

JULY, 2023



BUILDING GOODWILL



WHAT IS GOODWILL BRINGING TO WEST LOUISVILLE?

As members of the West Louisville community follow along and witness the Norton Healthcare Goodwill Opportunity Campus take shape at the corner of 28th Street and Broadway, some might wonder – what exactly is it? The answer is in the name – it’s an opportunity.

Opportunity is at the heart of Goodwill Industries of Kentucky’s mission to serve the underserved. That’s why it’s making its biggest mission-related investment in its 100-year history to help the underserved West Louisville community get a hand up, not a handout, to take steps to exit poverty.

At the Opportunity Center on the campus, Goodwill will co-locate with community partners to help participants assess needs and overcome barriers to employment, including addictions, justice-involved backgrounds, education deficiencies, limited workforce histories, childcare challenges and transportation.

Co-locating partners include Big Brothers/Big Sisters, KentuckianaWorks, Volunteers of America, Park Community Credit Union, the Kentucky College of Barbering, University of Louisville School of Dentistry, Legal Aid Society and the YMCA.

The Norton Healthcare Goodwill Opportunity Campus is expected to provide 300 full-time jobs with average salaries of \$60,000. Goodwill’s Opportunity Center on the campus is expected to serve more than 50,000 people every year and help place more than 600 job seekers into full-time employment with businesses throughout the region that pay a minimum of \$13 per hour – creating a cumulative annual impact of \$18.7 million.

Opportunity is coming – learn more about all the services that will be offered at the campus at GoodwillWestLouisville.com.



OPPORTUNITY IS KNOCKING

Do you hear that? It’s opportunity

knocking! Help support this one-of-a-kind community revitalization project by making a gift to the Opportunity is Knocking campaign. Here’s how you can donate:

- Visit GoodwillWestLouisville.com
- Text GoodwillKY to 801801
- Mail a check to the current Goodwill headquarters located at 1325 S. 4th Street, Louisville, KY 40208



LIVE PHOTO FEED OF SITE

Individuals invested in Goodwill’s move to West Louisville can see the progress for themselves! A live photo feed, which updates every two hours, is now available at GoodwillWestLouisville.com.

GOODWILL IN THE COMMUNITY

On June 30, members of Goodwill's West Louisville Advisory Council, which was created by the nonprofit to help it understand many of the deep-rooted needs, challenges and priorities of people who live in West Louisville, got a firsthand look at the many programs and services Goodwill offers.



The council toured the Metro Louisville Opportunity Center at 909 East Broadway and Goodwill's South Louisville Campus at 6201 Preston Highway, which features the South Louisville Opportunity Center, The Excel Center®, Goodwill's tuition-free high school for adults, and the 2nd Chance Outlet retail store. They gained an in-depth knowledge of Goodwill's programs and social services and will share those details in their respective networks to ensure the West Louisville community is fully aware of the resources coming to its area.

The advisory council includes 11 members who live or work in West Louisville and represent a diverse combination of businesses, nonprofits organizations, religious establishments, Metro Council districts and professional expertise. To learn more about the council and read about its members, [click here](#).

Goodwill took part in the Alberta O Jones Park Day on July 8, which featured more than 30 community organizations along with local small businesses and family-friendly activities. It was the first AOJ Park Day and was organized in celebration of the construction currently happening at the park, located at 2310 Maple Street.



Goodwill will also be present at the Unity Jam event with Norton Healthcare on July 29 at noon at Shawnee Boys & Girls Club at 317 N. 38th Street. The event will allow residents of West Louisville to sign a construction beam used for the West Louisville Hospital and forever be part of the structure.

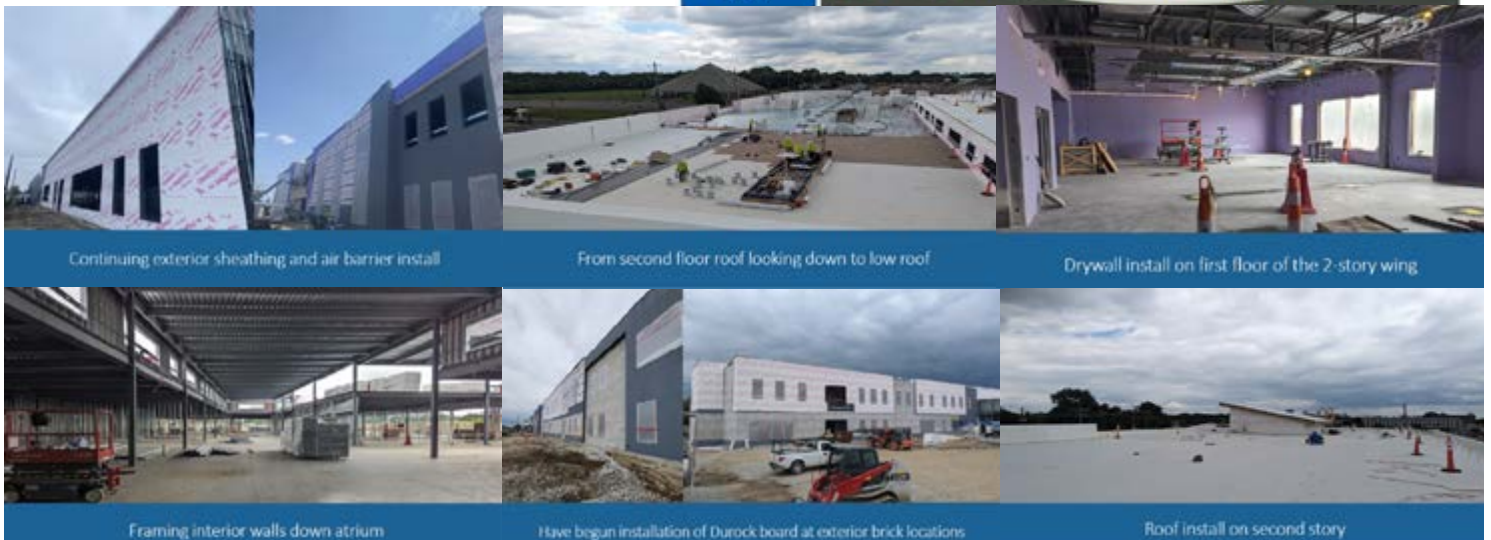
Recently at Shelby Park, Louisville Mayor Craig Greenberg and Metro Louisville Councilmen Markus Winkler and Phillip Baker joined leaders and participants of Goodwill's Another Way program – which gives individuals with visible needs the opportunity to be transported to a worksite to earn a stipend, lunch and connections with Goodwill's resources – on a ride-along on Friday, June 9 to get a firsthand look at the program's impact.



Learn more about Another Way, the ride-along and view news segments from the event by [clicking here](#).

PROJECT UPDATES:

- HVAC, plumbing and electric is being roughed in on both the first and second floors.
- Installation of the roof is ongoing, and the building is being enclosed so that interior finish work can begin.
- Construction of our eight partner spaces is underway.
- Project is maintaining MBE goals for both spend and minority workforce participation.



Continuing exterior sheathing and air barrier install

From second floor roof looking down to low roof

Drywall install on first floor of the 2-story wing

Framing interior walls down atrium

Have begun installation of Durock board at exterior brick locations

Roof install on second story