



The Santa Cruz Goodwill store as it was some 50 years ago.

54 Years In Santa Cruz

Goodwill Industries: 80 Years Later

This week is National Goodwill Week, marking the 80th anniversary of the movement which began in Boston in 1902 and now serves disabled persons through 175 Goodwill Industries in North America and 42 affiliates in 31 counties.

Santa Cruz Mayor Michael Rotkin, Capitola Mayor Ron Graves and county Supervisors Chairman Robley Levy all have proclaimed the week locally.

Goodwill Industries of Santa Cruz, Monterey and San Luis Obispo

counties has served the Monterey Bay region for 54 years. It was first established in 1928 as a subsidiary of the San Francisco Goodwill and separately incorporated in 1953.

Tuesday, local Goodwill staff, trainees and Auxiliary members celebrated Goodwill's anniversary with a specially-decorated cake donated by the Old Theater Case bakery.

Last year, Goodwill Industries provided services to 210 disabled persons in the region. Those services included vocational testing,

counseling, guidance, job training, work experience and job placement. Of those requiring job placement services, 96 percent were hired by organizations outside of Goodwill.

During this National Goodwill Week, the national Goodwill graduate of the year will be selected from nominees submitted by more than 160 Goodwill organizations throughout the United States. Nominated are men and women who have successfully overcome their handicaps to become self-sufficient, contributing members of society.



Goodwill Monterey Bay Region President Mark Eason cuts the anniversary cake.