

## GOOD NEWS FROM THE TOP

Leaving a legacy and looking ahead with Greg Payne

### Goodwill Northern Michigan Board Chair

On behalf of the Goodwill Northern Michigan Board of Directors, I would like to congratulate Cecil McNally, Goodwill Northern Michigan's CEO, on his retirement and for his 13+ years of dedicated service to Goodwill and the communities we serve.

During Cecil's tenure, he expanded the organization's retail operations in the region from three stores to nine and helped develop e-commerce and recycling operations. Under his leadership, retail revenue—which funds Goodwill's mission services of Housing, Jobs, and Food—increased more than 336 percent.

He was instrumental in building the current Goodwill Inn emergency shelter for adults and families. During his time with Goodwill, the housing program has served more than 10,000 neighbors in need. Cecil also helped to establish Patriot Place, a transitional housing community for veterans experiencing homelessness, in Gaylord and most recently led efforts to fund and build Carson Square—a 36-unit, 100% permanent supportive housing community in Garfield Township.

Cecil had a significant role in developing Food Rescue and adding new food service and job training programs to Goodwill's community outreach efforts. More than 6 million pounds of nutrient-dense food has been diverted from the local landfills and rescued to feed our hungry neighbors in need. He expanded the Goodwill employee base from 96 to nearly 300—a 207 percent increase in regional workforce, directly contributing to our economic impact throughout our 19 county service area.

**2016 EVENTS:**  
**BUY TICKETS. VOLUNTEER.**  
**SUPPORT HOUSING, JOBS & FOOD!**

8/11/16 — FILL THE FREEZER  
10/5/16 — GATHER FOR GOOD  
11/6/16 — EMPTY BOWLS

DETAILS AT [WWW.GOODWILLNMI.ORG](http://WWW.GOODWILLNMI.ORG)

We are thankful to Cecil for his vision and commitment to enhancing the lives of so many in our communities. We're looking forward to building upon his legacy and continuing our positive trajectory of growth and impact with the selection of Dan Buron as new CEO for Goodwill Northern Michigan.

Dan brings more than 15 years of leadership experience with Goodwill organizations throughout the United States including: the national office (Washington D.C. area), Goodwill Hawaii, Goodwill of Greater Grand Rapids, and most recently at Goodwill Industries of Southeastern Michigan in Adrian, Michigan, where he was CEO. With success in building innovative community partnerships to meet the challenges of a community, Dan is "honored to be joining Goodwill Northern Michigan—a well-respected and innovative organization with a strong social enterprise and commitment to mission."

A huge fan of the Grand Traverse region, Dan is excited to have relocated with his family, including his wife, Christine, and their two young daughters, McKeiley and Gabby. He loves spending time with his family and looks forward to enjoying our beautiful area with them.

Dan officially began his position with Goodwill on July 18, 2016. Recognized for his team-building skills, he looks forward to taking the time to get to know the entire Goodwill staff. Dan will succeed Cecil, who will stay on with Goodwill through September 2016 to aid in the transition of leadership.

Welcome to Dan and best wishes to Cecil!

Dan Buron, CEO



### WORKERS ON WHEELS Donate your vehicle and change the life of a local hardworking family for GOOD!

This spring, 58 neighbors in need secured safe, reliable transportation through our Workers On Wheels (WOW) program. The impact of these donated vehicles can be seen through the number of recipients that have maintained employment and who have reported an increase in earnings and in their children's extracurricular activities.

In April, our 9 Retail and Donation Centers held their first "Round Up" campaign, asking shoppers to round their total purchases to the nearest dollar. Our generous customers rounded up nearly \$7,500 in support of the WOW program. The top three retail stores (based on customer participation) were: Charlevoix, Cheboygan, and Acme. Your donations power our GOOD work. Thank you!

WOW is seeking community nominations of local, hardworking families in need of their own dependable transportation. Look for WOW vehicles and nomination information in upcoming community parades throughout the summer and on our website at [www.goodwillnmi.org/wow](http://www.goodwillnmi.org/wow).

We are pleased to announce Bill Marsh Automotive as our 2016-2018 Mechanical Partner. Through their generosity, they will inspect and repair many of our donated vehicles, which will be awarded to low-income, working families in need.



Workers on Wheels (WOW) provides safe, reliable transportation for area low income, working families. With the generosity of vehicle donors, we empower those in need to progress toward self-sufficiency and an improved quality of life. Please contact us if you are interested in donating a vehicle.



**GOODWILL**  
**Northern Michigan**

2279 South Airport Road West  
Traverse City, MI 49684

[goodwillnmi.org](http://goodwillnmi.org)

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# GOOD HAPPENINGS

FOR NORTHERN MICHIGAN // SUMMER 2016

## INSIDE! Goodwill Northern Michigan Leadership Announcement



JOBS

GOOD  
HAPPENS  
HERE

HOUSING

FOOD

WHEN YOU CHANGE LIVES THROUGH GOOD,  
YOU CHANGE LIVES FOR GOOD.



**GOODWILL**  
**Northern Michigan**

[goodwillnmi.org](http://goodwillnmi.org)

# GOOD HOUSING

# GOOD JOBS

# GOOD FOOD

CARSON SQUARE • STREET OUTREACH • GOODWILL INN • PATRIOT PLACE • HOUSING SUPPORT

JOB TRAINING PROGRAMS • RESOURCE NAVIGATION • WORK EXPERIENCES • WORKERS ON WHEELS

FOOD RESCUE • FARM TO FREEZER • MEAL SERVICES



## A GOOD Affordable Housing Solution

On April 8, 2016, Goodwill Northern Michigan opened Carson Square—a new 36-unit, 100% permanent supportive housing community.

Within 45 days of officially “cutting the ribbon” for Carson Square, Goodwill’s Housing Support Services team worked together with local partners to fill 27 of the units at Carson Square.

“This is a big win for our community,” said Sakura Raftery, Director of Housing. “We’ve really embraced the ‘Housing First’ approach to develop and provide safe, affordable, and permanent housing with on-going supportive services to assist in achieving housing stability and individual well-being.”

Current Carson Square resident, Alicia, is one of the individuals recently housed. After struggling to survive

and living on the streets, an illness landed Alicia in the hospital. She was transferred to the Goodwill Inn soon after. It was the first time in two years she had a safe and secure home to start her journey toward independence. Now, through her own hard work and the support of Goodwill’s expert housing support team, Alicia is looking forward to building upon her strengths and achieving her goals.

Goodwill is part of a network of collaborative partners and agencies, continually working toward ending homelessness in our community. Over the last year, Goodwill’s housing program served 1,027 individuals, including 75 veterans, 71 families, and 74 children. Family room occupancy at the Goodwill Inn was at 100% and we continue to have a need for family units.

GOOD HAPPENS HERE

GOOD HAPPENS HERE

GOOD HAPPENS HERE

## Developing GOOD Skills through GOOD Hands On Learning

Goodwill’s Jobs programs offer a hands on opportunity for individuals to gain trust in themselves and explore their capacities in the workplace. “We take an innovative approach to workforce development, including coordinating transitional work experience programs, pre-employment skills training and employment retention resource navigation support,” said Brandon Seng, Director of Workforce Development and Food Programs.

Goodwill’s newest transitional work experience—Fresh Start Furnishings—provides the opportunity for trainees to perform meaningful work that supports Goodwill’s retail operations, while celebrating their individual creativity and transformation. It offers a product line of re-imagined furnishings and textiles re-purposed by program participants.



“I just love it. I love going to work every day,” said Terry Coyle, a Goodwill Fresh Start Furnishings artist and participant. “I’m re-purposing this cast off furniture and providing it with a new home, allowing me to find hidden pools of creativity inside me that I never knew I had. I’m re-purposing my life.” A year ago, Coyle was homeless, but through his own hard work and the support of Goodwill’s job program, he is on his way to a life of stability. “I’ve done a complete 180,” Coyle said. “I love my job. I have an income. I pay my bills, have a nice place to live, and go to work every day.”

The 90-day job training program provides a paid opportunity for people to learn new skills and build their work experience. A sampling of Fresh Start Furnishings is on display at the Charlevoix Goodwill store (located at 402 Petoskey Avenue) with plans to expand to the Traverse City S. Airport Road location.

## Empowering GOOD Food Stewards

Goodwill’s Food Rescue program partnered with Traverse City Area Public Schools’ Eastern Elementary to teach students about food waste, food insecurity, and environmental stewardship.

The partnership was in collaboration with the school’s Heroes in Our Community service learning project, an annual all-school program designed to reach pre-school through fifth-grade students about how to put good food to good use.

Traverse City Area Public Schools cafeterias are regular stops on the Food Rescue pick-up circuit, which collects nearly 5,000 lbs. each day of soon-to-

expire fresh fruits, vegetables, meat, and bakery items and distributes throughout the five county region to more than 40 pantries.

“We want to teach our youngest citizens to be good community stewards, and education on food waste is an integral part of strengthening our communities,” said Taylor Moore, Food Rescue Manager. “The reduction of food waste means we are acknowledging the environmental impacts of food in our landfills and, also, that we are actively seeking to share excess good food with our families, neighbors, meal-sites, and food pantries.”

Classrooms created flyers and videos to help educate each other and the community. Check out the Goodwill Northern Michigan Facebook page to watch the “Just Eat It” video that was created by the students.



## Our stores help to fund our services in Housing, Jobs, and Food. Support GOOD in your community by shopping and donating:

- Acme** - 3922 E M-72
- Alpena** - 1201 N Bagley Road
- Cadillac** - 2025 N Mitchell Road
- Charlevoix** - 402 Petoskey Avenue
- Cheboygan** - 982 S Main Street

- Chums Corner** - 853 US 31 S
- Gaylord** - 1361 Pineview Drive
- Petoskey** - 1600 Anderson Road
- Traverse City** - 2279 S Airport Road

## What GOOD can your DOLLAR do?

**\$37.16**...will provide one full day of safe housing, homemade meals, and custom case management support for a guest at the Goodwill Inn.

**\$75**...will keep 375 pounds of nutrient-dense food out of the landfill and feed a family for an entire month.

**\$240**...will provide one week of on the job training for an individual overcoming barriers to employment.



## MEET A GOOD TEAM MEMBER.

Meet Alex, our Alpena Retail and Donation Center Manager. A long time Alpena resident, Alex has been with the Goodwill team since the opening of the Alpena location more than three years ago. A valued asset, he has held the positions of team lead and assistant store manager. He said that he’s very proud to be a part of an organization that can change lives.

## BOARD OF DIRECTORS

- |                    |                     |
|--------------------|---------------------|
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