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Our mission is to provide skill development, work opportunities and career-building services to people with barriers to employment.

## Donor list 2010

*Note: This list includes federal and foundation grants for projects awarded in 2009 and continuing in 2010, and gifts received between January 1, 2010 and July 1, 2010. Please contact the Marketing Department with any corrections, 505.881.6401 ext. 1879.*

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### In-Kind Contributions

Achievement Gallery  
Aero West Helicopters  
Albuquerque Embassy Suites Hotel  
Albuquerque Florist  
Albuquerque Isotopes  
Artichoke Café  
Beck Total Office Interiors  
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Cabot Creamery Cooperative  
Caldwell Media  
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KWBQ New Mexico's CW-TV  
Eldorado Hotel & Spa  
Gecko's Bar and Tapas  
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## From the ground up!

### Construction begins on brand new Goodwill store

Goodwill Industries of New Mexico will open a new store and Workforce Development Training Center in summer 2011 at Paseo del Norte and Holly Avenue in Albuquerque.

It is the first New Mexico Goodwill store to be constructed from the ground up since 1994.

McElheney Architects is designing the 17,500 sq. ft. building to be the most energy efficient of all GINM facilities. Continental Construction and Management will build the structure. Construction is expected to be completed by March of 2011, with the grand opening tentatively set for June.

A groundbreaking ceremony was held at the site on July 28th, attended by Goodwill Board members and staff, as well as Goodwill funders and other friends and donors. Also in attendance was Tito Madrid, Director of Constituent Services for the City of Albuquerque, and members of the press.



+ plus



Angels  
among us

Award winning

re-cycling

# Letter from the President



Summer is upon us and so are several changes within Goodwill. I am happy to announce that Michael Keoghan joined Goodwill as the Chief Operating Officer (COO) in early May. Michael has a background in retail and workforce development programs with a focus on individuals with disabilities. Michael has served as the Vice President of Retail Operations at Goodwill Industries of Southern New Jersey, CEO of the American Council of the Blind and most recently as a social worker for the County of Gloucester, New Jersey, specializing in adult transitional services.

Shauna O'Cleireachain has accepted the Business Director position. Shauna will provide leadership to the human resources and business functions, and will continue to oversee the Marketing Department. In addition to other responsibilities, Shauna has been designated to be Goodwill's Corporate Compliance Liaison. In addition, Treesha Flores is our new Executive Administrative Assistant. Treesha also joined Goodwill in May. Treesha will focus on administrative support, coordination and staff liaison functions.

Join me in congratulating and welcoming Michael, Treesha and Shauna to their new roles within Goodwill. I'm sure they will each meet the challenges that leadership presents. Together we will all continue to strive for excellence.

In addition, Goodwill welcomed three CARF (Commission on Accreditation of Rehabilitation Facilities) surveyors to our facilities June 23-25, 2010. The surveyors worked diligently at a number of our sites to ensure quality compliance is being maintained in program services, business practices and governance. The consultation was informative and provided Goodwill with new insight into "best practices" and how to apply these principals. This year's survey represents the seventh quality review for Goodwill. The past six resulted in three-year certifications (three years are the best result that can be received). Goodwill hopes to receive news of another three-year accreditation soon. I would like to thank our staff for the hard work in preparing for the CARF survey and for their continued dedication to those we serve.

I am also excited to share with you that the Transitional Opportunity Program (TOP) was implemented in Santa Fe at the beginning of April and Farmington in June. The program provides assistance in preparing individuals with disabilities for eventual transition from sheltered employment to community employment. Thanks to our generous donors, Goodwill is able to fully fund these programs!

*Mary M. Best*

Mary Best  
CEO/President

## Goodwill recycling program receives award

Goodwill is a recipient of a 2010 New Mexico Recycling Achievement Award from the New Mexico Recycling Coalition. President/CEO Mary Best and Facility Logistics Director Ricky Sanchez received the award at the 2010 New Mexico Recycling Conference on June 22nd at the Albuquerque Convention Center. The event was hosted by the Coalition and by the New Mexico Environment Department, Solid Waste Bureau.

The award is presented in the "Reuse Program of the Year" category. PNM nominated Goodwill for this award, citing its donation partnership with Goodwill. Beginning in spring 2009, PNM began donating old furniture and office materials to Goodwill for sale or recycle. Goodwill has also been a recipient of PNM's "Reduce Your Use" program to install energy efficient equipment in four Goodwill stores.

The Recycling Achievement Awards recognize individuals, businesses, municipalities and educational facilities for their outstanding work to promote recycling and composting throughout New Mexico. Awardees are recognized every other year at the New Mexico Recycling Conference.



Goodwill GoodGuides is in need of **mentors**. This extraordinary program will train you to empower, inspire and lead youth.

Goodwill GoodGuides is in need of **mentees** aged 14-17. Mentors and staff will guide you to build career plans and skills, and maximize your current and future education.

And we have fun, too!

For more information call 881-6030 or go to <http://www.goodwillnm.org/programs/youth.htm>

**Do not wait for leaders; do it alone, person to person.**

— Mother Teresa



## Employee profile

# Angels among us: Sara Zimmerman

Sara Zimmerman was reared in a household that emphasized helping other people, especially those who needed more help than most people. So it was natural that she would eventually earn her Master's in Social Work and find herself at the epicenter of one of New Mexico's fastest growing case management programs at Goodwill.

**"We are committed to helping individuals with traumatic brain injury link to needed services and supports in the community to keep them safe and living in the community."**

As Goodwill's TBI Program Supervisor, Sara maintains a caseload of 10 individuals with traumatic brain injury (TBI), while supervising a staff of three TBI case managers. In 2009, the Program served 218 individuals. In the first six months of 2010, they have served 151 individuals in 14 NM counties. There is no charge to clients.

Traumatic brain injury can happen to anyone, anytime. Sara recently said, "Case management is a crisis program. People that we work with come to us in crisis, often times with no natural supports (like family), where they have burned all their bridges and do not know how to pick themselves back up. There's a lot of mistrust and frustration as a result of falling through the cracks. It's challenging to establish rapport at times, while helping them move forward and self motivate."

Sara takes pride in her ability to transcend stress and connect with her clients. Feedback from her clients is invariably, "Sara really cares." How does she do it? "I individualize my approach with each client to connect with them on their own level, with no judgment." Sara worked with one woman with TBI who was referred upon release from prison. Together they acquired psychiatric services, medical care, social security disability and food stamps. Then the woman failed a drug test and was sent back to prison. Six months later, she was back requesting help. Glad to see her back, Sara reactivated her file. That was eight months ago. In that time, the client has been clean and sober, and is in stable housing, sustaining herself safely, accessing medical and psychiatric care, and working on

her own house cleaning businesses. "I'm very proud of her," says Sara. "Her success is my success."

For most, traumatic brain injury has been a life changing event. "We are committed to helping individuals with traumatic brain injury link to needed services and supports in the community to keep them safe and living in the community," says Sarah. "We are given the opportunity to do this through the state-funded Traumatic Brain Injury Service Fund. This program is exceptional and provides the funds to link client with needed medical and community supports to keep them living in their homes, versus institutionalization."

A lot of people are surprised to learn about Goodwill's Case Management Program. In 2006, there were only four case managers on staff; today there are ten. Since joining the staff in 2006, Sara has been part of a trend of excellence in the Program that has resulted in some impressive achievements: The Program earned a 96% on its State audit; it scored no



deficiencies in two three-year surveys carried out by the Commission on Accreditation of Rehabilitation Facilities; the Program landed a contract with Molina Healthcare Services to provide waiver assessment services throughout New Mexico, and another contract to provide TBI case management in Southeast New Mexico.

Not surprisingly, given her dedication and drive, Sara was voted Social Worker of the Year in 2008 by Susan's Legacy, a nonprofit service provider to women released from prison back into the community.

## Goodwill grants roundup

Recent grants received at Goodwill are from:

Bank of America, **\$7,500** for financial literacy training at Goodwill's Farmington training center; Rio Rancho Community Foundation, **\$3,000** for the Rio Rancho Workforce Development Program; PNM Reduce Your Use Program, **\$2,500** for energy efficient equipment at the new Paseo del Norte store; New Mexico Mortgage Finance Authority, **\$21,203**, for the Pathways Programs serving homeless individuals in Albuquerque; United Way of Central New Mexico, **\$23,640** for services to homeless individuals; City of Rio Rancho Community Development Block Grant, **\$20,000** for Rio Rancho Workforce Development program. In addition, Goodwill received **\$65,000** from the Estate of Florence H. Barclay.

**Thank you to all our generous funders!**

## Vince Krim: Maintenance guru



Senior Maintenance Person Vince Krim recently celebrated his 40th anniversary of working at Goodwill Industries of New Mexico. He began working as a part time baler while he was still in high school, and within a year he was doing full time maintenance work. For 14 years, his father,

Raymond Krim, was his supervisor. "My Dad always told me that maintenance was a steady job."

In four decades, Vince has worked under five different CEOs. He kept the gradually growing number of Goodwill facilities in excellent working order. He has had to deal with the fallout from at least one in-house flood, bad snow storms, and some near misses with tornados in Albuquerque and Clovis. He maintained Goodwill's laundry and dry cleaning equipment, including a steam boiler, right up until they were discontinued (Goodwill was one of the last Goodwills in the country to discontinue its laundry services in 1999).

It's a good thing that Vince's favorite activity is building maintenance. "I enjoy making the buildings safe for the clients," he said recently.