

# The Goodwill Grapevine



## 2024

It's with great pleasure that we bring you the latest edition of the Goodwill Grapevine, your window into the heart of Goodwill Industries of Mississippi. Packed with stories of impact, updates, and exciting glimpses into our vibrant community, this newsletter is your go-to source for all things Goodwill.

As we navigate the year ahead, we're eager to share our journey, celebrate successes, and connect with each of you who make the Goodwill mission a reality. So, dive in, stay tuned, and let the Goodwill Grapevine be your guide to the inspiring tales that define our shared commitment to transforming lives through lifelong learning and meaningful work!

## GOODWILL'S MISSION AT WORK: MEET SHANISHA BURNS



ShaNisha Burns' journey serves as proof of the transformative power of opportunity and dedication. A decade ago, ShaNisha began her Goodwill story in the warehouse, where her strong work ethic and innate talents quickly caught the eye of her colleagues.

As the years unfolded, it became evident that ShaNisha's potential extended far beyond the warehouse walls. Her aptitude for accounting emerged, paving the way for a remarkable evolution in her career. Today, ShaNisha stands tall as Goodwill's Compliance and Safety Coordinator, a role that blends her expertise with her commitment to the organization's mission.

For ShaNisha, Goodwill's mission is more profound than meets the eye. She passionately advocates for the belief that Goodwill extends beyond a retail store — it's a catalyst for independence and life enhancement.

*"Goodwill's mission is so much more than people understand. They give people the opportunity to gain independence through work, which enhances their lives. I wish everyone understood the mission of Goodwill... it's such a statement!"*

To learn more about  
ShaNisha's story,  
scan here:



## BOARD OF DIRECTORS

**Shannon Hillman** - Board Chair

**Jake Bradley** - Vice Chair

**Sherry Stegall** - Treasurer

**Jana Nicols** - Secretary

**Spence Fletcher** - Past Chair

**Brad Steffani** - President & CEO

**Margo Burnside** - GIVS President

Mary Helen Bowen

Renae Harrell

David Henry

Craig Jackson

Greg Ross

Tom Troxler

Curnis Upkins

## A MESSAGE FROM OUR CEO...



*Brad Steffani*

As we reflect on the incredible journey of 2023, I am thrilled to share the remarkable strides we made together as a Goodwill community. This past year has been nothing short of extraordinary, and it is with immense gratitude that I extend my heartfelt appreciation to each of you for your support and dedication to our mission.

We witnessed the expansion of our Ambassador Program, a testament to the passion and commitment of our team and community. The launch of BookWorks opened new avenues for us to impact lives through childhood literacy, and our inaugural Job Extravaganza and Pre-ETS events marked a milestone in connecting diverse learning need students with hands-on job experiences.

One of the most inspiring achievements is the incredible number of individuals we served – **2,640** people found support, guidance, and empowerment through Goodwill in 2023. Each number represents a life touched and transformed, and I am immensely proud of the impact we collectively made across the territory we serve.

The excitement for what lies ahead in 2024 is palpable. Our mission to transform lives through lifelong learning and meaningful work is stronger than ever, and together, we can amplify its reach and impact. The coming year holds endless possibilities, and I am confident that, with your continued support, we will achieve even greater heights.

## STAFF

**Brad Steffani** - *President & CEO*  
bsteffani@goodwillms.org

**Jon Fox** - *Fractional CFO*  
jfox@goodwillms.org

**Vicki Burton** - *Vice President of Workforce Development*  
vburton@goodwillms.org

**Roy Johns** - *Vice President of Marketing & Human Resources*  
rjohns@goodwillms.org

**Robin Stricklin** - *Director of Mission Services*  
rstricklin@goodwillms.org

**Larry Bouchea** - *Director of Human Resources*  
lbouchea@goodwillms.org

## Goodwill of Mississippi Locations

### Byram Retail Store

5764 Terry Road  
Byram, MS 39272  
(601) 882-5152

### Hattiesburg Retail Store

5916 HWY 49  
Hattiesburg, MS 39401  
(601) 605-0948

### Centre Steet Outlet Store

863 Centre St  
Ridgeland, MS 39157  
(601) 991-9299

### Hwy 51 Retail Store

637C HWY 51 N  
Ridgeland, MS 39157  
(601) 605-0948

### Clinton Retail Store & E-Commerce

941 HWY 80 E  
Clinton, MS 39056  
(601) 708-1797

### Jacksonian Retail Store

4950 I55 N  
Jackson, MS 39211  
(601) 982-4324

### Crossgates Retail Store

5708 HWY 80 E  
Pearl, MS 39208  
(601) 664-3424

### Reservoir Attended Donation Center

1923 Spillway Rd  
Brandon, MS 39047  
(601) 853-8110

### Greenville Retail Store

1662 Martin Luther Kind Jr Blvd S  
Greenville, MS 38703  
(662) 634-4343

### Goodwill Administration Office

104 East State Street  
Ridgeland, MS 39157  
(601) 853-8110



# PROPELLING OUR MISSION



We extend congratulations to Alex Harvey on his recent accomplishment of passing the test for his Class D license! Over the past two years, Alex has been a member of our transportation team, dedicating his time and effort as a Helper. Throughout his tenure, Alex has consistently demonstrated a strong work ethic, attention to detail, and a commitment to excellence that has undoubtedly contributed to our team's success.

Obtaining his Class D license is a testament to Alex's hard work, determination, and willingness to continuously improve himself. We commend him for his perseverance and dedication to advancing his skills in pursuit of his goals. With this significant achievement under his belt, we are confident that Alex will continue to thrive in his role and make even greater contributions to our team.

As Alex embarks on this new chapter in his career, we want to express our gratitude for his dedication and exemplary performance. His success is an inspiration to us all, reminding us of the mission we serve everyday - transforming lives through lifelong learning and meaningful work! We look forward to witnessing Alex's continued growth and success, and we are excited to see where his journey takes him next!

## 2024 BOARD CHAIR: SHANNON HILLMAN



I'm thrilled and honored to step into the role as Board Chair for Goodwill Industries of Mississippi in 2024. Goodwill's mission has always held a special place in my heart, and I'm excited to contribute to the positive impact we make on individuals' lives.

This year promises to be one of growth, innovation, and collaboration. Together, we can build on the incredible work that defines Goodwill, transforming lives through lifelong learning and meaningful work!

I want to express my gratitude for the trust you've placed in me, and I look forward to working alongside each of you to ensure that Goodwill continues to be a force for good in Mississippi.

Here's to a year of shared successes and meaningful progress!



## EMPLOYEES OF THE QUARTER

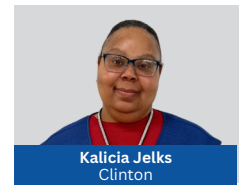
**Congratulations to the following employees who were named Employee of the Quarter for Q3 2023! They exemplify a strong work ethic and commitment to the mission of Goodwill.**



Margaret Rushing  
Byram



Nathan Cummins  
Centre Street



Kalicia Jelks  
Clinton



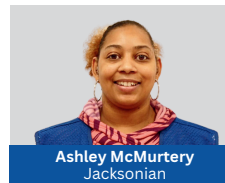
Valerie Mosley  
Crossgates



Cleveland Hudspeth  
Greenville



Cole Stanberry  
Hattiesburg



Ashley McMurtery  
Jacksonian



Matthew Price  
51 Place



Monica Bryan  
Administration

# 2023 MISSION MILESTONES

2023 was a year of remarkable achievements at Goodwill of Mississippi, marked by the successful launch of initiatives like BookWorks, the vibrant Job Extravaganza, and the flourishing Ambassador Program. Join us as we reflect on these milestones and celebrate the impact they've had on our community!



## Goodwill BookWorks.

BookWorks - Goodwill of Mississippi's childhood literacy program - touched the lives of **563** preschool children in 2023.

## JOB EXTRAVAGANZA



*Opportunities for Independence*



In coordination with the Mississippi Department of Rehabilitation Services, Goodwill of Mississippi launched its Job Extravaganza in 2023 - giving diverse learning needs students career exploration through hands-on experience.



## Ambassador Program

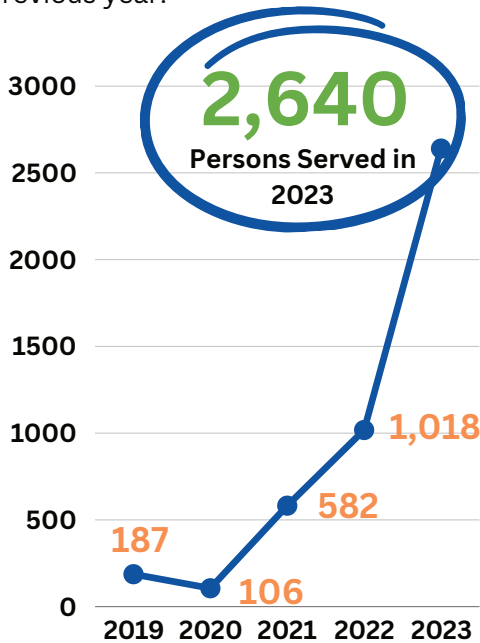
With a focus on fostering meaningful connections and promoting the Goodwill mission, the Goodwill Ambassador program held three events in 2023. Through their passion and dedication, Goodwill Ambassadors made significant strides in expanding its reach and impact.



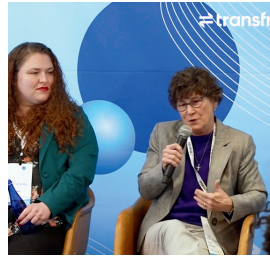


# 2023: BY THE NUMBERS

Thanks to the hardworking Workforce Development Team at Goodwill Industries of Mississippi, we are thrilled to announce that we achieved a significant milestone in our mission to serve our community. In 2023, we reached an all-time high by providing assistance to 2,640 individuals—a remarkable 159% increase from the previous year!



# GOODWILL HEADS TO THE BIG APPLE



Our very own Vicki Burton, Vice President of Workforce Development, recently had the honor of representing Goodwill Industries of Mississippi on a prestigious panel in New York City. The discussion centered around the innovative use of virtual reality in the workforce, and Vicki shared insights into our successful program here at Goodwill.



Virtual reality has been a game-changer for career exploration, particularly for individuals facing unique challenges, including those who are incarcerated. Through our program at Goodwill of Mississippi, we've witnessed firsthand the transformative power of virtual reality in helping individuals discover new career paths and opportunities.

Scan here to watch a video featuring Vicki Burton at this event:



Vicki's participation in this panel highlights Goodwill's commitment to leveraging technology to empower individuals and strengthen our workforce. We're incredibly proud of Vicki for her leadership and advocacy, and we look forward to continuing to explore new ways to support career advancement and success for all.

## SPOTLIGHT ON SUCCESS: CELEBRATING EMPLOYEE PROMOTIONS!

Join us in celebrating the growth and achievements of our dedicated team members! We are thrilled to spotlight the well-deserved promotions of several individuals within the Goodwill family.



**ShaNisha Burns**  
Corporate Compliance Coordinator



**Candis Coghlan**  
Lead Driver



**Jeannine Johnston**  
Workforce Development Supervisor



**Jessica Maxwell**  
Acquisitions & Allocations Manager

# WELCOME TO GOODWILL!

Please join us in welcoming these three new hires into the Goodwill family! Here's what they have to say about why they are excited to be working here:



*Sharla Bachelder*

**New Goods & Merchandising Manager**

*"For the first time in my life, I can bring my whole self to my job. [...] Being able to use all my skills, background, and lived experience to help further the mission of an organization like Goodwill... wow. I had no idea that was possible. Thank you all for being so kind, helpful and welcoming and most of all making me feel at home."*



*Carla Buie*

**Human Resources Coordinator**

*"I had no idea that Goodwill was so focused on training and that outreach extended beyond the stores into prisons and even Head-Start programs. I wish more people had the opportunity to experience a job that truly means something to them, a job that is driven by personal belief not just working to have a job."*



*Drake Sanders*

**Workforce Development Instructor**

*"I am excited to be a part of Goodwill of MS. Goodwill of MS changes lives each and every day. It could be a warm smile or handshake. It could be a simple greeting like 'Good Morning'. Each day there is an opportunity to change a life which is truly the meaning of 'positive impact'."*

## GIVS CHRISTMAS LUNCH: SPREADING JOY AND GOODWILL!

In December 2023, Goodwill Industries of Mississippi celebrated the holiday season with the annual GIVS Christmas Lunch. Goodwill staff gathered for a delightful meal, enjoying the flavors of the season and the camaraderie of their colleagues.



Adding a touch of holiday magic, CEO Brad Steffani donned the Santa suit, bringing joy and laughter to the event. Accompanied by two cheerful elves, the festive trio created a warm and lively atmosphere for all.

A special thanks to the Goodwill Industries Volunteer Services (GIVS) auxiliary group for their efforts in planning and hosting this memorable occasion. Their dedication made the Christmas Lunch a joyful experience for everyone at Goodwill.



# 2024 SALUTE NOMINATIONS NOW OPEN!

Get ready to shine the spotlight on extraordinary volunteers! The 2024 GIVS Goodwill Salute nomination form is now available for you to nominate outstanding individuals who have made a significant difference in the state of Mississippi. Let's honor those who embody the true spirit of service and generosity in our community.

*For more information, please email Margo Burnside at [margob@bellsouth.net](mailto:margob@bellsouth.net).*



All nominations should be postmarked by April 15 and mailed to  
Margo Burnside, 237 Avondale Road Canton, MS 39046

*(Please print or type all information)*

Nominee: \_\_\_\_\_ (check one)  Adult  Youth *(Must be Class of 2025)*

Home Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Occupation: \_\_\_\_\_ Company (School) Name: \_\_\_\_\_

Business (School) Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Nominee's Email: \_\_\_\_\_

For Youth Nominees (parent email & phone) \_\_\_\_\_

Primary volunteer organizations and any volunteer recognition received by nominees \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Why should this nominee be considered for the Goodwill Volunteer Award? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Submitted by: *(print)* \_\_\_\_\_ Signature: \_\_\_\_\_

Home Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Your Telephone Numbers: *(daytime/office)* \_\_\_\_\_ *(evening/mobile)* \_\_\_\_\_

Email Address: \_\_\_\_\_

## HELPFUL NOMINATING TIPS:

- Select a nominee who has provided volunteer services for several community organizations rather than only one organization or religious group.
- Select a volunteer who has not been honored previously by Goodwill. Honorees are listed in this pamphlet.
- Select a nominee who performed their volunteer service without pay.
- Describe the impact or difference the nominee's volunteer service has made for the organization or community.
- Provide additional information if needed. A maximum of one letter size sheet of information may be attached to the nominating form.
- The Youth Award is given to an individual who is currently a high school junior, class of 2025.
- You may nominate more than one person. This form may be duplicated.
- Nominations are reviewed and winners chosen by a panel of involved citizens and community leaders. An average of eight adult and two youth honorees will be selected. Nominators will be notified of award winners.

**Goodwill**  
Industries of Mississippi



104 East State Street  
Ridgeland, MS 39157  
[www.goodwillms.org](http://www.goodwillms.org)

# Transforming lives through lifelong learning & meaningful work!

WINTER  
2024  
NEWSLETTER



*Impevive*

# The Goodwill