
ELDER'S *Circle*



A FUND IN HONOR OF FORMER GOODWILL INDUSTRIES OF THE SOUTHERN PIEDMONT PRESIDENT & CEO, MICHAEL ELDER, TO GROW OPPORTUNITY FOR THOSE WHO NEED IT MOST

Elder's Circle is named in honor of former Goodwill President & CEO, Michael Elder. Michael devoted over 41 years of his life to Goodwill Industries of the Southern Piedmont with a laser focus on creating opportunities for individuals and families with significant barriers to employment.

A fundamental tenant of Michael's religious and personal core beliefs centers on the inherent dignity and worth of every person. It is this deep-rooted commitment and belief in the power of the individual, when supported, to overcome, and persevere, that motivated Michael to take pride in the hundreds of stories of individuals, who once given the chance, were able to realize their potential. He has over the years demonstrated inspired leadership that left an indelible mark on so many. It is in this spirit that Elder's Circle was created.

We invite you to continue this legacy of excellence by being a Founding Member of Elder's Circle.



One of the greatest tributes to Michael Elder's legacy is the Leon Levine Opportunity Center located on the Goodwill Opportunity Campus, which opened in June 2016 and stands as a beacon of hope and opportunity with partners and integrated services to address the barriers that keep people from realizing their potential. It is the exclamation point on Michael's 41 years of leadership.

The Campus has positioned Goodwill Industries of the Southern Piedmont to continue to do game-changing, transformational work to break the cycle of poverty and prepare individuals for family sustaining employment in the community.

This work is not easy. It will not be swift. We will have set backs, and so will the individuals and families we serve. It will take partnership, patience and persistence to continue to invest in and grow opportunities that provide sustained stability for individuals with barriers to employment. But, it is exactly what we are committed to do.

The impact of having a team of caring people and community partners in the same facility working together for the good of individuals with barriers to employment is critically important.



When you support Goodwill, we leverage our earned revenue to invest resources in the things that matter most and will have the greatest impact on our client's success. Imagine our community with more people on a forward trajectory to a life out of poverty. This is what economic mobility looks like with your help. Sustained investments are needed to ensure that we continue to meet the ever-changing and more complex needs of our clients and be a trusted partner to employers.

Your investment will give Goodwill the opportunity to sustain our integrated services with on-site partners focused on access to health and wellness, financial well-being and education, and transitional supports for individuals with a criminal background, as well as skills development and support with basic needs.

We invite you to partner with Goodwill to grow opportunity by being a Founding Member of Elder's Circle. By making a three-year commitment, you will help to pave the way for family sustaining employment for more individuals and families.



SUCCESS STORY

Vernicee

For many job seekers wanting to transition from temporary to full-time employment, the process can be frustrating and difficult to navigate. Vernicee worked the same two temporary jobs for four years, but longed for the stability and growth opportunities that full-time employment offers. Despite applying to full-time jobs every week, she could never land an interview or get her foot in the door.

Vernicee came to Goodwill and was welcomed by a team of people ready and willing to help her reach her career goals. She enrolled in the customer, administrative, and business services training program and completed the Microsoft Office Specialist - Word certification program. The knowledge, skills and confidence that Vernicee gained through these training programs laid a solid foundation for her future.

Vernicee is now employed full-time with Carolinas HealthCare System and has a new outlook on life.

"God has used Goodwill to open so many doors for me, and my life has changed dramatically," Vernicee said. "When I came to Goodwill, little did I know that I would be standing in front of the CEO of a major organization and that it would lead to a full-time job for me. I was just trying to get some extra training!"

Vernicee has set a new list of long-term goals, which includes getting certified in medical billing and coding, training for which she has already started. Today, she is looking forward to the future and the possibilities that lie ahead of her.

"Goodwill is an opportunity," Vernicee said. "I encourage everyone to take advantage of what it offers. Why not better yourself and educate yourself as much as you can? You never know what doors it will open."



Donor Name (as you would like for it to be listed for donor recognition) _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

GIFT INFORMATION

In support of Elder's Circle, I/we would like to be a _____ level donor and pledge to make an annual gift in the amount of _____ for three years.

Legacy Builder (\$10,000 - \$25,000)

- Annual Dinner at the Chef's Table, featuring a five-course meal prepared by Community Table Bistro, and an opportunity to dine and fellowship with individuals who you have supported.
- Invitations to Goodwill special events
- Name listed (with permission) on Goodwill website as a Legacy Builder Donor for Elder's Circle
- Name prominently featured on Elder's Circle Founding Member donor wall in the Leon Levine Opportunity Center at the Goodwill Opportunity Campus

Path Creator (\$5,000 - \$9,999)

- Invitation to annual luncheon
- Invitation to Path Creator Community Conversations special events
- Name listed (with permission) on Goodwill's website as a Path Creator Donor for Elder's Circle
- Name prominently featured on Elder's Circle Founding Member donor wall

Seed Planter (\$1,000 - \$4,999)

- Invitation to annual cocktail reception
- Invitation to Seed Planter Community Conversations special events
- Name listed (with permission) on Goodwill's website as a Seed Planter Donor for Elder's Circle
- Name prominently featured on Elder's Circle Founding Member donor wall in the Leon Levine Opportunity Center at the Goodwill Opportunity Campus

I/we would like to make a one-time gift of \$ _____

☐ This gift is in honor/memory of (circle one) of:

☐ I/we wish to make this gift anonymously

☐ I/we have made provisions to include Goodwill Industries of the Southern Piedmont in my/our estate plans

Payment Terms

Please bill me: ☐ Semi-annually ☐ Annually Start Date _____

☐ Check Enclosed (please make check payable to "Goodwill Industries of the Southern Piedmont")

For Credit Card payment, please visit www.goodwillsp.org/donate/financial/EldersCircle

Signature _____ Date _____



For questions, stock gifts or matching gifts, please contact LaRita Barber at 704-332-0293 or LaRita.Barber@goodwillsp.org

**Kindly make a copy of the completed form for your records and return the signed original to:
LaRita Barber, Goodwill Opportunity Campus, 5301 Wilkinson Boulevard, Charlotte, NC 28208**