

Rappahannock Goodwill Industries Goodnews

Fall 2015

Changing Lives Through the Power of Work

Donnie Tolson To Lead RGI

For most people, the thought of filling the shoes of the longtime President/CEO of Rappahannock Goodwill Industries (RGI), Woody Van Valkenburgh, would be intimidating or slightly heady. If you know about Woody's illustrious 35 year career and countless contributions to Goodwill, those feelings would be understandable. For Donnie Tolson, there is also anticipation and excitement about the prospect of assuming the role of President and CEO in January. After a 27 year career with Goodwill Industries International (GII), Donnie was persuaded to come out of retirement to serve as RGI's Chief Administrative Office and Chief Financial Officer.

"Two words explain why I came out of retirement when I got the call from Woody five years ago," said Donnie. "Goodwill Burn. It's what a person gets after helping another person conquer barriers and succeed in life. It truly is that simple. When I was working with Goodwill Industries International, I knew we were doing good work across the country — I just wasn't always close to the action. During my five years at Rappahannock Goodwill, I've seen firsthand how people migrate through our services and programs and exit to a better future."

Donnie has a strong grasp of RGI and will bring his deep knowledge and understanding of Goodwill's business model to



the position of President/CEO. Goodwill is a complex social enterprise and includes mission services, stores, donated goods collection centers, recycling and salvage operations, a commercial laundry, moving and hauling services, and a staffing business. "Right now, what we have is a funnel," he said. "A person comes in through the wide end of the funnel and needs assistance. We help identify a person's barriers to employment and help put that person to work. Ideally, we'd like to broaden our profile to include all kinds of work and training. We're looking at partnering with businesses of all kinds. If they develop the training, we'll provide the workforce. It's a win-win. Unemployment is the root of so many societal ills. Together, businesses and Goodwill can make a huge impact in people's lives and the overall wellbeing of the communities we serve."

While his background and Goodwill experience make Donnie Tolson the right choice

for the job, it's what drives him to succeed that connects him to others. "Goodwill is not about lip service. We walk the walk and talk the talk. Under the forward



thinking leadership of Woody Van Valkenburgh, RGI has gone from serving 40 people in 1980 to more than 4,000 people last year. Alongside the smartest and most enthusiastic colleagues, I'm honored to continue the work Woody started over 35 years ago."

Lots of Lasts



Woody Van Valkenburgh
 President/CEO
 Rappahannock Goodwill Industries

As my end-of-the-year retirement draws closer, I find myself faced with more and more "lasts." After over 35 years with Rappahannock Goodwill Industries (RGI), I have lots of routine obligations, meetings, and even habits. Whenever I bump into one of these "lasts," I honor

it and am grateful for the people and the organization that have allowed me to do whatever the task for so many years.

One thing I am proud to be doing now is recognizing the amazing talent and resource Rappahannock Goodwill Industries is getting when Donnie Tolson assumes the role of President/CEO in January. Donnie has such a heart for the mission of Goodwill, and his technical expertise will propel RGI to serve more people than ever before.

And time is important when you consider the rapid changes happening in the workforce. The labor that people with significant intellectual disabilities are doing right now is either being replaced by automation or being transferred to the end users themselves.

One of Goodwill's challenges is figuring out how we expand our businesses and social enterprises to employ these folks who are having more and more trouble finding jobs in the general economy or find them employment in the community.

Organizationally, we're also focusing on how to best serve ex-offenders and others with barriers to employment. While many people have the capacity to learn and grow and contribute in the workplace, some don't have the credentials that so many businesses use to determine whether someone will be a good hire. RGI offers these folks what we call "person-centered planning," which is a good start. We find out where a person is in life now, where he or she wants to go, and how to close whatever gap exists. Our goal is to help these individuals get the education and credentials they'll need to be viable employees.

To be certain, we've made incredible strides helping people in need reach their full potential through learning and the power of work . . . and there is still so much more to do and so many opportunities to explore. I have full confidence Donnie Tolson is the right person to lead RGI into its next growth phase. He's working with a group of professionals who GET IT and who are as enthusiastic as he is about moving the organization forward. I'm proud of what we've done and even prouder of the people who will continue to do more.

TASKFORCE STAFFING: Need Work? Got Work? Taskforce Staffing Can Help!

Located in the Goodwill Community Resource Center, Taskforce Staffing is owned and operated by Rappahannock Goodwill Industries. The decision to purchase the staffing agency and move it into Goodwill's Collaboration Zone has proven to be very successful. The agency is directly across from Goodwill's Job Help Center, so if someone comes into Taskforce Staffing and needs to brush up on a few skills first, they are literally steps away from someone who can help. Conversely, if someone has worked in the Job Help Center to learn new computer programs and has created a resume, they can head over to Taskforce Staffing and apply for a temporary work assignment.

"Roughly 29% of the people who enter temporary employment get hired full time," said Jon Zitz, director of Taskforce Staffing. "We are excited about new business partners and the growth we're seeing in placement."



Zitz says Taskforce Staffing has a unique niche in the industry. "We offer what we call the Taskforce Advantage. Since

- 1984 Taskforce has offered superior
- customer service by offering great candidates, on time,
- for reasonable prices, in order to fill the needs of customers."
- With the purchase of Taskforce Staffing,
- Goodwill is able to serve people of all educational, skill, and ability levels.

29%
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Businesses that hire Taskforce employees receive competitive pricing, rapid matching, and the benefit of a staffing agency that has their satisfaction at heart.

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Taskforce Staffing provides staffing solutions at every occupational level. Taskforce can provide a complete solution that includes advertising and recruiting for open positions, as well as complete employment screening, background checks, record keeping and payroll. If you're interested in applying for work or are a business interested in working with Taskforce Staffing, call 540-785-6666 or email Jon.Zitz@FredGoodwill.org.



A Piece of the Pie

Meet Miranda, who has years of job experience in the food service industry — and whose resume also has an employment gap due to childcare and transportation challenges. She came to Goodwill for help. The Goodwill Employment Specialist working with Miranda established a relationship with the hiring manager of a food service provider at a local college, who had his own challenges: He needed employees who could work nights and didn't mind not working over the summer. It turns out the hiring manager's needs matched Miranda's situation, since a family member could watch her kids in the evening and she'd be home with them during the summer when childcare wasn't available. After a short interview, Miranda was hired on the spot as a pizza chef. She completed her training and, within a matter of days, impressed her boss so much he offered her the opportunity to train as a supervisor. She accepted. With a steady paycheck coming in, Miranda bought herself a bike so she could be less dependent on other people for transportation. One of the pizzas she created is a menu mainstay and her boss counts her as

one of his best employees. Miranda had the will, and a Goodwill Employment Specialist helped her find a way.

Registered Nurse

In March of 2011, Nathan began working in one of Rappahannock Goodwill's stores, accepting donations and processing donated goods. The job suited a part-time student's schedule, as his managers were supportive and willing to schedule shifts around his classes. Eventually, Nathan was accepted into Germanna's Registered Nurse program. Instead of going to school part-time, he became a full time student with a heavy courseload and clinical requirements — and a full time job. Thankfully, Nathan's supervisors at Goodwill continued to support him by scheduling him to work on weekends and allowing him to leave on weekdays to study. Nathan is now ready to take the next step as a registered nurse, and he's even more grateful for Goodwill and the support his managers and store staff provided. Through creative scheduling and support, Goodwill was able to help Nathan reach his goals.



LIMITED CLOSEOUT/ EXCLUSIVE BUYS: NEW In Goodwill Stores

Goodwill Stores have become synonymous for gently used, quality merchandise, thanks to donors in our local community. Now there is something new in our stores — literally. We are now receiving limited closeout and exclusive merchandise buys and have started stocking our shelves with brand new items that don't often get donated to our stores. Items — which vary from location to location — include socks, sunglasses, candles, yard flags, sheet sets, and other items like sterile gauze and bandages.

Ted Smith, VP of Donated Goods and Retail, says it all comes down to offering shoppers convenience. "When you buy your



kids new-to-you toys in our stores, we don't want you to have to go somewhere else to buy batteries. So we're selling them now. If you see a pair of gently used shoes in one of our stores and they are missing shoelaces, we sell those now."

The selection of new merchandise and closeouts varies each week and by store. There are some unusual finds such as diabetic socks at exceptionally low prices.

In addition to all our new products, we're also selling mattresses, mostly at our Route 3/Plank Road Fredericksburg location. While the mattresses aren't brand new, they're just like new after being heat sanitized and repackaged.

You can buy a standard/full/queen mattress and box springs for \$129 and a king set for \$149.

Looking for great deals on jewelry, watches, and gifts? There's now a new online store where we sell select merchandise. Find the store at www.FredGoodwill.org/Shop.

**Want to receive our
newsletter electronically?**

Beginning in 2016 we will be
offering our quarterly
newsletter via email.
To sign up, go to
www.FredGoodwill.org/Newsletter



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Our Mission

To provide to people with barriers to
employment – particularly those with
disabilities – an array of quality
vocational and educational services so
that they can work most independently.

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