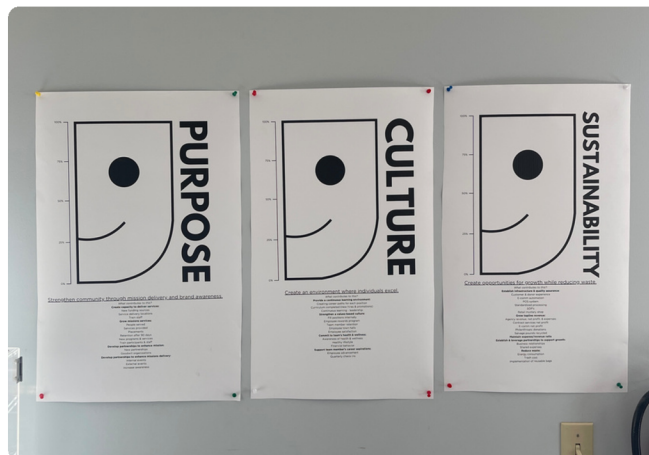


Employee Newsletter – 1st Quarter – 2025

www.GWLCO.org | www.ShopGoodwill.com/Lorain

Tracking Our Goals in 2025

Our goal trackers for 2025 are finally up! Each of our locations, including Keep Court, has a set of these 3 posters in their lunch room. There is a poster for each of our pillars: Culture, Purpose, and Sustainability. As we kick off our new strategic plan for the next 3 years, we will keep our team informed on our goal progress. Communicating our successes to GWLCO's teams will allow for a collective understanding of the difference our work makes in Lorain County. These goal trackers will be updated quarterly. *But what contributes to these goals? What can we do to meet them?* Let's take a closer look at what each pillar entails:



Culture: Create an environment where individuals excel.

What contributes to this?:

Provide a continuous learning environment: Creating career paths for each position, curriculum completed (new hires & promotions), continuous learning – leadership

Strengthen a values-based culture: Fill positions internally, employee rewards program (see page 3), team member retention, employee town halls, employee satisfaction

Commit to team's health & wellness: Awareness of health & wellness, healthy lifestyle, financial behavior

Support team member's career aspirations: Employee advancement, quarterly check-ins

Purpose: Strengthen community through mission delivery and brand awareness.

What contributes to this?:

Create capacity to deliver services: New funding sources, service delivery locations, train staff

Grow missions services: People served, services provided, placements, retention after 90 days, new programs & services, train participants & staff

Develop partnerships to enhance mission: New partnerships, Goodwill organizations

Develop partnerships to enhance missions delivery: Internal events, external events, increase awareness

Sustainability: Create opportunities for growth while reducing waste.

What contributes to this?:

Establish infrastructure & quality assurance: Customer & donor experience, eComm automation, POS system, standardized processing, SOP's, retail mystery shop

Grow topline revenue: Agency revenue, net profit, & expenses, contract services net profit, eComm net profit, philanthropic donations, salvage pounds recycled

Maintain expense/revenue ratio

Establish & leverage partnerships to support growth: Business relationships, shared expenses

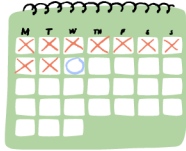
Reduce waste: Energy consumption, trash cost, implementation of reusable bags

Welcoming 2025

To kick off 2025, we:



Honored our team members with anniversary awards, recognizing employees who reached 1, 3, 5, and 10 years of service in 2024



Distributed custom calendars featuring Goodwill-specific dates, helping to improve company-wide communication



Received our Dell Reconnect results, which revealed that last year, we successfully recycled over 10,000 pounds of e-waste

2025 is the start of our new strategic plan; here's a refresher of our new mission, pillars, and vision:

Mission: Goodwill helps people create a path to maximize their potential through training, support, and employment.

Pillars: Culture, Purpose, and Sustainability.



January's Celebrations

Birthdays

Deborah Pezzenti - Lakeside ----- 1/1
Jared Panter - Corporate ----- 1/8
Benjamin McFadden - Corporate ----- 1/18
Christina Bradley - Center ----- 1/20
Laquita Seymour - Elyria ----- 1/20
Ian Duprey - Avon ----- 1/26

Anniversaries

Corin Balut - Avon ----- 2 years
Tiffany Smith - Corporate ----- 2 years
Christina Bradley - Center ----- 4 years
Cynthia Saegert - Lorain ----- 5 years
Keyla Clayton - Corporate ----- 10 years

Vision: Goodwill empowers and equips individuals with support and services necessary to transform their lives and their communities for generations to come.

Investing in Our Team

February marked the conclusion of our Ratliff & Taylor leadership training program. Since 2023, our leaders and managers have participated in these transformative sessions. A heartfelt thank you to Ratliff & Taylor, and especially to our coach, Jennifer Cohen, for dedicating over a year to guiding us. We've gained invaluable leadership insights and are excited to apply our new skills well into the future. One mission, one team!



February's Celebrations

Birthdays

Eiana Finch - Lorain ----- 2/4
Evan Gregg - Avon ----- 2/18
Esperanza Trabucco - Avon ----- 2/19
David Woody - Elyria ----- 2/19
Seth Hahn - Lorain ----- 2/20
Marisa Bryner - Center ----- 2/23
Connor Bass - Lakeside ----- 2/25

Anniversaries

JaDa Cassidy - Lorain ----- 1 year
Tammy Emmert - Center ----- 1 year
Heather Solheim - Lakeside ----- 1 year
Dante Allen - Corporate ----- 2 years
William Biegger - Lorain ----- 2 years
Carrie Denet - Elyria ----- 3 years
Cassie Kerridan - Elyria ----- 3 years

Our Mission in Motion



Participant spotlight: Niko Novak

Since joining Goodwill's Life Coaching Program in November 2024, Niko Novak has shown exceptional drive and personal growth. Through the program, Niko set and followed through on several SMART goals, focusing on building his work experience and preparing for life after graduation. His hard work has paid off, not only did he secure a position at Dick's Sporting Goods, but he recently added a second job at Marco's Pizza to his resume. Niko continues to balance school, work, and goal-setting while staying focused on his future. With graduation just around the corner in May, Niko is proving what's possible through dedication, consistency, and a strong support system. We're proud of his accomplishments and excited to see what's next for him!

Goodwill Job Fair at Lorain High School



On Wednesday, March 26th Goodwill Industries of Lorain County hosted a job fair in collaboration with Lorain High School at their gymnasium. The students and members of the community were able to network with over 50 employers from varying industries. In the weeks leading up to the job fair, our Life Coaches and Employment Specialists worked with the students to build their resumes, practice interview skills, and prepare for this event. We look forward to returning in the fall to host another!



FREE Google AI Essentials Course

Goodwill Industries of Lorain County is collaborating with LCCC to offer FREE access to the Google AI Essentials Certification. The course will run from April 21st - May 14th, Mondays and Wednesdays from 5:30pm to 8:00pm. The workshops will be held at the LCCC Lorain Learning Center at City Center: 201 West Erie Ave, Lorain 44052. You will gain hands-on experience with AI tools, confidence and knowledge to thrive in the digital landscape, and tools to enhance productivity.

Ready to get started?

Call 440-366-4500
or scan the QR code



 **Lorain County
Community College**

ShopGoodwill: Who, What, & Wins

Meet Our eCommerce Team



Wendy Benson (eCommerce Manager) just started with Goodwill of Lorain County this February. She hails from Goodwill of Greater Cleveland & East Central Ohio. In her free time she performs and competes in a Barbershop Quartet and works as a part time freelance Genealogist. Her favorite quote is, "No one can make you feel inferior without your consent." – Eleanor Roosevelt



Sebastian Schenz (eCommerce Listing Associate) started at the Vermilion store in June of 2021 and moved to eComm in May, 2024. Outside of work he is a working artist utilizing his art degree in Sculpture and Expanded Media. In his free time Sebastian performs as a drag artist. His favorite quote is, "Art is whatever you can get away with." – Andy Warhol



Isaac Triplett (eCommerce Associate) started at Goodwill of Lorain County in September of last year in the warehouse, and just joined eComm this month! He loves to spend his free time playing Call of Duty. His favorite quote comes from his father, Kevin Triplett: "Work hard now, play later."

Top 5 Highest Winning Bids from Q1



22in 12K Gold
Chain Necklace
\$2,801
Vermilion Store



24in 18K Gold Rope
Chain Necklace
\$1,603.99
Lorain Store



14K Gold Floral Design
Bracelet
\$1,276
Sheffield Store



Y2K Chanel Carryall
Shoulder Bag
\$1,234
Lorain Store



14K Clasp Style
Bracelet
\$950
Oberlin Store

Building a Better ShopGoodwill

Trends in thrift are fickle and fleeting, and this is especially true in ecommerce thrift! Working with trends instead of against is vital to any online auction presence. Some of the popular products during Q1 were:



Uranium
Glass



Pokemon



Vintage
Jewelry



Lego
Sets



Handmade
Quilts

Our eCommerce department has undergone significant improvements to enhance efficiency, customer experience, and overall sales performance. Upgraded inventory management systems and protocols now ensure faster processing and accurate tracking of donated goods, reducing delays and improving order fulfillment. Better communication and partnerships with the stores is proving to be the start of uncapped growth. Customer service has also been strengthened with quicker response times and better support options. As a result of these new optimizations, our monthly eCommerce listings have dramatically improved – from 110 in December to 225 in January, 348 in February, and an impressive 678 in March. These advancements collectively contribute to a seamless and fruitful online shopping experience while directly supporting Goodwill's mission.

Didn't find what you were looking for in store?
Find us at ShopGoodwill.org/Lorain and let the auction begin!

CARF Surveying



March's Celebrations

Birthdays

Corin Balut - Avon	3/2
Alonzo Vance - Corporate	3/3
Timothy Kenny - Avon	3/5
Nevaeh Belcher - Oberlin	3/11
Michael Balut - Avon	3/13
Daniel Ott - Lakeside	3/14
Kelly Harrell - Lorain	3/17
Angela Tenney - Oberlin	3/17
DJ Longley - Avon	3/17
Karin Franklin - Lakeside	3/19
Riley Grooms - Lorain	3/21
Wendy Benson - Corporate	3/25
Kaylin Mangan - Avon	3/27
Christopher Keiper - Corporate	3/28
Debra Simpson - Corporate	3/29

Anniversaries

Ann Brock - Lakeside	1 year
Anne Heczko - Corporate	1 year
Peter Marshall - Lorain	1 year
Lisa Mason - Corporate	1 year
John Slanczka - Corporate	1 year
Molly Zseberan - Avon	1 year
Frank Surace - Sheffield	3 years
Alonzo Vance - Corporate	8 years
Linda Whitaker - Corporate	33 years

**M
A
R**

A message about CARF from our CEO, Alonzo Vance:

"The Commission on Accreditation of Rehabilitation Facilities (CARF) International is an independent, nonprofit accreditor of health and human services. Through accreditation, CARF assists service providers in demonstrating value by the quality of their services and meeting internationally-recognized organizational and program standards. In March, We invited the CARF surveyors to evaluate how well we meet international standards for quality. The survey provided valuable insight on what we are doing well and opportunities we have to improve our organization and services. The survey addressed a number of areas from accessibility to leadership and risk management. Preliminary results state we will receive a three-year accreditation that applies to the following programs and services:

- Community Employment Services: Employment Supports
- Community Employment Services: Job Development
- Employee Development Services

Congratulations to the team for a job well done!"

Do you know about GWLCO's employee rewards program?

Employees are able to reward each other with points when they see a coworker doing the right thing. Once you earn 20 points, you get one hour of PTO! Here's what you can nominate a coworker for:

Tier 1
(2 points each)

**Integrity
& Honesty**

**Bright
Idea**

**Above &
Beyond**

Tier 2
(1 point each)

**Continue
Education
Units**

Volunteer

**Excellent
Customer
Service**

Paper forms to nominate someone have been made available to your managers. Have more questions?

Contact our HR manager, Tiffany Smith, at tsmith@gwlco.org

Employee Spotlights



**Pablo J
Oquendo**

Pablo is a truck driver at Keep Court and started in July 2023. His favorite shows are See, American Horror Story, and From.



**Tammy
David**

Tammy is our Director of Finance and started working with us in May 2017. Something on her bucket list is to visit every U.S. state.

IF YOU SEE SOMETHING, SAY SOMETHING

If you know about something that is not right, just, safe,
or fair, we ask that you **speak up**.

When necessary, please email compliance@gwlco.org.
Remember to include the Who, What, When, and Where.



145 KEEP COURT
ELYRIA, OH 44256
440-244-3174

Earth Day is April 22nd, 2025

Earth Day is a global event observed annually
on April 22nd dedicated to raising awareness on
environmental issues. *How can we contribute?*

- Plant native trees or plants
- Reduce, reuse, and recycle
- Spread awareness – knowledge is power!

