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Our mission is to provide skill development and work opportunities for people with barriers to employment.

donor list 2009

This list includes federal and foundation grants for projects taking place in 2009, and gifts from individuals received from November 1, 2008 to February 17, 2009. Please contact the Marketing Department with any corrections, 505.881.6401 ext. 1879.

Chairman's Circle, \$10,000+
Bank of America Foundation
HUD Continuum of Care Program
Dept. of Labor Senior Community Service Employment Program
New Mexico Mortgage Finance Authority
City of Rio Rancho/HUD Community Development Block Grant
United Way of Central New Mexico

Chairman's Circle, \$5,000-\$9,999
Charles and Helen Roybal

Chairman's Circle, \$2,500-\$4,999
The Boeing Company
Corporate Cornerstones Technology Assistance Fund
Mr. and Mrs. Stephen D. Ingram

PNM Resources Fund
Lockheed Martin/Sandia National Laboratories

Board of Directors', Circle \$1,000-\$2,599
Bank of Albuquerque
Hubbard Broadcasting Foundation in memory of Jerry Danziger
Charles E. Knapp
Yates Petroleum Corporation
Mr. and Mrs. Charles E. Young

President's Club, \$500-\$999
Gorman Distributing Company
Alan Hess
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Samantha Lapin and Dale Atkinson
Star Paving Company

Executive Club, \$250-\$499
Mary Best
Maria Bourassa
Mr. and Mrs. Greg Chalmers
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Susan Jones
Maria Prindle
Craig Protz
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Goodwill Friend, \$1-\$249
Dominga Acosta
Anonymous
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Anonymous
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Anonymous
Mr. and Mrs. James Babb
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Benevolent and Protective Order of Elks Lodge
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Hernando Martinez
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Pan American Fixture Company
Cherisse Perez
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Selena Marie Rojas
Joseph A. Ruggles
Ricky Sanchez
Robert Sanchez
Edward D. Shaw
Gene O. Sjostrand
George and Vivian Skadron
R. Thomas and Susan F. Slates
Supply One
D.E. Tooley
Mary Torres

Joanne Wright
John J. Zarola

In-Kind Contributions
Albuquerque Isotopes
Cooperage/Scarpas Restaurants
Rudy Maestas
Spa Botanica

Non-Profit Organization
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faces



board of directors

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overdue for a good laugh?

Goodwill is unleashing Los Angeles-based comic, Sebastian Maniscalco at its Third Annual "Celebration of Good Will" on Saturday, March 28th at the Embassy Suites in Albuquerque.

Sebastian will appear in Albuquerque fresh from a tour of the Middle East with creators of the hilarious "Axis of Evil" comedy show, which pokes fun at cultural differences between the West and the Middle East. He also has appeared on "The Tonight Show with Jay Leno," Comedy Central Premium Blend, Comedy Central Presents, "Just For Laughs" Montreal Comedy Festival, Showtime's Comedy Slam, Vince Vaughn's "Wild West Comedy Show," "The Late Late Show with Craig Ferguson" and "Comics Unleashed" with Byron Allen.

His "Comedy Central Presents" special is the highest rated comedy special on Comcast's "On Demand" service. He has appeared with BB King, Al Green, Anita Baker, Gladys Knight and Dennis Miller. His hour-long show will air on Comedy Central on April 11th.

A native of Chicago, Mr. Maniscalco currently resides in Los Angeles where he frequently appears at the Comedy Store and the Laugh Factory on Sunset Blvd. His comedy is impeccably paced and chock-full of seething yet hysterical observations on human behavior.

"A Celebration of Good Will" will also include the presentation of the 2009



Edgar Awards in Human Services. The evening will begin at 6 pm and is open to the public; tickets are \$60 per person. Contact 505-881-6401, ext. 1833 for more information and to purchase tickets.

+ plus



new board chair takes helm



rio rancho career center opens

THANK YOU!

new board chairperson takes helm



At its annual Board meeting in March 2009, the 17-member Board voted Craig Protz as its new leader for the next three years. He succeeds Stephen Ingram, who has served for three years.

When Mr. Protz joined the Board in 2002, he brought to Goodwill a lifetime of experience in architecture and construction. And the timing was perfect. "I was called on to help with all the anticipated expansion," he recalls.

The renovation of Goodwill's headquarters on San Mateo made possible the organization's growth in other cities. Mr. Protz was invaluable in Goodwill's expansion into Gallup, Clovis, Roswell and Farmington over the subsequent years. "Basically, I oversaw the construction of these facilities, and I was asked to verify that the payments to the contractors were in order relative to the standards of the industry."

As the new Chairperson, Mr. Protz is hoping to continue in the direction established by Mr. Ingram. "Also, I think that we need to continue with the new streamlined store operations introduced by John (Conklan), and I hope that Goodwill will maintain – in light of the current economy – a rather good sales record. Because of that, our programs can continue with success in helping provide jobs for individuals with barriers to employment."

Mr. Ingram served Goodwill effectively at a time of expansion and prosperity. He recently said, "It has been a privilege to have served as chairman of the GINM Board over the last three years. My term has presented its own unique set of challenges and opportunities, and I hope I have honored the values of Goodwill in addressing them. I am comfortable in handing over the reins to Craig Protz, and am confident that not only will he have his own challenges and opportunities to address, but that he will meet them steadfastly and provide vital leadership to the Board as we move forward and serve the mission of Goodwill."

it all starts with "re-"

Goodwill is excited to unveil its new 2009 multimedia campaign to promote sales and donations at our 11 retail stores, and to educate consumers on Goodwill's mission – to provide skill development and work opportunities for individuals with barriers to employment.

The advertising campaign centers on the prefix "re-" to illustrate how Goodwill reclaims lives, recycles goods and restores hope.

The prefix 're' means again, back or try over. What better way to talk about Goodwill than giving people a way to re-do their lives and get back on track? The ads also promote the variety and value of merchandise at Goodwill stores, from designer clothing to household goods, while letting consumers know that when they spend money at Goodwill, their dollars stay in the community and create positive changes. The campaign shows consumers ways to support Goodwill's mission through shopping and donating.



annie

Weary of near homelessness, Annie went to a state-run employment office in Moriarty every day for a month looking for work. Then one day she encountered a Goodwill Job Developer there and they struck up a conversation. The Job Developer told her about Goodwill's Senior Community Service Employment Program (SCSEP) and its supported job opportunities for persons over 55.

Annie began to cry with relief. She is over 55 and knew there was a place in SCSEP for her, somehow. She had come a long way,

working in farming, selling produce in open markets in Santa Fe and around Moriarty. She also trained horses, milked cows and worked in a greenhouse, which closed after five years. In 2008, she found herself near homeless.

The Job Developer scheduled a meeting for her intake process, and before long Annie was placed as a trainee processing material donations at the Bethel Community Storehouse in Moriarty. In SCSEP, persons are placed temporarily as trainees until employment is possible. Annie had been training at Bethel just two weeks when they decided to hire her permanently because they were very pleased with the quality of her work and her team spirit. "She goes above and beyond her job duties – we are very happy to have her as an employee," reported her supervisor.

Annie's plans for the future? "I'm going to work here until I'm too old to do it. This is one of the best jobs I've ever had because it makes me glad that I'm doing something worthwhile." She's especially grateful for this particular job because she gets to go outside a lot, and because Bethel Community Storehouse is operated by a church mission. "I'm very spiritual and this is as close to mission work as I can be," she says with a smile.

Caused-based shopping makes Goodwill unique. When you shop at Goodwill you know you have done something good for your community.

Outdoor, print, television, radio and internet advertising are all part of the campaign's media mix. To maximize exposure on a tight non-profit budget, the ads will run strategically throughout the year. Public service announcements coordinated with the campaign have also been produced that will run on local television and radio stations without charge.



Goodwill is operated as a business with a heart. It faces the same problems that any nonprofit organization in America has – how to get the message out to customers and get them engaged. Goodwill hopes this campaign will begin to do just that, and it all starts with re!

rio rancho career center now open!

Goodwill is excited to announce the opening of our newest Career Center in Rio Rancho. The Career Center is conveniently located within our Goodwill retail store at 2003 Southern SE, and is decked out with new computers, a printer and furniture!

The addition of the self-paced Career Center will allow Goodwill to reach and help even more individuals in need of employment services. The Career Center will allow individuals free access to computers so they may work on resumes, research jobs, submit job applications online and build computer literacy skills. In addition, staff will be available to answer employment questions and help individuals get the services they need in order to become successful in their current jobs. The Career Center also has adaptive computer equipment to meet the needs of individuals with disabilities.

Goodwill was awarded a Community Development Block Grant by the City of Rio Rancho and the U.S. Department of Housing and Urban Development, which made the Career Center possible. In addition, United Way of Central New Mexico's Technical Assistance Fund provided matching funds to purchase equipment for the Center. With the generous support of these two outstanding agencies, Goodwill can continue to fulfill our mission of providing skill development for people with barriers to employment



The Center is open to the public Monday through Friday 10 am to 9 pm, Saturday 9 am to 9 pm and Sunday 10 am to 6 pm. The use of the Career Center is free and no appointment is necessary. Make sure to stop by and check it out, and while you're at it, don't forget to shop!

message from the president

The welcome mat is out at Goodwill! Last month, we teamed with Goodwill Industries International to host 250 Goodwill CEOs and executives from across North America at the 2009 Goodwill Conference of Executives in Santa Fe. It was a meaningful gathering with a vital exchange of program ideas and solutions to the challenges of operating a nonprofit in a difficult economy.

This month, we are in the final preparations for our annual gala, "A Celebration of Good Will" featuring presentations of the 2009 Edgar Awards in Human Services. Those of you who attended last year may recall just how beautiful the event was, and how moving it was to hear the winners speak of their work. This year's awards were created by Albuquerque artist Allen Young.

In April, several of our staff members will travel to Washington to attend trainings that will enable them to improve services to constituents throughout New Mexico. In addition, we will partner with Dell to initiate a computer and electronics recycle process.

Like all businesses, we keep a sharp eye on our bottom line. We continue to streamline our processes across all departments for maximum efficiency so that we can meet the challenges of the future with a secure foundation and strong focus on mission services. We are very grateful for our material and financial donors, who are a major part of that effort.

Thank you!
John G. Conklan Jr.

breaking news!

Goodwill was just announced as a recipient of a 2008 Quality New Mexico Roadrunner Award, which is based on the Baldrige National Program for Performance Excellence.

