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A United Way Agency

Goodwill Does Many Good Things

If centipedes wore shoes they'd love a cheery fellow in town named Brandt.

It's Brandt's job daily to examine donated shoes and then to separate those still serviceable from the losers at the Goodwill Industries work center on Encinal Street.

Brandt's knowledge of the differences between a good shoe and a loser keeps many feet happy throughout the area, for many men and women buy these shoes at the Goodwill retail stores at 204 Union St. in the city and at 551 Main St. in Watsonville.

These people buy other things, too, as the need arises, both to get good values and to make it possible for folks with problems, such as Brandt, to develop the work skills they need to carry their weight in a world that is more difficult for them than for most people.

This local, autonomous workshop and rehabilitation facility is affiliated with Goodwill Industries of America, a nationally honored organization which provides many developmental programs for the handicapped.

Some money for support of Goodwill is earned through the retail stores. Other money comes from referral agencies.

And as a nonprofit organization that provides a much needed societal service in the area, Goodwill Industries of Santa Cruz, Monterey and San Luis Obispo Counties, Inc., benefits annually from the contributions to the United Way fund drive. From the 1976 fund-raising drive, United Way of Santa Cruz County gave \$5,200 to Goodwill.

So thanks to Goodwill and all who support it, a cheery fellow such as Brandt is doing all right through a program aimed specifically at getting him to do even better in this game called Life.

A big man in Brandt's life, and in the lives of many, many others, is Jeff Thomson. He is Goodwill's rehabilitation counselor and is responsible for direct services to clients such as Brandt.

Thomson explains that the basic idea at Goodwill is to rehabilitate the handicapped through workshop employment and through such professional services as work evaluation



Brandt is one of 30 clients Goodwill handles at one time to teach work skills. He's serious and accurate here in sorting shoes.

Brandt used to be in transportation. He would go out with the collection trucks to bring in those donations of clothes, shoes, appliances, furniture and what-not so many in the community make.

But that was a purely labor situation, not nearly as challenging to Brandt as separating good shoes from losers for sale in the retail stores.

"I make sure there are no rips in the shoes, inside or out. I make sure the heels are on good, that there are no holes in the bottoms."

Brandt never made it big in formal education because of problems he cannot be blamed for. But bit by bit under the counseling and encouragement of Thomson, Brandt is putting together sufficient skills to make him a valued worker in Goodwill's sheltered workshop.

"The supervisor of textiles wants me to help him every afternoon," Brandt says happily.

How does Goodwill effect these developmental turn-

Sometimes, of course, there are persons who will do better in a sheltered environment for the simple reason they have a limited competence and regular employment is out of the question.

Goodwill has such a sheltered environment. Workers who remain in the workshop are paid according to their individual productivity.

At any one time, Thomson reports, there are about 30 clients. They come to Goodwill in many ways: through the state Department of Rehabilitation, county mental health, the county Sheriff's Department, Santa Cruz City Schools, insurance agencies, private organizations and individuals.

Progress reports are submitted to sponsors of the clients and at the expiration of the program.

Types of disabilities served include a physical handicap, mental retardation, emotional disability and social disability (parolees).



services as work evaluation, work adjustment, work experience, vocational training, religious and psychological counseling and remedial education.

Big objective is to assist the client to develop work skills and personal strengths that will help to qualify him/her for placement in competitive employment.

One means of doing this is to expose the client to an environment designed to assist the individual's personal efforts to succeed in becoming self-sufficient and a respected member of the community.

Case in point:

Brandt takes pride in doing an excellent job of sorting the donated shoes correctly. He is justified in this pride, for what he is doing unaware while he is separating good shoes from bad ones is acquiring a quality called judgment. And developing a sense of responsibility. And learning good work habits.

What has Brandt learned at age 22 at Goodwill?

He says proudly:

"A lot. I learned to be on time for work. I get here every day on time. If I am going to be a little bit late I know I should call in and say I'll be late."

around?

Much goes into it, Thomson says. There's an eight-week work evaluation program, a diagnostic period, if you will, during which the strengths and weaknesses of the client are uncovered, the social and vocational pluses and minuses.

Individual programs are worked out to effect the changes to be made, to lead the client not only into attainable skills but into necessary personal adjustments.

Out of this is evolved a work adjustment program that is focused on achievement of a specific goal or goals. This is usually an eight-week period but is subjected to shortening or elongation, as the case requires.

At this point many handicapped clients go out for job placement. But others go into a work experience program at Goodwill, where they are given the chance day after day to acquire the skills and disciplines they must have if they hoped to work out in the big, competitive world. Following the work experience program, the clients who can make it usually are ready for job placement.

Besides the counseling and testing, clients get work experience in any one or more of 16 fields, each selected according to the value it will have to the client.

Take Adrienne's experience at Goodwill. Adrienne is a warmhearted person who was once "turned off" on people and life but who is now a friendly and outgoing personality everyone is glad to meet at the reception desk in the Encinal Street workshop.

But when she first came to Goodwill Adrienne had a different job that scared her:

"They showed me how to fix electric light sockets and appliances," Adrienne said. "I was just scared to death. Then I went to the shoe department and learned to clean shoes. Now I'm a receptionist and I do the typing."

"And you do very well," Thomson assured her. "You don't make nearly the number of mistakes you used to."

"I like to do very good work," Adrienne said.

Adrienne would like to be a secretary, and there is strong evidence she will make the grade if she keeps on plugging away as she is doing just now.

An outstanding quality about Thomson is that he is warmly supportive of each effort made by the clients but is able to keep his professional judgment uninvolved emotionally so that he can measure progress or lack of it coolly and usefully.

That little encouragement of Adrienne previously quoted was just dropped casually into a larger conversation, but Adrienne didn't miss it and clearly welcomed the "progress report."

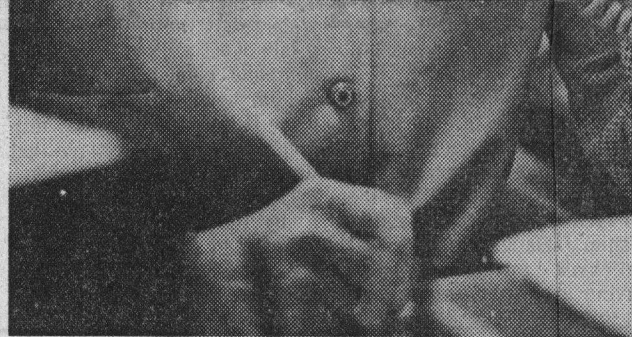
And what do "clients" do after the day of work and training is over?

Well, Brandt likes to fish on the wharf or to paint houses. Adrienne is knitting "a surprise, don't you dare tell," for her daughter.

Goodwill clients live in apartments or houses just like everyone else. They have responsibility for getting to and from their workshops and classes, just as do most people who go out to work or study.

But they do get the one special break a handicapped person needs in order to attain some degree of the good life others take for granted.

The break is Goodwill, where people like Thomson don't make you feel embarrassed because you are "different," where people with high professional training and big, big hearts painstakingly work to get their "clients" a decent opportunity to achieve fully their potential as human beings.



Adrienne is one of the cheery voices who handles reception and inquiries about Goodwill, a United Way agency.



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An Historic Day At Gettysburg

Five score and 14 years ago this week, Abraham Lincoln made U.S. history's most famous speech. Four months after the Battle of Gettysburg, Mr. Lincoln spoke to dedicate part of the battlefield to the soldiers killed there. He said "the world will little note nor long remember what we say here." He was wrong. Even then, people understood the greatness of his brief, simple words. The main speaker at the ceremony, Edward Everett, wrote him: "I should be glad if ... I came as near to the central idea of the occasion in two hours as you did in two minutes."

DO YOU KNOW — In what state is Gettysburg located?

TUESDAY'S ANSWER — Lewis Carroll wrote "Alice's Adventures in Wonderland."

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Life's a delight
when our outlook is bright.

Bill Signed

President Jimmy Carter recently signed legislation containing an amendment authored by Representative Leon Panetta (D-Monterey) which

will allow mentally and physically handicapped people over the age of 18 to benefit from the National School Lunch Act for the first time.

Stop drinking!?

Help is Available

438-2090

Star Lodge Hospital

5271 Scotts Valley Drive, Scotts Valley, CA 95066

Nationally accredited by the Joint Commission on Accreditation of Hospitals