

## A Prayer is Answered Through the Help of Goodwill



### Lawana Heinlein finally has the stability to support her four children

**A**t age 12 Lawana Heinlein had her first baby boy. Lawana's mother allowed the father, a 32-year old drug addict, to take advantage of her young daughter every night.

Why? This is the question Lawana has spent most of her life asking.

In the end, she's given up on an answer but treats her life as a lesson learned. Looking back, Lawana

thinks the saga of her childhood has made her a better person.

Drugs poisoned Lawana's family tree. Her grandmother and mother died of drug overdoses.

Lawana was speeding down the same alley before she was rescued by her religion. "God saved me," says Lawana. Lawana broke the cycle of drug abuse.

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**"I COUNT ON  
GOODWILL ."**

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### Growing up with an Addict Mother—A Stolen Childhood

Lawana remembers her mother feeding her a diet pill before she was even 9-years old. "It was normal," says Lawana. Lawana tried smoking marijuana and progressed into using heavier, more dangerous drugs. As an adolescent, Lawana visited the doctor to get pain pills for herself and her mother.

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## PEOPLE & PLACES

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Louisville, KY

People & Places is published quarterly by Goodwill Industries of Kentucky.  
907 East Broadway  
Louisville, KY 40204-3000

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- Member of Kentucky Association for Community Employment Services
- In partnership with Jefferson County Public Schools Adult Education and Literacy, Cabinet for Workforce Development.



# A Job Works Toward Family Stability



**W**e continuously strive to improve job opportunities for people with disabilities or other disadvantages.

Goodwill is moving into new ventures to provide more employment options. This edition of People & Places talks about taking advantage of a Federal program, springing from the Javits-Wagner-O'Day (JWOD) Act. The Act gives preference for federal work going to organizations that employ people with disabilities.

We add this new contracts effort to GTS Staffing, Independent Industries, and the well-known Goodwill Donated Goods Program where we now operate 43 centers in the 103 counties assigned to us by Goodwill Industries International.

The best training for work is actually holding a job and building work into an integral part of life. Goodwill increases job opportunities at either our centers where we offer counseling or

other employers. Providing these opportunities for on-the-job training is an enormous challenge.

For most Americans, a job is vital to building a stable, satisfying life for themselves and their families. People possess an amazing amount of courage to tackle and overcome great obstacles. To overcome these obstacles and give hope, their environment must contain points of stability. A job is one of the most important points of stability to foster hope.

Psychological rewards from having a stable job are as valuable as the income. Perhaps the greatest aspect of Goodwill is that so much of the program allows the person being served to be a part of serving others.

**Goodwill is proud that it helped 400 people get jobs and paid more than \$7.3 million in mission related wages this last fiscal year.**

Maintaining the Donated Goods Program requires the donation of gently used items and even automobiles. The Alice H. James Adult Learning Center requires a core of volunteers to tutor students. Expanding this needs a successful capital campaign. We need our communities' support to successfully grow our ability to serve.



**Roland R. Blahnik**  
President & CEO

# Lawmakers Listen to Legislation Affecting Goodwill

**The Legislative Luncheon allows Goodwill to showcase its mission to lawmakers and enlist their help in enlarging its reach.**



Representatives Bob DeWeese and Tom Burch

**G**oodwill recently hosted several state lawmakers at an annual event designed to communicate our mission and legislation affecting it.

This year's event featured the success story of Tina, one of our center managers and the star in many Goodwill

advertisements. Tina told legislators her life's story and how Goodwill helped her overcome her struggles.

After Tina shared her experience with Goodwill, the lawmakers then heard how they can help Goodwill. To advance its mission, Goodwill is seeking some changes in public policy.

For example, State Rep. Bob DeWeese explained a bill that would allow us and similar nonprofits to recover some of the taxes paid on the sale of donated goods. The returned money would then have to be used for construction of new or renovation of existing centers. Expanding Goodwill's retail facilities mean more jobs for people like Tina.



Legislators and Speakers in attendance

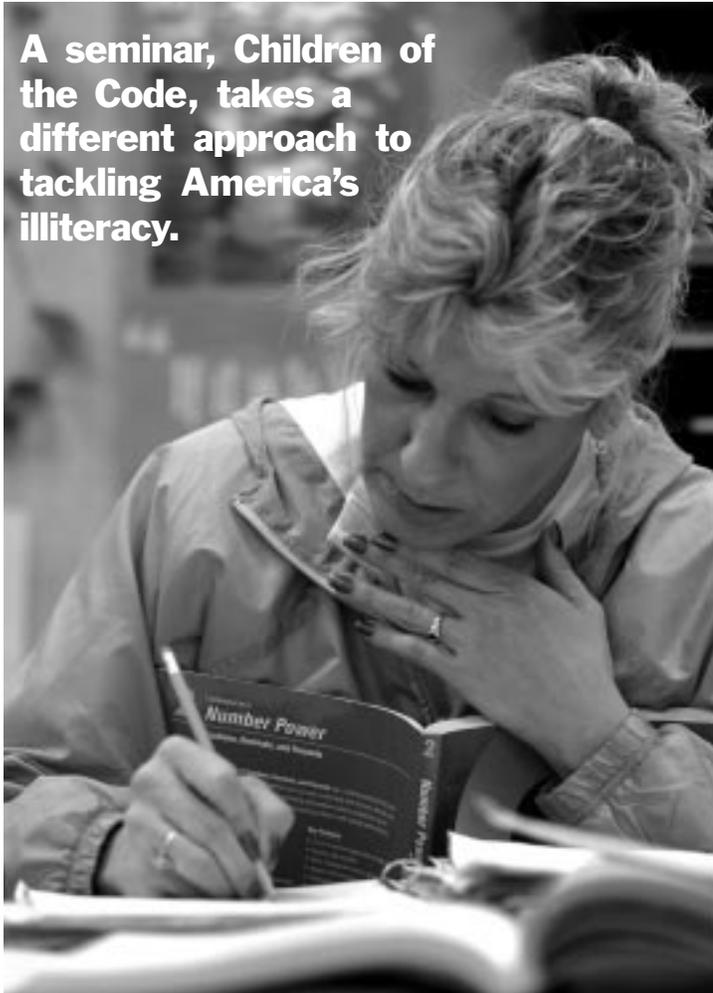
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“THE LEGISLATIVE LUNCHEON WAS A GREAT OPPORTUNITY FOR OUR COMMUNITY LEADERS TO HEAR FIRST HAND ABOUT THE SUCCESS AND IMPACT GOODWILL HAS ON OUR STATE.”

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# Adult Learning Center Gears Up for Educational Evolution

**A seminar, Children of the Code, takes a different approach to tackling America's illiteracy.**



A student in Goodwill's Adult Learning Center concentrates on her studies.

**“**It's you people that have the problem, not me. I see it for what it is,” a student once told Susan Carrell. Susan was trying to teach the student how to read. For many adults and children, reading isn't easy. It's near impossible.

Or at least that's how they feel. Goodwill's Adult Learning Center

shines like a snowflake in the sun to many adults who haven't learned to read. It is the hope, the one hope; they have of “getting it.” For Susan Carrell and her harem of tutors, teaching people to read is a struggle between the person, the language, and their individual teaching styles.

Carrell has also been a firsthand witness to the harm caused by someone never learning to read. “It's a downward

spiral. It's scary how quickly a child who has trouble reading will shut down,” says Carrell. According to Pat O'Leary, a member of the Jefferson County Board of Education and supporter of the Adult Learning Center, education and one's ability to read impacts everything from crime to teen pregnancy. It is the child's inability to read that undermines his or her self-esteem.

“I have a passion for overcoming the shame of illiteracy,” says Carrell.

For the 22 years she's been teaching, Carrell has been on a tumultuous quest to find the universal teach-every-student-how-to-read program. She's studied different phonics programs and always draws the same conclusion. The English language has rules that are; excuse the cliché, made to be broken.

Take for instance the sentence “The church choir sang like a chorus.” Single out the “ch” in the beginning of church, choir, and chorus. They all sound out differently. There are no rules that stand steadfast through the oceans of our language. Carrell and her staff have tried most of the phonics programs and none satisfy every student. “There are disagreements between the instructional methods,” says Carrell.

Then, Carrell attended a seminar that put our Learning Center on the

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**“I HAVE A PASSION FOR  
OVERCOMING THE SHAME  
OF ILLITERACY.”**

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speedway to a cutting edge literacy program. The seminar, The Children of the Code, tells the story of our language, explains the difficulty in “decoding” it, and offers help on teaching students how to read. The Children of the Code consists of three main components: **1)** a three-hour public television documentary series,

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# Putting Your Donations to Work for Your Community




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“DONATIONS TO GOODWILL AND OTHER NONPROFIT ORGANIZATIONS ARE AN INVESTMENT IN OUR COMMUNITY.”

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**A**s they make some room for those new holiday gifts, donors can follow a few simple guidelines to ensure their donations benefit the people who need them most.

“Donations to Goodwill and other nonprofit organizations are an investment in our community,” says Roland Blahnik, President and CEO of Goodwill Industries of Kentucky. “We want people to give as much thought to where they donate their things as they would to where they donate their money.”

## DO:

**1.** Give to charities you know and trust. Note that fraudulent charities often modify the names of established groups. Avoid giving to organizations that ask for your credit card number over the

telephone or request payment in cash.

**2.** Before donating an item, ask yourself if you’d give it to a relative or friend. Disposing of items we can’t sell in our stores diverts dollars from our services to the community.

**3.** Leave donations at sites with attendants on duty. Donations dropped off outside business hours encourage theft.

## DON’T:

**1.** Donate broken or soiled items.

**2.** Give items that have been recalled, banned, or don’t meet current safety standards. For more information, visit the Consumer Product Safety Commission ([www.cpsc.gov](http://www.cpsc.gov)).

**3.** Leave items unattended outside a donation center.

Goodwill accepts clothing, household items, and toys—even those holiday gifts that weren’t quite right. Donations are sold in 43 Goodwill centers throughout

Kentucky, and on Goodwill’s Internet auction site [www.shopgoodwill.com](http://www.shopgoodwill.com). Revenues from Goodwill centers fund job training programs and career services for people seeking work.

Donors interested in claiming tax deductions should keep itemized lists of their donations. The Internal Revenue Service allows a deduction for each item, but the donor determines each item’s value. Generally, an item’s value should be based on fair market value—what the item would sell for in a thrift store. Goodwill provides receipts to donors at its drop-off sites, and attendants can validate itemized lists when they are presented. For general guidelines, visit [www.goodwillpromo.org](http://www.goodwillpromo.org) and [www.irs.gov](http://www.irs.gov).

# Goodwill's Capital Campaign Near Success with Personal and Corporate Donations

Goodwill's capital campaign, Turning Dreams Into Reality, is close to reaching its goal of \$9 million with the much-appreciated help of Whitaker Bank, Jack Hillerich, and Hillerich & Bradsby.

The campaign was designed to expand Goodwill's services into more communities in Kentucky through construction of new donation centers. By hiring people with disabilities or other disadvantages, Goodwill trains its clients to work in a stable job environment while offering counseling as a source of support during the training.

Whitaker Bank, Jack Hillerich, and Hillerich & Bradsby have all made a donation to Goodwill and an investment in the community. Where there is a Goodwill center, there is a place to donate old items and divert from landfills, a place to buy affordable clothes and household items, and, most importantly, a place that created eight new jobs for people with disabilities and other obstacles to stable employment.

Their donation is a contribution to the economic welfare of Kentucky. By supporting Goodwill, our donors give people a chance to earn their own income rather than rely on government aid.

We truly thank our donors and encourage you to support our capital campaign. To learn more about the campaign or to make a contribution, call David Cobb, vice president for resource development, at (502) 585-9892 Ext. 204.

## THANK YOU!

### CORPORATE GIFTS

**Whitaker Bank**                    **\$25,000**

**Hillerich & Bradsby**       **\$15,000**

### PERSONAL GIFT

**Jack Hillerich**                    **\$10,000**

## Adult Learning Center

*(continued from page 4)*

- 2) a ten-hour DVD series, and
- 3) a series of parent and teacher presentations and seminars.

The seminar resonated with Carrell like a drum beat in an empty stadium. She gathered the information and returned to the Learning Center with a new hope. By using the tools she learned at the The Code's seminar, Carrell feels her students are learning to read at a much faster pace than ever before. "I don't lock them into any one phonics program," says Carrell, "I work on reading word by word."

Carrell has stayed in contact with the creator of The Code, David Boulton.

Boulton has visited the Adult Learning Center and even filmed some of his interviews for the documentary here. During one visit, he told Carrell he could feel the magic of people learning to read.

And Susan Carrell wants to help him spread that very magic. She organized another Children of the Code seminar in Louisville sponsored by Goodwill's Adult Learning Center. The Jefferson County board of education, Jefferson County elementary school teachers, parents, and students, local colleges' departments of education, and nonprofits involved with adult education were all invited to attend the seminar.

While Carrell was a little disappointed with the low turnout, she was surprised to find that most of its attendees were employed by nonprofits. Next time, Carrell plans on making personal contact with invitees to generate more interest. She is continuing to work with Boulton on the completion of his three projects. "I see his vision as a real potential in addressing the magnitude of the reading problem," says Carrell.

For now, Carrell has strapped herself and the Adult Learning Center in for a ride on the road to overcoming illiteracy.



## A Prayer is Answered

*(continued from page 1)*

Lawana met Frank, the father of two of her four children, through her mother. They experimented with drugs together. Lawana, just a young girl, developed a crush on 32-year old Frank. “My mom would just leave me there,” says Lawana. Frank took advantage of the situation, and Lawana got pregnant with their first child before she was even a teenager.

To avoid legal problems, Lawana’s mother and Frank went to West Virginia to get married—only to put Lawana’s name on the marriage license. So, in the end, when Lawana gave birth to her first baby, Frank Jr., it looked like she was married to the father. “Now I know what went on,” says Lawana. Her mother faked Lawana’s marriage to a 32-year old man.

By the time Lawana was 15 years old, she had three children. “I felt overwhelmed,” says Lawana, “I was too young to know what a good mother was.” Needless to say, Lawana never

stepped foot in a high school.

Still involved with Frank, Lawana was submersed in the drug scene. One morning, drunk and high on pills, Frank and Lawana had a car accident that ended in one fatality. A passenger got his arm cut off at the

elbow. Lawana begged Frank to please call an ambulance. Whether it was the drugs or bad judgment or both, Frank refused and the passenger bled to death. Frank went to jail for manslaughter.

### Lawana’s First Escape

Lawana believes Frank’s jail time was her time to escape. Escape from him and from the lifestyle. Once she was distanced, Lawana realized how Frank had abused her.

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“I HAVE THE  
INDEPENDENCE  
TO PAY BILLS.”

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Lawana slowly cleaned up her life. With three children, Lawana felt she needed to slow down. She used her belief in God to help her with the process of getting clean. But Lawana slipped again.

She really wanted a husband. “I prayed and prayed for God to send

me a man,” says Lawana. Instead of waiting on the man God wanted for her, Lawana went searching, only to find trouble. She got involved with another dope dealer, wound up pregnant again, and in another bad situation.

### Getting Clean

Once again, Lawana turned to her faith in God and asked Him to please get her out of this mess. After several months, Lawana believes the Lord found a way out for her. She was in another wreck where she and her daughter were awarded \$500 each for damages. Lawana took that money to get a divorce from her jealous, drug-dealing husband and get a clean start. “I feel normal now,” says Lawana.

Lawana applied for a housing program where the government pays 40% of her rent each month. But Lawana still needed a job. She says she prayed for months just to get a job. Then a Goodwill center opened in her hometown.

When Lawana interviewed for a position at Goodwill, Center Manager Gail McCoy knew she needed help. Lawana was a single mother with no education. “I had a feeling she would do what it takes to make a good employee,” says Gail.

With her steady income, Lawana and her children have a sense of stability they’ve never felt before. “I count on Goodwill,” says Lawana, “I have the independence to pay bills.”



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## NISH Contract Guarantees Well-Paying Jobs

### Another NISH contract under Goodwill's belt ensures jobs for people with disabilities

Once again, Goodwill has pursued another NISH contract and won. Two federal buildings in downtown Louisville have been awarded to Goodwill for janitorial responsibility. The contract was awarded under the NISH/JWOD program for people with disabilities.

Under NISH guidelines, 75 percent of working employees must have a

documented disability. However, Goodwill is going above the 75 percent requirement and striving to employ 90 percent. Goodwill is committing nine out of every ten positions to a person with a disability.

"Well-paying custodial jobs will be offered to 40 members of Louisville's disability community," says Richard Westover, Vice President for Governmental Services. Since late

2003, Westover has worked on securing the contract for Goodwill. "Goodwill is pursuing NISH contracts to increasingly fulfill its mission by employing people with disabilities," says Westover.

Goodwill took over the janitorial contract for the two federal buildings, Gene Snyder Federal Courthouse and The Mazzoli Federal Building, on January 1, 2005. Besides maintaining a 75 percent ratio of employing people with disabilities, Goodwill is responsible for keeping the building up to code. Westover plans on implementing a quality control program to ensure the building meets code specifications.

## Summit Energy's Charity Challenge Benefits Local Non-profits like Goodwill

With a fast growing company like Summit Energy, owner Jim Headley, wants his corporate culture to stay tight-knit.

With that in mind, his employees are separated into eight teams competing against one another in four events each year. Each event is coordinated to promote team building and a sense of community.

Goodwill benefited from the latest competition loosely called "Charity Challenge." Team "High Life" chose to support Goodwill through material donations. "Everybody respects Goodwill and knows what they do in the community," says Adrian, a new hire at Summit Energy. The month-long challenge pitted teams against one another to rack up points.

A room was sectioned off for the purpose of holding donations to Goodwill. "We kept all the donations

in the room as a visual," says Vanessa, team leader. The good news for Goodwill—other teams' members could donate items to the Goodwill room and still add points to their teams' final score.

At the end of the month, Team High Life didn't win but Goodwill did.

**"EVERYBODY RESPECTS GOODWILL."**