

BUILDING LIVES THAT WORK SINCE 1959

50th

Anniversary

GOODWILL INDUSTRIES OF CENTRAL FLORIDA



***Commemorating a Half Century
Of Service to Our Community***

1959 - 2009



50th Anniversary

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A food service contract at the Orlando Naval Training Center delivered hundreds of new job opportunities to people with disabilities. Goodwill Self Sufficiency Job Centers in Orlando, Melbourne, and Daytona Beach allowed Goodwill to reach a broader population of men and women who needed guidance to find and keep jobs. Additionally, reform initiatives in welfare-to-work programs sparked even greater demand for Goodwill's experience with helping people enjoy new levels of independence. By the late '90s, employment and training services increased from 295 persons served in 1990 to 32,186 persons served in 2000.

Goodwill rang in the new millennium with 15 stores, donors exceeding 200,000, and 3,053 people placed annually. Goodwill relocated its headquarters to S. Orange Blossom Trail in 2001, and its first website was published on-line.

Today, Goodwill has 25 stores with sales averaging \$15 million per year, over 26,000 people served, and 4,000 people placed in meaningful jobs annually. Last July's opening of a free-standing prototype store propels Goodwill into the future.

Yet, despite every change during the past 50 years, Goodwill has remained constant in its purpose: to help individuals become self-sufficient through finding meaningful employment. Through work, Goodwill participants become strong role models for their children, provide clothing and shelter for their families, and make a positive impact on the economy of Central Florida.

Goodwill . . . Building Lives That Work



50 YEARS OF GOODWILL

1959

Goodwill opens the doors of its first corporate office, serving persons with disabilities throughout six counties in Central Florida including **Orange, Osceola, Seminole, Volusia, Brevard & Lake.**



1960-1969

First retail store opens at **129 W. Church St.**, present site of Church St. Station. Retail operations expand quickly within these ten years.



1970-1979

Goodwill **moves to larger facilities on E. Colonial Dr.**, and begins training program with Martin Marietta, Florida's largest military missiles manufacturing plant.

1980-1985

Goodwill receives **three-year accreditation from CARF**, an independent accredited organization which establishes consumer-focused standards to help organizations measure and improve the quality of their programs and services. Donation trucks replace donation boxes in the Central FL community.



1986-1990

Goodwill has grown to **5 stores**, averaging sales of **\$1.5 million** per year, and serves an average of **259 persons** yearly. **Disney's Community Service Award** is presented to Goodwill for its unique vocational programs and services.

1991-1995

New food service program with **Orlando Naval Training Center** begins. Over 100 employees prepare and serve over 4,000 meals per day. **First Self Sufficiency Job Center** is opened in downtown Orlando. Goodwill now has **11 stores**, averaging **\$3.5 million** per year. An average of **1,000 persons** receive vocational services annually.



1996-2000

Vice President Al Gore visits Orlando Self Sufficiency Job Center. Donors exceed 200,000. Goodwill grows to **15 stores**, averaging almost **\$6 million** in annual sales, and serves an average of **10,500 persons** per year.



2001-2003

Goodwill **moves corporate headquarters to new facility** on S. Orange Blossom Trail, and now has **20 stores**, and **4 Self Sufficiency Job Centers**. An average of **19,500 persons** with disabilities and disadvantaging conditions are helped annually. Orlando Business Journal recognizes GW as the **second largest employment agency** in Orlando. **First website** goes on-line.



2004-2008

Construction begins of **freestanding Goodwill store prototype** in Longwood. Goodwill now has **25 stores**, with sales averaging **\$15 million** annually, and **6 Self Sufficiency Job Centers**, one in each county. An average of 26,000 people are served and over **4,000 individuals** are placed in meaningful jobs throughout the Central Florida community.



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In 1959, Goodwill Industries of Central Florida was funded with a vision of helping people with disabilities find their way to the workforce. In 2009, Goodwill Industries of Central Florida proudly commemorates 50 years of serving the communities of Central Florida.

Long before Orlando became a worldwide vacation playground, Goodwill Industries began its legacy when the Downtown Orlando Sertoma Club met with representatives who had just started a Goodwill in nearby St. Petersburg. In search of a philanthropic project, the Sertoma Club had heard that Goodwill not only helped people with disabilities find jobs, but in turn, helped people with disabilities realize a greater role, through work, in the community.

With a fund-raising campaign as their mission, dozens of dedicated men and women opened their hearts, dug into their wallets, and tickled their rolodexes in search of people to help make Goodwill Industries a reality in Central Florida.

On November 26, 1960, dreams became reality. The Sertoma Club and members of Goodwill's local board of directors cut the opening ribbon on the first Central Florida Goodwill store at 129 West Church Street on the present-day site of Church Street Station in downtown Orlando.

The first decade was critical for the success of Goodwill Industries of Central Florida. While local workers were busy building a highway system that included I-4 and the Martin Andersen Expressway, now known as the Beach Line, Goodwill added more trucks and more stores in Central Florida. Additionally, Goodwill placed program graduates in community jobs for companies such as defense giant Martin Marietta, now known as Lockheed Martin.

By the early '70s, Walt Disney opened a theme park in Orlando that would later eclipse his California Disneyland. At the same time, the organization continued to grow.

The '80s reinvigorated America's fascination with the space program when NASA launched a new fleet of space shuttles from the Kennedy Space Center. In the meantime, Goodwill outgrew its East Orlando headquarters and again relocated corporate offices to South Orange Avenue in Pinecastle to accommodate a warehouse, donations processing center, administrative offices, a retail store and employment and training services.

During the late '80s and early '90s, mythical dragons, silver stars and pinstripes became the style as Central Floridians cheered for their first professional basketball team, the Orlando Magic. Following decades of steady growth, Goodwill experienced an explosion of employment and training services.