



Bruce Loose
Goodwill Inn

Air Force veteran Bruce Loose said that without the Goodwill Inn, he would be, "hitch hiking around the country – not getting the help I need, or dead."

Bruce was an Air Force Sergeant – managing weapons systems in the Vietnam War in the early 1970's. He was stationed in Thailand, near the Laos/Cambodia border, and remembers seeing battle explosions flashing in the night sky, very close to his camp. He recalls loading weapons onto the aircrafts of fellow soldiers. He said some of his comrades would, "leave in those birds (planes) and come back in body bags." These memories have shaped Bruce's life – and the lives of countless veterans like him.

After the war, Bruce returned to Michigan and found work as a manufacturing technician. He enjoyed working with his hands and staying active.

With the crumble of the economy, many manufacturing jobs, including Bruce's, were cut. He became homeless shortly after losing his job. Unemployment left Bruce depressed and facing Post Traumatic Stress Disorder (PTSD) caused by his time in combat. As a way to cope with his depression and PTSD, Bruce used drugs and alcohol, and ran into trouble with the law.

Years later, sober, after dealing with his legal troubles, Bruce was still facing homelessness. "I wanted to get help, and I knew I had to work at it," Bruce said. He turned to Community Mental Health, which referred him to the Goodwill Inn. Bruce said the Inn is, "so much better than being left out in the cold. The Inn has helped me get connected with VA (veterans administration) services. The Inn has brought many benefits to my life."

While at the Inn, Bruce also has taken steps to secure reliable income. He has applied for Social Security Income, sought employment through Michigan Works!, and volunteered at the Goodwill Retail store to keep his skills up to date.

Every day, Bruce is making progress toward his goals – overcoming challenges that once caused his homelessness. He continues to work with his Goodwill Inn case manager and Goodwill's Housing Support Services program to ensure that there will be income and a roof over his head when he is ready to leave the Goodwill Inn. Because of the Goodwill Inn, Bruce said that he is, "beginning to feel useful again."

Veterans Housing on Horizon

There are over 600 homeless veterans like Bruce in northern Michigan. In the coming year, to extend Goodwill's mission and expertise to our local heroes in need, Goodwill is building the region's first and only Homeless Veterans Transitional Housing Community.

When Bruce first heard about this new initiative, he said, "That's cool. Sometimes fellow veterans are more of a family to me than my own family. We support each other. We are the same group of people, trained by the government. Sometimes, civilians just don't understand."

Goodwill's new Veterans Transitional Housing Community will work hand in hand with the VA to house veterans and then help them transition from street homelessness to independent living by working to secure the following:

- All available benefits from the VA, Social Security/Disability, etc.
- Appropriate employment and job skills training
- Permanent housing

Total project cost will be approximately \$1.8 million. Goodwill has been awarded two grants totaling \$949,273 toward this project: Michigan's only 2010 capital grant from the Department of Veterans Affairs, and a grant from the Federal Home Loan Bank of Cincinnati (sponsored locally by Huntington Bank).

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The 5 W's of Goodwill's New Homeless Veterans Transitional Housing Community:

WHO WILL WE SERVE?

Homeless veterans, with services targeted to assist in coping with disabilities such as Post Traumatic Stress Disorder and/or substance abuse disorders.

WHAT WILL OUR PROJECT LOOK LIKE?

Four duplex homes to serve 24 veterans (at any given time). Each house will contain three bedrooms, two bathrooms, dining, living room, kitchen and a garage/storage area.

We have applied for grant funding to achieve LEED Certification – ensuring that our project is as energy efficient as possible.

We have applied for grant funding to ensure that our project is fully accessible to veterans who may have physical challenges due to disabilities.

WHEN WILL OUR PROJECT OPEN?

2011

WHERE WILL OUR PROJECT BE BUILT?

Many of the veterans we care for will be from northern Michigan's larger communities near Grand Traverse, Emmet, Otsego and Alpena Counties – however, our doors will be open to any homeless veteran. To make the facility as accessible as possible to the homeless veterans it will serve, the project will be built in Gaylord, near I-75, near our region's closest VA hospital in Saginaw and near Grayling – the future site of a new VA inpatient and outpatient service center.

WHY IS GOODWILL PURSUING THIS PROJECT?

Goodwill has provided homeless services and workforce development opportunities for more than 23 years and is considered to be an authority in these fields. There are more than 3,500 homeless veterans in Michigan, 600 of whom are known to be living in rural northern Michigan. To meet this need, we are expanding our mission and expertise to assist northern Michigan's homeless veterans.

To pledge your support, or if you would like more information, please call Leah Bagdon McCallum, Director of Fund Development, at (231) 995-7719 or visit www.goodwillnmi.org/vets.

Annual Report now available online



In the interest of convenience and cost efficiency, Goodwill Industries of Northern Michigan is pleased to share our 2009-10 Annual Report online at www.goodwillnmi.org/annualreport. If you would like a printed copy of the report, please call (231) 995-7719.

VA Housing continued...

Goodwill's board of directors has committed resources to the project. Goodwill is appealing to community partners to raise the remainder of funds necessary to build this project.

Goodwill looks forward to being able to assist many more veterans like Bruce in an atmosphere designed specifically to help veterans get back on their feet.

"It doesn't matter which war we were in. Veterans relate to veterans," Bruce said. "We trust each other almost immediately, and we can support each other through sobriety or any other challenges in our way."

To learn more about the Goodwill's Veterans Transitional Housing Community and how you can support other veterans like Bruce, please call Leah Bagdon McCallum at (231) 995-7719.

Letter to the Community

Dear Friends,

As we look back at 2010, we saw many of our program participants stand tall and work hard to ride through the tough economic storm. They have learned to rise above their challenges and severe financial circumstances. Goodwill is honored to be entrusted by the support of northern Michigan community members. This support has enabled Goodwill to provide resources to our neighbors in need so that they can begin their journeys to independence.

We have many accomplishments to celebrate, as you will see throughout our annual report at www.goodwillnmi.org/annualreport. Goodwill Industries of Northern Michigan had the opportunity to provide 14,282 services to 6,282 individuals and families. At the Goodwill Inn, services included tools to overcome homelessness to an unprecedented 88 people nightly.

Increasing challenges call for increased solutions. In 2010, we were able to:

- Expand our efforts to help fight hunger with the expansion of Food Rescue into five counties
- Expand and relocate our Gaylord Retail and Donation Center
- Create new jobs and training opportunities
- Increase affordable housing in collaboration with Home Stretch with the opening of Keystone Apartments
- Begin to develop a Transitional Housing Community for Homeless Veterans in Gaylord, opening in 2011

We are fortunate to have a dedicated team and community partners who work together to help the individuals and families we serve reach their highest potential.



Cecil McNally
EXECUTIVE DIRECTOR



Ralph Soffredine
CHAIRPERSON

Community Impact

Goodwill Inn Shelter	727
Housing Support Services	144
Street Outreach	283
Workforce Development	74
Paperworks Studio	24
SSDI/SSI Appeals Program	131
Workers on Wheels	127
Retail Operations	851
Community Support Services	3,921

Lives Impacted

14,282 services were provided to **6,282** individuals.

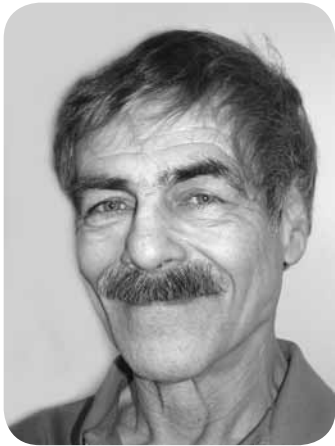
Food Rescue collected and distributed **334,906** pounds of food to area food pantries.

Food Services prepared **100,505** meals for Meals on Wheels and **52,409** meals for Goodwill Inn guests.

874 Volunteers provided **10,466** hours of service.

Goodwill is proud to have **218** dedicated employees.

Jerry LaBreck – Workforce Development



Jerry LaBreck

When the door to Jackson prison opened after over two years, Jerry LaBreck, 61, found that while one door opened...many closed.

Jerry returned to Traverse City after serving time for felony drug charges with hopes of finding housing and a job. Both were difficult to obtain. After some temporary jobs ended, Jerry turned to the Michigan Prisoner Reentry

Program and was then referred to Goodwill's Workforce Development program for a 90-day job training program. Jerry said, "It was good to be given a chance. I really applied myself. I was being blessed by being given an opportunity. However, it did not take Goodwill long to figure out I was homeless and living in my car when I had to come to work unshaven. Not only did Goodwill offer me an opportunity, they also helped me get housing."

Today Jerry is off parole, living independently, and is a highly respected permanent member of the Goodwill maintenance team. Jerry said "Goodwill has goodwill; they helped me and a lot of other people. I don't think that people who support Goodwill really know how much they are helping other people like me."

Jerry's goals don't stop with a job and housing. As a wonderful musician and music writer he hopes to record a Christian CD, replace his Steel guitar and get his driver's license reinstated.

Jerry said, "Life is better and only continues to get better, because I was given an opportunity."

Goodwill's Workforce Development program provides a variety of employment, service, and training opportunities that promote purpose, self-worth, dignity and independence.

Internally and through partnerships with area schools, community agencies, the judicial system, Michigan Rehabilitation Services, Michigan Works, and other partners, opportunities are available for employment, skills training, on-the-job evaluations, vocational training and community works sites for disabled and disadvantaged individuals.

Donation Express opens at Chums Corners

Goodwill is pleased to announce the Grand Opening of the new Goodwill Donation Express attended donation center in Blair Plaza at Chums Corner, 853 US 31, Traverse City. Donations are accepted Monday through Saturday, 8 a.m. – 7 p.m., and Sunday, 11 a.m. – 6 p.m.

The new Donation Express Attended Donation Center will give donors another convenient donation drop off location in addition to our Traverse City, Cadillac, Gaylord and Petoskey Goodwill Stores.

Revenue from donations fund Goodwill programs that help people overcome barriers to independence.



Sally Johnson – Workers on Wheels



Sally & Jonathan Johnson

Life circumstances cannot be predicted or avoided, as was the case for Sally Johnson and her son, Jonathan. A better job had paved the way for them to move from Petoskey to Gaylord. One year later, health challenges caused Sally to lose that job, her home and car...and seriously tested her faith. After living with family, they returned to Petoskey where Sally, 60, began working at Whitecaps Restaurant. Aided by many helping hands, they rented a house and began rebuilding their lives.

Sally's dependent son, Jonathan, suffers from debilitating medical challenges that cause him to have blackouts and other side effects, often keeping him bedridden. Without a car, Sally walked the mile each way to work but found it very difficult to get her son to medical appointments, access medications, and manage the physical demands of carrying groceries home; at one point, Sally passed out in her doorway. A co-worker told Sally about the Workers on Wheels car donation program, and she was referred through the Women's Resource Center.

Sally said through tears, "A miracle happened when God reached out through a car donor and changed our lives. I know the person that donated the car does not truly understand the magnitude of their donation. I was at a point in my life where I asked God, 'Am I done now?' It was very scary."

She added, "The car has helped us save money on groceries, helped Jonathan access doctors and medication... and truly saved our lives. We are blessed with miracles every day. I don't think there is a word that can describe how thankful we are for the Workers on Wheels program and to the car donor."

Workers on Wheels drives home hope for low income, working families with every vehicle donated.

Through the generosity of vehicle donations, families are empowered to improve their employment opportunities, better care for their children, participate in school and community activities and gain access to other services. This freedom and mobility leads to greater self-sufficiency and improves their quality of life.

For more information on donating a vehicle visit www.goodwillmi.org/wow or call (231) 995-7718.

New Location

spring
FOOD DRIVE
APRIL 28TH – MAY 1ST



Gift cards & cash donations allow the Goodwill Inn to purchase perishable items and other emergency necessities as they are needed.

THURS – SAT 8AM – 8PM
SUNDAY 11AM – 5PM



SAVE A LOT
1101 S GARFIELD AVE
TRAVERSE CITY, MI



In addition to the Goodwill Inn Food Drive, food and hygiene donations will also be accepted:

APRIL 18TH – MAY 1ST

At the Goodwill Retail and Donation Centers:
Traverse City • Cadillac • Gaylord • Petoskey
Chums Corner Donation Express Location

Benefitting local food pantries.

UnderPantry Collection – April 1-16



The UnderPantry collects undergarments for Goodwill Inn guests and community members in crisis. Underclothes are basic necessities that many people take for granted. Your donation helps provide and promote good hygiene, health and personal dignity.

All sizes of underwear, undershirts and socks are needed for children, men and women. Bras and diapers are also greatly appreciated.

Show your support by donating at these locations:

- All Goodwill locations
- Huntington Bank in the Cherryland Center
- WTCM Radio – 314 E Front St, Traverse City
- L'eggs Hanes Bali Playtex Outlet Store – Horizon Outlet
- Digestive Health Associates – 4100 Park Forest Dr., Suite 208, Traverse City

Free Tax Preparation

Traverse City Goodwill is pleased to be a host site for Free Tax Preparation through April 15. This free program is made possible through AARP Tax-Aide. Tax preparation is available by appointment Monday through Friday, 9 a.m. – 4 p.m., for all seniors and households with an income level under \$50,000.

Call (231) 995-7728 to set up a free tax preparation appointment.

Thank you!

We would like to thank everyone who showed their support to Goodwill programs with year-end donations and gifts. Thank you to everyone who shared the heartfelt spirit of the holidays by helping touch the lives of over 1,700 families and individuals through the Holiday Needs programs. We also wish to thank everyone who rang in the New Year with renewed hope for our neighbors in need during the Cherry-T Ball Drop with your donations of food.

Younkers Goodwill Sale

It is time to clean out your closet and save with Younkers Goodwill Sale. Make a donation of gently used clothing or textiles at Younkers Store in the Traverse City Cherryland Center, March 9-23, and you'll earn a 20% off coupon for each item you donate. It's that easy. Proceeds from the sale of donated items at the Goodwill Stores support local programs.



Wish List

We currently have a critical need for bedding and towels at the Goodwill Inn as well as other essentials for our family rooms. If you would like to help, check out our Kohl's Gift Registry: Registry # 1109282, or sign in with, First Name: GoodwillInn Last Name: Goodwill

Other items needed:

- Bata bus passes
- Gas cards
- Large size diapers

For a full Wish List, visit www.goodwillnmi.org/wishlist.

VOLUNTEER OPPORTUNITIES

There are many ways that you can volunteer. By sharing your time and talents, you immediately impact lives through Goodwill programs.

Please visit our expanded volunteer area of our website at www.goodwillnmi.org/volunteer to complete a volunteer application and view current volunteer needs. If you have a volunteer idea you'd like to propose, we're always open to new ways to enhance and expand the programs and services we provide to our communities.

Contact LuAnn Heinert, Director of Volunteer Resources, at (231) 995-7713.

Jennifer Griffin – Housing Support Services



Jennifer Griffin & Breanna

When her Grand Rapids employer's roofing company closed, Jennifer Griffin was simultaneously unemployed and single. So, she moved home to her father's house in Traverse City. After she arrived her father lost his job, his house was in foreclosure and he relocated out of the area. For Jennifer, it was the lowest she had ever been.

Jennifer applied to Keystone Village Apartments. In October she moved in with her beautiful 11-month-old daughter Breanna. Jennifer said, "When I applied for the apartment I was directed to Goodwill Housing Support Services, a partner of Keystone Village. It was a good transition; Housing Support Services has helped work with me on employment and Michigan Works! as well as budgeting and setting financial goals.

"I had lost a lot and Housing Support Services gave me a shoulder to lean on and has made sure that I have access to resources to help me get back on my feet. The environment here is really great and safe for me and Breanna."

Jennifer continues her job search for a secretarial position with hours that allow her to get the best care for her daughter, before her unemployment runs out in March 2011. She has also applied to Northwestern Michigan College for the fall semester to begin social work classes.

Jennifer added, "The apartment and Housing Support Services have made everything I have been through worth it. I could not have asked for anything better."

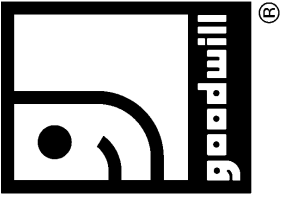
Lace 'em Up for the Run For Shelter

The 3rd Annual Run For Shelter promises to be bigger and better than ever this year. In addition to the 5K run, the event will also feature a 3K walk – perfect for beginners and families with young children. The 3K follows much of the 5K route, but without the run through Hickory Meadows. There will also be a water station on the 5K course, located at the end of Randolph Street. This year, participants are encouraged to bring non-perishable food items.

Last year's event was a huge success, raising almost \$7,000 for the Goodwill Inn. All proceeds from the event benefit the Inn. This year's event will be held on Saturday, April 16, 9:00 a.m., at Willow Hill Elementary, Traverse City. The entry fee for both the run and walk is \$30, which includes a stylish race t-shirt.

For more information, visit www.runforsheltertc.com.





Goodwill Industries
of Northern Michigan
2279 South Airport Rd. W
Traverse City, MI 49684

NON PROFIT ORG
U.S. POSTAGE PAID
TRAVERSE CITY, MI
PERMIT 559

Mission:

We help people overcome barriers to independence.

Vision:

All people in our community have opportunities to optimize independence.

Store Locations

Traverse City

Goodwill Campus Store
2279 South Airport Rd. W
Traverse City, MI 49684
Phone: (231) 922-4826

Gaylord

Gaylord Goodwill Store
1361 Pineview Drive
Gaylord, MI 49735
(989) 705-1747

Goodwill Donation Express

Blair Plaza, Chums Corner
853 US 31
Traverse City, MI 49685
Phone: (231) 421-9009

Petoskey

Petoskey Goodwill Store
1600 Anderson Rd.
Petoskey, MI 49770
(231) 348-6947

Cadillac

Cadillac Goodwill Store
2025 N. Mitchell
Cadillac, MI 49601
Phone: (231) 779-1311

Shop Online

www.shopgoodwill.com