

ESTTA Tracking number: **ESTTA1004709**

Filing date: **09/25/2019**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Goodwill Industries International Inc.
Granted to Date of previous extension	09/25/2019
Address	15810 INDIANOLA DRIVE ROCKVILLE, MD 20855 UNITED STATES

Attorney information	RITA WEEKS KILPATRICK TOWNSEND & STOCKTON LLP 1114 AVENUE OF THE AMERICAS 21ST FLOOR NEW YORK, NY 10036 UNITED STATES rweeks@kilpatricktownsend.com, mlieberstein@kilpatricktownsend.com, tadmin@kilpatricktownsend.com 2127758700
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Applicant Information

Application No	88278634	Publication date	05/28/2019
Opposition Filing Date	09/25/2019	Opposition Period Ends	09/25/2019
Applicant	Forrer, John J 3408 Cameron Mills Rd Alexandria, VA 22305 UNITED STATES		

Goods/Services Affected by Opposition

Class 030. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Chocolate
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Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2811694	Application Date	01/29/2002
Registration Date	02/03/2004	Foreign Priority Date	NONE

Word Mark	GOODWILL INDUSTRIES
Design Mark	
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 1935/01/15 First Use In Commerce: 1935/01/15 retail store services featuring a variety of goods of others

U.S. Registration No.	2811695	Application Date	01/29/2002
Registration Date	02/03/2004	Foreign Priority Date	NONE

Word Mark	GOODWILL
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Description of Mark	NONE
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Goods/Services	Class 035. First use: First Use: 1967/01/23 First Use In Commerce: 1967/01/23 retail store services featuring a variety of goods of others
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U.S. Registration No.	3070744	Application Date	03/03/2005
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Registration Date	03/21/2006	Foreign Priority Date	NONE
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Word Mark	GOODWILL
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Design Mark	<h1>GOODWILL</h1>		
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1916/04/00 First Use In Commerce: 1916/04/00 Employment services for disabled and disadvantaged persons, namely employment outplacement services, promoting the interests of and encouraging and assisting in the establishment, development and growth of organizations throughout the World dedicated to providing rehabilitation services, training, employment and opportunities for personal growth for disabled and disadvantaged persons and for developing and maintaining operational standards for such organization, retail storeservices featuring a variety of goods of others</p> <p>Class 041. First use: First Use: 1916/04/00 First Use In Commerce: 1916/04/00 Providing vocational training for disabled and disadvantaged persons</p> <p>Class 042. First use: First Use: 1916/04/00 First Use In Commerce: 1916/04/00 Providing rehabilitation services for disabled and disadvantaged persons</p>		
U.S. Registration No.	3052119	Application Date	08/26/2003
Registration Date	01/31/2006	Foreign Priority Date	NONE
Word Mark	GOODWILL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2002/06/01 First Use In Commerce: 2002/06/02 Employment agency services, temporary employment agency services, job		

	<p>placementservices, career placement and employment counseling all for disabled, handicapped and disadvantaged persons; retail store services featuring a variety of consumer goods of others</p> <p>Class 041. First use: First Use: 2002/06/01 First Use In Commerce: 2002/06/02 Career counseling services; providing employment training and vocational rehabilitation, training and guidance servicesfor disabled, handicapped and disadvantaged persons</p>
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U.S. Registration No.	2735803	Application Date	04/07/2000
Registration Date	07/15/2003	Foreign Priority Date	NONE
Word Mark	SHOPGOODWILL.COM		
Design Mark	<p>SHOPGOODWILL.COM</p>		
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1999/08/31 First Use In Commerce: 1999/08/31 ON-LINE TRADING SERVICES IN WHICH SELLER POSTS ITEMS TO BE AUCTIONED AND BIDDING IS DONE ELECTRONICALLY; ONLINE AUCTIONSERVICES; ONLINE RETAIL STORE SERVICES FEATURING A FULL RANGE OF CONSUMER GOODS</p>		

U.S. Registration No.	5010715	Application Date	04/10/2015
Registration Date	08/02/2016	Foreign Priority Date	NONE
Word Mark	GOODWILL		
Design Mark	<p>GOODWILL</p>		
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2013/04/00 First Use In Commerce: 2013/04/00 Downloadable mobile applications for accessing and organizing information regarding a nonprofit provider of education, training, career, and other personal opportunities and services for people with disabilities and disadvantaging conditions, such applications also providing information regarding the retail stores andcenters for donating a wide variety of consumer and household goods, providing user-specific information regarding the locations of such stores and centers, and enabling users to make charitable gifts or donations; downloadable publications, namely, fact sheets and prospectus inthe field of charitable donations and fundraising, including donation of a widevariety of items for resale for charitable purposes; downloadable publications,namely, downloadable briefs and white papers regarding professional and personal issues relating to people with disabilities and disadvantaging conditions</p> <p>Class 035. First use: First Use: 1996/00/00 First Use In Commerce: 1996/00/00</p>		

Retail store services featuring a variety of goods of others; charitable services, namely, accepting charitable donations of a wide variety of goods for resale to the public, for purposes of providing education, training, career, and other personal opportunities and services to benefit people with disabilities and disadvantaged conditions; providing information, by means of a website, in the field of employment, employment opportunities, and employment services for people with disabilities and disadvantaged conditions; providing employment placement services for people with disabilities and disadvantaged conditions; providing employment outplacement services for people with disabilities and disadvantaged conditions; providing an on-line searchable database featuring employment opportunities and content about employment for people with disabilities and disadvantaged conditions; association services, namely, promoting the interests of people with disabilities and disadvantaged conditions in connection with a variety of professional and personal issues; association services, namely, promoting the interests of, promoting public awareness of the need for, and encouraging and assisting in, the establishment, development and growth of, organizations throughout the world dedicated to providing rehabilitation services, training, employment and opportunities for personal and professional development and growth for people with disabilities and disadvantaged conditions; providing business-related technical aid and assistance, business management and consulting services, executive recruiting services, and development and maintaining operational standards for organizations that provide rehabilitation, training, employment and opportunities for personal development and growth for people with disabilities and disadvantaged conditions; providing business research services in the field of training and employment of people with disabilities and disadvantaged conditions; providing online searchable commercial directories for job and career support centers for people with disabilities and disadvantaged conditions, retail stores, charitable donation sites and charitable organization headquarters; providing online searchable commercial directories in the field of professional development training and a wide variety of services of interest to people with disabilities and disadvantaged conditions; business consulting services provided to people with disabilities and disadvantaged conditions; providing trade shows in the field of a variety of retail and household goods; promoting the goods and services of others by arranging for sponsors to affiliate their goods and services with trade shows, conferences and other services offered by a nonprofit provider of education, training, career, and other personal opportunities and services; charitable services, namely, organizing and conducting volunteer programs; providing information regarding all of the aforesaid services by means of an Internet website; tax preparation services provided to people with disabilities and disadvantaged conditions

Class 036. First use: First Use: 2001/00/00 First Use In Commerce: 2001/00/00

Charitable fundraising services to benefit people with disabilities and disadvantaged conditions; providing financial management to organizations that provide rehabilitation, training, employment and opportunities for personal development and growth for people with disabilities and disadvantaged conditions; charitable services, namely, providing financial assistance to meet the physical, psychological, social and other special needs of people with disabilities and disadvantaged conditions; providing on-line financial calculators for calculating the charitable impact of donations made to a nonprofit organization; financial consulting services provided to people with disabilities and disadvantaged conditions; providing information regarding all of the aforesaid services by means of an Internet website; financing and loan services not from a bank

Class 041. First use: First Use: 2014/00/00 First Use In Commerce: 2014/00/00

Online journals, namely, blogs in the field of career development, charitable fundraising, employment, legislation, personal development and growth, vocational training, consumer and household goods, all of the foregoing related to people with disabilities and disadvantaged conditions; providing vocational and life skills training services for people with disabilities and disadvantaged conditions; educational services, namely, providing conferences, courses and seminars to-

	<p>train and develop personnel for organizations that provide rehabilitation, training, employment and opportunities for personal development and growth for people with disabilities and disadvantaging conditions; providing a website featuring non-downloadable videos in the field of charitable donations, creation of employment opportunities for, and a wide variety of issues of interest to, people with disabilities and disadvantaging conditions; providing online newsletters in the fields of issues of interest regarding people with disabilities and disadvantaging conditions, charitable donations of consumer goods and household items, and the subsequent resale of the same for charitable purposes, and related home organization tips, by email; providing information by means of a website in the field of employment training for people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website</p> <p>Class 042. First use: First Use: 2014/00/00 First Use In Commerce: 2014/00/00 Computer services, namely, creating an on-line community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking services in the fields of a nonprofit organization, charitable fundraising, charitable giving, employment issues, personal and professional growth and development of, and other issues of interest to people with disabilities and disadvantaging conditions; providing online, non-downloadable software for identifying a user's location and finding job and career support centers for people with disabilities and disadvantaging conditions, retail stores, charitable donation sites and nonprofit charitable organization headquarters; providing medical research services in the field of rehabilitation of people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website</p> <p>Class 043. First use: First Use: 2014/00/00 First Use In Commerce: 2014/00/00 Child and adult day care services; charitable services, namely, providing emergency, temporary, and permanent housing accommodations with and without support to people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website</p> <p>Class 044. First use: First Use: 1996/00/00 First Use In Commerce: 1996/00/00 Physical and mental rehabilitation services for people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website</p> <p>Class 045. First use: First Use: 2000/00/00 First Use In Commerce: 2000/00/00 Providing a resource website featuring information in the field of personal development and growth for people with disabilities and disadvantaging conditions; providing information in the field of personal development and growth for people with disabilities and disadvantaging conditions by means of an Internet website; providing information regarding all of the aforesaid services by means of an Internet website</p> <p>Class 200. First use: First Use: 1934/00/00 First Use In Commerce: 1934/00/00 Indicating membership in an organization that promotes the interests of persons with disabilities and disadvantaging conditions to enhance their dignity and quality of life, where members are independent and autonomous organizations</p>
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U.S. Registration No.	5010716	Application Date	04/10/2015
Registration Date	08/02/2016	Foreign Priority Date	NONE
Word Mark	GOODWILL		

Design Mark	
Description of Mark	<p>The mark consists of a black rectangle with a blue interior with a portion of a person's face in the top left corner in white and the wording "goodwill" in white at the bottom.</p>
Goods/Services	<p>Class 009. First use: First Use: 2013/04/00 First Use In Commerce: 2013/04/00 Downloadable mobile applications for accessing and organizing information regarding a nonprofit provider of education, training, career, and other personal opportunities and services for people with disabilities and disadvantaging conditions, such applications also providing information regarding the retail stores and centers for donating a wide variety of consumer and household goods, providing user-specific information regarding the locations of such stores and centers, and enabling users to make charitable gifts or donations; downloadable publications, namely, fact sheets and prospectus in the field of charitable donations and fundraising, including donation of a wide variety of items for resale for charitable purposes; downloadable publications, namely, downloadable briefs and white papers regarding professional and personal issues relating to people with disabilities and disadvantaging conditions</p> <p>Class 035. First use: First Use: 1996/00/00 First Use In Commerce: 1996/00/00 Retail store services featuring a variety of goods of others; charitable services, namely, accepting charitable donations of a wide variety of goods for resale to the public, for purposes of providing education, training, career, and other personal opportunities and services to benefit people with disabilities and disadvantaging conditions; providing information, by means of a website, in the field of employment, employment opportunities, and employment services for people with disabilities and disadvantaging conditions; providing employment placement services for people with disabilities and disadvantaging conditions; providing employment outplacement services for people with disabilities and disadvantaging conditions; providing an on-line searchable database featuring employment opportunities and content about employment for people with disabilities and disadvantaging conditions; association services, namely, promoting the interests of people with disabilities and disadvantaging conditions in connection with a variety of professional and personal issues; association services, namely, promoting the interests of, promoting public awareness of the need for, and encouraging and assisting in, the establishment, development and growth of, organizations throughout the world dedicated to providing rehabilitation services, training, employment and opportunities for personal and professional development and</p>

growth for people with disabilities and disadvantaging conditions; providing business-related technical aid and assistance, business management and consulting services, executive recruiting services, and development and maintaining operational standards for organizations that provide rehabilitation, training, employment and opportunities for personal development and growth for people with disabilities and disadvantaging conditions; providing business research services in the field of training and employment of people with disabilities and disadvantaging conditions; providing online searchable commercial directories for job and career support centers for people with disabilities and disadvantaging conditions, retail stores, charitable donation sites and charitable organization headquarters; providing online searchable commercial directories in the field of professional development training and a wide variety of services of interest to people with disabilities and disadvantaging conditions; business consulting services provided to people with disabilities and disadvantaging conditions; providing trade shows in the field of a variety of retail and household goods; promoting the goods and services of others by arranging for sponsors to affiliate their goods and services with trade shows, conferences and other services offered by a nonprofit provider of education, training, career, and other personal opportunities and services; charitable services, namely, organizing and conducting volunteer programs; providing information regarding all of the aforesaid services by means of an Internet website; tax preparation services provided to people with disabilities and disadvantaging conditions

Class 036. First use: First Use: 2001/00/00 First Use In Commerce: 2001/00/00

Charitable fundraising services to benefit people with disabilities and disadvantaging conditions; providing financial management to organizations that provide rehabilitation, training, employment and opportunities for personal development and growth for people with disabilities and disadvantaging conditions; charitable services, namely, providing financial assistance to meet the physical, psychological, social and other special needs of people with disabilities and disadvantaging conditions; providing on-line financial calculators for calculating the charitable impact of donations made to a nonprofit organization; financial consulting services provided to people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website; financing and loan services not from a bank

Class 041. First use: First Use: 2014/00/00 First Use In Commerce: 2014/00/00


Online journals, namely, blogs in the field of career development, charitable fundraising, employment, legislation, personal development and growth, vocational training, consumer and household goods, all of the foregoing related to people with disabilities and disadvantaging conditions; providing vocational and life skills training services for people with disabilities and disadvantaging conditions; educational services, namely, providing conferences, courses and seminars to train and develop personnel for organizations that provide rehabilitation, training, employment and opportunities for personal development and growth for people with disabilities and disadvantaging conditions; providing a website featuring non-downloadable videos in the field of charitable donations, creation of employment opportunities for, and a wide variety of issues of interest to, people with disabilities and disadvantaging conditions; providing online newsletters in the fields of issues of interest regarding people with disabilities and disadvantaging conditions, charitable donations of consumer goods and household items, and the subsequent resale of the same for charitable purposes, and related home organization tips, by email; providing information by means of a website in the field of employment training for people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website

Class 042. First use: First Use: 2014/00/00 First Use In Commerce: 2014/00/00

Computer services, namely, creating an on-line community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking services in the fields of a nonprofit or-

	<p>ganization, charitable fundraising, charitable giving, employment issues, personal and professional growth and development of, and other issues of interest to people with disabilities and disadvantaging conditions; providing online, non-downloadable software for identifying a user's location and finding job and career support centers for people with disabilities and disadvantaging conditions, retail stores, charitable donation sites and nonprofit charitable organization headquarters; providing medical research services in the field of rehabilitation of people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website</p> <p>Class 043. First use: First Use: 2014/00/00 First Use In Commerce: 2014/00/00 Child and adult day care services; charitable services, namely, providing emergency, temporary, and permanent housing accommodations with and without support to people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website</p> <p>Class 044. First use: First Use: 1996/00/00 First Use In Commerce: 1996/00/00 Physical and mental rehabilitation services for people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website</p> <p>Class 045. First use: First Use: 2000/00/00 First Use In Commerce: 2000/00/00 Providing a resource website featuring information in the field of personal development and growth for people with disabilities and disadvantaging conditions; providing information in the field of personal development and growth for people with disabilities and disadvantaging conditions by means of an Internet website; providing information regarding all of the aforesaid services by means of an Internet website</p> <p>Class 200. First use: First Use: 1968/03/29 First Use In Commerce: 1968/03/29 Indicating membership in an organization that promotes the interests of persons with disabilities and disadvantaging conditions to enhance their dignity and quality of life, where members are independent and autonomous organizations</p>
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U.S. Registration No.	3070887	Application Date	03/24/2005
Registration Date	03/21/2006	Foreign Priority Date	NONE
Word Mark	"GOOD WILLY" WHERE THERE'S GOODWILL THERE'S A WAY		

Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 035. First use: First Use: 1950/12/11 First Use In Commerce: 1950/12/11 Employment services for disabled and disadvantaged persons, namely employment outplacement services, promoting the interests of and encouraging and assisting in the establishment, development and growth of organizations throughout the world dedicated to providing rehabilitation services, training, employment and opportunities for personal growth for disabled and disadvantaged persons and for developing and maintaining operational standards for such organizations, retail store services featuring a variety of goods of others</p> <p>Class 041. First use: First Use: 1950/12/11 First Use In Commerce: 1950/12/11 Providing vocational training for disabled and disadvantaged persons</p> <p>Class 042. First use: First Use: 1950/12/11 First Use In Commerce: 1950/12/11 Providing rehabilitation services for disabled and disadvantaged persons</p>

Attachments	<p>78105466#TMSN.png(bytes) 78579342#TMSN.png(bytes) 76543134#TMSN.png(bytes) 76020554#TMSN.png(bytes) 86593879#TMSN.png(bytes) 86593940#TMSN.png(bytes) 78594424#TMSN.png(bytes) NOO against GOODWILL CHOCOLATE.pdf(216373 bytes) Exhibit 1 - GOODWILL CHOCOLATE.pdf(446635 bytes) Exhibit 2 - GOODWILL CHOCOLATE.pdf(385317 bytes) Exhibit 3 - GOODWILL CHOCOLATE.pdf(347811 bytes) Exhibit 4 - GOODWILL CHOCOLATE.pdf(241206 bytes) Exhibit 5 - GOODWILL CHOCOLATE.pdf(1300216 bytes) Exhibit 6 - GOODWILL CHOCOLATE.pdf(5377357 bytes) Exhibit 7 - GOODWILL CHOCOLATE.pdf(5851674 bytes) Exhibit 8 - GOODWILL CHOCOLATE.pdf(766680 bytes) Exhibit 9 - GOODWILL CHOCOLATE.pdf(788340 bytes) Exhibit 10 - GOODWILL CHOCOLATE.pdf(201838 bytes)</p>
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	Exhibit 11a - GOODWILL CHOCOLATE.pdf(2298880 bytes) Exhibit 11b - GOODWILL CHOCOLATE.pdf(1854235 bytes) Exhibit 12 - GOODWILL CHOCOLATE.pdf(318856 bytes)
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Signature	/Rita Weeks/
Name	RITA WEEKS
Date	09/25/2019

**UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Application Serial No. 88/278,634
Mark: **GOODWILL CHOCOLATE**
Filed: January 28, 2019
Published: May 28, 2019

GOODWILL INDUSTRIES
INTERNATIONAL, INC.,

Opposer,

v.

MR. JOHN J. FORRER,

Applicant.

NOTICE OF OPPOSITION

Opposer Goodwill Industries International, Inc., a corporation organized and existing under the laws of Massachusetts with a principal place of business at 15810 Indianola Drive, Rockville, Maryland 20855, believes that it will be damaged by registration of the mark GOODWILL CHOCOLATE (“Applicant’s Mark”), as shown in U.S. Trademark Application Serial No. 88/278,634 (the “Application”) and published in the *Official Gazette* on May 28, 2019, and, accordingly, opposes the application.

As grounds for its opposition, Goodwill alleges as follows:

FACTS

A. Goodwill and its Famous GOODWILL Marks

1. Goodwill is a nonprofit charitable organization and the leading U.S. nonprofit provider of job training programs, employment placement services, and other community-based services. Goodwill is recognized by GuideStar USA Inc., the world’s largest source of information

about nonprofit organizations, with its Platinum Seal of Approval, its highest rating for charities.

2. Goodwill's mission is to, "[e]nhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity, and helping people in need reach their full potential through learning and the power of work."

3. Over a century ago, in 1902, Reverend Edgar J. Helms founded the organization in Boston, Massachusetts. Helms created the Goodwill philosophy of "a hand up, not a hand out" when he collected used household goods and clothing in wealthier areas of the city, then trained and hired people in need to mend and repair the used goods. The goods were then resold or were given to the people who repaired them. Money earned from the sales was used for charitable purposes.

4. "Goodwill" was first used for the organization's name in 1915, and it has been used continuously for more than 100 years to designate Goodwill and its predecessors-in-interest, member agencies, affiliates, and retail stores (collectively referred to herein as "Goodwill").

5. Over the next century, Goodwill grew to become a global social service organization with a network of community-based member agencies throughout the United States and Canada, and a presence in 13 other countries. Goodwill works to provide job placement and training opportunities, and other community-based services such as career counseling, computer training, financial education, and resume preparation, to people with disabilities and disadvantages, lack of education or job experience, or other challenges to finding employment.

6. Additionally, local Goodwill agencies build revenue and provide job opportunities to those in need by contracting with businesses and government to provide a wide range of commercial services, including packaging and assembly, food services preparation, and document imaging and shredding.

7. For over 100 years, Goodwill has continuously used the service mark GOODWILL, standing alone and/or in combination with other elements (collectively, the "GOODWILL Marks")

for, among other things, retail store services, charitable services, employment services, and training services.

8. In 2017, Goodwill placed 288,000 people into employment, which is equivalent to one out of every 200 job placements in the United States. Additionally, also in 2017, Goodwill provided support to more than 38 million people through mobile and online services to help connect them to jobs in their communities. That year, two million people received in-person services with local Goodwill organizations to advance their careers and build financial assets.

9. To support its mission, create jobs, and fund its community programs offered to those in need, Goodwill and its 158 community-based member agencies sell donated items in more than 3,000 GOODWILL retail stores in the United States. Additionally, for 20 years, Goodwill has offered a wide variety of goods through its auction website located at *shopgoodwill.com*, the first nonprofit internet auction website. Goodwill also sells books through its website at *goodwillbooks.com*. Goodwill's sales of donated goods in its retail and online stores have generated significant revenue under the GOODWILL Marks.

10. Goodwill sells a wide variety of items in its GOODWILL retail stores and its Goodwill member-operated online auction website at *shopgoodwill.com*, including, at times, chocolate, candy, and candy dispensers (*see Exhibit 1* for true and correct copies of product listings for such types of products that have been offered on Goodwill's auction website) and related goods.

11. Goodwill has extensively promoted and advertised its services in the U.S. under the GOODWILL Marks through print, television, and radio advertising campaigns; social media; traditional signage; participation in conferences and trade shows; fashion shows; its main website at *goodwill.org*; its auction website at *shopgoodwill.org*; hundreds of websites of its individual member agencies; and its GOODWILL mobile application. Further, for over 65 years, Goodwill has promoted its services under the GOODWILL Marks during its annual "Goodwill Industries

Week,” during which the member organizations host a variety of mission-related activities and thank community members for their contributions to the Goodwill mission.

12. Additionally, Goodwill’s services have been extensively promoted through its partnerships with leading companies and organizations such as Google.org, Indeed.com, the Walmart Foundation, Microsoft Philanthropies, USAA, General Motors, Accenture, Uber, the Ford Foundation, Bon-Ton Stores, Inc., Hilton Worldwide, and Ikea.

13. During the more than a century that Goodwill has been in existence, Goodwill’s provision of goods and services under its GOODWILL Marks have resulted in substantial revenue. In 2017 alone, Goodwill’s total revenue was nearly \$6 billion (including private donations, government support, and other income).

14. Goodwill’s GOODWILL Marks are distinctive marks that have achieved substantial fame and consumer recognition. As a result of Goodwill’s extensive advertising, promotion, and use of the GOODWILL Marks in connection with a variety of goods and services, the GOODWILL Marks have acquired enormous goodwill, and are recognized immediately as identifying Goodwill’s GOODWILL-branded goods and services.

15. The GOODWILL Marks are famous and distinctive within the meaning of Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c).

16. For many years, the GOODWILL brand has consistently been recognized as one of the world’s most famous brands. For example, Goodwill was named to Forbes Magazine’s list of the top 20 most inspiring companies for three consecutive years – the only nonprofit featured on that list.

17. In 2009, Goodwill was named as the country’s fifth most valuable nonprofit brand in The Cone Nonprofit Power Brand report, which determined the top 100 most valuable nonprofit brand names in the United States. A true and correct copy of the rankings reproduced from that

report is attached as **Exhibit 2.**

18. In 2015, Goodwill was named the Disability Nonprofit Brand of the Year as part of the 2015 Harris Poll EquiTrend® Study, an annual brand equity study ranking consumer awareness and perception of charitable nonprofit brands based on three factors – familiarity, quality and purchase consideration. A true and correct copy of a press release from Harris Interactive discussing the study is attached as **Exhibit 3.**

19. In 2018, Goodwill was ranked as the #4 nonprofit brand that inspired consumers the most with its mission in the third annual Brand World Value Index, an annual report by the creative agency Enso measuring consumer perception of brands. Moreover, Goodwill was ranked #1 in 2016 and 2017, the first two years the report was published. A true and correct copy of the rankings from 2016-2018 is attached as **Exhibit 4.**

20. Also in 2018, Goodwill was ranked #7 in Zion & Zion’s annual survey ranking Americans’ brand awareness of the 100 largest U.S. charities, with 81% brand recognition among survey respondents. A true and correct copy of those rankings is attached as **Exhibit 5.**

21. Many of Goodwill’s members operate cafes, bakeries, and restaurants within or adjacent to GOODWILL retail stores, which serve, among other things, desserts, beverages, and other food items containing chocolate. Several Goodwill member organizations also offer catering services. True and correct copies of website printouts giving information about certain of Goodwill’s cafés, bakeries, restaurants, and catering services are attached as **Exhibit 6.**

22. Relatedly, throughout the United States Goodwill’s members offer many types of job training programs in culinary arts, food service, and hospitality. Graduates of Goodwill’s training programs have been hired as chefs, pastry chefs, pantry cooks, line cooks, food service managers, hospitality managers, baristas, servers, and hostesses, among other positions. True and correct copies of information concerning a sampling of Goodwill’s culinary, food service, and hospitality

job training services are attached as **Exhibit 7**.

23. Certain of Goodwill's GOODWILL stores have sold chocolate bars and other chocolate products designed specifically to benefit Goodwill's charitable services, as shown in **Exhibit 8** (true and correct printouts of Fowler's Fine Chocolate website and article from *The Buffalo News*, explaining that many of the Western New York GOODWILL retail stores have sold chocolate bars and other chocolate products from Fowler's Fine Chocolate).

24. Additionally, other GOODWILL members and stores have produced and sold cookies designed specifically to benefit Goodwill's charitable services. For example, Goodwill of the Heartland, a Goodwill member organization operating 17 Goodwill stores throughout a 19-county service area in Iowa and Illinois, established a bakery to produce and sell "Goodwill Great Cookies" that have been sold widely throughout those states, including not only at Goodwill retail stores, but also at supermarkets, universities, schools, and sporting arenas, among other outlets, as shown below, and discussed in true and correct copies of relevant media coverage attached in **Exhibit 9**.




25. Further, Goodwill of Central Iowa, a Goodwill member organization operating 19 Goodwill retail stores throughout a 22-county service area in Iowa, also produces and sells


“Goodwill Cookies” through its culinary skills job training program, as shown below and in **Exhibit 10**.



26. In addition to Goodwill’s daily offering of desserts and other food items through its GOODWILL cafes, bakeries, restaurants, and catering services, and its chocolate and cookie products sold under the GOODWILL marks described above, Goodwill’s member organizations frequently sell baked goods, chocolates, and other sweets through bake sale fundraisers to raise funds for their community-based programs. True and correct copies of advertising material and media coverage relating to such events are attached as **Exhibit 11**.

27. In addition to the strong trademark rights and fame that Goodwill has built in its name and the GOODWILL Marks over the last century, Goodwill owns numerous registrations for its GOODWILL Marks on the Principal Register of the United States Patent and Trademark Office (“USPTO”), including, without limitation, the following:

Mark	Reg. No.	Goods & Services	Pertinent Dates
GOODWILL INDUSTRIES	2,811,694*	35: Retail store services featuring a variety of goods of others.	First use in commerce: 1/15/35 Application date: 1/29/02 Registration date: 2/3/04
GOODWILL & Design 	2,811,695*	35: Retail store services featuring a variety of goods for others.	First use in commerce: 1/23/67 Application date: 1/29/02 Registration date: 2/3/04


GOODWILL	3,070,744*	<p>35: Employment services for disabled and disadvantaged persons, namely employment outplacement services, promoting the interests of and encouraging and assisting in the establishment, development and growth of organizations throughout the World dedicated to providing rehabilitation services, training, employment and opportunities for personal growth for disabled and disadvantaged persons and for developing and maintaining operational standards for such organization, retail store services featuring a variety of goods of others.</p> <p>41: Providing vocational training for disabled and disadvantaged persons.</p> <p>42: Providing rehabilitation services for disabled and disadvantaged persons.</p>	<p>First use in commerce: 4/1916</p> <p>Application date: 3/3/05</p> <p>Registration date: 3/21/06</p>
	3,052,119*	<p>35: Employment agency services, temporary employment agency services, job placement services, career placement and employment counseling all for disabled, handicapped and disadvantaged persons; retail store services featuring a variety of consumer goods of others.</p> <p>41: Career counseling services; providing employment training and vocational rehabilitation, training and guidance services for disabled, handicapped and disadvantaged persons.</p>	<p>First use in commerce: 6/2/02</p> <p>Application date: 8/26/03</p> <p>Registration date: 1/31/06</p>
SHOPGOODWILL.COM*	2,735,803	<p>35: Online trading services in which seller posts items to be auctioned and bidding is done electronically; online auction services; online retail store services featuring a full line of consumer goods.</p>	<p>First use in commerce: 8/31/99</p> <p>Application date: 4/7/00</p> <p>Registration date: 7/15/03</p>
GOODWILL	5,010,715	<p>9: Downloadable mobile applications for accessing and organizing information regarding a nonprofit provider of education, training, career, and other personal opportunities and services for people with disabilities and disadvantaging conditions, such</p>	<p>First use in commerce: -1934 (Class 200) -1996 (Classes 35, 44) -2000 (Class 45) -2001 (Class 36) -4/2013 (Class 9) -2014 (Class 41, 42, 43)</p>

	<p>applications also providing information regarding the retail stores and centers for donating a wide variety of consumer and household goods, providing user-specific information regarding the locations of such stores and centers, and enabling users to make charitable gifts or donations; downloadable publications, namely, fact sheets and prospectus in the field of charitable donations and fundraising, including donation of a wide variety of items for resale for charitable purposes; downloadable publications, namely, downloadable briefs and white papers regarding professional and personal issues relating to people with disabilities and disadvantaging conditions.</p> <p>35: Retail store services featuring a variety of goods of others; charitable services, namely, accepting charitable donations of a wide variety of goods for resale to the public, for purposes of providing education, training, career, and other personal opportunities and services to benefit people with disabilities and disadvantaging conditions; providing information, by means of a website, in the field of employment, employment opportunities, and employment services for people with disabilities and disadvantaging conditions; providing employment placement services for people with disabilities and disadvantaging conditions; providing employment outplacement services for people with disabilities and disadvantaging conditions; providing an on-line searchable database featuring employment opportunities and content about employment for people with disabilities and disadvantaging conditions; association services, namely, promoting the interests of people with disabilities and disadvantaging conditions in connection with a variety of professional and personal issues; association services, namely, promoting the interests of,</p>	<p>Application date: 4/10/15</p> <p>Registration date: 8/2/16</p>
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	<p>promoting public awareness of the need for, and encouraging and assisting in, the establishment, development and growth of, organizations throughout the world dedicated to providing rehabilitation services, training, employment and opportunities for personal and professional development and growth for people with disabilities and disadvantaging conditions; providing business-related technical aid and assistance, business management and consulting services, executive recruiting services, and development and maintaining operational standards for organizations that provide rehabilitation, training, employment and opportunities for personal development and growth for people with disabilities and disadvantaging conditions; providing business research services in the field of training and employment of people with disabilities and disadvantaging conditions; providing online searchable commercial directories for job and career support centers for people with disabilities and disadvantaging conditions, retail stores, charitable donation sites and charitable organization headquarters; providing online searchable commercial directories in the field of professional development training and a wide variety of services of interest to people with disabilities and disadvantaging conditions; business consulting services provided to people with disabilities and disadvantaging conditions; providing trade shows in the field of a variety of retail and household goods; promoting the goods and services of others by arranging for sponsors to affiliate their goods and services with trade shows, conferences and other services offered by a nonprofit provider of education, training, career, and other personal opportunities and services; charitable services, namely, organizing and conducting volunteer programs; providing</p>	
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		<p>information regarding all of the aforesaid services by means of an Internet website; tax preparation services provided to people with disabilities and disadvantaging conditions.</p> <p>36: Charitable fundraising services to benefit people with disabilities and disadvantaging conditions; providing financial management to organizations that provide rehabilitation, training, employment and opportunities for personal development and growth for people with disabilities and disadvantaging conditions; charitable services, namely, providing financial assistance to meet the physical, psychological, social and other special needs of people with disabilities and disadvantaging conditions; providing on-line financial calculators for calculating the charitable impact of donations made to a nonprofit organization; financial consulting services provided to people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website; financing and loan services not from a bank.</p> <p>41: Online journals, namely, blogs in the field of career development, charitable fundraising, employment, legislation, personal development and growth, vocational training, consumer and household goods, all of the foregoing related to people with disabilities and disadvantaging conditions; providing vocational and life skills training services for people with disabilities and disadvantaging conditions; educational services, namely, providing conferences, courses and seminars to train and develop personnel for organizations that provide rehabilitation, training, employment and opportunities for personal development and growth for people with disabilities and disadvantaging conditions; providing a website featuring non-</p>	
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	<p>downloadable videos in the field of charitable donations, creation of employment opportunities for, and a wide variety of issues of interest to, people with disabilities and disadvantaging conditions; providing online newsletters in the fields of issues of interest regarding people with disabilities and disadvantaging conditions, charitable donations of consumer goods and household items, and the subsequent resale of the same for charitable purposes, and related home organization tips, by email; providing information by means of a website in the field of employment training for people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website.</p> <p>42: Computer services, namely, creating an on-line community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking services in the fields of a nonprofit organization, charitable fundraising, charitable giving, employment issues, personal and professional growth and development of, and other issues of interest to people with disabilities and disadvantaging conditions; providing online, non-downloadable software for identifying a user's location and finding job and career support centers for people with disabilities and disadvantaging conditions, retail stores, charitable donation sites and nonprofit charitable organization headquarters; providing medical research services in the field of rehabilitation of people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website.</p> <p>43: Child and adult day care services; charitable services,</p>	
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		<p>namely, providing emergency, temporary, and permanent housing accommodations with and without support to people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website.</p> <p>44: Physical and mental rehabilitation services for people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website.</p> <p>45: Providing a resource website featuring information in the field of personal development and growth for people with disabilities and disadvantaging conditions; providing information in the field of personal development and growth for people with disabilities and disadvantaging conditions by means of an Internet website; providing information regarding all of the aforesaid services by means of an Internet website.</p> <p>200: Indicating membership in an organization that promotes the interests of persons with disabilities and disadvantaging conditions to enhance their dignity and quality of life, where members are independent and autonomous organizations.</p>	
<p>GOODWILL & Design</p> 	<p>5,010,716</p>	<p>9: Downloadable mobile applications for accessing and organizing information regarding a nonprofit provider of education, training, career, and other personal opportunities and services for people with disabilities and disadvantaging conditions, such applications also providing information regarding the retail stores and centers for donating a wide variety of consumer and household goods, providing user-specific information regarding the locations of such stores and centers, and enabling users to make charitable gifts or donations; downloadable publications, namely,</p>	<p>First use in commerce: -3/29/68 (Class 200) -1996 (Classes 35, 44) -2000 (Class 45) -2001 (Class 36) -4/2013 (Class 9) -2014 (Class 41, 42, 43)</p> <p>Application date: 4/10/05</p> <p>Registration date: 8/2/16</p>

	<p>fact sheets and prospectus in the field of charitable donations and fundraising, including donation of a wide variety of items for resale for charitable purposes; downloadable publications, namely, downloadable briefs and white papers regarding professional and personal issues relating to people with disabilities and disadvantaging conditions.</p> <p>35: Retail store services featuring a variety of goods of others; charitable services, namely, accepting charitable donations of a wide variety of goods for resale to the public, for purposes of providing education, training, career, and other personal opportunities and services to benefit people with disabilities and disadvantaging conditions; providing information, by means of a website, in the field of employment, employment opportunities, and employment services for people with disabilities and disadvantaging conditions; providing employment placement services for people with disabilities and disadvantaging conditions; providing employment outplacement services for people with disabilities and disadvantaging conditions; providing an on-line searchable database featuring employment opportunities and content about employment for people with disabilities and disadvantaging conditions; association services, namely, promoting the interests of people with disabilities and disadvantaging conditions in connection with a variety of professional and personal issues; association services, namely, promoting the interests of, promoting public awareness of the need for, and encouraging and assisting in, the establishment, development and growth of, organizations throughout the world dedicated to providing rehabilitation services, training, employment and opportunities for personal and professional development and growth for people</p>	
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	<p>with disabilities and disadvantaging conditions; providing business-related technical aid and assistance, business management and consulting services, executive recruiting services, and development and maintaining operational standards for organizations that provide rehabilitation, training, employment and opportunities for personal development and growth for people with disabilities and disadvantaging conditions; providing business research services in the field of training and employment of people with disabilities and disadvantaging conditions; providing online searchable commercial directories for job and career support centers for people with disabilities and disadvantaging conditions, retail stores, charitable donation sites and charitable organization headquarters; providing online searchable commercial directories in the field of professional development training and a wide variety of services of interest to people with disabilities and disadvantaging conditions; business consulting services provided to people with disabilities and disadvantaging conditions; providing trade shows in the field of a variety of retail and household goods; promoting the goods and services of others by arranging for sponsors to affiliate their goods and services with trade shows, conferences and other services offered by a nonprofit provider of education, training, career, and other personal opportunities and services; charitable services, namely, organizing and conducting volunteer programs; providing information regarding all of the aforesaid services by means of an Internet website; tax preparation services provided to people with disabilities and disadvantaging conditions.</p> <p>36: Charitable fundraising services to benefit people with disabilities and disadvantaging conditions;</p>	
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	<p>providing financial management to organizations that provide rehabilitation, training, employment and opportunities for personal development and growth for people with disabilities and disadvantaging conditions; charitable services, namely, providing financial assistance to meet the physical, psychological, social and other special needs of people with disabilities and disadvantaging conditions; providing on-line financial calculators for calculating the charitable impact of donations made to a nonprofit organization; financial consulting services provided to people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website; financing and loan services not from a bank.</p> <p>41: Online journals, namely, blogs in the field of career development, charitable fundraising, employment, legislation, personal development and growth, vocational training, consumer and household goods, all of the foregoing related to people with disabilities and disadvantaging conditions; providing vocational and life skills training services for people with disabilities and disadvantaging conditions; educational services, namely, providing conferences, courses and seminars to train and develop personnel for organizations that provide rehabilitation, training, employment and opportunities for personal development and growth for people with disabilities and disadvantaging conditions; providing a website featuring non-downloadable videos in the field of charitable donations, creation of employment opportunities for, and a wide variety of issues of interest to, people with disabilities and disadvantaging conditions; providing online newsletters in the fields of issues of interest regarding people with disabilities and disadvantaging conditions,</p>	
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		<p>charitable donations of consumer goods and household items, and the subsequent resale of the same for charitable purposes, and related home organization tips, by email; providing information by means of a website in the field of employment training for people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website.</p> <p>42: Computer services, namely, creating an on-line community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking services in the fields of a nonprofit organization, charitable fundraising, charitable giving, employment issues, personal and professional growth and development of, and other issues of interest to people with disabilities and disadvantaging conditions; providing online, non-downloadable software for identifying a user's location and finding job and career support centers for people with disabilities and disadvantaging conditions, retail stores, charitable donation sites and nonprofit charitable organization headquarters; providing medical research services in the field of rehabilitation of people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website.</p> <p>43: Child and adult day care services; charitable services, namely, providing emergency, temporary, and permanent housing accommodations with and without support to people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website.</p>	
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		<p>44: Physical and mental rehabilitation services for people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website.</p> <p>45: Providing a resource website featuring information in the field of personal development and growth for people with disabilities and disadvantaging conditions; providing information in the field of personal development and growth for people with disabilities and disadvantaging conditions by means of an Internet website; providing information regarding all of the aforesaid services by means of an Internet website.</p> <p>200: Indicating membership in an organization that promotes the interests of persons with disabilities and disadvantaging conditions to enhance their dignity and quality of life, where members are independent and autonomous organizations.</p>	
<p>“GOOD WILLY” WHERE THERE’S A GOODWILL THERE’S A WAY & Design</p> 	<p>3,070,887*</p>	<p>35: Employment services for disabled and disadvantaged persons, namely employment outplacement services, promoting the interests of and encouraging and assisting in the establishment, development and growth of organizations throughout the world dedicated to providing rehabilitation services, training, employment and opportunities for personal growth for disabled and disadvantaged persons and for developing and maintaining operational standards for such organizations, retail store services featuring a variety of goods of others.</p> <p>41: Providing vocational training for disabled and disadvantaged persons.</p> <p>42: Providing rehabilitation services for disabled and disadvantaged persons.</p>	<p>First use in commerce: 12/11/50</p> <p>Application date: 3/24/05</p> <p>Registration date: 3/21/05</p>

28. The foregoing registrations (collectively, the “GOODWILL Registrations”) are valid and in full force and effect, and the registrations in the chart marked with an asterisk (*) have become incontestable. Pursuant to 37 C.F.R. § 2.122(d)(1), printouts from the Trademark Office’s electronic TSDR database, showing the current status and title of the GOODWILL Registrations, are attached as **Exhibit 12**.

29. Notwithstanding Goodwill’s prior rights, and well after Goodwill’s GOODWILL Marks became distinctive and/or famous, on January 28, 2019, Applicant filed an intent-to-use application for the mark GOODWILL CHOCOLATE in International Class 30 for “[c]hocolate.”

30. The United States Patent and Trademark Office published the Application for opposition on May 28, 2019 and Goodwill timely sought an extension of time to oppose, which was granted.

31. Goodwill is timely filing this Notice of Opposition and hereby opposes the registration of Applicant’s Mark on the grounds that: (a) Applicant’s Mark is likely to cause confusion, mistake, or deception under Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d); and (b) Applicant’s Mark is likely to cause dilution under Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c).

FIRST GROUND FOR OPPOSITION
LIKELY TO CAUSE CONFUSION, OR TO CAUSE MISTAKE, OR TO DECEIVE

32. Goodwill hereby incorporates each of the preceding paragraphs as if fully set forth herein.

33. Priority is not in dispute, as Goodwill began using its GOODWILL Marks on and in connection with a wide range services more than 100 years before Applicant’s January 28, 2019 Application filing date.

34. Applicant’s Mark is confusingly similar in appearance, sound, and commercial impression to Goodwill’s GOODWILL Marks. Applicant’s Mark contains Goodwill’s famous

GOODWILL mark in its entirety.

35. Additionally, Applicant seeks to register its mark for goods that are related and complementary to goods and to services long offered by Goodwill under its GOODWILL Marks, for which Goodwill owns numerous registrations, and for which Goodwill is famous, including in particular those used and registered for retail store services and online retail store services.

36. Goodwill would be damaged by the registration of Applicant's Mark because Applicant's Mark so resembles the GOODWILL Marks that it is likely to cause confusion, mistake, or deception in the minds of consumers as to the origin or source of Applicant's Goods, or the affiliation or connection between Applicant and Goodwill, in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

SECOND GROUND FOR OPPOSITION
DILUTION OF A FAMOUS MARK

37. Goodwill hereby incorporates each of the preceding paragraphs as if fully set forth herein.

38. Goodwill further objects to the registration of Applicant's Mark because it is likely to dilute the distinctive quality of Goodwill's famous GOODWILL Marks under Section 43(c) of the Trademark Act, 15 U.S.C. § 1125(c).

39. Goodwill's GOODWILL Marks are distinctive and famous within the meaning of the Lanham Act, 15 U.S.C. § 1125(c)(1), and were so long before Applicant applied to register Applicant's Mark.

40. Applicant's Mark is likely to cause dilution by blurring of the famous GOODWILL Marks based on a number of relevant considerations including, without limitation, the following:

- a. Applicant's GOODWILL CHOCOLATE mark is very similar to Goodwill's GOODWILL Marks in sound, sight and meaning;
- b. The GOODWILL Marks are inherently distinctive in relation to Goodwill's goods and

services, and, due to Goodwill's extensive use and promotion, Goodwill's GOODWILL Marks have acquired tremendous goodwill among the public since long before Applicant's January 28, 2019 filing date;

- c. Goodwill has engaged in substantially exclusive use of the GOODWILL Marks; and;
- d. The GOODWILL Marks are famous and widely recognized by the general consuming public, and have been so since long before Applicant's January 28, 2019 filing date.

41. If Applicant's Mark is granted registration, Applicant would obtain a *prima facie* exclusive right to use Applicant's Mark in connection with Applicant's Goods. This would damage Goodwill because it would support and assist Applicant in using a mark confusingly similar to Goodwill's GOODWILL Marks, and dilute the distinctive quality of the GOODWILL Marks.

42. In light of Goodwill's prior rights in – and the fame associated with – Goodwill's GOODWILL Marks, Applicant is not entitled to registration of Applicant's Mark.

WHEREFORE, Goodwill requests that the Board sustain this opposition in Goodwill's favor by refusing registration to the mark underlying Application Serial No. 88/278,634.

This Notice of Opposition and its accompanying opposition fee are being submitted electronically.

Dated: September 25, 2019

Respectfully submitted,

GOODWILL INDUSTRIES INC.



Marc Lieberstein
Rita Weeks
Kilpatrick Townsend & Stockton LLP
The Grace Building
1114 Avenue of the Americas, 21st Floor

New York, New York 10036
Telephone: (212) 775-8700 Fax: (212) 775-8800

Attorneys for Opposer Goodwill Industries Inc.

**UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Application Serial No. 88/278,634
Mark: **GOODWILL CHOCOLATE**
Filed: January 28, 2019
Published: May 28, 2019

GOODWILL INDUSTRIES
INTERNATIONAL, INC.,

Opposer,

v.

MR. JOHN J. FORRER,

Applicant.

CERTIFICATE OF TRANSMITTAL

I hereby certify that a true copy of the foregoing NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, September 25, 2019.



Rita Weeks
Attorney for Opposer



NIP M&M's Minis Candy Hander No. 4750

Buy It Now: \$9.99

Minimum Bid:

\$7.49

Product ID: 71725043

Seller: Goodwill Industries of North Central PA, Inc.

Ends on: 7/10/2019 4:00:00 PM



Product Description

Description

NIP M&M's Minis Candy Hander No. 4750

Manufacturer

Cap Candy

Dimensions (Inches)

5" Tall

Condition

New In Package

All items are as is. We will do our best to highlight any condition issues.

Thank you for viewing! Your continued support helps ensure that we are able to better serve our mission. Your purchase is helping to truly change people's lives through job creation and work skills development.

Our Mission: Meeting life challenges through opportunity, education, training, and work.

Good Luck & Happy Bidding!



M&M's Nutcracker Limited Edition Candy Dispenser

Minimum Bid:

\$5.00

Product ID: 68725736

Seller: Goodwill Industries of Southwestern Michigan

Ends on: 5/28/2019 7:09:00 PM



Product Description

Description: M&M's Nutcracker Limited Edition Candy Dispenser

Measurements: 11x8x6"

Weight: 2lbs

Material: Plastic

Condition: Damaged Box

Condition of item can be seen closer in images provided.



M&M Candy Dispensers Lot

Minimum Bid:

\$10.99

Product ID: 68710133

Seller: Goodwill Industries of the Southern Piedmont

Ends on: 5/26/2019 5:29:00 PM



Product Description

Description

: M&M Candy Dispensers Lot

Item Attributes

Brand(s)

: M&M

Store

: Gastonia

Condition:

Candy dispensers are pre-owned

Disclaimer

: We do our best to identify all items, but we are not experts. If you have any questions, please reach out to us before placing your bid. All items in auction are donated and may contain various degree of wear and tear. Jewelry metal has been tested with an Olympus Delta Element Precious Metal Analyzer and stones tested with a Presidium Gem Tester.

State Tax:

Goodwill Industries of the Southern Piedmont is required by law to collect state taxes for certain states we do online business in. Currently, the state of Washington and South Dakota require taxes be collected once their specified threshold is met. More states will follow as online shopping continues to grow.

Payments

: Payments must be made no later than 7 days from end of the auction. We will relist and/or remove the item on the 8th day (or later) without notice.

Pickups

: We no longer make appointments over the phone. To schedule an appointment, please paste the following link into your browser:

https://www2.goodwillsp.org/Web/BusinessEnterprises/eCommerce/CustomersPickup/dbo_e_CustomersPickup_add.asp

Refunds

: All refunds will be assessed on a case by case basis. Refunds must be inquired on within 7 days of receipt of item (s). Final decision will be given by Manager only after all evidence is present. Any attempt to flag items through your PayPal, Credit Card, and/or Bank after 7 after a decision will put your ShopGoodwill.com account at risk from being suspended.

Returns:

Return inquiries must be made no later than 7 days being received. There will be no returns accepted after 7 days.

Thank you for supporting our Mission in providing family sustaining employment.

WEIGHT & DIMENSIONS

:

Weight

:14.00

Shipping Weight

:26.00

Dimensions

:21.00 x 13.50 x 12.50



LOT: 3 M&M Collectible Candy Dispensers NIOB

Minimum Bid:
\$7.99

Product ID: 71404742

Seller: Goodwill Industries of San Joaquin Valley, Inc.

Ends on: 7/11/2019 6:00:00 PM



Product Description

Description:

LOT: 3 M&M Collectible Limited Edition Candy Dispensers including:
Nutcracker Sweet
Fire Truck Five Alarm Fun
Fun Fortunes

Condition:

Very good, new in open box

Size/Dimensions:

Varies

Maker/Model:

MARS

Used Item Disclaimer

Please see photos for any unlisted information. There could be engravings, damage, missing pieces, and any other issues.

This is a pre-owned item being sold "AS IS", unless stated otherwise. If you have any questions regarding this item, please contact us

PRIOR

to bidding.

We describe each item to the best of our ability; however, we are

NOT

experts in any field. All measurements are approximated.

WE DO NOT AUTHENTICATE/APPRAISE ANY OF OUR AUCTION ITEMS UNLESS OTHERWISE STATED IN THE AUCTION DESCRIPTION.

Also note that pictures of jewelry may show items larger than actual size to capture the details - please refer to the measurements for sizing information.

Goodwill helps change lives

Through the power of work!

Thanks for shopping

Goodwill Industries of San Joaquin Valley!

The BEST way to reach us concerning shipping, questions on item, payment extensions, etc. is through the SHOPGOODWILL website via the Customer Service Portal. We strive to respond to all customer emails within 24 hours. Please remember, we are not available on Weekends or holidays.



NEW PEZ Justice League - Flash Candy Dispenser

Minimum Bid:

\$7.49

Product ID: 71689974

Seller: Goodwill Industries of North Central PA, Inc.

Ends on: 7/10/2019 4:00:00 PM



Product Description

Description

NEW PEZ Justice League - Flash Candy Dispenser

Manufacturer

PEZ Candy Inc.

Dimensions (Inches)

5"

Condition

NEW

All items are as is. We will do our best to highlight any condition issues.

Thank you for viewing! Your continued support helps ensure that we are able to better serve our mission. Your purchase is helping to truly change people's lives through job creation and work skills development.

Our Mission: Meeting life challenges through opportunity, education, training, and work.

Good Luck & Happy Bidding!



NEW PEZ Penn State Football Candy Dispenser (A)

Minimum Bid:

\$7.49

Product ID: 71689975

Seller: Goodwill Industries of North Central PA, Inc.

Ends on: 7/10/2019 4:00:00 PM



Product Description

Description

NEW PEZ Penn State Football Candy Dispenser (A)

Manufacturer

PEZ Candy, Inc.

Dimensions (Inches)

5"

Condition

NEW

All items are as is. We will do our best to highlight any condition issues.

Thank you for viewing! Your continued support helps ensure that we are able to better serve our mission. Your purchase is helping to truly change people's lives through job creation and work skills development.

Our Mission: Meeting life challenges through opportunity, education, training, and work.

Good Luck & Happy Bidding!



M&M's Nutcracker Sweet Chocolate Candy Dispenser

Minimum Bid:

\$9.99

Product ID: 74222324

Seller: Goodwill Industries of Central Florida

Ends on: 8/23/2019 7:10:00 PM



Product Description

We do not charge any handling fees!

Title:

M&M's Nutcracker Sweet Chocolate Candy Dispenser

Item Attributes

Brand

: M&M's

Type of Advertising

: Candy Dispenser

CONDITION:

Item are in Good Condition.

*****Condition Disclaimer*****

All items on our site have been donated. These items are used (unless otherwise noted) and represented honestly and to the best of our ability. All items are sold AS IS.

We do our best to include all items that are part of this listing in the pictures. If you do not see an accessory or attachment in a picture or the description, it is not included.

If this auction contains more than 10 items it is considered a grab bag and an actual count is estimated.

Grab bags are not fully inventoried and the number of items prevents answering questions on a specific piece and photographing everything in the listing.

If you want items to ship together, items must be similar in size and shape and the combined weight must be less than 20 pounds. Individual pieces in a grab bag auction may not be wrapped individually.

Please carefully read over the information on our Seller tab, as placing a bid indicates you have read, understand, and agree to that information.

WEIGHT & DIMENSIONS:

Weight:

1.20

Shipping Weight:

3.00

Dimensions:

10.00 x 8.00 x 5.00



The Cone Nonprofit Power Brand 100

In collaboration with Intangible Business

The Cone Nonprofit Power Brand 100

Power Brand 100 Rank	Organization	Sector	Brand Value \$ Million	Revenue Rank	Brand Image Rank
1	YMCA of the USA	Education/Youth	6,393.6	1	6
2	The Salvation Army	Domestic Social Needs	4,702.9	3	2
3	United Way of America	Domestic Social Needs	4,516.9	2	3
4	American Red Cross	Domestic Social Needs	3,146.2	7	5
5	Goodwill Industries International	Domestic Social Needs	2,534.8	6	18
6	Catholic Charities USA	Domestic Social Needs	2,361.1	4	53
7	Habitat for Humanity International	Domestic Social Needs	1,768.0	9	4
8	American Cancer Society*	Health	1,359.8	11	1
9	The Arc of the United States	Health	1,223.6	5	96
10	Boys & Girls Clubs of America	Education/Youth	1,168.3	8	21
11	Easter Seals	Health	922.0	10	34
12	American Heart Association*	Health	897.8	22	7
13	Boy Scouts of America	Education/Youth	851.2	15	11
14	Planned Parenthood Federation of America	Domestic Social Needs	796.4	13	19
15	Feed the Children	Domestic Social Needs	767.5	17	26
16	Food for the Poor	International Needs	698.0	12	58
17	Girl Scouts of the USA	Education/Youth	636.1	19	20
18	St. Jude Children's Research Hospital	Health	626.5	21	27
19	The Nature Conservancy	Environmental/Animal	625.4	14	50
20	World Vision	International Needs	519.3	16	62
21	Shriners Hospitals for Children	Health	480.1	26	30
22	Volunteers of America	Domestic Social Needs	460.8	20	56
23	Feeding America (America's Second Harvest)**	Domestic Social Needs	456.0	25	48
24	AmeriCares	International Needs	428.6	18	75
25	City of Hope	Health	382.6	24	67

The Cone Nonprofit Power Brand 100

Power Brand 100 Rank	Organization	Sector	Brand Value \$ Million	Revenue Rank	Brand Image Rank
26	United States Fund for UNICEF	International Needs	381.5	28	22
27	Susan G. Komen Breast Cancer Foundation	Health	288.1	33	17
28	Save the Children Federation	International Needs	267.2	32	40
29	CARE USA	International Needs	266.6	27	77
30	Big Brothers Big Sisters of America	Education/Youth	234.0	36	12
31	Gifts in Kind International	International Needs	233.1	23	90
32	Compassion International	International Needs	214.1	31	71
33	March of Dimes Foundation	Health	210.2	40	13
34	The Leukemia & Lymphoma Society	Health	209.4	39	28
35	Make-A-Wish Foundation of America	Education/Youth	205.3	51	9
36	Academy for Educational Development	Education/Youth	198.0	29	84
37	American Diabetes Association	Health	190.5	45	15
38	MAP International	International Needs	181.5	30	94
39	World Wildlife Fund	Environmental/Animal	181.4	46	38
40	Cystic Fibrosis Foundation	Health	179.7	41	39
41	Alzheimer's and Related Disorders Association	Health	179.0	42	42
42	National Multiple Sclerosis Society	Health	178.3	44	29
43	Juvenile Diabetes Research Foundation	Health	175.5	48	24
44	Wildlife Conservation Society	Environmental/Animal	167.4	34	43
45	International Rescue Committee	International Needs	149.1	37	66
46	Muscular Dystrophy Association	Health	139.8	55	16
47	The Trust for Public Land	Environmental/Animal	138.4	47	63
48	Marine Toys for Tots Foundation	Education/Youth	135.9	52	33
49	The Rotary Foundation of Rotary International	Domestic Social Needs	134.4	53	52
50	The Conservation Fund	Environmental/Animal	132.4	54	57

The Cone Nonprofit Power Brand 100

Power Brand 100 Rank	Organization	Sector	Brand Value \$ Million	Revenue Rank	Brand Image Rank
51	Samaritan's Purse	Domestic Social Needs	131.3	35	79
52	Institute of International Education	International Needs	130.4	38	81
53	Doctors Without Borders USA	International Needs	124.2	60	45
54	Direct Relief International	International Needs	122.8	43	89
55	The Humane Society of the United States	Environmental/Animal	120.0	68	10
56	National Cancer Coalition	Health	119.2	69	23
57	Ducks Unlimited	Environmental/Animal	111.9	49	59
58	Special Olympics	Education/Youth	109.1	74	8
59	Project HOPE	International Needs	104.2	57	64
60	Mercy Corps	International Needs	95.7	56	73
61	American Kidney Fund	Health	94.5	67	44
62	Arthritis Foundation	Health	93.6	64	25
63	National Audubon Society	Environmental/Animal	91.2	71	32
64	Conservation International Foundation	Environmental/Animal	90.9	58	88
65	PATH (Program for Appropriate Technology in Health)	International Needs	89.1	50	99
66	Children International	International Needs	77.4	65	61
67	Children's Network International	International Needs	76.9	75	46
68	Paralyzed Veterans of America	Domestic Social Needs	72.9	72	41
69	Combined Jewish Philanthropies	Domestic Social Needs	66.6	66	85
70	Teach for America	Education/Youth	65.8	79	51
71	American SPCA	Environmental/Animal	64.1	85	37
72	Covenant House	Domestic Social Needs	64.0	62	74
73	Natural Resources Defense Council	Environmental/Animal	62.7	78	47
74	Local Initiatives Support Corporation	Domestic Social Needs	62.3	59	91
75	Heart to Heart International	International Needs	62.0	70	76

The Cone Nonprofit Power Brand 100

Power Brand 100 Rank	Organization	Sector	Brand Value \$ Million	Revenue Rank	Brand Image Rank
76	Adventist Development and Relief Agency International	International Needs	60.4	61	95
77	Heifer Project International	International Needs	58.5	73	69
78	Children's Hunger Fund	Domestic Social Needs	58.1	76	49
79	National Kidney Foundation	Health	56.1	84	36
80	American Nicaraguan Foundation	International Needs	55.2	63	97
81	Environmental Defense Fund	Environmental/Animal	51.7	82	60
82	American Lung Association	Health	48.6	91	14
83	National Wildlife Federation	Environmental/Animal	47.4	80	35
84	Cross International Aid	International Needs	45.7	83	82
85	International Medical Corps	International Needs	43.3	81	70
86	Medical Teams International	International Needs	41.9	77	72
87	World Emergency Relief	International Needs	35.8	87	54
88	Oxfam America	International Needs	34.6	86	86
89	Operation Smile	Health	30.4	89	65
90	Project Orbis International	International Needs	24.9	88	98
91	International Aid	International Needs	22.7	93	80
92	Gleaning for the World	International Needs	21.9	90	93
93	JA Worldwide	Education/Youth	21.2	94	83
94	Union Rescue Mission	Domestic Social Needs	17.8	92	92
95	YWCA USA	Education/Youth	5.4	97	31
96	Hope for the City	Domestic Social Needs	4.9	95	87
97	Mental Health America	Health	3.4	96	68
98	United Cerebral Palsy Association	Health	3.2	98	55
99	Girls Inc.	Education/Youth	1.5	99	100
100	Camp Fire USA	Education/Youth	1.1	100	78

* Cone Client

** Tested as America's Second Harvest

The Top 10

Undoubtedly, you will recognize many of the names in the Top 10. It is really no secret that the organizations at the top of the list are there because of their incredible ability to generate not just millions, but billions of dollars in revenue, putting them on par with some of the nation's largest companies. Their earning power plays a significant role in placing them among the Top 10 because financials drive two of the three pieces of the nonprofit brand valuation pie: revenue and propensity for future growth. The third piece, brand image, solidifies their status as nonprofit power brands. As Roxanne Spillett, President and CEO, **Boys & Girls Clubs of America**, explains, brand plays a direct role in raising funds. "BGCA's growing success in critical resources development areas, such as individual giving, cause marketing, planned gifts and on-line donations, depends heavily on a strong brand."

The Cone Nonprofit Power Brand Top 10

Power Brand 100 Rank	Organization	Brand Value \$ Million	Revenue Rank	Brand Image Rank
1	YMCA of the USA	6,393.6	1	6
2	The Salvation Army	4,702.9	3	2
3	United Way of America	4,516.9	2	3
4	American Red Cross	3,146.2	7	5
5	Goodwill Industry International	2,534.8	6	18
6	Catholic Charities USA	2,361.1	4	53
7	Habitat for Humanity International	1,768.0	9	4
8	American Cancer Society	1,359.8	11	1
9	The Arc of the United States	1,223.6	5	96
10	Boys & Girls Clubs of America	1,168.3	8	21

The Top 10



With a brand value of \$6.4 billion, the **YMCA** outpaces its closest competitor by almost \$2 billion. The organization started with a social mission and has evolved over the years to also become a hallmark sports and recreation facility with locations in almost 3,000 communities. The YMCA generates more than \$2 billion through membership dues alone, its largest source of revenue, and it enjoys high consumer awareness and familiarity as part of its bricks-and-mortar presence and service appeal that benefits people of all ages and backgrounds.



Famous for its iconic Red Kettle campaign, **The Salvation Army** is the No. 1 most familiar nonprofit among Americans, perhaps because it has been able to “brand” the simplest act of giving – donating spare change, as well as clothing and used goods. This, combined with more than 1,300 storefronts, in excess of \$500 million in sales and thousands of other points of operation in communities across the country, enables The Salvation Army to stay top-of-mind for consumers. This translates into an organization with the second highest brand, valued at \$4.7 billion.



The **United Way of America** created a unique model to capture the elusive dollars of people who want to give, but don’t know specifically where. As a result, it has become the default mechanism for workplace giving. Today, the national network of nearly 1,300 local organizations is valued at \$4.5 billion. Recently, the United Way has evolved, including the launch of its Live United brand, to be more contemporary, action-oriented and focused on core issue areas.



Able to rally the nation during times of crisis, the **American Red Cross** has such streamlined deployment resources that some consider it to be faster and more efficient than government agencies in responding to natural disasters. It is an established and recognizable resource for individuals, local communities and government in times of need. The disaster relief and response organization has the fourth most valuable nonprofit brand worth \$3.1 billion.



The nation’s largest job training and career services nonprofit for people with disadvantages, **Goodwill Industries International’s** strong community presence (more than 2,200 retail stores) provides an easy way to donate and shop; its retail sales generate \$2 billion in revenue and ultimately fuel its work as an employment powerhouse. Its strong revenue helped lift its more modest brand image rank to achieve its standing as the fifth most valuable organization overall, worth more than \$2.5 billion.

The Top 10



Working to Reduce Poverty in America.

Catholic Charities USA, an organization who serves the poor and marginalized in America, has an impressive \$2.4 billion brand value, despite its brand image rank of 53. It is one of the two organizations in the Top 10 whose substantial income far outweighed its brand image rank, and subsequently, was able to pull ahead. Catholic Charities USA is an organization Americans can easily support in times of crisis, and it extends its reach through more than 1,700 local agencies nationwide. Its modest image rank, however, indicates there is a lot of opportunity to increase its consumer relevancy and ultimately generate even greater revenue to fund its work.



Habitat for Humanity International has a brand value of \$1.8 billion. It is an organization with great momentum due to the tangible opportunity it provides for people to roll up their sleeves and take part in the construction of one of life's basic necessities. Habitat has built more than 300,000 homes in 3,000 communities around the world. It also has a far-reaching network of ambassadors and advocates including celebrities, politicians and companies who provide support and help it earn extensive media coverage and recognition.



The **American Cancer Society's** (ACS) brand is valued at \$1.4 billion, but ACS truly stands out because consumers indicated it was the No. 1 most personally relevant nonprofit of the 100 organizations surveyed. Although several nonprofits on the list address cancer, ACS has solidified its leadership by appealing to an array of audiences and serving as the go-to resource for media, consumers and those affected by cancer. This presence is complemented by its robust and successful fundraising events throughout the country – including Relay for Life – which generated more than \$545 million in 2007.



The Arc of the United States, a community-based organization for people with intellectual and developmental disabilities, may well be the nonprofit power player no one's heard of. As the business-to-business organization on our list, it's strong in its own right, but not broadly recognizable among the sea of consumer-facing brands. Its astounding \$1.2 billion brand value, however, is testament to its success in securing government funding and generating revenue from other sources.



Rounding out the Top 10 is **Boys & Girls Clubs of America** (BGCA) with a brand value of almost \$1.2 billion. The organization was one of the first to capitalize on corporate partnerships, celebrity alumni and other recognizable figures to catapult its brand. It also has a solid community presence via 4,300 locations. This extensive network provides opportunity for BGCA to appeal to a broader subsection of children and families, increase its consumer relevance and potentially realize even greater brand value over time.



Common Threads

It is notable that more than half of the organizations in the Top 10 focus on domestic social needs. There are a number of other commonalities among this group, which may have helped propel them to the top, including:

- They are national, long-established direct service organizations, many with legacies that date back 100 years or more
- Their services have broad appeal to an array of stakeholders
- They are entrenched in hundreds or thousands of local communities across the country with extensive consumer touch points (bricks-and-mortar locations, storefronts, events, etc.)
- They provide a credible voice and are a sought-after resource to help in difficult times
- They invest in front-and-center, proactive marketing of their brands, missions and points of engagement
- They successfully partner with companies to reach a broader array of constituents with a clear call-to-action
- They derive significant revenue through fee-for-service and/or cause commerce (selling goods or services that help fund their cause)

In short, the Top 10 Power Brands have recognized that extensive engagement (through active memberships, donor and volunteer opportunities, corporate partnerships, bricks-and-mortar touch points and proactive marketing) ultimately leads to a healthy and viable brand that can sustain itself over time.



Enduring Brands Top 2015 Harris Poll EquiTrend® List

Visa, Michelin, Hallmark, Craftsman, Subway, Target and more take Brand of the Year honors

Many top-ranked brands owe their success to connectivity: Amazon.com, Netflix, PayPal, and YouTube

New York, March 24, 2015 – The brands Americans love say a lot about how they live. In 2015, classic trusted brands increasingly comingle with “connected” internet brands based on the top brands in the 2015 Harris Poll EquiTrend® study. EquiTrend is Harris Poll’s annual study of brands.

The EquiTrend Brand Equity Index is comprised of three key factors—Familiarity, Quality and Consideration—that result in a Brand Equity rating for each brand. Brands that rank highest in Equity receive the Harris Poll EquiTrend “Brand of the Year” award for their category. For this, the 27th annual study, more than 38,000 Americans assessed over 1,400 brands across 148 categories.

Something Old

Twelve brands have been ranked #1 in equity within their respective categories for 5 or more years in a row, and many of these scored in the top 10% of all brands measured in EquiTrend in 2015. These brands cover a range of categories, from sandwich shops (Subway), to mass merchandisers (Target), paint (KILZ), to greeting cards (Hallmark).

“Brands that build and keep their promise over time—and develop strong differentiation—stay relevant for the long term,” noted Joan Sinopoli, Vice President of Brand Solutions at Harris Poll. “Strong equity has value and can sustain companies through hard times. Target remains one of America’s most esteemed brands despite the data breach in 2014, and consumers are willing to give it a chance to rebound.”

Brands with Staying Power: Tops in their categories for five or more consecutive years

Brand of the Year	Category
Visa	Payment card
Hallmark Greeting Cards	Greeting card
Craftsman Tools	Power Tool
Subway	Sandwich Shop
Target Stores	Mass Merchandiser
The Weather Channel	TV News
Michelin Tires	Tires
KILZ	Paint
Southwest Airlines	Value Airline
Mercedes-Benz Vehicles	Luxury Automotive
Verizon Mobile Network	Mobile Network
Blue Cross and Blue Shield	Health Insurance

Something New

A look at the top non-CPG brands* rated in EquiTrend magnifies the importance of technology and connectivity in simplifying and enhancing American lives. Four of the top-ranked brands owe their success to connectivity: Amazon.com, Netflix, PayPal, and YouTube.

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human connections with everyday life. ♦️

The Next Big Thing: Mobile Wallets

As technology continues transforming financial services, for the first time, EquiTrend measured mobile payments. Despite category fragmentation and limited familiarity across brands, the category is poised to transform very quickly. PayPal, the established “click and pay” brand, leads direct competitors by a wide margin.

What does the future hold? EquiTrend shows that any wallet associated with Amazon.com, Google, Apple and major credit card providers gains a solid level of familiarity courtesy of the parent brand, as well as strong quality perceptions and a predisposition to try.

“Market fragmentation, rolling rebranding, and merchants waiting for the shakeout before investing in systems has gotten in the way of adoption,” noted Sinopoli. “When one of these brands gets the execution right and merchant acceptance hits critical mass, consumers appear ready to jump on board. Visa has changed its mobile wallet branding from V.me to Visa Checkout. Mastercard’s PayPass is now MasterPass. Both payment cards are strong financial brands, and clearly the intent is to extend that esteem and solidity to these product extensions,” stated Sinopoli.

From an equity perspective, within the financial services sector, payment cards have not been impacted by the recession. Visa has held its position as the top ranked payment card for five years running.

Click [here](#), or see below, to reference the full list of EquiTrend 2015 Brands of the Year.

To see other recent Harris Polls, please visit the [Harris Poll News Room](#).

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2015 Harris Poll EquiTrend Brands of the Year

Category	Award Category	2015 Brand of the Year
Automotive	Motor Oil	Mobil 1 Motor Oil
Automotive	Online Auto Shopping	Kelley Blue Book (KBB.com)
Automotive	Full Line Automotive	Toyota Vehicles
Automotive	Luxury Automotive	Mercedes-Benz Vehicles
Automotive	Motorcycle	Harley-Davidson Motorcycles
Automotive	Auto Service Center	Discount Tire
Automotive	Tires	Michelin Tires
Automotive	Car Audio	Bose In-Vehicle Audio
Category	Award Category	2015 Brand of the Year
CPG	Chocolate Candy	Hershey's Kisses Chocolate Candy
CPG	Non-Chocolate Candy	Reese's Pieces Candy
CPG	Premium Chocolate	Ghirardelli Chocolate
Category	Award Category	2015 Brand of the Year
Financial Services	National Bank	CHASE Bank
Financial Services	Super Regional Bank	BB&T Bank
Financial Services	Health Insurance	Blue Cross and Blue Shield
Financial Services	Auto Insurance	USAA Auto Insurance
Financial Services	Home Insurance	USAA Home Insurance
Financial Services	Life Insurance	USAA Life Insurance
Financial Services	Investment	The Vanguard Group
Financial Services	Discount Brokerage	Fidelity Investments Financial Services
Financial Services	Mobile Payment	PayPal
Financial Services	Payment Card	Visa
Financial Services	Tax Preparation	TurboTax
Category	Award Category	2015 Brand of the Year
Household	Greeting Card	Hallmark Greeting Cards
Household	Health Information Website	MayoClinic.org
Household	Major Appliance	Samsung Appliances
Household	Movie Theater	Regal Cinemas
Household	Online Home Search	Trulia.com

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Household	Paint	KILZ			23		 
26 Mar 2015 - 29 Apr 2016	Power Tool	Craftsman Tools		2014	2015	2016	
Household	Real Estate Agency	Better Homes and Gardens Real Estate					
Household	Single Serve Coffee Maker	Keurig Single Serve Coffee Maker					
Household	Small Kitchen Appliance	KitchenAid Small Appliances					
Household	Vacuum Cleaner	Dyson Vacuum					
Household	Social Networking Site	YouTube					
Household	Window Covering	Levolor Blinds & Shades					
Category	Award Category	2015 Brand of the Year					
Transportation/Delivery	Moving Truck	U-Haul Moving Truck Rental					
Transportation/Delivery	Package Delivery	UPS (United Parcel Service)					
Category	Award Category	2015 Brand of the Year					
Media	TV Service Provider	Verizon FiOS					
Media	Video Streaming Subscription	Netflix					
Media	News Service	Google News					
Media	Music TV	CMT Network (Country Music Television)					
Media	Pay Cable TV Network	HBO Television Network					
Media	Factual Entertainment TV	History Channel					
Media	General Entertainment TV	AMC Television Network (American Movie Classics)					
Media	Kids' TV	Sprout Network (formerly PBS Kids Sprout)					
Media	Sports TV	ESPN Television Network					
Media	TV Network	CBS Television Network					
Media	TV News	The Weather Channel					
Category	Award Category	2015 Brand of the Year					
Non-Profit Corporations	Animal Welfare Non-Profit	American Society for the Prevention of Cruelty to Animals (ASPCA)					
Non-Profit Corporations	Disability Non-Profit	Goodwill					
Non-Profit Corporations	Environmental Non-Profit	Natural Resources Defense Council (NRDC)					
Non-Profit Corporations	Health Non-Profit	St. Jude Children's Research Hospital					
Non-Profit Corporations	International Aid Non-Profit	Doctors Without Borders/Médecins Sans Frontières (MSF)					
Non-Profit Corporations	Social Services Non-Profit	Habitat for Humanity					
Non-Profit Corporations	Disabled Veterans Association	Paralyzed Veterans of America					
Non-Profit Corporations	Youth Non-Profit	Girl Scouts of the USA					
Category	Award Category	2015 Brand of the Year					
Over-the-Counter Products	OTC Children's Pain Relief	Children's Tylenol					
Over-the-Counter Products	OTC Cold / Allergy	Vicks Cold and Flu Products (DayQuil/NyQuil)					
Over-the-Counter Products	OTC Digestive Aid	TUMS					
Over-the-Counter Products	OTC Fiber supplement	Metamucil					
Over-the-Counter Products	OTC Laxative	Dulcolax					
Over-the-Counter Products	OTC Pain Relief	Advil Pain Reliever					
Over-the-Counter Products	OTC Sleep Aid	Advil PM					
Category	Award Category	2015 Brand of the Year					
Retail	Convenience Store	Sheetz Convenience Store					
Retail	Department Store	Kohl's Department Stores					
Retail	Discount Shoes Store	DSW Shoes					
Retail	Gasoline	Shell Gasoline					
Retail	Gift Basket	Harry & David					
Retail	Hardware & Home Store	The Home Depot					
Retail	Jeweler	Tiffany & Co.					
Retail	Luxury Department Store	Lord & Taylor Department Store					
Retail	Mass Merchandiser	Target Stores					
Retail	Office Supply Store	Staples Stores					
Retail	Off-Price Retailer	Ross Dress For Less					

Category	Award Category	2015 Brand of the Year
Retail	Pharmacy	CVS Pharmacy
Retail	Sporting Goods Store	DICK'S Sporting Goods
Retail	Value Store	Dollar Tree
Retail	Warehouse Club	Costco
Retail	South Region Grocery Store	Publix
Retail	Midwest Region Grocery Store	Hy-Vee
Retail	Northeast Region Grocery Store	Wegmans
Retail	West Region Grocery Store	Costco (Groceries)
Retail	Online Grocery	Amazon Prime Pantry
Retail	E-Retailer	Amazon.com
Retail	Online Department Store	Kohls.com
Retail	Online Mass Merchandiser	Target.com
Retail	Online Office Supplies	Staples.com
Retail	Online Computer Retailer	BestBuy.com
Category	Award Category	2015 Brand of the Year
Tech	Computer Manufacturer	Hewlett-Packard (HP) Computers
Tech	Consumer Electronics	Samsung Home Electronics
Tech	Digital Camera	Canon Digital Camera
Tech	Gaming Console	Sony PlayStation 4 (PS4)
Tech	Mobile OS	Android
Tech	Printing & Imaging	HP Printing & Imaging
Tech	Smartwatch	Samsung Galaxy Gear Smartwatch
Tech	Tablet Computer	Apple iPad Series Tablet
Tech	Video Game Series	Grand Theft Auto Video Games
Tech	Wearable Fitness Tech	Fitbit Fitness Trackers
Category	Award Category	2015 Brand of the Year
Telecommunications	Mobile Network	Verizon Mobile Network
Telecommunications	Mobile Phone	Samsung Galaxy Series Phone
Category	Award Category	2015 Brand of the Year
Travel/Entertainment	Cruise Line	Royal Caribbean International
Travel/Entertainment	Online Travel Service	Hotels.com
Travel/Entertainment	Value Airline	Southwest Airlines
Travel/Entertainment	Full Service Airline	Delta Air Lines
Travel/Entertainment	Economy Hotel	Americas Best Value Inn
Travel/Entertainment	Extended Stay Hotel	Homewood Suites by Hilton
Travel/Entertainment	Full Service Hotel	Marriott Hotels
Travel/Entertainment	Luxury Hotel	Four Seasons Hotels and Resorts
Travel/Entertainment	Mid-Market Hotel	Hampton Inn & Suites
Travel/Entertainment	Burger Restaurant	In-N-Out Burger
Travel/Entertainment	Casual Dining Restaurant	Outback Steakhouse
Travel/Entertainment	Chicken Restaurant	Chick-fil-A
Travel/Entertainment	Coffee & Quick Service Restaurant	Krispy Kreme
Travel/Entertainment	Fast Casual Mexican Restaurant	Chipotle Mexican Grill
Travel/Entertainment	Italian Dining Restaurant	Carrabba's Italian Grill
Travel/Entertainment	Pizza Chain	Pizza Hut
Travel/Entertainment	Sandwich Shop	Subway
Travel/Entertainment	Sports League	NFL (National Football League)

Harris Poll EquiTrend® Methodology

Harris Poll EquiTrend is based on a sample of 38,670 U.S. consumers ages 15 and over surveyed online in English language between January 8 and February 2, 2015. The survey took an average of 30 minutes to complete. The total number of brands rated was 1,410. Each respondent was asked to rate a total of 40 randomly selected brands. Each brand received approximately 1,000 ratings. Data were weighted to be representative of the entire U.S. population of consumers ages 15 and over based on age by sex, education, race/ethnicity, region, income, and data from respondents ages 18 and over were also weighted for their propensity to be online. Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. The data have been weighted to reflect the

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About this capture

Index is the keystone to the EquiTrend program, providing an understanding of a brand's overall strength. A brand's Equity is determined by a calculation of Familiarity, Quality and Purchase Consideration. Brand of the Year is determined by a simple ranking of brands.

These statements conform to the principles of disclosure of the National Council on Public Polls.

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* Given the large number of CPG brands, EquiTrend will address them in a separate fielding later in 2015.

About The Harris Poll®

Over the last five decades, Harris Polls have become media staples. With comprehensive experience and precise technique in public opinion polling, along with a proven track record of uncovering consumers' motivations and behaviors, The Harris Poll has gained strong brand recognition around the world. The Harris Poll offers a diverse portfolio of proprietary client solutions to transform relevant insights into actionable foresight for a wide range of industries including health care, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer packaged goods. [Contact us](#) for more information.



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2018



WORLD VALUE INDEX

How People Perceive Brands' Purpose

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TOP 10 BRANDS OVERALL

- 1 **St. Jude Children's Research Hospital**
- 2 **Red Cross**
- 3 **Salvation Army**
- 4 **Goodwill**
- 5 **Habitat for Humanity**
- 6 **Doctors Without Borders**
- 7 **Amazon**
- 8 **Boys and Girls Club**
- 9 **Save the Children**
- 10 **Girl Scouts of the USA**



BRAND RANKINGS (CONT.)

11	World Wildlife Fund	43	Lowe's	75	Kroger	108	T-Mobile	139	NFL	171	BMW
12	Google	44	McDonald's	76	Women's March	109	American Airlines	140	CNN	172	Heineken
13	National Geographic	45	LAY'S	77	Honda	110	American Family Association	141	Unilever	173	Twitter
14	YMCA	46	Target	78	Honest Company			142	Exxon Mobil	174	Venmo
15	Johnson & Johnson	47	NIKE	79	IKEA	111	HBO	143	Audi	175	Airbnb
16	Olympics	48	Whole Foods	80	Tesla	112	IBM	144	Boeing	176	BuzzFeed
17	Campbell's Soup	49	Visa	81	Yoplait	113	U by Kotex	145	Black Lives Matter	177	FIFA
18	Dove	50	AARP	82	Fitbit	114	Geico	146	Global Goals	178	NBA
19	Netflix	51	Ben & Jerry's	83	Chevrolet	115	United Airlines	147	(RED)	179	Wells Fargo
20	Disney	52	Trader Joe's	84	TOMS	116	Charity Water	148	New York Times	180	NHL
21	FedEx	53	Panera	85	Etsy	117	Khan Academy	149	ACLU	181	NRA
22	Microsoft	54	United Nations	86	MasterCard	118	Mozilla	150	Lyft	182	Zappos
23	UPS	55	Petfinder	87	Southwest Airlines	119	Always	151	World Cup	183	Patagonia
24	Wikipedia	56	Toyota	88	KIND	120	Kickstarter	152	Uber	184	Republican Party
25	Samsung	57	Facebook	89	Starbucks	121	ESPN	153	Washington Post	185	Coors
26	PayPal	58	Sony	90	Chamber of Commerce	122	Chipotle	154	Fox News	186	VICE
27	United Way	59	eBay	91	The North Face	123	American Express	155	Virgin Airlines	187	Snapchat
28	Kellogg's	60	Yahoo	92	State Farm	124	Pfizer	156	OfferUp	188	Morgan Stanley
29	Bill & Melinda Gates Foundation	61	Ford	93	Hulu	125	Axe	157	Chevron	189	Red Bull
		62	Chick-Fil-A	94	Allstate	126	NCAA	158	MSNBC	190	Medium
30	YouTube	63	Doritos	95	AT&T	127	Bank of America	159	SolarCity	191	Lululemon
31	Nestlé	64	SunChips	96	Pandora	128	Spotify	160	LinkedIn	192	Uniqlo
32	AAA	65	Pepsi	97	The #MeToo Movement	129	Method	161	Barbie	193	Salesforce.com
33	Kraft	66	Levi Strauss	98	Clif Bar	130	Southern Poverty Law Center	162	REI	194	Eileen Fisher
34	CVS Pharmacy	67	International Rescue Committee	99	Canon			163	Wall Street Journal	195	Libertarian Party
35	Lipton			100	Intel	131	NPR	164	Atlantis Paradise Island, Bahamas	196	Monsanto
36	Home Depot	68	Apple	101	Hewlett-Packard	132	Chase Bank	165	Budweiser	197	Goldman Sachs
37	Walmart	69	Pampers	102	NBC	133	Annie's Homegrown	166	H&M	198	Breitbart
38	Subway	70	Planned Parenthood	103	MLB	134	Trojan	167	Volkswagen	199	Marlboro
39	Coca-Cola	71	Adidas	104	Verizon	135	Tampax	168	ONE Campaign	200	Ku Klux Klan (KKK)
40	Newman's Own	72	General Electric	105	L'Oréal	136	Democratic Party	169	Comcast		
41	LEGO	73	Proctor & Gamble	106	Chobani	137	The Catholic Church	170	Time Warner		
42	Fisher-Price	74	Seventh Generation	107	Delta Airlines	138	Citi				

2017

ENSO.CO/WORLDVALUE

#WORLDVALUE



World Value Index

HOW PEOPLE PERCEIVE BRANDS' PURPOSE

TOP 150 Brands

- 01 Goodwill**
- 02 Girl Scouts of America**
- 03 Amazon**
- 04 Save The Children**
- 05 Google**
- 06 World Wildlife Fund**
- 07 YMCA**
- 08 Microsoft**
- 09 Dove**
- 10 Subway**

- 11 Home Depot
- 12 Kellogg's
- 13 Wal-Mart
- 14 Colgate
- 15 Kraft
- 16 Johnson & Johnson
- 17 Lowe's
- 18 UPS
- 19 PayPal
- 20 FedEx
- 21 McDonald's
- 22 Newman's Own
- 23 Disney
- 24 Samsung
- 25 Nestle
- 26 Wikipedia
- 27 CVS Pharmacy
- 28 Lipton
- 29 Proctor & Gamble
- 30 Sony
- 31 General Electric
- 32 LAY'S
- 33 Coca-Cola
- 34 Whole Foods
- 35 Target
- 36 Apple
- 37 AAA
- 38 Yoplait
- 39 Facebook
- 40 NIKE
- 41 Ebay
- 42 Ben & Jerry's
- 43 Intel
- 44 Panera
- 45 Pepsi
- 46 Hewlett-Packard
- 47 Trader Joe's
- 48 Ford
- 49 Petfinder
- 50 TOMS
- 51 LEGO
- 52 Chevrolet
- 53 Levi Strauss
- 54 Toyota
- 55 State Farm
- 56 Doritos
- 57 MasterCard
- 58 Yahoo
- 59 SunChips
- 60 Honda
- 61 Kroger
- 62 Canon
- 63 NBC
- 64 Honest Company
- 65 Seventh Generation
- 66 Chobani
- 67 Annie's Homegrown
- 68 Fitbit
- 69 IBM
- 70 AT&T
- 71 Adidas
- 72 Etsy
- 73 Verizon
- 74 KIND
- 75 Starbucks
- 76 IKEA
- 77 Allstate
- 78 Clif Bar
- 79 The North Face
- 80 L'Oréal
- 81 Pampers
- 82 Always
- 83 Kickstarter
- 84 Southwest Airlines
- 85 ESPN
- 86 Khan Academy
- 87 Unilever
- 88 Pandora
- 89 Tesla
- 90 United Airlines
- 91 Delta Air Lines
- 92 T-Mobile
- 93 Pfizer
- 94 Exxon Mobil
- 95 Chase Bank
- 96 NPR
- 97 Method
- 98 Chipotle
- 99 Virgin
- 100 American Express
- 101 Barbie
- 102 Boeing
- 103 Time Warner
- 104 American Airlines
- 105 Chevron
- 106 SolarCity
- 107 Twitter
- 108 (RED)
- 109 H&M
- 110 Bank of America
- 111 REI
- 112 LinkedIn
- 113 Cisco
- 114 Caterpillar
- 115 Ralph Lauren
- 116 Axe
- 117 Uber
- 118 Patagonia
- 119 Geico
- 120 Citi
- 121 Lyft
- 122 Spotify
- 123 BMW
- 124 Comcast
- 125 Oracle
- 126 OfferUp
- 127 Medium
- 128 Zappos
- 129 Venmo
- 130 Audi
- 131 One Campaign
- 132 Airbnb
- 133 Volkswagen
- 134 VICE
- 135 Thomson Reuters
- 136 Morgan Stanley
- 137 Atlantis Paradise Island
- 138 Salesforce.com
- 139 Lululemon
- 140 Eileen Fisher
- 141 Budweiser
- 142 Uniqlo
- 143 Coors
- 144 Snapchat
- 145 Wells Fargo
- 146 Heineken
- 147 Monsanto
- 148 Red Bull
- 149 Goldman Sachs
- 150 Marlboro



2016
Brand World Value Index
enso

* 2016 Brand World Value Rankings

Goodwill leads the inaugural Brand World Value Index. The organization has a \$5bn operating budget, which is a fraction of Amazon's \$107bn 2015 revenue. But Goodwill touches millions of people's lives in a way that aligns with their own values, and motivates them to actively support the organization's purpose.

Three technology companies that did not exist 25 years ago are in the top 10, largely due to establishing their purpose and utility in people's lives. In many cases, relatively small, new brands with a strong sense of purpose have ranked higher than giant, established brands.

This ranking reveals how people think of brands as adding value to themselves and the world, and which they will actively support. And in shedding light on that, we hope brands embrace a more complete sense of the value they exist to create.

- 1 Goodwill**
- 2 Amazon**
- 3 Google**
- 4 Kellogg's**
- 5 PayPal**
- 6 Disney**
- 7 Girl Scouts of the USA**
- 8 Kraft**
- 9 Johnson & Johnson**
- 10 Dove**

- | | | | | |
|------------------------|-----------------------|----------------------|----------------------|--------------------|
| 11 UPS | 41 LEGO | 71 Adidas | 101 Medium | 131 BMW |
| 12 Home Depot | 42 Yahoo | 72 Etsy | 102 Thomson Reuters | 132 Ralph Lauren |
| 13 Coca-Cola | 43 eBay | 73 Chobani | 103 Zappos | 133 Citi |
| 14 Microsoft | 44 Canon | 74 Toyota | 104 LinkedIn | 134 One Campaign |
| 15 YMCA | 45 Procter & Gamble | 75 Honda | 105 Axe | 135 Coors |
| 16 Save The Children | 46 Nike | 76 State Farm | 106 Uniqlo | 136 Morgan Stanley |
| 17 Colgate | 47 Petfinder | 77 Allstate | 107 Tesla | 137 Volkswagen |
| 18 FedEx | 48 Kroger | 78 Chase Bank | 108 Spotify | 138 VICE |
| 19 Subway | 49 Verizon | 79 Honest Company | 109 Lyft | 139 Snapchat |
| 20 CVS Pharmacy | 50 TOMS | 80 American Airlines | 110 Comcast | 140 Heineken |
| 21 Lowe's | 51 Pepsi | 81 ESPN | 111 Pfizer | 141 Audi |
| 22 World Wildlife Fund | 52 Panera | 82 Fitbit | 112 American Express | 142 Airbnb |
| 23 Samsung | 53 SunChips | 83 NPR | 113 Method | 143 Salesforce.com |
| 24 Newman's Own | 54 Ford | 84 Always | 114 SolarCity | 144 Miller Lite |
| 25 Target | 55 Hewlett-Packard | 85 REI | 115 Venmo | 145 Lululemon |
| 26 Apple | 56 MasterCard | 86 Clif Bar | 116 Unilever | 146 Goldman Sachs |
| 27 Facebook | 57 NBC | 87 Patagonia | 117 H&M | 147 Red Bull |
| 28 Ben & Jerry's | 58 AT&T | 88 Pampers | 118 Lockheed Martin | 148 Monsanto |
| 29 Doritos | 59 Seventh Generation | 89 IBM | 119 Eileen Fisher | 149 Marlboro |
| 30 Nestlé | 60 Chevrolet | 90 Chipotle | 120 ExxonMobil | |
| 31 LAY'S | 61 Intel | 91 Barbie | 121 Boeing | |
| 32 Wikipedia | 62 Southwest Airlines | 92 T-Mobile | 122 Virgin | |
| 33 Sony | 63 KIND | 93 Twitter | 123 Budweiser | |
| 34 McDonald's | 64 Starbucks | 94 Geico | 124 Khan Academy | |
| 35 General Electric | 65 IKEA | 95 Oracle | 125 (RED) | |
| 36 Whole Foods | 66 The North Face | 96 Caterpillar | 126 Wells Fargo | |
| 37 Lipton | 67 L'Oréal | 97 Time Warner | 127 Cisco | |
| 38 Yoplait | 68 Levi Strauss | 98 United Airlines | 128 Bank of America | |
| 39 Trader Joe's | 69 Pandora | 99 Delta Air Lines | 129 Chevron | |
| 40 Walmart | 70 Annie's Homegrown | 100 Kickstarter | 130 Uber | |

- ◀ Back to Research Reports (<https://www.zionandzion.com/research>)
 - Authors: Aric Zion, MS;
 - Peter Juergens, MA;
 - Thomas Hollmann, MBA, PhD

INTRODUCTION

Zion & Zion’s annual survey to rank Americans’ brand awareness of the 100 largest U.S. charities reveals that many of the largest and oldest charities have significant top-of-mind brand awareness by a broad cross section of consumers. This year’s survey had 1,053 respondents.

Some of the charities with high brand recognition are predictable due to factors such as public visibility, longevity, advertising, etc. We expected that most people would be familiar with such charities as St. Jude Children’s Research Hospital (#1), the Salvation Army (#2), and Boys & Girls Club of America (#3). But longevity alone is no guarantee of strong brand awareness; Easterseals, for example, which was founded in 1919 to assist people with disabilities, ranked 35th in overall brand awareness. The data also reveals surprising differences in brand awareness by gender, age, and income levels. While the primary data from our study is found below, links to related Zion & Zion studies can be found at Millennials vs. Non: The Generational Divide in Brand Awareness Rankings of the 100 Largest U.S. Charities (<https://www.zionandzion.com/research/millennials-vs-non-the-generational-divide-in-brand-awareness-rankings-of-the-100-largest-us-cities/>); High Income Consumers’ Brand Awareness Rankings of the 100 Largest U.S. Charities (<https://www.zionandzion.com/research/high-income-consumers-brand-awareness-rankings-100-largest-u-s-charities/>); The Gender Gap in Brand Awareness Rankings of the 100 Largest U.S. Charities (<https://www.zionandzion.com/research/gender-gap-brand-awareness-rankings-100-largest-u-s-charities/>).

Additional analysis charts below




Please scroll to view all data columns. ↔





Charity Name	Brand Awareness Rank	Brand Awareness
∨ ∨	∨ ∨	∨ ∨

(<https://www.zionandzion.com>)



BRAND AWARENESS RANKINGS OF THE 100 LARGEST U.S. CHARITIES

Charity Name ▽ ^	Brand Awareness Rank ▽ ^	Brand Awareness ▽ ^
St. Jude Children's Research Hospital 	1	91%
Salvation Army 	2	88%
Boys & Girls Clubs of America 	3	87%
American Heart Association 	4	85%

Charity Name ▽ ^	Brand Awareness Rank ▽ ^	Brand Awareness ▽ ^
YMCA of the USA 	4	85%
American Cancer Society 	6	84%
Goodwill Industries International 	7	81%
Make-A-Wish Foundation of America 	8	80%

Charity Name ▽ ^	Brand Awareness Rank ▽ ^	Brand Awareness ▽ ^
American National Red Cross	9	80%



Habitat for Humanity International	10	78%
------------------------------------	----	-----



Boy Scouts of America	11	77%
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Wounded Warrior Project	12	75%
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Charity Name ▽ ^	Brand Awareness Rank ▽ ^	Brand Awareness ▽ ^
March of Dimes Foundation	13	75%



World Wildlife Fund	14	75%
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American Society for the Prevention of Cruelty to Animals (ASPCA)	15	72%
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Doctors Without Borders USA	15	72%
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Charity Name ▽ ▲	Brand Awareness Rank ▽ ▲	Brand Awareness ▽ ▲
Planned Parenthood Federation of America	17	71%



Mayo Clinic	18	70%
-------------	----	-----



Susan G. Komen for the Cure	19	68%
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Humane Society of the United States	20	68%
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Charity Name ▽ ▲	Brand Awareness Rank ▽ ▲	Brand Awareness ▽ ▲
Shriners Hospitals for Children	21	66%



United States Fund for UNICEF	22	66%
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United Way Worldwide	23	65%
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Alzheimer's Association	24	63%
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Charity Name ▽ ▲	Brand Awareness Rank ▽ ▲	Brand Awareness ▽ ▲
Smithsonian Institution	25	60%
 Smithsonian		
Marine Toys for Tots Foundation	26	60%
		
Disabled American Veterans	27	59%
		
Public Broadcasting Service	28	58%
		

Charity Name ▽ ▲	Brand Awareness Rank ▽ ▲	Brand Awareness ▽ ▲
Feed the Children	29	57%
		
Metropolitan Museum of Art	30	56%
		
Save the Children Federation	31	53%
		
Catholic Charities USA	32	53%
		

Charity Name ▽ ^	Brand Awareness Rank ▽ ^	Brand Awareness ▽ ^
American Civil Liberties Union and Foundation	33	51%



Easterseals	34	50%
-------------	----	-----



Museum of Modern Art	35	50%
----------------------	----	-----



Catholic Relief Services	36	50%
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Charity Name ▽ ^	Brand Awareness Rank ▽ ^	Brand Awareness ▽ ^
Bill, Hillary and Chelsea Clinton Foundation	37	43%



Rotary Foundation of Rotary International	38	42%
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National Multiple Sclerosis Society	39	41%
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Leukemia & Lymphoma Society	40	40%
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Charity Name ▽ ▲	Brand Awareness Rank ▽ ▲	Brand Awareness ▽ ▲
Volunteers of America	41	39%



Juvenile Diabetes Research Foundation (JDRF)	42	38%
--	----	-----



Feeding America	43	36%
-----------------	----	-----



American Kidney Fund	44	36%
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Charity Name ▽ ▲	Brand Awareness Rank ▽ ▲	Brand Awareness ▽ ▲
Nature Conservancy	45	35%



Environmental Defense Fund	45	35%
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Paralyzed Veterans of America	47	34%
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CARE USA	47	34%
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Charity Name ∨∧	Brand Awareness Rank ∨∧	Brand Awareness ∨∧
Junior Achievement USA	49	34%



Christian Broadcasting Network	50	31%
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Memorial Sloan Kettering Cancer Center	51	31%
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Teach for America	52	30%
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Charity Name ∨∧	Brand Awareness Rank ∨∧	Brand Awareness ∨∧
Mount Sinai Health Systems	53	29%



Mount Sinai

World Vision	54	28%
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Lutheran Services in America	55	28%
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Children International	56	25%
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Charity Name ∨∧	Brand Awareness Rank ∨∧	Brand Awareness ∨∧
Helen Keller International	57	23%



Smile Train	58	21%
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United Service Organizations	59	21%
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New York-Presbyterian Hospital	60	19%
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Charity Name ∨∧	Brand Awareness Rank ∨∧	Brand Awareness ∨∧
Dana-Farber Cancer Institute	61	18%



Food for the Poor	62	18%
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Samaritan's Purse	63	17%
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The Arc	64	16%
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Charity Name ▽ ▲	Brand Awareness Rank ▽ ▲	Brand Awareness ▽ ▲
Young Life	65	16%



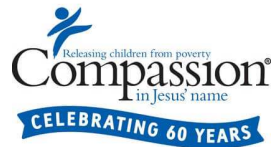
ChildFund International	66	15%
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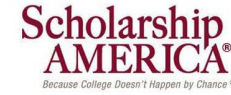
Carter Center	67	15%
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Compassion International	68	13%
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Charity Name ▽ ▲	Brand Awareness Rank ▽ ▲	Brand Awareness ▽ ▲
Scholarship America	69	13%



Americares Foundation	70	12%
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Midwest Food Bank	71	12%
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UJA/Federation of New York	72	11%
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Charity Name ▽ ▲	Brand Awareness Rank ▽ ▲	Brand Awareness ▽ ▲
Wycliffe Bible Translators	73	10%



Step Up for Students	74	9%
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PATH	75	9%
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Task Force for Global Health	76	9%
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Charity Name ▽ ▲	Brand Awareness Rank ▽ ▲	Brand Awareness ▽ ▲
Museum of the Bible	77	8%



Houston Food Bank	77	8%
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International Rescue Committee	79	8%
--------------------------------	----	----



American Jewish Joint Distribution Committee	80	8%
--	----	----



Charity Name ▽ ^	Brand Awareness Rank ▽ ^	Brand Awareness ▽ ^
Direct Relief	81	8%



Cross International	82	6%
---------------------	----	----



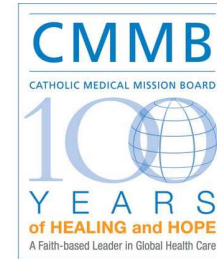
Cru	83	6%
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Detroit Institute of Arts	83	6%
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Charity Name ▽ ^	Brand Awareness Rank ▽ ^	Brand Awareness ▽ ^
Catholic Medical Mission Board	83	6%



Operation Blessing International Relief & Development	86	6%
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Brother's Brother Foundation	87	6%
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Matthew 25: Ministries	87	6%
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Charity Name ▽ ▲	Brand Awareness Rank ▽ ▲	Brand Awareness ▽ ▲
Healthwell Foundation	89	6%



Patient Access Network Foundation	90	5%
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Educational Media Foundation	90	5%
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Good 360	92	5%
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Charity Name ▽ ▲	Brand Awareness Rank ▽ ▲	Brand Awareness ▽ ▲
Delivering Good	92	5%



Entertainment Industry Foundation	94	5%
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CBM (Christian Blind Mission)	95	4%
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Project Orbis International	96	4%
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Charity Name ∨∧	Brand Awareness Rank ∨∧	Brand Awareness ∨∧
Population Services International 	97	4%
Peabody Essex Museum 	98	3%
Conservation International Foundation 	99	3%
MAP International 	100	2%

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Last Name*

Email*

Country* ▼

Company Name

Phone

Message

SEND

Latest Tweets

Zion & Zion is thrilled to have been named a Top Company to Work for in Arizona by @azcentral (http://twitter.com/intent/user?screen_name=azcentral)! #TopCompaniesAZ (<http://twitter.com/search?q=%23TopCompaniesAZ>)... <https://t.co/s7tiUDYRk0> (<https://t.co/s7tiUDYRk0>)

8 days ago

Zion & Zion Sr. VP of Strategic Services Peter Juergens, UX/IA Strategist Brittan Reinhart and Account Executive St... <https://t.co/zmlhID18Cq> (<https://t.co/zmlhID18Cq>)

10 days ago

The Zion & Zion PR team has been hard at work for our client, @Walmart (http://twitter.com/intent/user?screen_name=Walmart), who just completed their 6th Annual Open Ca... <https://t.co/yMM3eTFsmd> (<https://t.co/yMM3eTFsmd>)

14 days ago



Goodwill Southern California

Transforming Lives Through the Power of Work



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PIZZA • SALADS • SANDWICHES • SPECIALS

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 Inside the **NEW** Goodwill Community Enrichment Center
 SERVING BREAKFAST & LUNCH • MONDAY - SATURDAY 9A-5P • CLOSED SUNDAYS

ENJOY YOUR CHOICE OF SIDE SALAD OR FOUNTAIN DRINK WITH THE PURCHASE OF A PIZZA OR ENTRÉE*

*Offer good at Cafe G only through March 28, 2019. One (1) offer per guest. Offer not to be combined with other offers or redeemed for cash. Additional restrictions may apply. Must present coupon to receive offer.

GUESTS 10 AND UNDER EAT FREE FROM THE CHILDREN'S MENU*

*Offer good at Cafe G only through March 28, 2019. One (1) offer per guest. May not be combined with other offers or redeemed for cash. Additional restrictions may apply. Must present coupon to receive offer.

View and download Café G Menus below

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[Free Kid's Meal Coupon](#)

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E-newsletter Signup

Name

Email Address

Submit

Stay Connected



Sign-Up For Good Texts

Make an Online Donation



BREAKFAST

Open Mon-Sat 9:00a-5:00p

Breakfast Served 9:00a-10:30a



- **Two Egg Breakfast** **\$4.5**
Two eggs any style with breakfast potatoes and toast
- **Breakfast Scramble** **\$6**
Two eggs with ham, tomatoes, spinach, breakfast potatoes and cheese
- **Omelet** **\$6**
Two eggs, cheese, choice of thick cut bacon, sausage, or ham, served with breakfast potatoes and toast
- **Breakfast Sandwich** **\$5.5**
Two eggs, cheese, choice of thick cut bacon, sausage, or ham on toast or croissant
- **Breakfast Burrito** **\$5.5**
Two eggs, cheese, potatoes, choice of thick cut bacon or sausage, and salsa
- **Pancakes** **\$3**
Two buttermilk pancakes
Add strawberries or blueberries for \$1
- **Griddle Combo** **\$4.5**
Two pancakes served with two eggs, choice of thick cut bacon or sausage
Add strawberries or blueberries for \$1
- **Quiche of the Day** **\$3.5**
Served with a side of fruit

• BEVERAGES

- **\$1.90** 12oz • **\$1.3** 16oz • **\$1.7** 20oz
- **Juices:** Apple, Orange, Cranberry, Grapefruit
- **Fountain Soda** **Lemonade** **Iced Tea**
- **Coffee** **\$1.3** 12oz • **\$1.8** 16oz
- **Latte** **\$2.3** 12oz
- **Smoothie of the Day** **\$3**

LUNCH

Open Mon-Sat 9:00a-5:00p
Lunch Served 10:30a until close



PIZZA

Meat Lovers

Pepperoni, sausage and ham

\$7sm • \$9.5^{lg}

BBQ Chicken

Grilled chicken, BBQ sauce, red onion and cilantro

\$7sm • \$9.5^{lg}

Pepperoni Pizza

\$6sm • \$8.5^{lg}

Cheese Pizza

\$5.5sm • \$8^{lg}

Build Your Own

Mushrooms, bell peppers, onions, tomatoes

Sausage, pepperoni, ham, chicken

Add \$.50 per topping

\$5.5sm • \$8^{lg}

SANDWICHES

Bread: Wheat or sourdough. Croissant add \$.50

Tuna Salad Sandwich

Tuna, lettuce and Tomato

\$6.5

BLT

Thick cut bacon, lettuce and tomato

\$6

Cranberry Apple Chicken Salad

Served on a croissant with lettuce and tomato

\$6.5

Turkey Club

Smoked turkey, thick cut bacon, lettuce and tomato

\$7.5

Veggie Melt

Fresh spinach, mushrooms, tomato and mozzarella cheese

\$6.5

Make any meal a combo by adding a fountain drink and fries for \$1.8

GRILL

Café G Burger

100% Ground beef patty made with pickles, lettuce,

tomato and onions

Add cheese for \$.50

\$6.5

Chicken Burrito

Spanish rice, beans, grilled chicken, cheese and salsa

\$6.5

Tacos

Two tacos made with tilapia or chicken, shredded cabbage

and creamy lemon sauce

\$6

Quesadilla

Cheddar and Monterey jack cheese, salsa and sour cream

Add chicken for \$1

\$3



SALADS

Chicken Caesar \$6

Romaine, homemade croutons, shredded parmesan, grilled chicken, tossed with Caesar dressing

Greek \$6

Spinach, tomato, cucumber, red onions, olives, feta cheese and a lemon vinaigrette

Tostada \$6

Spanish rice, refried beans, shredded lettuce, tomato, cheddar cheese, grilled chicken, sour cream, salsa and guacamole, served in a tostada shell

Chinese Chicken \$6

Napa cabbage, mandarin oranges, won ton noodles, grilled chicken, toasted almonds, tossed with sesame ginger dressing

KIDS

Served with French fries or apple slices, choice of soft drink, 100% fruit juice or low-fat milk and a cookie

Hot Dog \$4

Grilled Cheese \$4

For our guests 10 years and under

BEVERAGES

\$.90 12oz . **\$1.3** 16oz . **\$1.7** 20oz

Juices: Apple, Orange, Cranberry, Grapefruit
Fountain Soda **Lemonade** **Iced Tea**

Coffee **\$1.3** 12oz . **\$1.8** 16oz
Latte **\$2.3** 12oz

Smoothie of the Day **\$3**

DESSERTS

Cookie **\$.6**
3 for \$1.5

Danish (Fruit or Cheese) **\$1**

Croissant **\$1.5**

Chocolate Croissant **\$1.8**

Fruit Cup **\$1.8**

Parfait **\$2.5**

LAWEEKLY



FIRST LOOK: AT CAFE G, GOODWILL'S BARGAINS NOW INCLUDE LUNCH

[BESHA RODELL](#) x MAY 16, 2014



This past week at the new Goodwill in Glassell Park, my scores included a Prada shirt for \$3.99 and a huge plate of roast chicken, rice, beans and tortillas for \$7. That's because this particular Goodwill now serves food.

Cafe G opened in a former Kmart building May 1 as part of Goodwill's massive new community center on San Fernando Road, which includes two stores, employment services, Goodwill Southern California's offices and the large café.

The café is part of Goodwill's job-training program, which aims to familiarize community members with the culinary industry. It looks very much like a cafeteria but, apart from the daily special, food is made to order rather than coming off a steam table. A waiter takes your order and gives you a ticket, which you pay for at a cashier. You're given a number to take to your table, and food is delivered, along with incredibly attentive table service from an army of bussers.

]



Cafe G at the new Goodwill in Glassell Park; Credit: B. Rodell

Most of the offerings run along the lines of standard cafeteria lunch fare: burgers, pizza, sandwiches, salads. I had a totally worthy tuna salad sandwich on multigrain bread for \$5.50. My dining companion took a slightly riskier route and went for the fish tacos. There's no doubt there are better fish tacos to be had (probably on this block), but the mahi-mahi was fresh and cooked well, and the tacos came with a generous amount of avocado on flour tortillas with cabbage and chayote and a lime chipotle sauce.

The real deal of the day, though, was the roast chicken special, which was just a massive plate of food for the price. Other bargains on the menu include a list of smoothies for \$3. The Goodwill house smoothie is made of spinach, banana and apple.

The workers at the café are learning customer service (and doing a damn good job of it, too), but also back-of-the-house culinary arts. Most food is made from scratch, and they're even baking the desserts and pastries, including almond croissants, muffins and bread pudding.

The entire new Goodwill complex feels incredibly clean, bright and airy, and the café is more modern and colorful than any other cafeteria I can think of. Across the hallway and past a huge mural of the L.A. River by Frank Romero sits the main store, which is so big and well organized that it looks like a regular department store. It would take you hours to get through the whole store — good thing there are smoothies and more to fortify you for your shopping.

Café G: 3150 N San Fernando Road, Glassell Park. 323-223-1211.

Want more Squid Ink? [Follow us on Twitter](#) or [like us on Facebook](#).



ABOUT US ▼

You'll Love Our Food, And What It Accomplishes.

At Edgar's Grille, we offer New American cuisine with a Southern flair. Elegant dining in a warm, welcoming atmosphere. Outdoor dining is available year-round in our spacious courtyard.

We feature locally sourced ingredients and are certified by Augusta Locally Grown.

We Not Only Serve Delicious Food, We Serve The Community.

Edgar's Grille is unlike any other restaurant in the Augusta area because a portion of every dollar you spend goes toward education programs, including support for Helms College. In addition, Helms College culinary students receive experiential learning opportunities through service at Edgar's Grille.

Named for Edgar Helms, founder of Goodwill Industries, Edgar's offers discriminating diners here in Augusta a true "win-win" situation. You get to enjoy creative cuisine and delectable desserts and also enjoy that warm feeling inside that comes from helping others.



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MENU

MENUS

*New American Cuisine
With a Southern Flair*



Notice:

The consumption of raw or undercooked eggs, meat, poultry, seafood or shellfish may increase your risk of foodborne illness.

Rev. Edgar J. Helms, founder of Goodwill Industries, worked passionately to establish the first 70 autonomous Goodwill organizations throughout the world. Goodwill's mission has thrived for more than a century and is based upon our belief that we do the greatest good by helping people with a hand-up to develop their God-given gifts through education, work, and career development services.



edgar's
GRILLE

“Friends of Goodwill, be dissatisfied with your work until every unfortunate person in your community has an opportunity to develop to his fullest usefulness and enjoy the maximum of abundant living.

We are seeking to prevent pauperism rather than relieve it, and to do so by teaching trades to the unskilled and offering self-respecting work to the unfortunate who need it, and also training workers to manage their own enterprises.” -Edgar J. Helms

Almost seventy years after Rev. Helms completed his work on earth, Helms College was established by Goodwill Industries of Middle Georgia and the CSRA to help all people gain the education, experience, and credentials needed to enjoy the “maximum of abundant living.”

Edgar's Grille and the Snelling Center are applied learning venues for students of the School of Hospitality & Culinary Arts at Helms College. Thank you for your patronage that helps build lives and families—one beverage, one meal, and one event at a time.

Edgar's Grille and Snelling Center — Come hungry. Leave fulfilled.



MENU

Sunday Brunch Buffet

10:30 a.m. - 2:00 p.m.

19 | Adults • 8 | Children 6-12 • Free | Children 5-under

13 | Bottomless Mimosas served 11 a.m. - 2 p.m., with full bar service available.

Our scratch-made, award-winning, internationally inspired Southern Sunday brunch menu changes with the seasons to ensure you get the best in quality. From the traditional to the modern, breakfast and brunch dishes come alive at Edgar's Grille. Enjoy the freshest seasonal and local ingredients that our chef's prepare with love fresh, daily. Reservations encouraged, but not required; walk-ins are welcome.

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70 autonomous Goodwill organizations throughout the world. Goodwill's mission has thrived

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Goodwill Industries of Middle Georgia and the CSRA. Edgar's Grille and Snelling Center are applied

learning venues for students of the School of Hospitality & Culinary Arts at Helms College.

Edgar's Grille Lunch Menu
Monday - Friday 11 a.m. until 2 p.m.

SHARE PLATES

Δ FRIED GREEN TOMATO 8

prosciutto, crispy fried green tomatoes, boursin crema, rustic cranberry relish

Δ WILD MUSHROOM BRUSCHETTA 9

exotic wild mushrooms, applewood smoked bacon lardons, cream, toasted brioche

Δ EDGAR'S SIGNATURE BURNT ENDS 12

cherrywood smoked pork belly, house-made "sweet heat" bbq sauce, house-made pickles

Δ PIMENTO CHEESE DEVILED EGGS 8

house-made pimento cheese blended with creamy egg yolk, chili oil, chives

ATLANTIC SALMON CROQUETTES 12

pan-seared wild salmon croquettes, frisee and avocado salad, with honey dijon glaze

CRISPY PECAN SHRIMP 13

crispy jumbo shrimp, house-made broccoli & brussels sprout slaw, sweet & spicy glaze,
toasted pecans

Δ GEORGIA BLT DIP 9

roma tomatoes, smoked bacon lardons, tossed in a creamy herb sauce, with caramelized
onion naan

AHI SASHIMI TUNA 13

seared ahi tuna, avocado salad, siracha aioli, won ton chips

Δ SMOKED CHICKEN AND SPINACH ARRANCINI 10

golden fried risotto, stuffed with gouda, parmesan, smoked chicken and spinach, topped
with house robust marinara

CRAB & AVOCADO TOAST 11

smoked avocado spread, lump crab, housemade salsa, spicy aioli, sourdough bread

FIG & PROSCIUTTO TOAST 11

fig jam, prosciutto crisp, arugula, goat cheese, sourdough bread

BRICK OVEN PIZZA & CALZONE

ARTISAN MEATS PIZZA 11

diced ham, sliced italian meats, sausage, meatball, mozzarella

GARDEN & GOAT PESTO PIZZA 11

roasted roma tomatoes, arugula, basil pesto, goat cheese, lemon ginger vinaigrette

BIANCA CALZONE 11

mozzarella, ricotta cheese, shredded parmesan, e.v.o.o

SALADS

Δ CHOPPED CAESAR SALAD 9

parmesan crisp, anchovies filet, cornbread croûtons, house-made parmesan caesar
dressing

GREEK PANZANELLA 9

heirloom tomatoes, cucumbers, red onion, roasted red peppers, kalamata olives, cherry
peppers, fresh herbs, feta cheese, cornbread croûtons

Δ THE WEDGE SALAD 9

baby iceberg wedge, candied bacon lardons, pickled onion, crumbled asher bleu, heirloom
tomatoes, buttermilk herb dressing

BERRY SUMMER SALAD 10

Romaine and Radicchio, strawberries, granola, goat cheese, lemon ginger vinaigrette

SALAD ADDITIONS mar-jac chicken breast 4 | grilled gulf shrimp 7 | pan-seared
salmon 6

EDGAR'S PAIRINGS

Δ denotes pairing options

SHARE PLATE PAIRING 13

choice of one share plate and one salad or cup of soup

SANDWICH PAIRING 13

choice of a half sandwich and one salad or cup of soup

HAND-CRAFTED SANDWICHES, BURGER, & TACOS

served with your choice of one side

THE HCB BURGER* 13

house blend of local prime grade beef, pimento cheese, lettuce, house-made pickles, buttered brioche bun, tomato-bacon jam

THE AUGUSTIAN BURGER* 13

house blend of local prime grade beef, whipped boursin, citrus arugula, roasted roma tomato, brioche bun

THE PIGGY BURGER* 13

house blend of local prime grade beef, bbq sauce, candied bacon, crispy shallots, brioche bun

Δ SMOKED CHICKEN WRAP 11

hickory-smoked chicken breast, shredded cheddar cheese, sliced avocado, housemade salsa, green leaf lettuce, sun dried tomato wrap, spicy lemon aioli

EDGAR'S PHILLY 12

thinly shaved roast beef, grilled peppers and onions, roasted mushrooms, grilled hoagie, signature cheese blend, horseradish aioli

Δ FRIED GREEN BLT 11

fried green tomatoes, whipped boursin, prosciutto crisp, arugula, cranberry relish, sourdough bread

Δ FISH TACOS (2) 13

fresh catch, fresh avocado, shredded romaine, pickled red onion, warm flour tortillas,

smoked chili cream, fresh cilantro

BLACK BEAN BURGER 9

black bean patty, fried green tomato, blue cheese, garlic aioli, toasted brioche

EGDAR'S FAVORITES

PAN-SEARED DIVER SCALLOPS 22

scallops, potato hash with smoked bacon lardon, haircot verts, beurre blanc

THE LIGON 10

choose any three of our farm-fresh sides

SHELLFISH & GRITS 16

sautéed jumbo gulf shrimp, crawfish tails, andouille sausage, caramelized onion, blistered tomatoes, adluh farms stone-ground grits, smoked gouda, parmesan

FRESH CATCH PD

the freshest seafood the market has to offer

GARDEN & GRAINS 16

farro, quinoa, wild rice blend, georgia pecans, caramelized onions, blistered tomatoes, wild mushrooms, butternut squash, asparagus tips, crumbled goat cheese

SIDES

sautéed spinach

haricot verts

chili glazed brussel sprouts

gouda mac n cheese

mushroom risotto

squash casserole

stone-ground cheese grits

roasted wild garlic mushrooms

hand-cut truffle fries

signature collard greens

citrus asparagus

twice baked potato

fried okra

sweet potato mash

LOCAL FARM PARTNERSHIPS

Atkinson Milling Co., Selma, NC
Augusta Honey Company, Augusta, GA
B&W Quality Growers, Fellsmere, FL
Baker Farms, Norman Park, GA
Dreaming Cow Creamery, Pavo, GA
Heller Bros., Winter Garden, FL
Heritage Farms, Goldsboro, NC
Herndon Farms, Lyons, GA
Hillside Gardens, Reidsville, GA
Mar-Jac Poultry, Gainesville, GA
Nash Produce, Nashville, NC
North Star Seafood, Pompano Beach, FL
Savannah River Farms, Sylvania, GA
Sea Eagle Market, Beaufort, SC
Shuman Produce, Reidsville, GA
Southern River Farms, Reidsville, GA

Menus subject to changes

**the consumption of raw or undercooked eggs, meat, poultry, seafood or shellfish may increase your risk of food borne illness*

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MENU

Edgar's Grille Dinner Menu

Monday - Saturday 5 p.m. until close

Happy Hour available Monday - Friday 5 - 6:30 p.m.

SHARE PLATES

FRIED GREEN TOMATO 8

prosciutto, crispy fried green tomatoes, boursin crema, rustic cranberry relish

WILD MUSHROOM BRUSCHETTA 9

exotic wild mushrooms, applewood smoked bacon lardons, cream, toasted brioche

EDGAR'S SIGNATURE BURNT ENDS 12

cherrywood smoked pork belly, house-made "sweet heat" bbq sauce, house-made pickles

PIMENTO CHEESE DEVILED EGGS 8

house-made pimento cheese blended with creamy egg yolk, chili oil, chives

ATLANTIC SALMON CROQUETTES 12

pan-seared wild salmon croquettes, frisee and avocado salad, with honey dijon glaze

CRISPY PECAN SHRIMP 13

crispy jumbo shrimp, house-made broccoli & brussels sprout slaw, sweet & spicy glaze,
toasted pecans

GEORGIA BLT DIP 9

roma tomatoes, smoked bacon lardons, tossed in a creamy herb sauce, with caramelized
onion naan

AHI SASHIMI TUNA 13

seared ahi tuna, avocado salad, siracha, aioli, won ton chips

SMOKED CHICKEN AND SPINACH ARRANCINI 10

golden fried risotto, stuffed with gouda, parmesan, smoked chicken and spinach, topped with house robust marinara

CRAB & AVOCADO TOAST 11

smoked avocado spread, lump crab, housemade salsa, spicy aioli, sourdough bread

FIG & PROSCIUTTO TOAST 11

fig jam, prosciutto crisp, arugula, goat cheese, sourdough bread

BRICK OVEN PIZZA & CALZONE

ARTISAN MEATS PIZZA 11

diced ham, sliced italian meats, sausage, meatball, mozzarella

GARDEN & GOAT PESTO PIZZA 11

roasted roma tomatoes, arugula, basil pesto, goat cheese, lemon ginger vinaigrette

BIANCA CALZONE 11

mozzarella, ricotta cheese, shredded parmesan, e.v.o.o

SALADS

CHOPPED CAESAR SALAD 9

parmesan crisp, anchovies filet, cornbread croûtons, house-made parmesan caesar dressing

GREEK PANZANELLA 9

heirloom tomatoes, cucumbers, red onion, roasted red peppers, kalamata olives, cherry peppers, fresh herbs, feta cheese, cornbread croutons

THE WEDGE SALAD 9

baby iceberg wedge, candied bacon lardons, pickled onion, crumbled asher bleu, heirloom tomatoes, buttermilk herb dressing

BERRY SUMMER SALAD 10

Romaine and Radicchio, strawberries, granola, goat cheese, lemon ginger vinaigrette

SALAD ADDITIONS

mar-jac chicken breast 4 | grilled gulf shrimp 7 | pan-seared salmon 6

MAIN PLATES

served with your choice of two sides

BOURBON GLAZED AIRLINE CHICKEN BREAST 21
sous vide airline chicken breast, bourbon glaze, crispy shallots

14 OZ COWBOY CUT SMOKED PORK CHOP* 27
heritage double cut pork chop, "sweet heat" bbq sauce

HAND-CUT PRIME 14 OZ NEW YORK STRIP* 36
southern river farm, gorgonzola butter, char-grilled to your preference

PAN-SEARED WILD SALMON* 24
spicy honey-balsamic glaze, sesame seed crust

HAND-CUT PRIME 8 OZ FILET MIGNON* 33
southern river farm filet, garlic-herb butter or cherry bordelaise, char-grilled to your preference

FRESH CATCH PD
prepared daily with the freshest seafood

STEAK ADDITIONS roasted wild mushrooms 4 | grilled gulf shrimp 7

EGDAR'S FAVORITES

PRIME TIP BOLONAISE 26
filet tips, Italian sausage, potato gnocchi, caramelized onions, roasted tomatoes, creamy marinara, chiffonade basil

COASTAL PROVENÇALE LINGUINE 28
scallops, gulf shrimp, lump blue crab, yellow onions, roasted tomatoes, cilantro, white wine butter reduction

PAN-SEARED DIVER SCALLOPS 31
scallops, potato hash with smoked bacon lardon, haircot verts, beurre blanc

SHELLFISH & GRITS 24
sautéed jumbo gulf shrimp, crawfish tails, andouille sausage, caramelized onion, blistered tomatoes, adluh farms stone-ground grits, smoked gouda, parmesan

GARDEN & GRAINS 16

farro, quinoa, wild rice blend, georgia pecans, caramelized onions, blistered tomatoes, wild mushrooms, butternut squash, asparagus tips, crumbled goat cheese

ROASTED RACK OF LAMB 38

Colorado lamb chops, truffled mushroom risotto, citrus asparagus, lemon garlic yogurt

SIDES

sautéed spinach

haricot verts

chili glazed brussel sprouts

gouda mac n cheese

mushroom risotto

squash casserole

stone-ground cheese grits

roasted wild garlic mushrooms

hand-cut truffle fries

signature collard greens

citrus asparagus

twice baked potato

fried okra

sweet potato mash

LOCAL FARM PARTNERSHIPS

Atkinson Milling Co., Selma, NC

Augusta Honey Company, Augusta, GA

B&W Quality Growers, Fellsmere, FL

Baker Farms, Norman Park, GA

Dreaming Cow Creamery, Pavo, GA

Heller Bros., Winter Garden, FL

Heritage Farms, Goldsboro, NC

Herndon Farms, Lyons, GA

Hillside Gardens, Reidsville, GA

Mar-Jac Poultry, Gainesville, GA

Nash Produce, Nashville, NC

North Star Seafood, Pompano Beach, FL

Savannah River Farms, Sylvania, GA

Sea Eagle Market, Beaufort, SC
Shuman Produce, Reidsville, GA
Southern River Farms, Reidsville, GA

Menus subject to changes

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GOODWILL® TO OPEN COMMUNITY TABLE BISTRO ON NEW CAMPUS

June 15, 2016

By [goodwillsp](https://goodwillsp.org/author/goodwillsp/) (<https://goodwillsp.org/author/goodwillsp/>).

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FOR IMMEDIATE RELEASE

Wednesday, June 15, 2016

Goodwill® to Open Community Table Bistro on New Campus

Proceeds from nonprofit eatery at Goodwill Opportunity Campus fund free job training programs

CHARLOTTE, N.C. (June 15, 2016) – Goodwill Industries of the Southern Piedmont announced today the opening of [Community Table Bistro](https://goodwillsp.org/business-solutions/community-table-bistro/) (<https://goodwillsp.org/business-solutions/community-table-bistro/>), a nonprofit restaurant in the Leon Levine Opportunity Center at the new [Goodwill Opportunity Campus](https://goodwillsp.org/about-us/goodwill-opportunity-campus/) (<https://goodwillsp.org/about-us/goodwill-opportunity-campus/>), located at 5301 Wilkinson Boulevard in west Charlotte. The new dining locale is a first-time venture for the nonprofit known for its job training, retail stores and donation centers. Community Table Bistro officially opens to the public on Thursday, June 23. Hours of operation are Monday – Friday from 6:30 a.m. – 3 p.m. serving breakfast and lunch.

Community Table Bistro is a culinary training division of Goodwill Industries of the Southern Piedmont. The restaurant offers healthy and homemade affordable food and beverage options ranging from \$.99 – \$7.99. Signature items at Community Table Bistro include homemade biscuits and jams, breakfast salad with coffee vinaigrette and candied bacon, grilled banana French toast panini, chicken pot pie, pulled pork BBQ, vanilla butternut cold oven pound cake, and coconut cake with seven-minute frosting. Various ingredients – including vegetables, fruit and herbs – will be grown at an on-site urban garden in the courtyard of the Goodwill Opportunity Campus.

Proceeds from purchases at Community Table Bistro help fund job training programs at Goodwill for individuals on their journey to achieving family sustaining employment. Clients will earn hands-on job training at Community Table Bistro in order to learn and develop skills to secure employment in the in-demand industry of hospitality and tourism, including restaurants and hotels.

“Community Table Bistro truly encompasses the mission and spirit of Goodwill, which is a sense of unity and inclusion for the community and those we serve,” said Andrew King, Director of Food Services at Goodwill Industries of the Southern Piedmont. “We hope that those who dine with us and take a seat at one of the ‘community tables’ not only enjoy the good food, but also the fulfillment that comes with knowing you’re providing a helping hand.”

Goodwill has hired the following key staff to craft the menu, open and oversee operations at Community Table Bistro.

- **Andrew King, Director of Food Services:**

- A native Charlottean and longtime local chef and business owner, King has restored historic gardens through his company Eden’s Hope and also owned High Cotton Catering, was a partner in Hotel Charlotte Restaurant, was both general manager and executive chef at the historic Lodge on Lake Lure, and most recently was the general manager at the western North Carolina office of Classic Party Rentals. King’s background and skillset includes Southern cuisine, and he has served on more than a dozen boards of trustees ranging from The Mint Museum of Art, board chair of the Historic Rosedale Plantation, Mecklenburg Historic Association, The Charlotte Museum of History and The Duke Mansion.

- **Patty Greene, Bistro Manager/Chef de Cuisine:**

- A native Charlottean who joins Community Table Bistro at Goodwill from Bistro La Bon. Greene has also served as executive chef at Soul Gastrolounge, The Dunhill Hotel and Harvest Moon Grille, as sous chef at Carpe Diem and was owner/chef at Food Fetish Catering. Greene’s background and skillset includes knowledge in pastry, French, Asian and fusion cooking. She currently teaches classes at the YWCA in “Nutritional Cooking on a Budget.”

Opening for client services on Thursday, June 30, the Goodwill Opportunity Campus is a game-changer for job training, job placement and job creation in the region. Featuring the 160,000-square-foot Leon Levine Opportunity Center, the campus will bring together community partner agencies on-site to provide wraparound services for clients under one roof, including Charlotte Metro Credit Union, Charlotte Community Health Clinic – West, Common Wealth Charlotte and The Center for Community Transitions. By addressing client barriers in healthcare, banking, financial literacy and transitional support services for individuals with criminal backgrounds, Goodwill and its partner agencies will work together to help clients achieve stability and eventually gain a level of self-sufficiency to achieve family sustaining employment.

Proceeds from the sale of donations in Goodwill retail stores fund the nonprofit’s mission of providing job training and employment services free of charge to individuals with barriers to employment such as lack of skills, experience or education and criminal backgrounds. Each week, 230 people access Goodwill’s employment and basic needs resources. In 2015, Goodwill Industries of the Southern Piedmont provided employment services to 12,000 individuals and placed 1,500 job seekers in local jobs. For more information about Goodwill and its programs, or to learn more about Community Table Bistro, visit www.goodwillsp.org (<https://goodwillsp.org>) and www.communitytablebistro.com (<http://www.communitytablebistro.com>).

###

About Goodwill Industries of the Southern Piedmont

Goodwill has been serving individuals and families in the Southern Piedmont region of North and South Carolina for more than 50 years. Goodwill operates 24 retail stores and has more than 45 donation sites in the region. Proceeds from the sale of donated goods fund job training and employment services for individuals facing barriers to employment such as lack of skills, experience or education and criminal backgrounds. In 2015, Goodwill Industries of the Southern Piedmont provided employment services to 12,000 individuals and placed 1,500 job seekers in local jobs thanks to donations and purchases from the community. For more information, visit www.goodwillsp.org (<https://goodwillsp.org>).

Media Contacts

Molly Thompson | PR & Social Media Manager | Goodwill Industries of the Southern Piedmont | Phone: (704) 332-0262 | Email: molly.thompson@goodwillsp.org


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Food Service Training Program

Goodwill of Southwestern Pennsylvania's Food Service Training Program focuses on training individuals to work in many areas of food service.

This curriculum-based program takes place Monday-Friday, 8:00 a.m. to 2:00 p.m. at [Goodwill's Good-to-Go Cafe in Lawrenceville](#). The program lasts up to one year and provides both hands-on and classroom training. Food Service Training is provided to individuals who have the goal of obtaining competitive employment. Goodwill takes a holistic approach by providing assessment, job skills, development, job readiness training, job search and job placement support.

Labor Market Information:

Successful completion of the Food Service Training Program prepares participants for jobs in the food and hospitality industries in places like restaurants, cafes, nursing homes, and hospitals. Participants will be qualified to work as food prep workers, deli counter attendants, dishwashers, bussers, etc. The schedule for this type of work may include evenings and weekends.

Program Model:

Assessment Services

The following tools may be used to assess trainees for placement into the program:

- Pre-evaluation assessment of assistive technology needs
- Personal interview with training staff and café management
- Analysis of prior work experience and transferable skills

Good-to-Go Café Menu



To place a pre-order, call x1852

Hours of Operation:

Breakfast: 7:30-10:00 a.m.

Lunch: 11:00 a.m.-1:00 p.m.

Limited Lunch Menu: 1:00-2:00 p.m.

Take-Home Dinners

All meals include disposable utensils, plates and napkins. Condiments included in price.

Place your order by noon for same day pick-up.
Please pick up your meal no later than 3:15 p.m.

Choose an entree:

2 or 4 person meals

Chicken Parmesan - \$11.25 / \$19.25

Meatloaf - \$9.95 / \$17.95

Beef Lasagna - \$10.50 / \$18.50

Choose two sides:

Sides are also available for individual purchase

Roasted Red Skin Potatoes

Mashed Potatoes w/Gravy

Buttered Broccoli

Seasoned Green Beans

Buttered Noodles

Also available:

Small or Large Sandwich Rings -
\$12.50 / \$19.50

Quarts of Soup - \$4.00

Go to Goodwill CONNECT for the complete take-home menu and order form.

Breakfast

Breakfast Sandwiches

NOTE: Specialty egg sandwiches are available UNTIL 9:00 A.M. ONLY. See cashier to order.

Sandwiches include an egg, choice of one cheese, and choice of bacon or sausage.

Bagel Sandwich.....	\$1.50
English Muffin Sandwich	\$1.50
Croissant Sandwich.....	\$2.25
Biscuit Sandwich	\$1.50
Steak Sandwich.....	\$3.50
Extra items (lettuce, tomato, etc.).....	\$0.25

Misc. Breakfast Items

Cream cheese, butters and jellies are included in the price of toast, bagels and English muffins. Purchased separately, cream cheese packets are \$.50 each.

Bagel	\$0.75
Biscuit.....	\$0.75
English Muffin	\$0.75
Doughnut.....	\$0.75
Fruit	\$0.50
Granola Bar	\$0.75
Hash Browns	\$1.00
Toast (2 slices).....	\$1.00
Oatmeal Packet.....	\$0.75
Oatmeal Cup	\$2.75
Side of Bacon (3 slices).....	\$1.50
Side of Sausage (2 patties)	\$1.50
Yogurt	\$1.00

Omelettes

3 Egg Omelette.....	\$3.00
Vegetable Fillings.....	\$0.25/each
Meat & Cheese Fillings.....	\$1.00/each
Bacon - Ham - Sausage	
Steak Filling.....	\$2.25

Lunch

Good Deal

NOTE: No substitutions

Meal.....	\$3.25
Meal with Fountain Drink.....	\$4.25
Side Dish Only.....	\$1.00

Soup

Cup.....	\$1.50
Bowl.....	\$2.00
Quart.....	\$4.00

Salad

One packet or cup of dressing is included in the price of a salad - extra dressing is \$.75/packet or cup.

All salads include lettuce, tomato, cucumbers & croutons

Small.....	\$2.25
Large	\$3.50
Each Additional Topping	\$0.25

Subs & Sandwiches

Lettuce, tomatoes, etc. is included in the price of sandwiches purchased in the Cafe. There is a \$.25 charge per item (lettuce, tomatoes, etc.) for meals brought in from the outside. Add bacon - \$1.00.

Deli Sandwich.....	\$3.60
<i>Choice of one meat, one cheese, lettuce, tomato, and pickle only.</i>	

BLT Sandwich.....	\$3.60
<i>Bacon, lettuce, tomato</i>	

Club Sandwich.....	\$4.75
<i>3 slices of toast (white, wheat or rye), turkey, bacon, one cheese, lettuce, tomato & mayonnaise only.</i>	

Italian Sub.....	\$4.25
<i>Ham, salami, provolone, lettuce, tomato and onion only.</i>	

Cheesesteak.....	\$5.25
<i>Provolone, lettuce, tomato, onion only. add mushrooms, \$.50</i>	

Grilled Cheese.....	\$3.25
<i>Choice of one cheese (provolone, American, or swiss) only.</i>	

Grab 'n Go (Prepared Items)

Small Chef Salad.....	\$2.75
Large Chef Salad.....	\$4.75

Wraps

Wraps include lettuce, tomato, parmesan mayonnaise

Roast Beef and Provolone	\$3.75
Turkey, Bacon and Swiss	\$4.50
Veggie Burger Wrap w/Cheddar.....	\$4.50

A La Carte

Bag of Chips.....	\$.50
Cheeseburger.....	\$2.75
Chicken Sandwich (grilled or crispy)*	\$2.75
French Fries*	\$1.00
Fruit Snacks.....	\$.50
Hamburger*	\$2.25
Hot Dog*	\$1.00
Nachos w/cheese & salsa	\$2.75
Onion Rings.....	\$2.00
<i>*Add Cheese</i>	<i>\$0.50</i>

Pizza - Mon, Wed, Fri only

Slice (cheese).....	\$1.25
Slice (pepperoni)	\$1.50

Personal Pizza

Cheese Personal Pizza	\$2.75
Pepperoni Personal Pizza	\$3.50

Extras

Hard Boiled Egg	\$0.50
Grilled Steak (for large or small salad) ...	\$2.25
Grilled Chicken (for large or small salad)	\$2.25

Beverages

Bottle of Water	\$1.00
Brewed Tea.....	\$1.00
Coffee (large).....	\$1.50
Coffee (small)	\$1.00
<i>NOTE: Coffee refills are full-price. Guests are not permitted to bring their own mugs.</i>	
Fountain Drink (16 oz.).....	\$1.00 (\$.50 refill)
Hot Chocolate	\$0.50
Milk	\$0.50
Orange Juice (8 oz.)	\$0.50
Soda Bottle (20 oz.).....	\$1.50
Tea Bag	\$0.50
Tea (carton)	\$1.00
Tea (large can).....	\$1.00
Vitamin Water	\$1.50



CATERING MENU

From an afternoon snack to a four-course meal, our on-site culinary staff from the Smilin' G Cafe will work with you to plan your event menu. Catering orders through our cafe help provide real-world training opportunities for individuals with barriers seeking future employment in the food service industry. Under the direction of the culinary and catering manager, Chef Joe Cross, trainees learn food preparation, customer service, cash register, safety and sanitation skills.

BREAKFAST

Egg Bakes	\$6 per person	Biscuits and Gravy	\$3 each
<ul style="list-style-type: none"> • Regular: Egg, meat and cheese • Vegetarian: Egg, vegetables and cheese 		French Toast Sticks	\$4.25 per person
Breakfast Pizza	\$12 each	Yogurt Cup	\$4 each
<ul style="list-style-type: none"> • Regular: Egg, cheese sauce, meat and mozzarella • Vegetarian: Cheese sauce, vegetables and mozzarella 		Fresh Fruit Bowl	Seasonal Market Price
Hashbrown Casserole	\$3.75 per person	<ul style="list-style-type: none"> • Pineapple, cantaloupe, strawberries, honeydew 	
Breakfast Burritos	\$5 each	A La Carte Items	\$1 each
<ul style="list-style-type: none"> • Sausage, egg, potato, cheese, salsa and sour cream 		<ul style="list-style-type: none"> • Muffins • Cinnamon Rolls • Danishes 	

LUNCH

Taco Bar	\$9 per person	Pizza	\$10 each
<ul style="list-style-type: none"> • Beef or Chicken • Includes chips, lettuce, olives, tomatoes, salsa, sour cream, jalapenos and cheese • Guacamole \$1.25 extra 		<ul style="list-style-type: none"> • Topping options: Peppers, mushrooms, ham, pepperoni, bacon, sausage, pineapple, olives, tomatoes, jalapenos, onions, banana peppers 	+ \$0.50 per topping
Fajita Bar	\$9.50 per person	Spaghetti and Meatballs	\$7.50 per person
<ul style="list-style-type: none"> • Beef or Chicken • Includes onions, peppers, Mexican rice, black beans, shells, olives, tomatoes, salsa, sour cream and jalapenos • Guacamole \$1.25 extra 		<ul style="list-style-type: none"> • Includes noodles, meatballs, marinara and breadstick 	
Pasta Bake	\$7.50 per person	Italian Chicken Breast	\$24 (serves 12)
<ul style="list-style-type: none"> • Meat or Vegetarian • Caesar salad add-on, \$2 per person • Includes breadstick 		Meatballs	\$22 (serves 12)
Baked Potato Bar	\$9 per person	Oven Roasted Vegetables	\$20 (serves 12)
<ul style="list-style-type: none"> • Includes potato, cheese sauce, chili, sour cream, butter, bacon bits, tomatoes, cheese and salsa 		Deli Meat Platter	\$70 (serves 10)

YOU DONATE. WE TRAIN. JOBS EARNED. LIVES CHANGED.

Box Lunches	\$9.50 per person
<ul style="list-style-type: none"> • Sandwich/wrap options: Turkey, ham, roast beef, chicken salad, crab salad, dagwood sub • Box lunches include chips, fresh fruit (apple or banana), cookie and condiments 	
Sandwich Only	\$7.25 per person
<ul style="list-style-type: none"> • Sandwich/wrap options: Turkey, ham, roast beef, chicken salad, crab salad, dagwood sub 	
Individual Bags of Chips	\$1.25 each

Salad Bar	\$9.50 per person
<ul style="list-style-type: none"> • Choice of six items to build your salad bar: Tomatoes, eggs, ham, chicken, bacon bits, cheese, olives, cucumber, peppers, onions, jalapenos, banana peppers, baby corn and beets • Choice of two dressings: Ranch, French, Italian and thousand island 	
Soup du Jour	\$3.25 per person
<ul style="list-style-type: none"> • Options: Chicken noodle, tomato bisque, broccoli cheese or chili 	
Dinner Rolls	\$20 (serves 12)

DESSERTS

Cookies	\$12 per dozen	Rice Krispie Treats	\$12 per dozen
<ul style="list-style-type: none"> • Chocolate Chip or Snickerdoodle 		Scotcheroos	\$22 per dozen
Brownies	\$12 per dozen		

BEVERAGES

Coffee	\$12 per gallon	Soda and Juice	\$2 per bottle
Lemonade	\$10 per gallon	Water	\$1.50 per bottle
Iced Tea	\$7 per gallon		

OUR MISSION

Our Food Service Skills Training Program offers paid hands-on training to individuals with barriers. Trainees have the opportunity to experience all aspects of the food service industry, including safe food handling, food preparation, equipment maintenance and customer service.

Chef Joe Cross and our other Food Service Skills trainers work with trainees so that they will gain the skills and experience necessary to earn employment in the community. Many of our Food Service Skills Training graduates go on to receive jobs with local businesses, where they achieve competitive wages, increased independence and integration into their workplace.

When you cater with us, you are helping to provide these skills training programs and employment services to lowans facing barriers in their job search. Thank you for partnering with us!



Chef Joe Cross working with a trainee on cash register skills

For more information or to place a catering order, contact us at catering@dmgoodwill.org or call 515-265-5323.

Pricing includes disposable tableware.

Disclaimer: Consuming raw or uncooked meats, poultry, seafood, shellfish or eggs may increase your risk for food borne illness.

YOU DONATE. WE TRAIN. JOBS EARNED. LIVES CHANGED.

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Goodwill Industries of Mid Michigan

November 2, 2018 ·

A GOODWILL SUCCESS STORY

Beans & Leaves opened for business on August 23, 2018 inside the Goodwill Courtland Center retail store. It is a micro-enterprise expansion of Jersey Zone Café which is located in the Michigan Works building in downtown Flint which has been in business for 7 years. Tom and Cody own Jersey Zone and now Beans & Leaves as well. Tom is one of the original owners, and Cody has recently joined him as co-owner.

Beans and Leaves offers coffee from Fireside Coffee Company - a local company from Swartz Creek that roasts their own beans. They have been a supportive partner in this endeavor. Beans & Leaves serves fresh baked goods that are made at Goodwill headquarters building on Averill Avenue. The Goodwill HQ location also serves as an assessment site for people looking at food service career options.

READ MORE HERE >>>

<https://www.goodwillmidmichigan.org/successstories>

#BeansandLeaves #powerofwork



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Hire Grounds Cafe

Come Hungry. Leave Fulfilled.

We don't just serve coffee, we serve the community. Hire Grounds Cafe specializes in gourmet coffees, smoothies, paninis, salads, and fresh-baked desserts. All proceeds support Goodwill's job training and placement services. Discover Hire Grounds Cafe and help someone start a new chapter in life.

Hire Grounds Cafe
3179 Washington Road (On the corner of Washington Road and Furys Ferry Road)
Augusta, GA 30907
706.863.3669
Monday - Friday: 8 a.m. - 8 p.m.
Saturday: 9 a.m. - 8 p.m.
Sunday: 12 p.m. - 6 p.m.

Treat Your Family to Edgar's To-Go



To-go meals prepared by Edgar's Grille, available exclusively at Hire Grounds Augusta. Simply heat and enjoy!

ENTREES

Serves 4-6 \$16

Cottage Pie
Beef Lasagna
Baked Spaghetti
Chicken Tetrazzini
Southern Breakfast

SIDES

Serves 4-6 \$12

Mashed Sweet Potato
Green Bean Casserole
Apple Crisp

SINGLE SERVE

Serves 1 \$4

Coming Soon!



more time *to go* be with those you love



June Art Show

Stop by Hire Grounds Cafe during the month of June to enjoy the artwork of billy s. A portion of proceeds from art sales benefits Goodwill's life-changing mission.



The Artwork of **billy s**

billy s is a self-taught artist and musician from the CSRA. Where shape and color collide is where you find billy s. His vibrant art inspires happy and whimsical feelings.

"I hope to give the viewer a visual experience that stays with them in their memories."

Some people say that my art gives them a place to escape. I hope so," said billy s.

His art will be on display at Hire Grounds Café on the corner of Washington Road and Furys Ferry Road through the month of July. Follow billy s on Instagram at billy_s_images.

ON DISPLAY AND FOR SALE DURING THE MONTH OF JULY 2019

Contact Us

Macon - Administrative Office
5171 Eisenhower Parkway
Macon, GA 31206
(478) 475-9995

Augusta - Administrative Office
3145 Washington Road
Augusta, GA 30907
(706) 650-5760

Work for Goodwill Apply Here




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Goodwill Businesses Goodwill's Coffee Buzz

GOODWILL'S COFFEE BUZZ

Goodwill's Coffee Buzz is home to our Barista Training Center. Come visit one of our training locations, enjoy a great cup of coffee and see how our students are learning first-hand.

LOCATIONS:

Milgard Work Opportunity Center – 1st floor
714 S. 27th Street, Tacoma

Hours:
Mon-Thu 7:30 am – 3:00 pm
Fri 7:30 am – 1:30 pm
Sat & Sun closed

Hilltop Regional Health Center
1202 Martin Luther King Jr. Way, Tacoma

Hours:
Mon-Fri 7am – 2:30pm


[CALL US](#)
[LOCATE A STORE](#)


Success Story: Victoria (Barista Skills Program)

There's no telling how a great cup of coffee can change someone's day. Or in the case of Victoria Sarabia, ...[Read More »](#)



NEWS

OUR NEW CAFE, GOOD BEGINNINGS, OPENED JAN. 5 JUST NORTH OF DOWNTOWN DES MOINES

Goodwill of Central Iowa | January 5, 2016

Good Beginnings Café, our new business and training venture, opened this morning in the United Way building, 1111 Ninth St., just north of downtown Des Moines. Good Beginnings, managed by Paul Soyer, will be open from 7 a.m. to 2 p.m. weekdays. **On the menu will be breakfast, snacks, lunch (including sandwiches made to order and soup), specialty coffees, chai and hot chocolate.** All menu items are priced reasonably. The menu will vary somewhat by season and a daily “hot special” will be offered.

The café will be staffed by about four employees, with up to six clients training there. The café will provide a transitional work experience for clients in our Food Service program.

Goodwill Vice President Carol Warren said the clients who work in the café will gain “real world” experience there before they leave for outside employment.

“We’re super excited to be here for the convenience of the tenants in the building, but this also expands our opportunities for job training in the community,” Warren said. “It will be an ideal graduation, a nice next step for our clients as they get that exposure and experience working in the community.”

Hours will be 7 a.m. to 2 p.m. weekdays. **The menu includes breakfast, snacks lunch (including sandwiches made to order), specialty coffees, chai and hot chocolate, all at reasonable prices.**

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Goodwill Job Training Training Programs Culinary Skills Training

CULINARY SKILLS TRAINING

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**Culinary careers
start here!**



About the Course

FREE

12-Weeks | 7:00 am – 3:30 pm, Monday – Friday

- Gain skills in the restaurant & catering industry under the guidance of professional chefs in Goodwill's Neighborhood Bistro.
- Rotate through 6 hands-on kitchen stations and receive classroom training.
- Upon graduation, students receive certificate of completion and assistance with job search.

Have questions? Come to a drop-in orientation!

[CALL US](#)
[LOCATE A STORE](#)


Daerik (YouthBuild Tacoma)

"If you gain anything, you will gain confidence. I always had a big outspoken voice, but I never shared it ...[Read More](#) »

**JOB TRAINING
SCHEDULES**

[Tacoma](#)

[Longview](#)

2nd & 4th Thursday at 1pm, Every Month

714 South 27th St, Tacoma

– or –

Download Flyer

Email Us!



Give your career
options a jolt

Contact us at:
melissah@goodwillwa.org

What Do You Cover?

- Knife Skills
- Catering
- Kitchen & Food Safety
- Basic Cooking Techniques
- Baking
- Customer Service
- Cash Register

Am I eligible?

- Age 18 or older
- Be available Monday – Friday 7:00 am – 3:30 pm
- Passionate about food and the restaurant & catering industry
- ***No experience required!***



Benefits

- Receive a stipend for time spent training in kitchen
- Cash bonus for student participation and attendance
- Free meals, uniforms & shoes
- Internship, placement & support
- Culinary program certificates

Jobs You'll Be Ready For:

- Catering Support
- Pastry Cook
- Line Cook
- Pastry Chef Assistant
- Cashier/Register
- Back-of-house

Career Catalyst Circle – Founding Member



In The News

Culinary students rub elbows with the best Chef's in the area!
[Click here](#) to see more about the bite of apprentice event.



LATEST GOODWILL UPDATES:

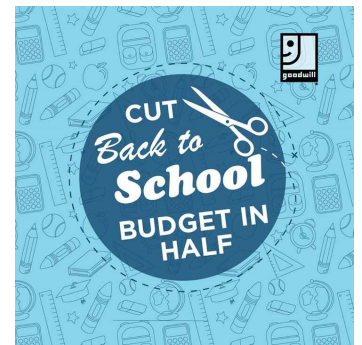


Hands up if this is you! For our

Us too Erin,
us too.
#thebins RT @erinmcdonnell: all I can think about is the goodwill outlet



As if you needed a reason to shop for back to school at Goodwill...here are 5 more to consider. PLUS: see Anthony's



Buy More SAVE More this Friday (8/16)

[Show More](#)

CONNECT:

The header features a dark blue background with a row of social media icons: Facebook, Twitter, Instagram, Pinterest, YouTube, Google+, and Email. Below this is a green section with a large light blue circle on the left, a white circle on the right, and a green circle in the middle. A diagonal striped pattern is on the far left. The text 'top' is centered in the green section.

11401 27th Street,
Tacoma, WA 98406
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Goodwill of the Olympics & Rainier Region



Goodwill operates both a Culinary skills training program, and a Barista skills training program. Both programs are run in the context of open-to-the-public onsite cafes, and integrate both classroom and on the job, hands-on training. In addition, Culinary students have the opportunity to learn in the context of the Neighborhood Bistro Catering operation, which is housed in a separate onsite kitchen. The Barista program is open to youth ages 16 – 24 and the Culinary program is open to adults 18 and older. All Goodwill programs are available at no cost to the participant; participants are eligible if they are motivated and able to work, and have a disability or disadvantaging factor that has presented a barrier to work.

Member Level:

Model Member

Address:

714 South 27th Street
Tacoma, WA 98409
United States

Website:
<http://goodwillwa.org>

Related Members



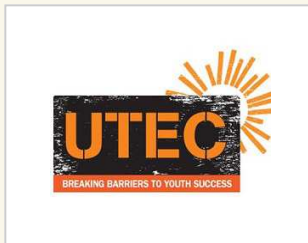
St. Matthew's House

St. Matthew's House operates two homeless shelters and a drug and alcohol recovery program. Our...



Life's Kitchen

Life's Kitchen is a community-based nonprofit dedicated to transforming the lives of at-risk young...



UTEC, Inc.

As part of our larger Workforce Development Program, we operate a set of Culinary enterprises that...



Arc Culinary


Arc Culinary's Entry Level Certificate program provides students with a variety of essential skills...


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Goodwill Employer Resources

Food Service Industry

We prepare students with work and life skills necessary for success on the job

What does a Goodwill Culinary Institute Graduate bring to the table?

Goodwill prepares students with the work and life skills necessary for success on the job in the food service industry. Graduates from Goodwill's Culinary Institute have pride and confidence in the kitchen. They have demonstrated a strong work ethic with good attendance and performance, a positive attitude and solid customer service skills, and have been trained in the following areas:

- Work and Life Skills such as professionalism, customer service and teamwork
- Warewashing
- ServSafe Certification
- Kitchen vocabulary
- Kitchen equipment and utensils
- Cleaning chemicals
- Cleaning the kitchen and equipment
- Knife skills
- FIFO (First In, first Out)
- Time and temperatures



"We have been partnering with the Goodwill Culinary Institute since January 2013, initially participating in their guest chef program, then progressing to a partnership for effective and targeted recruiting.

While the Goodwill program focuses on basic skills, it also stresses the importance of work ethics, attendance, continuous education and prepares their students to be successful once placed in the industry.

The candidates we have hired have exceeded our expectations and retention is far greater when compared with other recruiting efforts. We are currently evaluating how to expand and grow this mutually beneficial partnership for the future." - Peter Gebauer WCMC, GMC, Executive Chef Potawatomi Bingo Casino

"Working with Goodwill's Culinary Institute to provide entry level culinary staff for Marcus Hotels in downtown Milwaukee has been a winning experience. The partnership between Goodwill and Marcus Hotels and Resorts has been very beneficial. Goodwill has taken the time to understand our needs and to work with us on developing candidates to become well trained and conscientious team members that have pride and confidence in their work." - Christopher Zarek, Regional Director of Human Resources, Marcus Hotels & Resorts

Email Troy Norman for more information at Troy.Norman@goodwillsew.com.

As of June, Goodwill helped 23,197 people.

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Goodwill Great Lakes Federal
Services

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Celebrating the Power of Work Since 1919

Goodwill Industries of the Southern Rivers

Success stories of the lives touched by Goodwill Industries of the Southern Rivers

GoodwillSR Launches Hospitality Training Program in Columbus

MARCH 7, 2018 JUNE 1, 2018 / GOODWILLSR



Columbus, Ga. – Goodwill Southern Rivers has added a hospitality certification program to its list of offerings for the unemployed and under-employed in the Chattahoochee Valley. The four-week program provides intro to hospitality, positive work ethic, and professionalism.

Scholarships are available for those who qualify. Goodwill also provides training in:

- Guest services/concierge services
- Front desk representative operations
- Guestroom attendant tasks
- Laundry attendant tasks
- Restaurant server
- Food & beverages
- Banquet setup/banquet server

[WATCH: WTVM – Goodwill Offering Hospitality Training Program] (<http://www.wtvm.com/story/37650606/goodwill-offering-hospitality-training-program>)

Classes will take place at the Goodwill Education and Training Center, 2601 Cross Country Drive, Building E. Applicants must have reliable transportation.

[Learn more information here. \(http://goodwillsr.org/our-programs/\)](http://goodwillsr.org/our-programs/)

About Goodwill Southern Rivers:

Goodwill Industries of the Southern Rivers (GoodwillSR) is one of 164 independent community-based Goodwill nonprofits across the United States and Canada. Headquartered in Columbus, Ga., GoodwillSR serves 50 counties in west Georgia and east Alabama with free services such as job coaching, access to computers, and skills classes to facilitate job placement and advancement. These programs are made possible in our career and training centers through your donations of gently used clothing and household goods that are sold at 12 Goodwill retail stores in Georgia and Alabama. For more information about Goodwill Industries of the Southern Rivers, visit www.goodwillsr.org (<http://l.facebook.com/l.php?u=http%3A%2F%2Fwww.goodwillsr.org%2F&h=sAQG8vEUy&s=1>).



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Kitchen Training and Certification

Goodwill, in partnership with the Pine Manor Improvement Association, offers kitchen training and certification classes. Food Service is a rapidly growing career field. Don't miss your opportunity!

- [Application form](#)

Why Food Service?

The hospitality and leisure industry (including food service) is projected to add more than 2-3 million jobs in the next six years, with a 6% projected increase in restaurant server jobs alone.

Food service employees have many opportunities for advancement:

- Eighty-five percent of the entry level workforce is eligible for promotion in just one year.
- The career ladder can lead to a department manager role in as little as two years.
- Most jobs only require a high school education or GED.

[Two Week Culinary Class - September 16-27, 2019](#)

\$20 Class Fee - 9:00 am - 1:00 pm (Daily)

Pine Manor and Goodwill will offer a 2 week Bootcamp 9 am - 1 pm daily.

Learn healthy cooking techniques as well as receiving your Serve Safe Food Handlers Certificate. For more details contact [Shari Clark](#) (239) 275-5180

Get ready for a summer job in just 3 weeks! (TBA)

See what it's like to work in a professional kitchen.

Pine Manor and Goodwill will offer a 3 week Summer Bootcamp 9 am - 1 pm daily.

Learn healthy cooking techniques as well as receiving your Serve Safe Food Handlers Certificate. For more details contact [Shari Clark](#) (239) 275-5180

\$10 fee or Volunteer in the Pine Manor community garden for 2 hours and take the class for FREE!

Program Requirements and Details:

Enrollment in the Goodwill/Pine Manor Kitchen Training and Certification Program is limited per session. Training is held in the Pine Manor Community Center culinary kitchen.

Location: Pine Manor Improvement Association - 5547 10th Ave., Fort Myers, FL

More Information:

To apply, contact [Sandra Plazas](#) at Goodwill (239) 995-2106 ext 2304 or [Shari Clark](#), Resident Coordinator for Pine Manor (239) 275-5180



DID YOU KNOW?

90 cents of every dollar supports our Goodwill Mission!

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5100 Tice Street
Fort Myers FL 33905

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Toll Free: (866) 995-2106
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Food Service

Certified Food Service Training Program

This program provides five weeks of classroom curriculum and on-the-job training in the food service industry. Work readiness curriculum includes resume development, workplace professionalism, mock interviews, work ethics, basic computer skills, communications, and financial management. The food service curriculum includes instruction in food preparation, safe food handling, storage and serving of food, cash handling, customer service, and workplace safety.

The program prepares students for a career in the food service industry, including nationally-recognized ServSafe® (<https://www.servsafe.com>) certification by the National Restaurant Association (NRA). Goodwill provides assistance in job searching – including access to Job Connection resources and personalized guidance from a case manager – but employment is not guaranteed.

Program Details

Day Program

Work Readiness Curriculum: 25 hours

Work Experience: Up to 30 hours per week for 4 weeks, \$7.25/hour

Goodwill Provides:

- Uniforms
- Case Management
- Assistance With Job Search and Placement Services
- Post-employment Services

Requirements

Classes average ten students and participants must meet these requirements:

- Criminal Background Check
- At Least 18 Years of Age
- Lift Up to 70 Pounds
- Stand for Long Durations
- Minimal Visual and Hearing Limitations



- Negative Drug Screen
- (/) Goodwill Industries demonstrate Appropriate Math and Reading Level(s) — Test for Adult Basic Education (TABE) assessment or Bronze level or higher WorkKeys South Carolina



If accepted, participants must attend orientation and successfully complete work readiness curriculum before beginning skills training.

Goodwill Industries reserves the right to make the final selection on all students due to limited space in the training program.

Columbia Area Students

- Work readiness training locations vary.
- Work experience generally occurs local grocery stores.

Greenville Area Students

- Work readiness training is held at 115 Haywood Road in Greenville (<https://maps.google.com/maps?q=115+Haywood+Road%2CGreenville%2CSC>).
- Work experience generally occurs at SUBWAY at 115 Haywood Road (<https://maps.google.com/maps?q=Goodwill+Subway%2C115+Haywood+Road%2CGreenville%2CSC>) and local food service entities including cafeterias, fast food restaurants and grocery stores.

For more information, contact us via email or phone. In the Upstate: upstatetraining@goodwillsc.org (<mailto:upstatetraining@goodwillsc.org>) or 864.351.0121. In the Midlands: midlandstraining@goodwillsc.org (<mailto:midlandstraining@goodwillsc.org>) or 803.731.1786.

CONTACT

- ☎ 864.351.0100
- ☎ 877.LETSWRK (toll-free)
- ✉ goodwill@goodwillsc.org (<mailto:goodwill@goodwillsc.org>)



(/) Goodwill Industries
of Upstate/Midlands
South Carolina





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Providence Culinary Training

The Providence Culinary Training Program provides community members with skills, knowledge and support for securing employment in the food service industry. Many Providence Culinary students are looking to learn new skills and regain their footing after job loss; others are experiencing different challenges, perhaps recovery from addiction or difficulty finding work after spending time in prison. Regardless of circumstances, Providence Culinary offers the opportunity for a fresh start.

Led by Chef Jeff Bacon, an ACF Certified Executive Chef and member of the American Academy of Chefs, Providence Culinary is a certified model program of Catalyst Kitchens. Candidates are referred to our program by Forsyth Technical Community College, Goodwill Industries of Northwest NC, partner agencies of Second Harvest Food Bank and others. Sessions meet for 13 weeks (12 weeks of instruction and a one-week internship).

Classes held during the first 12 weeks meet Monday through Friday from 8:30 a.m. to 3 p.m. Training includes: certification in ServSafe® sanitation, basic culinary, basic baking skills, knife skills, kitchen safety, mass food production, cook-chill technology training, and catering production.

Training also includes instruction and activities designed to help ensure students are “workplace ready.” The one-week internship with a local food service organization or restaurant provides students with “real world” job experience. Selected graduates can extend their training through Providence Culinary’s **Hospitality Residency Program** (<http://hungernwnc.org/how-we-work/providence-restaurant.html>), housed at Second Harvest Food Bank’s **Providence Restaurant and Catering** (<http://hungernwnc.org/how-we-work/providence-restaurant.html>), and all graduates are encouraged to obtain further training and professional development through continued study.

Providence Culinary graduates between 60-80 students per year, ready for employment in the food service and hospitality industries. Throughout their training, students have the opportunity to support Second Harvest Food Bank’s core food distribution program as they learn about mass food production and prepare ready-to-heat meals for Second Harvest Food Bank’s partner programs.

PO Box 4299
2701 University Parkway
Winston-Salem, NC 27115

(336) 724-3621

(336) 714-3060 Relay TTY

info@goodwillnwc.org (<mailto:info@goodwillnwc.org>).

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THE BUFFALO NEWS

On the Record / June 1, 2016

By Staff (<https://buffalonews.com/author/staff/>) | Published May 31, 2016

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Hires/Honors/Promotions

Allpro Parking named Jessica M. Latt human resource assistant. She received her bachelor's degree from the University at Buffalo.

...

The Society for Human Resource Management awarded Stephanie L. Wilkinson the globally recognized SHRM Certified Professional credential. Wilkinson is director of Human Resources at Lumsden & McCormick.

...

The New York State Association for the Education of Young Children honored Kate Dust, vice president for education and staff development at EduKids Inc., as its 2016 Champion for Early Childhood Leader Award. The award recognizes individuals who have dedicated their work, time and resources to children, families and the field of early childcare and education.

Company Connections

Goodwill of Western New York has nearly completed remodeling its retail store located adjacent to Goodwill's agency headquarters at 1119 William St. A ribbon cutting ceremony at 10 a.m. on June 7 will celebrate the renovation. The store features a new layout that allows for additional merchandise and increases efficiency within the store. The store will feature a "Local Goodness" retail display featuring locally made products from McCullagh Coffee and Fowler's Chocolates.

...

The University at Buffalo School of Management was accredited by AACSB International–The Association to Advance Collegiate Schools of Business. AACSB accreditation has been earned by less than 5 percent of the world's 16,000 business programs. The UB School of Management has been continuously accredited by AACSB International since 1930. Accreditation maintenance review is conducted every five years and includes all of the school's undergraduate, master's and doctoral business and accounting programs.

Patents

Title: Azeotropic compositions of 1,1,3,3-tetrachloroprop-1-ene and hydrogen fluoride

No.: 9,334,210

Inventors: Merkel, Daniel C. (West Seneca); Tung, Hsueh Sung (Getzville); Pokrovski, Konstantin A. (Orchard Park); Wang, Haiyou (Amherst); Cottrell, Stephen A.; Pham, Hang T. (Amherst)

Assignee: Honeywell International (Morristown, N.J.)

Date issued: May 10, 2016

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Erie County Deputy who made bloody arrest of Bills fan pleads not guilty

(/2019/05/23/erie-county-deputy-who-made-bloody-arrest-of-bills-fan-to-face-criminal-charges/?utm_medium=more_stories)

Know It Now

1. Effort to freeze Morgan assets, seize apartments could impact Buffalo properties including Gates Circle project. (https://buffalonews.com/2019/05/24/effort-to-freeze-morgan-assets-seize-apartments-could-impact-buffalo-properties/?utm_medium=more_stories) > (https://buffalonews.com/2019/05/24/effort-to-freeze-morgan-assets-seize-apartments-could-impact-buffalo-properties/?utm_medium=more_stories)

2. 49 more upstate customs officers to be transferred to southern border (https://buffalonews.com/2019/05/24/another-49-customs-agents-to-be-transferred-southward/?utm_medium=more_stories) > (https://buffalonews.com/2019/05/24/another-49-customs-agents-to-be-transferred-southward/?utm_medium=more_stories)

3. 21-year-old man working for tree service electrocuted when chain hit overhead power line. (https://buffalonews.com/2019/05/23/wyomii-removal-accident/?utm_medium=more_stories) > (https://buffalonews.com/2019/05/23/wyomii-removal-accident/?utm_medium=more_stories)

4. Gallery: Take a look at the new bike park at the Outer Harbor, opening today. (https://buffalonews.com/2019/05/24/gallery12291/?utm_medium=more_stories) > (https://buffalonews.com/2019/05/24/gallery12291/?utm_medium=more_stories)

5. Applebees will give you a free burger ... if your name is "Hamburger." (https://buffalonews.com/2019/05/24/applebees-will-give-you-a-free-burger-if-your-name-is-hamburger/?utm_medium=more_stories) > (https://buffalonews.com/2019/05/24/applebees-will-give-you-a-free-burger-if-your-name-is-hamburger/?utm_medium=more_stories)



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Greenhouses, nurseries gear up for gardening season
(https://buffalonews.com/2019/05/23/gallery12286/?utm_medium=more_stories)

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Tasker wasn't offered Kelso's job as analyst (/2019/05/23/tasker-wasnt-offered-kelsos-job-as-analyst-and-other-bills-1-utm_medium=more_stories)

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Jim Kelly gets good news on latest scans (/2019/05/23/buffalo-bills-jim-kelly-cancer-scans-jill-kelly/?utm_medium=more_stories)

Bills dealing with a lengthy list of walking wounded in first week of OTAs  (/2019/05/21/buffalo-bills-nfl-injuries-col-mcdermott-mitch-morse/?utm_medium=more_stories)

Josh Allen: Improving accuracy is top offseason priority  (/2019/05/21/buffalo-bills-josh-allen-accuracy-top-offseason-utm_medium=more_stories)



(/2019/05/23/buffalos-summer-concerts-diversity-gentrification-and-the-meaning-of-local/?utm_medium=more_stories)

Buffalo's summer concerts: Diversity, gentrification and the meaning of local

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GUIDE TO THE WEEKEND: PUNK KARAOKE, ART, COFFEE, BRUNCH (/2019/05/22/GUIDE-TO-THE-WEEKEND-PUNK-KARAOKE-ART-COFFEE-BRUNCH/?UTM_MEDIUM=MORE_STORIES)

Stone City Saloon under way in former Vera Pizzeria space (/2019/05/24/stone-city-saloon-under-way-in-former-vera-pizzeria-space/?utm_medium=more_stories) <https://twitter.com/intent/tweet>

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The Weekend in WNY: Making Memorial Day memories (/2019/05/23/the-weekend-in-wny-making-memorial-day-me

The Rolling Stones' 'Beggars Banquet' is next for Vinyl Happy Hour (/2019/05/21/the-rolling-stones-beggars-banquet-v

Headstones, the Trews to perform at Artpark's 'Bordercrash' (/2019/05/22/headstones-the-trews-and-more-to-perfor



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News

Where's Fowler's?



Did you know that you can buy delicious Fowler's chocolate bars at many of the Western New York Goodwill locations? Goodwill has been offering customers (and employees) our delicious bars for well over two years. "A great pick-me-up in the afternoon that even employees enjoy," says Manager Stephanie, at the Cheektowaga location on Union Road. Also, be sure to hit the store on Wednesdays, when the "color of the week" promotion allows you to save 50% off on everything that is that color.

A "SWEET" deal on both the candy and the clothes, for a good cause.

Cheektowaga Goodwill Store information

Union Road Plaza
 3637 Union Road
 Cheektowaga, NY 14225
 (716) 393-3900
 Hours: Mon.- Sat. 9:00-8:00; Sun. 11:00-6:00
 WNY Goodwill Facebook Page

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BOYS & GIRLS CLUBS OF THE NORTHTOWNS

16th Annual Factory Tour in support of

(BUFFALO, N.Y) – Finally...the opportunity to fulfill the dream of a lifetime! Experience what it's like to see the inside of a chocolate factory, and support a great cause at the same time.

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The Secret of the Easter Basket

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Fowler's Chocolates has teamed with Hospice Buffalo for the Spring Bouquet Sale

Fowler's Chocolates has teamed with Hospice Buffalo as a participating location. Stop by any Fowler's retail locations (not the factory HQ) to buy a gorgeous bouquet for \$8 or a Tribute Bouquet for \$30 and all proceeds go to Hospice. Only Available March 7-10 during store hours.

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SOCIAL GOOD

IN IOWA CITY, GOODWILL LAUNCHES COOKIE BAKING OPERATION



Iowa Goodwill Great Cookies
([/wp-content/uploads/2013/12/Cookies-inline.png](#))
Photographer: Larry Fisher, Quad-City Times

Goodwill of the Heartland (Iowa City) recently rolled out its own cookie brand “Goodwill Great Cookies” in 14 of its retail stores across a 19-county service area including parts of Eastern Iowa and Western Illinois.

Revenue from the cookies supports homeless veterans and others facing challenges to employment. As a result, the agency decided the brand tagline should be, “Eat a Cookie, Change a Life.”

The two cookie bakers and the delivery driver for the Goodwill Great Cookies baking operation are receiving employment assistance and support services through Goodwill’s program for homeless and disadvantaged veterans in the Quad Cities area.

Ken Rizer, senior vice president for operations, said “We intend to employ more people as the business grows. The baking facility serves as transitional employment for our vets; they work for us at the same time they’re getting employment skills, job placement help, counseling and other needed support.”

Richard Thomas of LeClaire, IA, was hired as the Goodwill Great Cookies baking manager. He brings 30 years of experience to the new bakery operation and is committed to the Goodwill mission.

The operation is an outgrowth of a restaurant business operated by Iowa City that employed people with disabilities. Rizer shared that bringing Goodwill Great Cookies to the broader marketplace happened through much collaboration. Goodwill partnered with both the marketing department at Iowa State University and with the Tippie School of Business at the University of Iowa to build its marketing and business plan.

Rizer stated, “Our strategy is to first sell the cookies in all of our Goodwill stores and to then branch out to grocery stores, convenience stores, universities, hospitals and more. We’re starting with monster cookies, but hope to diversify as the business takes off.”

The generous-sized monster cookies weigh in at about 3.2 ounces each and are individually packaged for retail sale. The suggested price is \$1.49 per cookie.

2 comments on “IN IOWA CITY, GOODWILL LAUNCHES COOKIE BAKING OPERATION”

1.  **Luca** says:

[January 12, 2014 at 7:24 pm \(https://www.goodwill.org/blog/news-updates/in-iowa-city-goodwill-launches-cooking-baking-operation/#comment-1882\)](https://www.goodwill.org/blog/news-updates/in-iowa-city-goodwill-launches-cooking-baking-operation/#comment-1882)

Well done!

2.  **Betty Hazelwood** says:

[July 19, 2015 at 9:02 pm \(https://www.goodwill.org/blog/news-updates/in-iowa-city-goodwill-launches-cooking-baking-operation/#comment-1883\)](https://www.goodwill.org/blog/news-updates/in-iowa-city-goodwill-launches-cooking-baking-operation/#comment-1883)

Here in Richmond Virginia we miss your cookies. I use to buy your Chocolate Cookies for my dad. Have not seen them in stores for a long time. Any chance we well be able to buy them again in the near future?

Comments are closed.

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GOODWILL INDUSTRIES INTERNATIONAL, INC.

15810 Indianola Drive
Rockville, Md 20855

(800) Goodwill (tel:8004663945)

[Contactus@Goodwill.org \(mailto:contactus@Goodwill.org\)](mailto:contactus@Goodwill.org)

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CEDAR RAPIDS KERNELS NEWS (/CEDAR-RAPIDS/NEWS)

Kernels partner with Goodwill to serve Goodwill Great Cookies™

Made by Veterans here in the Heartland

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Goodwill®
Great Cookies™
Eat a Cookie, Change a Life™



By Andrew Pantini / Cedar Rapids Kernels | March 13, 2014
3:47 PM

Cedar Rapids, IA - The Cedar Rapids Kernels and Goodwill have partnered to bring our fans a delicious new product being made right here in the Heartland. Goodwill Great Cookies™ will be sold at all remaining Cedar Rapids Roughriders games (starting March 15th) and all Cedar Rapids Kernels games this season.

These huge, monster cookies are baked fresh from scratch by veterans in the Heartland and delivered by veterans. This program allows homeless and disadvantaged veterans job training and skill development to help them overcome barriers to independence. So when you buy a cookie at the Roughriders and Kernels, you will truly "Eat a Cookie, Save a Life."

Visit www.kernels.com (<http://www.kernels.com>) for game times or pick up a Kernels Pocket Schedule found at various locations around eastern Iowa.

Individual game tickets, 2014 season ticket packages and 10-game coupon books are on sale now at the stadium, or by calling the Kernels at (319) 363-3887. Ticket Office hours are 10 am to 5 pm, Monday through Friday, and 10 am to 2 pm on Saturday.

The 2014 Kernels arrive in Cedar Rapids on Monday, March 31st and the first chance to meet the new team is on Tuesday, April 1st as part of 'Meet the Kernels Night' from 5:00 to 7:30 pm. The Kernels open the 2014 MWL season on Thursday, April 3rd when they host the Clinton LumberKings at 6:35 pm.

The Cedar Rapids Kernels are the Midwest League affiliate of the Minnesota Twins. This story was not subject to the approval of the National Association of Professional Baseball Leagues or its clubs.

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Winder Blows Bandits Away in 6-2 Win

Strikeouts highlight Cedar Rapids victory at Quad Cities

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By Chris Kleinhans-Schulz | August 19, 2019 11:22 PM ET

Josh Winder registered a career-high-tying nine strikeouts within a quality start Monday at Modern Woodmen Park to lead the Cedar Rapids Kernels to a 6-2 victory against the Quad Cities River Bandits. Cedar Rapids (32-24, 71-55) clinched a winning overall record for the seventh season in a row.

VIEW MORE (/CEDAR-RAPIDS/NEWS/WINDER-BLOWS-BANDITS-AWAY-IN-6-2-WIN/C-310132446)

Luis Rijo named Midwest League Pitcher of the Week

Fourth Kernels pitcher this season to earn MWL Weekly Honors

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 rapids/news/print/luis-
 (mailto:
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By Andrew Pantini | August 19, 2019 12:51 PM ET

The Midwest League and MiLB.com announced today that Kernels pitcher Luis Rijo has been named the Midwest League Pitcher of the Week for the period ending August 18th.

[VIEW MORE \(/CEDAR-RAPIDS/NEWS/LUIS-RIJO-NAMED-MIDWEST-LEAGUE-PITCHER-OF-THE-WEEK/C-310115710\)](#)

Comeback Comes Up Short for Kernels

Rehab assignment continues for LaMonte Wade Jr.

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By Chris Kleinhans-Schulz | August 18, 2019 9:53 PM ET

The Cedar Rapids Kernels tried to rally from a late 5-0 deficit Sunday at Modern Woodmen Park, but the Quad Cities River Bandits held on for a 5-4 triumph. Quad Cities improved to 31-24 in the second half and 74-47 overall. Cedar Rapids dropped to 31-24 and 70-55, respectively.

[VIEW MORE \(/CEDAR-RAPIDS/NEWS/COMEBACK-COMES-UP-SHORT-FOR-KERNELS/C-310105766\)](#)

Erik Cha placed on 7-day Injured List

Brian Rapp activated from 7-day Injured List

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By Andrew Pantini | August 18, 2019 2:29 PM ET

The Cedar Rapids Kernels and Minnesota Twins announce that LHP Erik Cha has been placed on the 7-day injured list, retroactive to August 17th, with a left forearm strain and RHP Brian Rapp has been activated from the 7-day injured list. Brian Maloney, Senior Manager of Minor League Operations, announced the moves.

[VIEW MORE \(/CEDAR-RAPIDS/NEWS/ERIK-CHA-PLACED-ON-7-DAY-INJURED-LIST/C-310090812\)](#)

Steer's Solo Shot Not Enough Saturday

LaMonte Wade Jr. begins rehab assignment with Kernels

(/cedar-rapids/news/print/steers-solo-shot-not-enough-saturday/c-310078096) (mailto:?)
Subject=Steer's%20Solo%20Shot%20Not%20Enough%20Saturday&Body=Steer's%20Solo%20Shot%20Not%20Enough%20Saturday%0A

By Chris Kleinhans-Schulz | August 17, 2019 10:14 PM ET

Despite a game-opening home run from Spencer Steer, the Cedar Rapids Kernels lost to the Quad Cities River Bandits, 4-1, Saturday at Modern Woodmen Park. Saturday's series opener also marked the first outing for LaMonte Wade Jr. in his Major League Baseball rehab assignment from the Minnesota Twins.

[VIEW MORE \(/CEDAR-RAPIDS/NEWS/STEERS-SOLO-SHOT-NOT-ENOUGH-SATURDAY/C-310078096\)](#)

LaMonte Wade, Jr. joins Kernels on MLB rehab assignment

Played for Kernels during 2015 and 2016 seasons

(/cedar-rapids/news/print/lamonte-wade-joins-kernels-on-mlb-rehab-assignment/c-310066868) (mailto:?)
Subject=LaMonte%20Wade%2C%20Jr.%20joins%20Kernels%20on%20MLB%20rehab%20assignment&Body=LaMonte%20Wade%2C%20

By Andrew Pantini | August 17, 2019 1:51 PM ET

The Cedar Rapids Kernels and Minnesota Twins announce that OF LaMonte Wade, Jr. will join the Kernels on an MLB rehab assignment. Brian Maloney, Senior Manager of Minor League Operations, announced the moves.

[VIEW MORE \(/CEDAR-RAPIDS/NEWS/LAMONTE-WADE-JR-JOINS-KERNELS-ON-MLB-REHAB-ASSIGNMENT/C-310066868\)](#)

Canterino Wins 4-0 Combined Shutout

Wander Javier leads offense with four-hit performance

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Subject=Canterino%20Wins%204-
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By Chris Kleinhans-Schulz | August 16, 2019 11:01 PM ET

In a matchup between 2019 draft picks, Matt Canterino and the Cedar Rapids Kernels defeated Ethan Small and the Wisconsin Timber Rattlers by a final score of 4-0 at Neuroscience Group Field at Fox Cities Stadium. Wander Javier went 4-of-5 with two singles and two doubles as Cedar Rapids (31-22, 70-53) earned a 2-1 series victory.

[VIEW MORE \(/CEDAR-RAPIDS/NEWS/CANTERINO-WINS-4-0-COMBINED-SHUTOUT/C-310057492\)](/CEDAR-RAPIDS/NEWS/CANTERINO-WINS-4-0-COMBINED-SHUTOUT/C-310057492)

Rijo, Solo Shots Highlight 2-1 Victory

Gilberto Celestino, Wander Javier hit home runs for Cedar Rapids

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Subject=Rijo%20Solo%20Shots%20Highlight%202-
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By Chris Kleinhans-Schulz | August 15, 2019 10:53 PM ET

Luis Rijo provided a dominant seven-inning start Thursday at Neuroscience Group Field at Fox Cities Stadium to win a 2-1 decision Thursday for the Cedar Rapids Kernels against Los Cascabeles de Wisconsin - the "Copa de la Diversión" identity of the Wisconsin Timber Rattlers.

[VIEW MORE \(/CEDAR-RAPIDS/NEWS/RIJO-SOLO-SHOTS-HIGHLIGHT-2-1-VICTORY/C-310027416\)](/CEDAR-RAPIDS/NEWS/RIJO-SOLO-SHOTS-HIGHLIGHT-2-1-VICTORY/C-310027416)

Wisconsin Wins Wednesday's Opener

Cedar Rapids loses close contest to begin 10-game road swing

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Subject=Wisconsin%20Wins%20Wednesday's%20Opener&Body=Wisconsin%20Wins%20Wednesday's%20Opener%0A%0Ahttps%3A%2
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By Chris Kleinhans-Schulz | August 14, 2019 11:20 PM ET

Yeison Coca's two-out, walk-off single propelled the Wisconsin Timber Rattlers to a 3-2 win Wednesday against the Cedar Rapids Kernels at Neuroscience Group Field at Fox Cities Stadium. Wisconsin (28-23, 59-61) also secured a 1-0 advantage in this three-game series.

[VIEW MORE \(/CEDAR-RAPIDS/NEWS/WISCONSIN-WINS-WEDNESDAYS-OPENER/C-309998054\)](#)

Jose Martinez activated from 7-day Injured List

Alex Schick placed on 7-day Injured List

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By Andrew Pantini | August 14, 2019 3:35 PM ET

The Cedar Rapids Kernels and Minnesota Twins announce that RHP Jose Martinez has been activated from the 7-day injured list and RHP Alex Schick has been placed on the 7-day injured list, retroactive to August 13th, with left hamstring strain. Brian Maloney, Senior Manager of Minor League Operations, announced the moves.

[VIEW MORE \(/CEDAR-RAPIDS/NEWS/JOSE-MARTINEZ-ACTIVATED-FROM-7-DAY-INJURED-LIST/C-309986666\)](#)



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BREAKING Davenport police investigate shots fired call

https://qctimes.com/news/local/goodwill-bakes-sells-monster-cookies/article_be95d6a6-3fb3-5897-9c63-b132df631f2b.html

Goodwill bakes, sells Monster cookies

Doug Schorpp dschorpp@qctimes.com Oct 31, 2013

SALE! 90% OFF FOR 3 MONTHS



Goodwill of the Heartland is hoping that a home-baked fundraising idea eventually will benefit the non-profit's operation across the country.

Goodwill Great Cookies bake shop has opened at Cumberland Mall, 2309 Cumberland Drive, Bettendorf. Its only products are monster cookies, with main ingredients of peanut butter, oats, chocolate chips and M&Ms.

The cookies are being sold in the 14 Goodwill resale stores in the Heartland region in eastern Iowa and western Illinois, including the Quad-Cities. The business plan calls for expanding sales to area grocery stores and, eventually, all 165 Goodwill operations nationwide.

"We're incredibly excited about this new venture, as customers will love our Goodwill Great Cookies both for their taste for their cause," said Ken Rizer, senior vice president for operations for Goodwill of the Heartland.

"By buying our cookies, customers will not only experience the best-tasting monster cookie imaginable, but they'll also 'Cookie, Change a Life' by supporting employment of homeless veterans and people with other barriers to independence here in the Quad-Cities."

He said Goodwill previously operated a restaurant called Snackers 2 in Muscatine that employed people with disabilities. That is where the monster cookies first were offered locally, he said. The restaurant closed in the spring.

Goodwill is a non-profit dedicated to "advancing the social and economic well-being of people who experience barriers to independence." Those barriers are described as anything from disabilities to homelessness to drug addiction.

"We do this by giving people a hand up rather than a handout through the power of work," Rizer said. "Consistent with the mission, we employ hundreds of people with barriers to independence in our Goodwill retail stores throughout 19 counties in eastern Iowa and western Illinois, in community work sites, in our two work training facilities in Cedar Rapids and Iowa and now in our Bettendorf Goodwill Great Cookies baking facility."

The baker and delivery driver are veterans who participated in Goodwill's Homeless Veterans Reintegration Program, which gives them transitional work while developing job skills and job search assistance, Rizer said.

Richard Thomas, with 30 years in the baking business, was hired as the baking manager. He said they started with the original "ma and pop formula of the cookie and took it a step up."

He said the bakery produces 400 to 500 of the 3.2-ounce, 4.75-inch-diameter cookie each day.

"We are getting some really good results, especially in Quad-City area," Thomas said. "It is doing well so far, better than expected. This is going to snowball and just get better as we go along."

Rizer said the business plan calls for selling the cookies commercially throughout its region.

"And we've gotten interest from the VA, the University of Iowa, Hy-Vee, Fareway, corporate partners, the federal government, and others," he said. "In addition to selling baked cookies throughout our region, we're doing tests on a bakery mix to package and sell nationally under the Goodwill Great Cookies name."

Future plans call for eventually selling gift tins on the Shop Goodwill Online site at www.shopgoodwill.com.

Rizer said Goodwill partnered with the marketing department at Iowa State University and with the Tippie School of Business at the University of Iowa to create the business plan. In addition to hiring Thomas, Rizer said they also worked closely with a certified food scientist on the recipe and nutrition facts, certifying the cookies as gluten-free.

Goodwill Holiday Store opens Nov. 1

cookie breakout

Cookies are available at all Goodwill stores. For special occasions and larger quantities or more information, email Richard Thomas at rthomas@goodwillheartland.org.

Doug Schorpp

Printed from

<https://www.facebook.com/dmgoodwill/photos/a.159914904061857/2278894662163860/?type=3&theater>

on August 20, 2019



Goodwill of Central Iowa
August 5

You can now purchase the Goodwill Cookie at Papa Keno's Pizzeria Drake! We are partnering with Papa Keno's to sell cookies that are baked and packaged by food service skills training program participants. And the sale of the cookies will also go to support our skills training programs and employment services. Why not swing by and grab a slice and a cookie sometime? 🍪🍪

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Write a comment...
Press Enter to post.



Place your order by November 5, 10:00am

DESSERT TYPE	Serving Size	Price
Pecan Pie	8-10	\$15
Boston Cream Pie	8-10	\$13
Apple Lattice Pie	8-10	\$13
Sweet Potato Pie	8-10	\$13
Chocolate Layer Cake	8-10	\$24
*Pumpkin Chocolate Chip Cake	12-16	\$26
*Red Velvet Cake	12-16	\$26
*Caramel Cake	12-16	\$26

**Cakes provided by A Sweet Success Bakery*

Desserts must be paid for in advance. You can pay in cash at Edgar's Corner Cafe (1235 South Eugene Street, Greensboro) or with a credit card online at triadgoodwill.org/edgars-corner-cafe (fees apply).

Desserts will be available for pick up before 3:00pm on Tuesday, November 20 & Wednesday, November 21.

Orders are non-refundable.

Mentoring News

For mentors, and those who would like to become one.

INSIDE THIS ISSUE:

What's New?	1
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Meet a Mentor	2
Failure or Challenge?	3
Pittsburgh Penguins	3
Site information	4
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What's New?

- Jackie Abel-Stavropoulos, Program

Fall has flown and it's hard to believe that we are at the end of 2011! The youth and their mentors have been meeting almost every week and have shared some wonderful experiences. During this year they have participated in:

- Many career exploration workshops, hands-on activities and listening to guest speakers
- Worked alongside Ken-the-Handyman and learned how to make some simple home repairs using tools and building materials
- Taken part in field trips such as a PGH Penguins game, visits to the August Wilson Center, and working on a photography project at some of Pittsburgh's historic cathedrals
- Participated in several community service projects including: community garden, organizing a Halloween party at the Boys and Girls Club, and raising money at a bake sale for the Heart House
- Most importantly the

mentors have served as role models for the youth and spent hours listening to the hopes and dreams and been supportive caring adults!

We welcome 2012 and look forward to many more activities as well as some changes. One of the first changes made is that the mentoring program will simply be called the Goodwill Youth Mentoring Program (GWYM). Most of the mentoring groups will continue and several new ones will be forming at the beginning of the year, including several designed to serve Refugees and new comers to the U.S.

Another exciting component to the mentoring program will be the opportunity for the older youth to become active in the Retail Training Youth Mentoring (RTYM) Program where they will be able to attend training in retail through a hands-on approach. They will be working alongside a job coach mentor to reinforce the training and help

the youth achieve success! We want to wish you a Happy New Year and look forward to having your continued dedication and hard-work in 2012!

Cookie Sale

This season, several of our groups baked and sold cookies on Saturday, Dec 3 at the Lawrenceville Community Cookie Mall. Together all of the kids and their cookies raised \$180 which they are donating to Heart House, a program for women and their families coming out of domestic violence situations. The children in the Heart House program will receive holiday gifts from the profits of the cookie sale.



Action is the foundational key to all success.
-Pablo Picasso

Why Be a Mentor?

In a study conducted in 2009, it was found that nearly 1.2 million students in the United States fail to graduate from high school each year.

In an effort to reduce these alarming figures, mentoring programs across the country offer a positive influence in student's lives to motivate them

to succeed.

In the United States, approximately 18 million children need or want mentoring, and only 3 million of them receive the support they require. Mentoring helps to provide a youth not only with supervision, but also with

help in school, focus and a role model to one day aspire to be.

In a Pew Public/Private Ventures study it was found that after 18 months with mentors, students were:

- 46% less likely to use illegal drugs
- 27% less likely to use alcohol

(Continued on Page 2)



Why Mentor?

Mentored youth are:

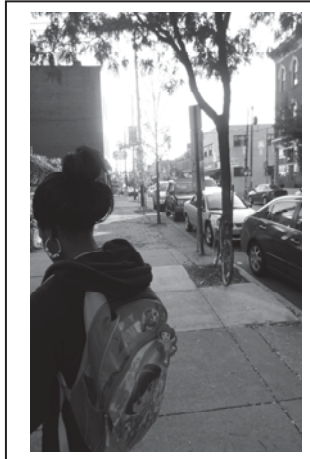
- 53% less likely to skip school
- 33% less likely to hit someone or use violence

Mentoring offers a special relationship to youth that they may not be receiving in their homes or at school. For adults it is an opportunity to help give back to the community and share experiences with youth, providing guidance and support needed and deserved during formative years.

Do you know someone who is interested in being a mentor?

If so, Goodwill Youth Mentoring Program is looking for mentors in your area. Volunteering just two hours a week can have a tremendous impact on local youth. For details, e-mail: Jackie.stavropoulos@goodwillswpa.org

412-632-1752



I have discovered in life that there are ways of getting almost anywhere you want to go, if you really want to go.
- Langston Hughes

Featured Ice Breaker: In the Bag -Erin Downey, Mentor

This activity is performed without rehearsal. The student relies on personal knowledge and experience to give a quick, impromptu speak to the group/class.

Possible topics include:

- Why students should never have homework
- The ideal age should be
- How to be happy
- My idea of a perfect day
- The best bargain
- The best job in the world

- The greatest book ever written
- How I view the future
- The most important invention
- Something I couldn't live without... etc.

Be creative and think of your own topics, or have the youth make a list!



Meet a Mentor! – Jovanna Robinson



Jovanna Robinson has been a mentor with Goodwill for over a year now, as she joined the Homestead group in September of 2010.

A graduate of Taylor Alderdice High School, Jovanna grew up in Hazelwood and became a certified medical assistant with Kaplan, but now works in social services with Allegheny County.

Jovanna's favorite color is teal, and her favorite foods are sausage, pizza with ranch, and sweet and sour chicken. Her favorite parts of mentoring are promoting positivity, engaging with people, and having fun. She describes herself as the "livewire" of the Homestead group.

When asked what she likes to do in her spare time, she responded: "THIS. I don't have a lot of spare time but

I really enjoy spending time with the kids. I like keeping it I like keeping it funky here, keeping it real. I'm the Fashionista Diva."

Jovanna became a mentor to give back to the community and to build youth for the future, she explained. "My outgoing voicemail says 'we can't always build a future for our youth, but we can build our youth for the future.'"

Goodwill Youth at the Pen's Game!

On Saturday, September 24th, the Pittsburgh Penguins hosted the annual Kids Day event during their preseason and donated tickets to various mentoring groups in the Pittsburgh area.

Goodwill was fortunate enough to be in attendance and get to watch the action right up front. Present at the game were Goodwill Mentoring groups from Lawrenceville, Homestead, Braddock and Garfield. The game was an exciting one;

halfway through the 2nd period the youth were able to watch our Pittsburgh Penguins score three goals within five minutes!

The game ended with a Pens' victory and a score of 4-1. The event was incredibly successful, it proved to be a great opportunity to expose the youth to an experience that many of them had never had before that day.

We look forward to many more fun events all year long. A good time was had by all!



Goodwill Youth Photography Gallery

On December 15th, the Goodwill Youth Mentoring Program held the first-annual Goodwill Youth Photography Gallery.

All photographs were taken and selected by the youth. This has been an on-going project to discuss the different types of photography and related career fields.

Everyone in attendance had a great time and enjoyed looking around at the pictures taken by the youth from the Goodwill Youth Mentoring Program.

If you are interested in having your group learn about photography, let us know!





Goodwill of Southwestern Pennsylvania is an Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities 412-390-2132 or e-mail accommodations.request@goodwillswpa.org

www.goodwillswpa.org

Current sites

- Southside
- Lawrenceville
- Homestead
- Shadyside/Homewood Carnegie
- Northside
- Garfield
- Braddock

Data/Mentoring Specialist

Mark Sepe
412-632-1755

AmeriCorps Mentoring Specialists

Natalie Suzelis
412-632-1754

Mike Kamison
412-632-1764

Dan Brenner
412-632-1758

Program Manager

Jackie Abel-Stavropoulos
jackie.stavropoulos@goodwillswpa.org
412-390-2308



Success means having the courage, the determination and the will to become the person you believe you were meant to be.

Goodwill Youth Mentoring Program

C/O Goodwill SWPA
Robert S. Foltz Building
118 52nd Street
Pittsburgh, PA 15201

Subscriber Name
Number Street Address
City, State Postal Code

A background image showing a busy indoor market or bazaar. People are seen browsing through various items on display tables. The lighting is bright, and the atmosphere appears lively.

Supporting adults with disabilities to enjoy active and fulfilling lives.

One-of-a-kind gifts are easy to find at Goodwill's Holiday Bazaar

Posted by Leslie Chisholm on Dec 17, 2015 4:27:27 PM

Tweet



Like 0

Share

It's easy to find one-of-a-kind holiday gifts at Goodwill's Holiday Bazaar, hosted by our [Goodwill Day Services](#) participants! This year, they created and sold a variety of craft items such as hand-painted ornaments, hand-made aprons, teacup candles, knitted hats, crackled marble necklaces and much more, as well as and **yummy baked goods.**

The event was held last month at our Waukesha Community Service Center and has considerably grown over its 10+ years. The Bazaar originally started with our Waukesha County center, but now includes the Milwaukee County centers—six centers now participate in the annual event. The Holiday Bazaar helps to raise funds for each center and proceeds from the sale are utilized for participant activities and other materials needed to enhance the success of our programs.

In order to make the Bazaar successful quite a bit of planning is needed. **Each year, our participants have decided what kinds of crafts and baked goods they have wanted to make and sell,** and this year was no different. They shopped for all of those items, enhancing their decision-making skills, and the members who worked at the event improved upon their customer service skills.

If you missed our event this year, don't worry. Just send me an email at Leslie.Chisholm@goodwillsew.com if you are interested in attending the Holiday Bazaar next year. A special thank you to all who organized and shopped at our Holiday Bazaar! Hope to see you next year.



Written by Leslie Chisholm

Leslie Chisholm is a Program Supervisor and has been with Goodwill since May 1994 when she worked at the Pewaukee Adult Center as a Rehabilitation Technician. She has worked at several Goodwill Adult Center and helped start the Community Opportunities Club-South. Leslie graduated from Mount Mary College and in her free time she enjoys volunteering at Donna Lexa and Lakewalk for Cancer, and gardening, reading and traveling.

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Goodwill Participants learn to take the bus

Spending a day with mission makes work more meaningful

Day Services' Annual Camp Goodwill Event was Dino-Mite!

Take Us Out To the Ballgame

Goodwill Day Services Participants Showcase their Artistic Talents

As of June, Goodwill helped 23,197 people.

GIVE NOW

Services



Store & Donation Centers



Chicago Operations



Goodwill E-cycle



TalentBridge Employment Services



DataShield Document Destruction



Laundry & Linen Services



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["10 Best Places for Bubble Tea in San Francisco" on Chowhound.com!](#)

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SF Bay Area Food Photography & Event Coverage



Donuts for Donations: Goodwill San Francisco, San Mateo and Marin Counties Support the Grand Re-Opening of their San Rafael Store

October 18, 2018 in [food-events](#), [bay-area-news](#)

By Sandy Daenerys

The delicious aroma of freshly made donuts fill the air on the corner of 3rd Street and Lincoln Ave. Take a short walk behind the Goodwill San Rafael retail store and you'll find a set of friendly faces, ready to offer you a donut for your donation. Some volunteers have been heating up the fryer, hand-rolling donut dough and sifting through powdered sugar to prepare for "Donuts for Donations" that is taking place during the grand re-opening of the Goodwill San Rafael Store.



CONTACT

sandybythebay.com@gmail.com

ABOUT

I'm a San Francisco-based food photographer, food stylist, artist and journalist who documents, photographs and blogs about all things food-related, including up and coming chefs and entrepreneurs, restaurant & shop openings and special events within the Bay Area.

CONNECT





The "Donuts for Donations" Volunteer Team at Goodwill San Rafael

To encourage the local Marin county and community for donations to the San Rafael retail store, **Jason Ford, one of the Board members of Goodwill San Francisco, San Mateo and Marin Counties (Goodwill SFSMM), led "Donuts for Donations" to show his support.** Jason and his team of volunteers offered homemade donuts for donors and customers who are supporting the re-opening of the San Rafael store. These fresh and hot donuts were made on the spot from a special recipe using premium ingredients, traditional techniques and were coated with powdered and cinnamon brown sugar.



Goodwill SFSMM launched a grand re-opening of their San Rafael retail store in Marin County on Thursday October 11th, 2018. There was a ribbon cutting ceremony that took place right before the store showed off its big reveal and opened its doors to the crowds at 9:00 AM. Goodwill SFSMM's Executive Team, several Board Members and local community leaders from the San Rafael Chamber of Commerce that support local businesses were present.

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PLAY VIDEO (BELOW) OF THE RIBBON CUTTING CEREMONY AT GOODWILL SAN RAFAEL



Goodwill SFSMM Team at the grand reopening of the Goodwill San Rafael Store

From Left To Right: **Jason Ford** - Microsoft GM Northern CA and Pacific NW & Goodwill Board Member (San Rafael Resident), **Val Culliver** - Goodwill VP of Retail Operations, **Kate Collins** - San Rafael Council Member, **Lisa Zamorano** - San Rafael Goodwill Store Manager, **Joanne Webster** - CEO & President, San Rafael Chamber of Commerce

Directed by Ken Sonkin &
Presented by 42nd Street Moon

2 WEEKS AGO



Sustainable Meal Planning Has Arrived. Interview with Ends+Stems Founder Alison Mountford

A MONTH AGO



Sweet Spot SF: San Francisco's Ultimate Dessert Festival

4 MONTHS AGO



Morning Pastries from **Arizmendi Bakery**

ARCHIVE

August 2019

"The Oldest Living Cater Waiter: My Life in Three Courses" - Solo Play Review & Interview with Actor Michael Patrick Gaffney, Directed by Ken Sonkin & Presented by 42nd Street Moon

A live DJ playing some upbeat and positive tunes entertained guests and kept the vibrant energy flowing. Uzette Salazar and Hooman Khalili from the Alice@97.3 Radio Show were present to meet, greet and photograph with some of their Bay Area fans. Freshly made popcorn, light treats and Alice@97.3 swag was provided to some customers.



Val Culliver, VP of Retail at the San Francisco Office of Goodwill SFSMM

Local Bay Area Fashion bloggers including Brittany and Devon from DoubleMinted.com were invited to provide customized styling tips and consulting to eager customers looking to elevate their style with some fresh fashion tips. Some VIP customers took advantage of a special 10% off discount from 9:00 AM - 12:00 PM that day.



July 2019

Sustainable Meal Planning Has Arrived.
Interview with Ends+Stems Founder
Alison Mountford

April 2019

Sweet Spot SF: San Francisco's Ultimate
Dessert Festival

October 2018

Donuts for Donations: Goodwill San
Francisco, San Mateo and Marin
Counties Support the Grand Re-
Opening of their San Rafael Store

April 2018

Pokecado Toast & Dole Whip Floats
Arrive at Pokeatery in Walnut Creek

November 2017

Your Go-To Lunch Spot in Downtown
San Francisco - Charley's Philly Steaks

October 2017

A Little Piece of Paris By The Bay at Le
Marais Bakery



Jason Ford (2nd from the left), with his team of volunteers for the “Donuts for Donations” Campaign



Hand-rolled donut dough

Colorful and attractive merchandise fill the shelves of this Goodwill retail store. Immaculate mannequins that were beautifully styled with eclectic fashion gave the San Rafael store an elevated and charming vibe. Halloween costumes and accessories, as well as the Autumn home decorations and embellishments provided a warm seasonal cheerfulness that was fun, exciting and nostalgic. The vibrant earth-green painted walls added a clean, crisp, modern and refreshing look to the spacious retail location.



Val Culliver - VP of Retail, at Goodwill San Francisco, San Mateo & Marin Counties

“The grand re-opening of the San Rafael store represents a new beginning for the Goodwill retail brand. We want the community to not think of the Goodwill brand as just a second hand store where one looks for thrifty bargains. Instead, we want people to think of Goodwill as the go-to place to find

August 2017

San Francisco's Enough Tea & Coffee is Offering Free Drinks for a Limited Time (8/2 - 8/4)

July 2017

Foodbeast & Hansen's Natural Sodas Present “Hansen’s Supper Club”, A Foodie's Culinary Dream Come True

"MeatLess" - A Guide To Going Vegan - Interview with Humane Society of the US's Kristie Middleton

April 2017

Designer of Whimsical Handmade Clothes & Accessories - Interview with BYMUN Founder Carmen Cheung

March 2017

Experience "Tastes of the South" With Let's Eat Sonoma & Interview with Founder Michelle Fitzgerald

Champagne & Caviar Tasting Event with Tsar Nicolai at San Francisco's Whole Foods Potrero Hill

December 2016

Fruity Bubble Tea Drinks at ShareTea Metreon in Downtown San Francisco

unique fashion and one-of-a-kind vintage pieces at great prices. I want customers to know that they are also supporting a great cause; their contributions are helping fund Goodwill's mission to help provide job training and career opportunities to those who are less fortunate and are looking for a second chance."

— Val Culliver, VP of Retail Operations at Goodwill
San Francisco



DoubleMinted.com's Devon & Brittany provide styling tips for shoppers

Whether you're looking for some basic cutlery or cookware for your home or an unique dress for your upcoming date, you're not going to be disappointed. Items are so reasonably priced; it is no wonder there were large crowds of passionate shoppers cheering and waiting at the front of the store before the 9:00 AM re-opening. The San Rafael store was packed to the brim with eager customers who are looking to support Goodwill's mission as well as admire the grand design reveal of their local Goodwill store. Some were hoping to score some great deals on vintage goods and second-hand products.

November 2016

Los Angeles' Lemonade Restaurant Arrives in Walnut Creek, California

July 2016

Strawberry Banana Smoothie Recipe for Summer

May 2016

Asian Fusion at Anzu Restaurant - Interview with Executive Chef Michael Raub & Restaurant Review

April 2016

Oakland's Best Bowl of Beef Noodle Soup - Interview with Taiwan Bento Restaurant Owner Willy Wang

March 2016

Matcha Green Tea & Churro Cupcakes at Oakland's We The Minis - Interview with Founder Wenter Shyu

October 2015

Persimmon Garlic Hummus Smoked Cheddar Cheese Salad Recipe

Epic Maple Bacon Cupcakes at Cako Bakery in San Francisco's SoMa District

Kiwi Kielbasa Sausage Guava Jam Everything Bagel Recipe

If one has enough patience and persistence, one can even discover some exceptional finds at their local Goodwill. At this particular retail store, there was a locked glass case full of some high-end designer labels of shoes, bags and accessories by brands like Louis Vuitton, Christian Louboutin, Prada and Vince Camuto. A pair of Christian Louboutin green platform heels went for \$499, which is a great discount from the usual \$1k - \$3k price point.



“Goodwill SF is excited for all of the opportunities that await us this coming year. We will continue the re-branding and renovation efforts on several of our current stores and we are welcoming a new boutique store at our new headquarters building on Post Street. We’re looking forward to growing our new Visual Merchandising Program for employees; we will be offering an increasing number of visual displays within the stores to inspire and delight our customers throughout their shopping experience. We also have a great number of skill training that we are offering our teams that center around The Customer Experience.”

— Jonathan Ortiz, Director of Retail Operations at Goodwill San Francisco



September 2015

Carne Asada Burrito With Avocado at EA Cafe in Redwood City

June 2015

Bun Rieu Crab Meatball Noodle Soup at Sai's Restaurant in SF FiDi District

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Tanya Moore - VP of Mission Advancement at Goodwill San Francisco, walks with a prospective job seeker to the Career and Job Training Center around the corner from the Goodwill San Rafael Retail Store

There is more of a reason to shop second-hand stores than just a good deal. When you shop second-hand, you not only helping contribute to new jobs and opportunities for others, you are also contributing to a greener planet by diverting these goods from going into landfill, and helping to reduce overall greenhouse gas emissions from entering our already exhausted ecosystem.



Homemade Donuts - Cinnamon and Brown Sugar Dusted (Left) & Powdered Sugar (Right)



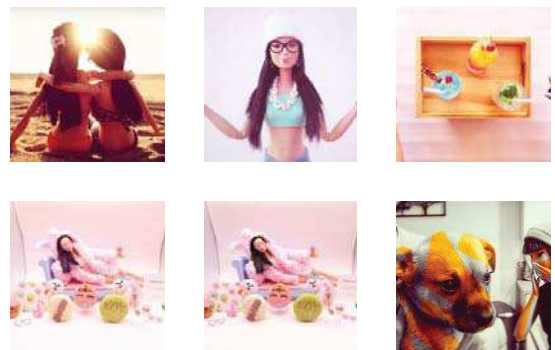
Susan Brennan, Goodwill SFSMM Board Member poses with a tray of homemade donuts to

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support "Donuts for Donations"



The presence of Goodwill retail stores is ever more crucial and important in the Bay Area in 2018. The cost of living in San Francisco has been exponentially increasing over the last decade with the explosive growth of tech companies, population expansion and the notorious housing and real estate market.

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A vintage album find of "A Hard Day's Night" by The Beatles at the Goodwill San Rafael Store

According to Business Insider, the total cost of living in San Francisco is a staggering 62.6% higher than the US average. The median rent for a one-bedroom apartment stands at \$3.5k a month. San Francisco was recently mentioned as the most expensive city in the world in regards to rent prices, according to financial advice site, Walletwyse.

@SFFOODPHOTOS ON TWITTER



SF Food Photography

Nothin' like a 10-foot donut wall to ring in #NationalDonutDay. @johnnydtruck sweetspotfest... <https://t.co/LpqK6FetGI> Jun 11, 2019, 8:06 AM



SF Food Photography

My head says dessert and my heart says dessert. sweetspotfest 🍩❤️🍷🍦 Sweet Spot SF Dessert Festival 📣 NEW! Blog Pos... <https://t.co/d4YXagEX56> May 21, 2019, 8:09 AM



SF Food Photography

NEVER. EVER. Be sad about the amount of bubbles in your bubble tea. AGAIN. 🍷❤️🍷🍷 Sandy's Epic Bubble Tea 📄



Uzette Salazar and **Hooman Khalili** from the **Alice@97.3** Radio Show pose with a fan

For those who cannot afford to shop at the mall or even discounted shops like Ross or Marshall's, Goodwill is the ideal place where second-hand goods are priced significantly lower than the retail value as well as lower than the cost of a similar item at a department store.



With San Francisco's booming economy, the competition for jobs within the Bay Area is fierce. For those who are less fortunate and do not have the proper training or skills to compete with those who do, Goodwill offers this population a second chance. Goodwill has been helping the local communities of the San Francisco Bay Area for the last 102 years.



Homemad...

<https://t.co/iLutgyNJIm>

Jan 9, 2019, 7:06 PM

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Tanya Moore, Goodwill VP of Mission Advancement, showcases Goodwill pamphlets that are given out to interested job seekers searching for career training and Goodwill services

“The San Rafael Store Re-Opening was a reminder of how much Goodwill is a part of the local community. Our board members were passing out homemade doughnuts, our staff were excited to be in the newly remodeled space and members of the community were lined-up outside the store before we even opened. The re-opening felt more like a family reunion. It was such a heart-warming day and a reminder of why we are here – and that is to be of service to the community.”

— Tanya Moore, VP of Mission Advancement,
Goodwill San Francisco



Since 1916, Goodwill has collected donations of tangible goods as well as monetary contributions to fund initiatives that provide support, training and guidance for those who are less fortunate, by providing new opportunities and breaking down barriers to employment for them. Goodwill’s

mission is to aide Bay Area residents who are having a difficult time with unemployment learn the necessary knowledge and skills in order to do well in the modern-day workforce.



The San Rafael store not only has a big retail store; it also has a warehouse in the back, as well as a Training Center that helps provide training and educational programs for those who are struggling with unemployment due to a lack of technical skills and knowledge.



Freda Marshall - Director of Learning & Development, in front of the Goodwill San Francisco, San Mateo & Marin Counties

“Here at Goodwill, we believe that people have a phenomenal capacity to learn. It is our goal as a learning organization to help people tap into that capacity and help them move from where they are now to where they want to go in their careers.”

— Freda Marshall, Director of Learning & Development, Goodwill San Francisco





According to Time Magazine, the trash in landfills releases a greenhouse gas that contributes to climate change; landfills contribute to a fifth of all of the methane emissions, and are the third-leading cause of methane emissions in the US. **In 2017, Goodwill SFSMM diverted 19.6 million pounds from local landfills; 3.4 million pounds were from electronics.**



William Rogers - CEO & President of Goodwill San Francisco, San Mateo & Marin Counties, talking with employees at the Annual Employee Appreciation Week

There are many reasons to shop at Goodwill. It may be to live a more minimalist lifestyle and declutter your home, support the cause of preventing climate change, or support an organization that helps the unfortunate overcome barriers to employment.





Freda Marshall - Director of Learning & Development, in front of the Donation Center at Goodwill SF



A display case of brand-name electronics at Goodwill San Rafael



Happy shoppers snack on fresh popcorn as they browse the busy aisles

With **19 stores and 26 donation sites** located throughout the San Francisco, San Mateo and Marin counties, **there are many locations for you to drop off your donations** as well as shop for some new one-of-a-kind items for your wardrobe or home. **Find a Goodwill Drop-Off Location near you.**



Goodwill SFSMM Team at the grand reopening of the Goodwill San Rafael Store

Search for your nearest Goodwill and donate any furniture, electronics, clothing, accessories, house goods, kitchenware, decorations, or just about anything you no longer use and think that someone else who is less fortunate could be using it. Additionally, you get to write it off on your taxes, as a tax-deductible item. Now that's a win-win, for everyone!



City Skyline at Goodwill San Francisco. Photo by **Sandy Daenerys**.

MORE INFO

Goodwill

[Goodwill San Francisco, San Mateo & Marin Counties \(SFSMM\)](#)

[Goodwill SF – Find a Donation Drop-off Location](#)

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Microsoft

The Vindicator

BENEFIT Goodwill to hold annual two-day auction

Sunday, January 20, 2002

The annual antique and collectible auction will be preceded by a patron party and public preview.

YOUNGSTOWN -- For the 10th consecutive year, the Junior Group of Goodwill will sponsor a two-day benefit featuring the auction of antiques, jewelry and collectibles.

This year's event has been scheduled to take place Feb. 1 and 2 at Stambaugh Auditorium, 1000 Fifth Ave.

Patrons: A patron party will be held from 7 to 9:30 p.m. Feb. 1 and will feature hors d'oeuvres, pastries and a cash bar. Completing the evening will be a Junior Group basket raffle, a 50/50 raffle and a silent auction of approximately 6,000 pieces of fine jewelry and collectibles. A live auction of new items donated by area businesses will get under way at 8.

Tickets for the event are \$18 (\$5 tax deductible) and are available until Jan. 29 by calling the Goodwill office, (330) 759-7921, or by sending checks, payable to Youngstown Area Goodwill Industries, and a self-addressed, stamped envelope to the organization, 2747 Belmont Ave., Youngstown, Ohio 44505. They may also be purchased from Junior Group members and trustees. The tickets are good for admission both days.

Public: The public auction is scheduled Feb. 2. A preview of items to be auctioned will begin at 10 a.m., and the sale of collectible jewelry will be conducted from 10 a.m. to 2 p.m.

The live auction of such items as dolls, toys, depression and carnival glass, instruments, vintage sporting goods and furniture is scheduled to start at 11. There will also be a 50/50 raffle and bake sale. Admission for this event will be \$2 at the door.

Purpose: Proceeds will benefit Goodwill's job training and employment services for people with disabilities in the five-county area.

Serving on the steering committee are Janice JanJanin, Denise Walter-Dobson, Christine Tancer, Michele Higgins, Karen Fusillo, Joanne Zimmer, Roseann Baca, Ann Nicora, Carol Craven, Derrie Wilkes, Elaine Dory, Tina Kinnick, Pam Crowe, Carol Vechiarelli, Sig Warren, Sue Elliott, Audrea Neri, Lori Bodzak, Elizabeth Nohra and Ellen Kosa.



Welcome to Camp Goodwill...
 ...A few facts about our Summer Camp!

Did you know that Camp Goodwill was **first opened in 1923**? Since then, over **70,000 kids and adults** have found their way here.

At Camp Goodwill, we provide 500 children the opportunity to leave the stress and pressure of home life behind for a week of summer camp.

Here is a special place: where kids are free to express themselves, to grow as individuals, to marvel at nature. Here is a place where kids grow into healthy adults.

But we can't do it without your help. Your sponsorship of \$300 gives one child a week at Camp Goodwill.

Campers call it their favorite week of the year. Parents call it a gift for their child's development. At Goodwill, we call it doing what we do best.

Help us do what we do best. Sponsor a camper at Camp Goodwill.

Talk with Sonny Kellen
 or Steve Moore:
 (402) 494-1712 or (402) 494-4872



Camp Goodwill
 570 152nd Street
 South Sioux City, NE

Across from Martin's Airfield just off
 Highway 20



www.goodwillscia.com



Fundraiser and Silent Auction

**Admission \$25 per person
 Food Tickets \$1 per ticket**

**Saturday, February 2nd,
 11:00am-7:00pm**

All funds raised go to support camp and services available to youth during our 5 weeks of camp each summer.





*A Few of the
Winterfest Activities:*

- Izzon Photo Booth
- Ice Skating*
- Ice Bowling
- Snowman Contest
- Horse Drawn Wagon Rides
- Bake Sale**
- Wood Sculpting
- Cookbook Sale
- Valentine Cookie Decorating**
- Face Painting
- Hair Coloring and Feathering
- Bingo
- Dance
- Musical Entertainment by Byron Kuehl
- A Great Silent Auction
- Ending the evening with fireworks display by Lantis Fireworks
- And much more!

* Bring your own skates,
ice thickness permitting



**PLATINUM
SPONSOR**

\$1,000

Gift of \$1,000 or more.

Mentioned in program

Name an Activity, multiple sponsors encouraged: Sleigh Rides, Wood Sculpting, Bonfire Warming Station, Entertainment/Dance

Acknowledgement in all media

100 tickets for food

Logo on signage and media screens in all of our stores

Logo on T-Shirts

10 free admissions

Featured on Website

**GOLD
SPONSOR**

\$500

Gift of \$500.

Mentioned in program

50 tickets for food

Logo on signage and media screens in all of our stores

Logo on T-Shirts

5 free admissions

Featured on Website

**SILVER
SPONSOR**

\$250

Gift of \$250.

25 tickets for food

Logo on T-Shirts

2 free admissions

Mention on Website

**BRONZE
SPONSOR**

\$100

Gift of \$100.

10 tickets for food

1 free admission

Mention on Website





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Typed Drawing

Word Mark	GOODWILL INDUSTRIES
Goods and Services	IC 035. US 100 101 102. G & S: retail store services featuring a variety of goods of others. FIRST USE: 19350115. FIRST USE IN COMMERCE: 19350115
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	78105463
Filing Date	January 29, 2002
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	February 11, 2003
Registration Number	2811694
Registration Date	February 3, 2004
Owner	(REGISTRANT) Goodwill Industries International, Inc. CORPORATION MASSACHUSETTS 15810 Indianola Drive Rockville MARYLAND 20855
Attorney of Record	Michael W. Rafter
Prior Registrations	1224492;1592248
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "INDUSTRIES" APART FROM THE MARK AS SHOWN
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20140213.
Renewal	1ST RENEWAL 20140213
Live/Dead Indicator	LIVE

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Word Mark GOODWILL

Goods and Services IC 035. US 100 101 102. G & S: retail store services featuring a variety of goods of others. FIRST USE: 19670123. FIRST USE IN COMMERCE: 19670123

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 02.11.16 - Faces, smiley; Smiley faces
04.07.02 - Objects forming a person; Person formed by objects
26.01.21 - Circles that are totally or partially shaded.
26.09.21 - Squares that are completely or partially shaded
26.11.21 - Rectangles that are completely or partially shaded

Serial Number 78105466

Filing Date January 29, 2002

Current Basis 1A

Original Filing Basis 1B

Published for Opposition February 11, 2003

Registration Number **2811695**

Registration Date February 3, 2004

Owner (REGISTRANT) Goodwill Industries International, Inc. CORPORATION MASSACHUSETTS 15810 Indianola Drive Rockville MARYLAND 20855

Attorney of Record Michael W. Rafter

Prior Registrations 1224492;1592248

Description of Mark Color is not claimed as a feature of the mark.

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20140213.
Renewal 1ST RENEWAL 20140213
Live/Dead Indicator LIVE

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GOODWILL**Word Mark** GOODWILL

Goods and Services IC 035. US 100 101 102. G & S: Employment services for disabled and disadvantaged persons, namely employment outplacement services, promoting the interests of and encouraging and assisting in the establishment, development and growth of organizations throughout the World dedicated to providing rehabilitation services, training, employment and opportunities for personal growth for disabled and disadvantaged persons and for developing and maintaining operational standards for such organization, retail store services featuring a variety of goods of others. FIRST USE: 19160400. FIRST USE IN COMMERCE: 19160400

IC 041. US 100 101 107. G & S: Providing vocational training for disabled and disadvantaged persons. FIRST USE: 19160400. FIRST USE IN COMMERCE: 19160400

IC 042. US 100 101. G & S: Providing rehabilitation services for disabled and disadvantaged persons. FIRST USE: 19160400. FIRST USE IN COMMERCE: 19160400

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 78579342**Filing Date** March 3, 2005**Current Basis** 1A**Original Filing Basis** 1A**Published for Opposition** December 27, 2005**Registration Number** 3070744**International Registration** 0910393**Number****Registration Date** March 21, 2006**Owner** (REGISTRANT) Goodwill Industries International Inc CORPORATION MASSACHUSETTS 15810 Indianola Drive Legal Department Rockville MARYLAND 20855**Attorney of Record** Michael W. Rafter**Prior Registrations** 1224492;2775999;2811694;AND OTHERS**Type of Mark** SERVICE MARK**Register** PRINCIPAL**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20160607.**Renewal** 1ST RENEWAL 20160607**Live/Dead Indicator** LIVE
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Goodwill

Word Mark GOODWILL

Goods and Services IC 035. US 100 101 102. G & S: Employment agency services, temporary employment agency services, job placement services, career placement and employment counseling all for disabled, handicapped and disadvantaged persons; retail store services featuring a variety of consumer goods of others. FIRST USE: 20020601. FIRST USE IN COMMERCE: 20020602

IC 041. US 100 101 107. G & S: Career counseling services; providing employment training and vocational rehabilitation, training and guidance services for disabled, handicapped and disadvantaged persons. FIRST USE: 20020601. FIRST USE IN COMMERCE: 20020602

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 26.01.02 - Circles, plain single line; Plain single line circles
26.01.13 - Circles, two (not concentric); Two circles
26.01.16 - Circles touching or intersecting
26.09.12 - Squares with bars, bands and lines
26.09.21 - Squares that are completely or partially shaded
27.03.01 - Geometric figures forming letters, numerals or punctuation

Serial Number 76543134

Filing Date August 26, 2003

Current Basis 1A

Original Filing Basis 1A

Published for Opposition November 8, 2005

Registration Number 3052119

Registration Date January 31, 2006

Owner (REGISTRANT) GOODWILL INDUSTRIES INTERNATIONAL, INC. CORPORATION MASSACHUSETTS 15810

Indianola Drive Rockville MARYLAND 20855

Attorney of Record Michael W. Rafter

Prior Registrations 0854872;1224492;1592248;2684027;2775999;AND OTHERS

Description of Mark Color is not claimed as a feature of the mark.

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 8 (6-YR). SECTION 8(10-YR) 20160406.

Renewal 1ST RENEWAL 20160406

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SHOPGOODWILL.COM

Word Mark SHOPGOODWILL.COM
Goods and Services IC 035. US 100 101 102. G & S: ON-LINE TRADING SERVICES IN WHICH SELLER POSTS ITEMS TO BE AUCTIONED AND BIDDING IS DONE ELECTRONICALLY; ONLINE AUCTION SERVICES; ONLINE RETAIL STORE SERVICES FEATURING A FULL RANGE OF CONSUMER GOODS. FIRST USE: 19990831. FIRST USE IN COMMERCE: 19990831
Mark Drawing (1) TYPED DRAWING
Serial Number 76020554
Filing Date April 7, 2000
Current Basis 1A
Original Filing Basis 1A
Published for Opposition November 6, 2001
Change In Registration CHANGE IN REGISTRATION HAS OCCURRED
Registration Number 2735803
Registration Date July 15, 2003
Owner (REGISTRANT) Goodwill Industries International, Inc. CORPORATION MASSACHUSETTS 15810 Indianola Drive Rockville MARYLAND 20855
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Michael W. Rafter
Type of SERVICE MARK

Mark
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20130726.
Renewal 1ST RENEWAL 20130726
Live/Dead Indicator LIVE

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GOODWILL

Word Mark GOODWILL**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Downloadable mobile applications for accessing and organizing information regarding a nonprofit provider of education, training, career, and other personal opportunities and services for people with disabilities and disadvantaging conditions, such applications also providing information regarding the retail stores and centers for donating a wide variety of consumer and household goods, providing user-specific information regarding the locations of such stores and centers, and enabling users to make charitable gifts or donations; downloadable publications, namely, fact sheets and prospectus in the field of charitable donations and fundraising, including donation of a wide variety of items for resale for charitable purposes; downloadable publications, namely, downloadable briefs and white papers regarding professional and personal issues relating to people with disabilities and disadvantaging conditions. FIRST USE: 20130400. FIRST USE IN COMMERCE: 20130400

IC 035. US 100 101 102. G & S: Retail store services featuring a variety of goods of others; charitable services, namely, accepting charitable donations of a wide variety of goods for resale to the public, for purposes of providing education, training, career, and other personal opportunities and services to benefit people with disabilities and disadvantaging conditions; providing information, by means of a website, in the field of employment, employment opportunities, and employment services for people with disabilities and disadvantaging conditions; providing employment placement services for people with disabilities and disadvantaging conditions; providing employment placement services for people with disabilities and disadvantaging conditions; providing an on-line searchable database featuring employment opportunities and content about employment for people with disabilities and disadvantaging conditions; association services, namely, promoting the interests of people with disabilities and disadvantaging conditions in connection with a variety of professional and personal issues; association services, namely, promoting the interests of, promoting public awareness of the need for, and encouraging and assisting in, the establishment, development and growth of, organizations throughout the world dedicated to providing rehabilitation services, training, employment and opportunities for personal and professional development and growth for people with disabilities and disadvantaging conditions; providing business-related technical aid and assistance, business management and consulting services, executive recruiting services, and development and maintaining operational standards for organizations that provide rehabilitation, training, employment and opportunities for personal development and growth for people with disabilities and disadvantaging conditions; providing business research services in the field of training and employment of people with disabilities and disadvantaging conditions; providing online searchable commercial directories for job and career support centers for people with disabilities and disadvantaging conditions, retail stores, charitable donation sites and charitable organization headquarters; providing online searchable commercial directories in the field of professional development training and a wide variety of services of interest to people with disabilities and disadvantaging conditions; business consulting services provided to people with disabilities and disadvantaging conditions; providing trade shows in the field of a variety of retail and household goods; promoting the goods and services of others by arranging for sponsors to affiliate their goods and services with trade shows, conferences and other

services offered by a nonprofit provider of education, training, career, and other personal opportunities and services; charitable services, namely, organizing and conducting volunteer programs; providing information regarding all of the aforesaid services by means of an Internet website; tax preparation services provided to people with disabilities and disadvantaging conditions. FIRST USE: 19960000. FIRST USE IN COMMERCE: 19960000

IC 036. US 100 101 102. G & S: Charitable fundraising services to benefit people with disabilities and disadvantaging conditions; providing financial management to organizations that provide rehabilitation, training, employment and opportunities for personal development and growth for people with disabilities and disadvantaging conditions; charitable services, namely, providing financial assistance to meet the physical, psychological, social and other special needs of people with disabilities and disadvantaging conditions; providing on-line financial calculators for calculating the charitable impact of donations made to a nonprofit organization; financial consulting services provided to people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website; financing and loan services not from a bank. FIRST USE: 20010000. FIRST USE IN COMMERCE: 20010000

IC 041. US 100 101 107. G & S: Online journals, namely, blogs in the field of career development, charitable fundraising, employment, legislation, personal development and growth, vocational training, consumer and household goods, all of the foregoing related to people with disabilities and disadvantaging conditions; providing vocational and life skills training services for people with disabilities and disadvantaging conditions; educational services, namely, providing conferences, courses and seminars to train and develop personnel for organizations that provide rehabilitation, training, employment and opportunities for personal development and growth for people with disabilities and disadvantaging conditions; providing a website featuring non-downloadable videos in the field of charitable donations, creation of employment opportunities for, and a wide variety of issues of interest to, people with disabilities and disadvantaging conditions; providing online newsletters in the fields of issues of interest regarding people with disabilities and disadvantaging conditions, charitable donations of consumer goods and household items, and the subsequent resale of the same for charitable purposes, and related home organization tips, by email; providing information by means of a website in the field of employment training for people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website. FIRST USE: 20140000. FIRST USE IN COMMERCE: 20140000

IC 042. US 100 101. G & S: Computer services, namely, creating an on-line community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking services in the fields of a nonprofit organization, charitable fundraising, charitable giving, employment issues, personal and professional growth and development of, and other issues of interest to people with disabilities and disadvantaging conditions; providing online, non-downloadable software for identifying a user's location and finding job and career support centers for people with disabilities and disadvantaging conditions, retail stores, charitable donation sites and nonprofit charitable organization headquarters; providing medical research services in the field of rehabilitation of people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website. FIRST USE: 20140000. FIRST USE IN COMMERCE: 20140000

IC 043. US 100 101. G & S: Child and adult day care services; charitable services, namely, providing emergency, temporary, and permanent housing accommodations with and without support to people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website. FIRST USE: 20140000. FIRST USE IN COMMERCE: 20140000

IC 044. US 100 101. G & S: Physical and mental rehabilitation services for people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website. FIRST USE: 19960000. FIRST USE IN COMMERCE: 19960000

IC 045. US 100 101. G & S: Providing a resource website featuring information in the field of personal development and growth for people with disabilities and disadvantaging conditions; providing information in the field of personal development and growth for people with disabilities and disadvantaging conditions by means of an Internet website; providing information regarding all of the aforesaid services by means of an Internet website. FIRST USE: 20000000. FIRST USE IN COMMERCE: 20000000

IC 200. US 200. G & S: Indicating membership in an organization that promotes the interests of persons with disabilities and disadvantaging conditions to enhance their dignity and quality of life, where members are independent and autonomous organizations. FIRST USE: 19340000. FIRST USE IN COMMERCE: 19340000

Standard Characters Claimed**Mark Drawing Code** (4) STANDARD CHARACTER MARK

7/5/2019

Trademark Electronic Search System (TESS)

Serial Number 86593879
Filing Date April 10, 2015
Current Basis 1A
Original Filing Basis NO FILING BASIS
Published for Opposition May 17, 2016
Registration Number **5010715**
Registration Date August 2, 2016
Owner (REGISTRANT) Goodwill Industries International Inc. CORPORATION MASSACHUSETTS 15810 Indianola Drive Rockville MARYLAND 20855
Attorney of Record Michael W. Rafter
Type of Mark TRADEMARK. SERVICE MARK. COLLECTIVE MEMBERSHIP MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Word Mark GOODWILL

Goods and Services IC 009. US 021 023 026 036 038. G & S: Downloadable mobile applications for accessing and organizing information regarding a nonprofit provider of education, training, career, and other personal opportunities and services for people with disabilities and disadvantaging conditions, such applications also providing information regarding the retail stores and centers for donating a wide variety of consumer and household goods, providing user-specific information regarding the locations of such stores and centers, and enabling users to make charitable gifts or donations; downloadable publications, namely, fact sheets and prospectus in the field of charitable donations and fundraising, including donation of a wide variety of items for resale for charitable purposes; downloadable publications, namely, downloadable briefs and white papers regarding professional and personal issues relating to people with disabilities and disadvantaging conditions. FIRST USE: 20130400. FIRST USE IN COMMERCE: 20130400

IC 035. US 100 101 102. G & S: Retail store services featuring a variety of goods of others; charitable services, namely, accepting charitable donations of a wide variety of goods for resale to the public, for purposes of providing education, training, career, and other personal opportunities and services to benefit people with disabilities and disadvantaging conditions; providing information, by means of a website, in the field of employment, employment opportunities, and employment services for people with disabilities and disadvantaging conditions; providing employment placement services for people with disabilities and disadvantaging conditions; providing employment placement services for people with disabilities and disadvantaging conditions; providing an on-line searchable database featuring employment opportunities and content about employment for people with disabilities and disadvantaging conditions; association services, namely, promoting the interests of people with disabilities and disadvantaging conditions in connection with a variety of professional and personal issues; association services, namely, promoting the interests of, promoting public awareness of the need for, and encouraging and assisting in, the establishment, development and growth of, organizations throughout the world dedicated to providing rehabilitation services, training, employment and opportunities for personal and professional development and growth for people with disabilities and disadvantaging conditions; providing business-related technical aid and assistance, business management and consulting services, executive recruiting services, and development and maintaining operational standards for organizations that provide rehabilitation, training, employment and opportunities for personal development and growth for people with disabilities and disadvantaging conditions; providing business research services in the field of training and employment of people with disabilities and disadvantaging conditions; providing online searchable commercial directories for job and career support centers for people with disabilities and disadvantaging conditions, retail stores, charitable donation sites and charitable organization headquarters; providing online searchable commercial directories in the field of professional development training and a wide variety of services of interest to people with disabilities and disadvantaging conditions; business consulting services provided to people with disabilities and disadvantaging conditions;

providing trade shows in the field of a variety of retail and household goods; promoting the goods and services of others by arranging for sponsors to affiliate their goods and services with trade shows, conferences and other services offered by a nonprofit provider of education, training, career, and other personal opportunities and services; charitable services, namely, organizing and conducting volunteer programs; providing information regarding all of the aforesaid services by means of an Internet website; tax preparation services provided to people with disabilities and disadvantaging conditions. FIRST USE: 19960000. FIRST USE IN COMMERCE: 19960000

IC 036. US 100 101 102. G & S: Charitable fundraising services to benefit people with disabilities and disadvantaging conditions; providing financial management to organizations that provide rehabilitation, training, employment and opportunities for personal development and growth for people with disabilities and disadvantaging conditions; charitable services, namely, providing financial assistance to meet the physical, psychological, social and other special needs of people with disabilities and disadvantaging conditions; providing on-line financial calculators for calculating the charitable impact of donations made to a nonprofit organization; financial consulting services provided to people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website; financing and loan services not from a bank. FIRST USE: 20010000. FIRST USE IN COMMERCE: 20010000

IC 041. US 100 101 107. G & S: Online journals, namely, blogs in the field of career development, charitable fundraising, employment, legislation, personal development and growth, vocational training, consumer and household goods, all of the foregoing related to people with disabilities and disadvantaging conditions; providing vocational and life skills training services for people with disabilities and disadvantaging conditions; educational services, namely, providing conferences, courses and seminars to train and develop personnel for organizations that provide rehabilitation, training, employment and opportunities for personal development and growth for people with disabilities and disadvantaging conditions; providing a website featuring non-downloadable videos in the field of charitable donations, creation of employment opportunities for, and a wide variety of issues of interest to, people with disabilities and disadvantaging conditions; providing online newsletters in the fields of issues of interest regarding people with disabilities and disadvantaging conditions, charitable donations of consumer goods and household items, and the subsequent resale of the same for charitable purposes, and related home organization tips, by email; providing information by means of a website in the field of employment training for people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website. FIRST USE: 20140000. FIRST USE IN COMMERCE: 20140000

IC 042. US 100 101. G & S: Computer services, namely, creating an on-line community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking services in the fields of a nonprofit organization, charitable fundraising, charitable giving, employment issues, personal and professional growth and development of, and other issues of interest to people with disabilities and disadvantaging conditions; providing online, non-downloadable software for identifying a user's location and finding job and career support centers for people with disabilities and disadvantaging conditions, retail stores, charitable donation sites and nonprofit charitable organization headquarters; providing medical research services in the field of rehabilitation of people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website. FIRST USE: 20140000. FIRST USE IN COMMERCE: 20140000

IC 043. US 100 101. G & S: Child and adult day care services; charitable services, namely, providing emergency, temporary, and permanent housing accommodations with and without support to people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website. FIRST USE: 20140000. FIRST USE IN COMMERCE: 20140000

IC 044. US 100 101. G & S: Physical and mental rehabilitation services for people with disabilities and disadvantaging conditions; providing information regarding all of the aforesaid services by means of an Internet website. FIRST USE: 19960000. FIRST USE IN COMMERCE: 19960000

IC 045. US 100 101. G & S: Providing a resource website featuring information in the field of personal development and growth for people with disabilities and disadvantaging conditions; providing information in the field of personal development and growth for people with disabilities and disadvantaging conditions by means of an Internet website; providing information regarding all of the aforesaid services by means of an Internet website. FIRST USE: 20000000. FIRST USE IN COMMERCE: 20000000

IC 200. US 200. G & S: Indicating membership in an organization that promotes the interests of persons with disabilities and disadvantaging conditions to enhance their dignity and quality of life, where members are independent and autonomous organizations. FIRST USE: 19680329. FIRST USE IN COMMERCE: 19680329

Mark Drawing Code Design (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
02.11.16 - Faces, smiley; Smiley faces

7/5/2019

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Search Code 26.11.21 - Rectangles that are completely or partially shaded

Serial Number 86593940

Filing Date April 10, 2015

Current Basis 1A

Original Filing Basis NO FILING BASIS

Published for Opposition May 17, 2016

Registration Number 5010716

Registration Date August 2, 2016

Owner (REGISTRANT) Goodwill Industries International Inc. CORPORATION MASSACHUSETTS 15810 Indianola Drive Rockville MARYLAND 20855

Attorney of Record Michael W. Rafter

Description of Mark The color(s) blue, white, and black is/are claimed as a feature of the mark. The mark consists of a black rectangle with a blue interior with a portion of a person's face in the top left corner in white and the wording "goodwill" in white at the bottom.

Type of Mark TRADEMARK. SERVICE MARK. COLLECTIVE MEMBERSHIP MARK

Register PRINCIPAL

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Word Mark "GOOD WILLY" WHERE THERE'S GOODWILL THERE'S A WAY

Goods and Services IC 035. US 100 101 102. G & S: Employment services for disabled and disadvantaged persons, namely employment outplacement services, promoting the interests of and encouraging and assisting in the establishment, development and growth of organizations throughout the world dedicated to providing rehabilitation services, training, employment and opportunities for personal growth for disabled and disadvantaged persons and for developing and maintaining operational standards for such organizations, retail store services featuring a variety of goods of others. FIRST USE: 19501211. FIRST USE IN COMMERCE: 19501211

IC 041. US 100 101 107. G & S: Providing vocational training for disabled and disadvantaged persons. FIRST USE: 19501211. FIRST USE IN COMMERCE: 19501211

IC 042. US 100 101. G & S: Providing rehabilitation services for disabled and disadvantaged persons. FIRST USE: 19501211. FIRST USE IN COMMERCE: 19501211

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 02.05.05 - Boys; Children, boy(s)
 02.05.24 - Stylized children, including children depicted in caricature form
 03.17.02 - Feathers
 09.05.01 - Caps, including visors, military caps and baseball caps
 10.07.03 - Wheel chairs
 19.07.08 - Boxes, tackle; Boxes, tool; Chests, tool; Tackle boxes, fishing; Tool boxes
 26.17.07 - Heat, lines depicting; Lines depicting speed, propulsion, heat or wind; Propulsion, lines depicting; Speed, lines depicting; Wind, lines depicting

Serial Number 78594424

Filing Date March 24, 2005

Current Basis 1A

Original Filing Basis 1A

Published for December 27, 2005

Opposition
Registration Number 3070887

Registration Date March 21, 2006

Owner (REGISTRANT) GOODWILL INDUSTRIES INTERNATIONAL, INC. CORPORATION MASSACHUSETTS 15810 INDIANOLA DRIVE LEGAL DEPARTMENT ROCKVILLE MARYLAND 20855

Attorney of Record Michael W. Rafter

Description of Mark Color is not claimed as a feature of the mark.

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20160608.

Renewal 1ST RENEWAL 20160608

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