

NONPROFIT SPOTLIGHT:

Goodwill of Delaware and Delaware County

BY COLIN HEFFINGER

» It starts with donations. More than 650,000 donations are made to Goodwill of Delaware and Delaware County each year, effectively contributing to their dedicated mission to “improve the quality of life for people with barriers to self-sufficiency through the Power of Work.” Goodwill of Delaware provides jobs in retail, industrial cleaning, staffing services, sustainability and recycling to nearly 1,100 individuals with barriers to the workforce. By offering training and in-demand job skills, Goodwill can provide these individuals with a paycheck while better equipping them for future opportunities.

Goodwill of Delaware and Delaware County operates 16 retail locations and an Outlet across Delaware and Pennsylvania, reaching from Newtown Square in Pennsylvania to Millsboro in southern Delaware. Consistent donations from the local communities provide Goodwill with the opportunity to invest in its greatest asset – it’s people.

Through collaboration with local organizations, Goodwill Delaware offers a plethora of programs such as the Goodwill Digital Career Accelerator®, Work A Day, Earn A Pay, GoodWorks, Employment Supports, and StandByMe. Individuals with barriers to the workforce such as youth looking for their first job or individuals reentering the workforce



benefit from upskilling through these programs. By connecting with local businesses, Goodwill Delaware can determine which skills are in demand and adapt their programs to deliver immersive workforce development to job seekers.

Colleen Morrone, President and CEO of Goodwill Delaware and Delaware County, reflects on a recent training program. “Our digital skills training provides relevant, in-demand upskilling to better prepare individuals for the growing role of technology in the workforce. It helps us keep up with the fast-paced changes in employer needs by filling in the skills gap that job seekers typically face.”

“Our vision is to empower people by strengthening families and building communities,” Colleen continues. “Businesses and residents play a critical role in making this possible. We are a leading organization in sustainability and aim to raise the awareness level and continue to give back to Delaware.”

In the year 2021, Goodwill of Delaware and Delaware County will celebrate its 100-year anniversary of serving the local community and developing its workforce. “Our goal is to share with the community and set the stage for the next 100 years,” Colleen reflects. “We’re looking to create innovations for the workforce to fit the demands of the future.”

In response to the rising COVID-19 pandemic, Goodwill Delaware is striving further to make a difference for its employees and surrounding communities. A COVID-19 Relief Plan provides team members unable to work under the Governor’s order the opportunity to maintain pay and benefits for a period of time while stores and other sites are closed. Goodwill Delaware is advocating with Senators Chris Coons and Tom Carper for provisions to support larger nonprofits that exceed 500 employees. As the 4th largest nonprofit in Delaware, the 500 employee limit closes the opportunity for funding for vital support— central to our mission – to operate vital programs for our communities.