

CALIFORNIA EMERGING TECHNOLOGY FUND

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ORGANIZATION PROFILE: GOODWILL INDUSTRIES OF SAN FRANCISCO, SAN MATEO AND MARIN COUNTIES OCTOBER 31, 2007

– ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	GOODWILL INDUSTRIES OF SAN FRANCISCO, SAN MATEO AND MARIN COUNTIES
Name(s) of Principal(s) and Complete Titles	Kim Fox, Director of Environmental Business
Contact Information (complete)	1500 Mission Street, San Francisco, CA 94103 (415) 575-2206 kfox@sfgoodwill.org
Name of Program or Project (if different from organization)	ReCompute
Geographic Location or Focus of Program or Project	San Francisco, San Mateo and Marin Counties
Demographic Overview of Focus Community or Population	Low-income residents of disadvantaged urban neighborhoods who have significant barriers to employment, such as long-term welfare dependence, a physical or mental disability, homelessness, incarceration, substance abuse, or limited English skills.
Description of Program or Project named above o Goals	<p>Since 2004, Goodwill has operated ReCompute—a computer/electronics recycling program that provides work-based job training to participants with barriers to employment. In addition to recycling over 2.5 million pounds of electronics annually, Goodwill refurbishes and distributes hundreds of computers at low or no cost to underserved individuals throughout San Francisco and San Mateo Counties. The proposed project will upgrade and expand the ReCompute program to include a computer technician training program leading to industry certification for participants. The goals of the proposed program are:</p> <ul style="list-style-type: none"> • Increase the number of low income residents from disadvantaged neighborhoods who are qualified for a sustainable career path in information technology • Increase the number of affordable computers (less than \$300) available to low-income residents of disadvantaged urban neighborhoods • Facilitate computer use among low-income residents • Make it possible for Goodwill agencies and job training programs in other regions to replicate the ReCompute program as a viable social venture
o Objectives	<p>The program objectives are:</p> <ul style="list-style-type: none"> • Offer computer hardware and applications training within a work-based program to a total of 40 participants over the three year project period • Offer advanced level PC technician A+ training with internship opportunities to a total of 80 participants over the three year project period

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	<ul style="list-style-type: none"> • Offer computer hardware and applications training to a total of 162 participants over the three year project period • Reach out to residents and businesses to collect 12,000 high quality computers for refurbishing • Refurbish a total of 1,800 computers over the three year project period • Distribute 225 refurbished computers during the project period at no cost to charitable organizations serving underserved individuals and neighborhoods • Distribute 90 refurbished computers at low or no cost to participants in the ReCompute technical training programs • Sell 1,485 refurbished computers for less than \$300 apiece at the ReCompute store within Goodwill's San Francisco store and Redwood City store • Support low-income individuals who acquire or purchase refurbished computers with on-site sales and technical support and an information sheet • Provide a warranty for every refurbished computer sold or distributed • As a member of the EmpowerNet California Collaborative, develop tools for the replication of Goodwill ReCompute computer refurbishing/IT training social venture • Facilitate adoption of the program model by at least one other Goodwill or community nonprofit
<ul style="list-style-type: none"> ○ Strategies 	<p>ReCompute will integrate a classroom-based computer technician training program into the existing ReCompute work-based training program. ReCompute will partner with Street Tech for the development and delivery of the classroom training, which includes a hardware/applications course and an advanced A+ Certification course. The program will offer three tracks: a total of 40 participants will complete the integrated work-based training and hardware/applications training course; a total of 162 participants will complete the hardware/applications training alone; and a total of 80 participants will complete the advanced A+ certification computer technician training.</p>
<ul style="list-style-type: none"> ○ Actions 	<p>Goodwill will subcontract with Street Tech to deliver the advanced technical A+ training program. Goodwill will develop an intern program to provide participants in the advanced A+ course with work experience in retail sales and service, refurbishing, or IT support. Goodwill will redesign the existing work-based program to accommodate the new intermediate level technical training program. Goodwill will continue to partner with the City and other organizations to distribute high quality, low cost refurbished computer systems to deserving individuals.</p>
<ul style="list-style-type: none"> ○ Outcomes 	<p>RETENTION AND COMPLETION</p> <p>--Every 7 months, 8 participants will enroll in the integrated hardware and applications training/work-based training program.</p> <p>--Every 7 months, 6 participants, or 75% will complete the 220-hour hardware/ applications training and the 7-month 30-hour per week work program.</p> <p>--Every 5 months, 27 participants will enroll in the hardware/applications training course.</p> <p>--Every 5 months, 19 participants, or 70% will complete the 220-hour training.</p> <p>--Every nine months, 20 participants will enroll in the advanced A+ training course.</p> <p>--Every 9 months, 15 participants, or 75% will complete the 330-hour training.</p> <p>CERTIFICATIONS</p> <p>--Of the participants that complete the integrated hardware and applications/work-based training program and the</p>

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	<p>participants that complete the hardware/applications training alone, 85% will receive IC3 Certification. --Of the participants that complete the advanced training program, 85% will receive A+ Certification.</p> <p>JOB PLACEMENTS --Of the participants that complete the integrated hardware and applications/work-based training program or the hardware /applications training alone, 75% will be placed in jobs earning \$10.25 an hour. --Of the participants the complete the advanced training, 75% will be placed in jobs earning at least \$15 an hour. --Every 9 months, 15 participants will complete paid or unpaid internships within 3 areas of the Goodwill organization: refurbishing business, retail sales and computer service, corporate/retail IT support.</p> <p>COMPUTER DISTRIBUTION --Every quarter, 123 low-income individuals will purchase a low cost refurbished computer and receive a warranty. --Every year, 75 nonprofit organizations will receive a free refurbished computer. --Each year, 30 participants will receive a low or no cost computer. --Each year, 600 individuals who acquire a refurbished computer at low cost will receive information about affordable broadband access and computer literacy classes.</p>
<ul style="list-style-type: none"> o Brief History (when was the organization founded or when was the program launched?) 	<p>Founded in 1916, Goodwill Industries of San Francisco, San Mateo and Marin Counties (Goodwill) is an autonomous not-for-profit social enterprise dedicated to creating solutions to poverty through workforce creation, social action, and environmental stewardship. Goodwill runs businesses that provide job training and career pathways for individuals with barriers to employment. These commercial enterprises--including sixteen stores in three counties, a growing online business, and an extensive re-use/recycling operation--generate revenue that supports over 90% of the organization's operating budget.</p> <p>Goodwill invests significantly in difficult-to-employ individuals, with employment programs designed to help them develop a career pathway that matches their abilities and goals to the requirements of the labor market. Ongoing relationships with 240 businesses ensure that Goodwill's training programs continue to meet the needs of local employers, thus maintaining the agency's ability to place participants in jobs.</p> <p>In its most recently completed fiscal year, Goodwill provided career services to 1,214 individuals and achieved 899 job placements. Among these program participants, 13% were homeless, 27% were on public assistance, and 42% were ex-offenders.</p> <p>To "move the needle" on poverty, Goodwill implements a service model that leads participants through a process of profound transformation--an inner reorientation and self-redefinition--that is the prerequisite to entrance and success on a sustainable career pathway.</p>

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<ul style="list-style-type: none"> ○ Size and Magnitude of Program or Project <ul style="list-style-type: none"> ▪ Number of People Served, Involved, Impacted 	<p>Over the three-year term of this pilot project, a total of 282 individuals will complete the program and gain sustainable, unsubsidized employment.</p>
<ul style="list-style-type: none"> ▪ Annual Budget, Percentage of Earned Income and Staff 	<p>Goodwill's 07-08 annual budget is \$27,631,307, 90% of the income is earned from the businesses we operate and we employ over 600 people. ReCompute's 07-08 annual budget is \$600,000, 97% of the income is earned from the businesses we operate and we employ 20 people.</p>
<ul style="list-style-type: none"> ▪ Funding Sources and Partners 	<p>Partnered with the City of San Francisco's Digital Inclusion initiative, Relia Tech and SF Tech Connect for a reuse grant from the CA Integrated Waste Management grant to fund the collection of high quality computers from businesses, refurbish over 1500 computers per year and distribute through SF Connect's neighborhood based "technology fairs". Goodwill's portion of the 2-year grant is \$35,000. Each year, Goodwill receives financial support from Dell, Inc to outreach to residents for donations of computers for recycling and refurbishing. In 2007-2008, Goodwill will receive a donation of Microsoft software, of which a portion will be used for the proposed ReCompute training computer lab.</p>
<ul style="list-style-type: none"> ○ Results and Evidence of Success <ul style="list-style-type: none"> • Metrics for Evaluation Progress 	<p>Goodwill conducts on-going surveys of local employers in key sectors including retail, business services and environmental services and others to determine skills needed and positions available in today's labor market. Goodwill hosts business advisory committees to support the agency in developing and implementing vocational training programs. Program participants are surveyed for feedback about client services, placement services and training and modifications are made when appropriate based on the feedback.</p> <p>Goodwill will employ the following metrics for measuring its progress in bringing about the proposed outcomes on both the supply and the demand side of the Digital Divide:</p> <p>AFFORDABILITY (CETF Metric: Increase the number of affordable computers and affordable broadband service) --Number of refurbished computers distributed at low (under \$300) or no cost to low-income individuals. --Income status of all individuals who receive no-cost computers.</p> <p>ASSISTANCE (CETF Metric: Increase the number of households and worksites provided Technical Assistance) --Number of individuals receiving technical assistance at ReCompute stores. --Number of individuals who receive warranty for newly acquired computer.</p> <p>APPLICATIONS (CETF Metric: Increase the use of computers and broadband in the target communities by demographic group) --Number of individuals enrolling in computer technician training program. --Number of individuals completing computer technician training program. --Demographic profile (gender, age, education, income, ethnicity, English proficiency and employment status) of each individual participating in the training programs. --Increase in hours per week training program participants use personal computer.</p>

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	<p>--Increase in number of training program participants who possess an individual email address.</p> <p>--Increase in number of training program participants with broadband access at home upon completion of the program.</p> <p>--Increase in number of training program participants who post information to the Internet (e.g. individual blog or web page, work blog).</p> <p>--Change in use of Internet by training program participants thanks to broadband access.</p> <p>--Purpose of Internet use by training program participants.</p>
<ul style="list-style-type: none"> • Change in Outcomes or Metrics Over Time • How long does it take to secure results for the program above? 	<p>Goodwill conducts comprehensive retention services for clients placed in unsubsidized employment. Goodwill staff contacts participants and employers, when appropriate, within the first 3 days of employment to ensure successful start and every 30 days thereafter up to 12 months.</p> <p>Average client placement time will vary from 30 days to 90 days after program completion.</p>

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