



**2012 Don and Rosemary Vial Awards
for Digital Inclusion:
Outstanding Performance by an
Organization Nominee**



SF Goodwill's mission is to create solutions to poverty through the businesses we operate - proving that a capitalist business and revenue model can actually fuel real change and opportunities for people as well as profits.

Some of Goodwill's most innovative and dynamic job training services are its Digital Literacy programs. The ReCompute program not only offers job opportunities to low-income residents recycling donated computer systems and hardware but also provides those refurbished systems to residents in underserved communities. Goodwill's Digital Literacy classes provide classroom and individual instruction on how to operate the most contemporary systems and applications, from basic concepts to high level IT certifications. In addition, Goodwill's comprehensive suite of job training and support services, including individualized career counseling, are available to all staff and participants in the Digital Literacy services.

Quantitatively, since 2004, Goodwill's ReCompute has provided job opportunities and training for over 120 people annually, while over 500 people come through the doors into our Digital Literacy classrooms annually in San Francisco, San Mateo & Marin. 200 computers have been distributed to low-income residents and needy organizations.

There are also a number of new efforts to expand the program, as well as expand the number of partners invested in the programs, which already include CETF, Microsoft, Dell Computer, The Stride Center, and Skyline College among others.

There are a number of ways that Goodwill's digital and tech programs continue to innovate and lead. The first is simply Goodwill's **commitment to inclusion** - the core constituencies that Goodwill's programs serve include many populations that are historically underserved, from residents in San Francisco's Bayview-Hunter's Point and San Mateo's East Palo Alto neighborhoods to the prison reentry population. Targeting, and reaching out, the neediest population is one of our Digital Literacy programs' top priorities.

The second way which sets the Goodwill programs apart are their commitment to the "**triple bottom line.**" Unlike either a traditional business model or non-profit mission strategy, all Goodwill services are made to serve the participant (people) while building revenue (performance) and remaining environmentally responsible (planet). Not only are both the ReCompute and Digital Literacy programs focused on the education of the employee or student, they are developing high value skills in a fiscally and environmentally responsible business model. We prove, everyday, that you can do well, while doing good. Our programs instruct folks that the best and most successful companies are those who engage with their communities. None of our training programs are focused solely on a bottom-line, but on a teaching a wide range of sustainable employment and community-building skills.

SF Goodwill is one of the Bay Area's most respected non-profit institutions. Part of a nationwide network based on providing social opportunities through material donations, SF Goodwill has been serving the Bay Area since 1917. SF Goodwill partners with several local non-profits, such as Shelter Network and Walden House, and government agencies, including the SF District Attorney Office and the SF Adult Probation Department, to provide a wealth of job training and support services. Our employment training and job support services, as well as our barrier removal services, have served as national models.

The Digital Literacy programs are an integral part of those services, and have been recognized by peers and colleagues. In 2010, the services received the 2010 Sustainable San Mateo County award. SF Goodwill has received Charity Navigator's 4-star rating for non-profits.

SF Goodwill's commitment to promoting Digital Inclusion is a dedicated approach to removing the barriers of the Digital Divide by offering participants access to computers through ReCompute, presenting the knowledge to operate them through classroom and contextualized instruction, and providing rewards for getting access to broadband Internet access (low-income participants who can provide proof of Internet access can receive a free refurbished computer through ReCompute).

SF Goodwill's entire model of services are made possible by utilizing market resources, building revenue by recycling, renewing, and refurbishing donated materials. ReCompute refurbishes nearly 800 computer systems in a year (either to provide to program participants or for resale).

In addition, the Digital Literacy classes must be reactive to the labor market demand, ensuring that the digital skills being taught are applicable and contemporary. Reacting to a change in the job market, classes which were initially targeted for administrative assistant-level were adjusted to provide higher level instruction to meet employers' needs for more advanced proficiencies.

SF Goodwill has also recognized the need for neighborhood and community partners to not only to raise the capacity of the programs, but also to reach out to communities affected by the Digital Divide. Digital Literacy classes have been articulated for college credit with Skyline College. ReCompute has been recognized for work by the San Mateo County Job Corps and SMC Works. Participants are referred to both programs by a number of partner organizations and local governments including the Office of Veteran's Affairs.

The Goodwill mission, to create pathways out of poverty by using a robust business and revenue model, is very much in line with Don and Rosemary Vial's vision as is our focus on providing opportunities, job training, support and resources for all of our participants and employees. We created a business model where the revenue and our gains are poured back into the very thing that makes us so successful and unique, our staff and community neighbors.

We share the Vials' commitment to recognizing how important it was to provide skills and job training in the most lucrative and contemporary fields in technology. We're just as committed to make sure that the people we serve will be prepared for a rapidly-evolving and dynamic workplace with the most contemporary skill sets. It's not enough to give people access to technology, we need to give people the opportunities to empower themselves to use it. We want to make technology a tool accessible to anyone with a willingness to work.

We are a labor-focused non-profit, determined to give people the skills not only to survive in a 21st century economy but to be able to thrive, and not just accept jobs but to build true, sustainable career pathways.