicans, #2 with Democrats and #1 with Independents.

Ohio Valley Goodwill is happy to be included in this wonderful announcement and the supporting survey. For more information, please visit:  
<http://www.cincinnati goodwill.org/wp-content/uploads/2016BrandWorldValueIndex.pdf>

## SHOPPING & DONATING TO OHIO VALLEY GOODWILL

Goodwill has 32 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

### 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

### Finneytown 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

### Mt. Airy Attended Donation Center

6401 Colerain Ave. @ Kroger  
Cincinnati, OH 45239

### 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 - NEW

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

### Tri-County Goodwill Store

10600 Springfield Pike  
Cincinnati, OH 45215  
(513) 771-4804

### West Chester Attended Donation Center

Tylersville Road  
7779 Tylersville & Cox Rd. @ Big Lots  
West Chester, OH 45069

### West Chester Store - NEW

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

### Westwood Attended Donation Center

2990 Harrison Ave.  
Cincinnati, OH 45211

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)



Receiving duplicate newsletters or do we have the wrong address?  
Send corrections or deletions to [gpalmer@cincgoodwill.org](mailto:gpalmer@cincgoodwill.org)  
or call (513) 771-4800, ext. 6215. We'll be happy to make the change!