



Training, employing & placing
people with disabilities and
special needs in community jobs.

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October 28, 2008

The Honorable Don Slesnick, II
Mayor
City of Coral Gables
405 Biltmore Way, 2nd Floor
Coral Gables, Florida, 33134

Dear Mayor Slesnick:

Goodwill Industries of South Florida, Inc. (Goodwill) respectfully requests appeal to the City of Coral Gables (the City) to lease to Goodwill space for a Goodwill Attended Donation Center (ADC) in the parking lot located under the Miami-Dade Metrorail system in the parking area between S.W. 56th Avenue and S.W. 57th Avenue. We recommend the following conditions:

1. The ADC will receive donations from the public to sell in Goodwill stores. Revenue from the sales supports rehabilitation, job training and employment services for people that live exclusively in Miami-Dade County.
2. Goodwill will pay a monthly rent that City deems is appropriate.
3. Goodwill will have at least \$1 million in liability insurance and provide a current certificate of insurance to the City. Goodwill will release the City from any liability that results from Goodwill's operations at the City parking lot.
4. Goodwill's ADC is a 27 foot long trailer that is properly painted with Goodwill's name and logo. It is attractive and will not detract from the appearance of the area.
5. The ADC will be attended seven days a week by a Goodwill employee, who will receive the donations, greet donors and keep the area around the ADC clean at all times.

Goodwill has operated ADCs in Miami-Dade County for almost 28 years. Over the years, we have fine-tuned our operations to the point that today we have 47 sites that enjoy the support of many reputable shopping centers, businesses and government properties. There are three reasons why these organizations support Goodwill:

1. Goodwill has the mission of helping those with the greatest need in our community.
2. Goodwill recycles donations that save millions of pounds from going into the landfills.

Goodwill Industries was founded in the United States in 1902 and in South Florida in 1959. We are a Florida nonprofit corporation that is exempt under chapter 501(c) 3 of the Internal Revenue Code. Goodwill's mission is to provide rehabilitation, job training and employment services to people with disabilities. Our Goodwill is regarded by United Way of Miami-Dade and national organizations as one of the most effective and reputable nonprofit organizations in our area.

There is a great and urgent need for Goodwill's services. At present, there are 458,930 adults with disabilities that live in Miami-Dade County. Many are unemployed and live in poverty - these individuals are the present focus of Goodwill's program and services. This year, Miami-Dade County Public Schools reported an enrollment of 39,737 students with disabilities in kindergarten through high school. This underscores the great need for Goodwill's services in the future.

The people served by Goodwill are at the bottom of those in need in our community. In addition to having severe disabilities, 97% of them live below the poverty level upon entering the Goodwill program. About one-third are single parents. Many have been victims of abuse, neglect or have long history of failure. They have low self-esteem. They cannot make the transition to independence and productive lives without our help.

Goodwill operates a vocational rehabilitation program in combination with business enterprises that provide three elements that are important to the success of Goodwill's mission. *Work* is a means to provide job training and employment services in a realistic work environment. This leads to program participants' eventual competitive employment. *Wages* pay program participants - while they receive services. *Revenue* supports Goodwill's mission. The donated goods program consists of collecting donations through ADCs that are located throughout the community is one of the oldest and most important programs in generating revenues to support our mission.

Last year, Goodwill served 4,504 people with disabilities and placed 1,828 into community jobs. Due to Goodwill's employment and placements in community jobs, over \$32 million in new earnings was created for people with disabilities that were previously unemployed and unemployable. At present, Goodwill has 198 Coral Gables residents enrolled in our program.

We ask for your support with a sense of urgency. As a result of the state of the general economy, we are experiencing a severe reduction in donations that is dramatically reducing our store sales. So far our reduction in sales for the month of September 2008 is \$136,000. However, if we take into account that our sales include our investment in three new stores this year, the reduction in sales for the same stores that we had in 2007 is about \$250,000 per month. Due to reduced revenue, a staff layoff has already been necessitated. If the situation does not improve, employment and services for hundreds of severely disabled individuals could also be jeopardized.

Enclosed for your review is information about our donations and sales that is prompting our concern. Also, photos of our ADCs and aerial photographs of the proposed site are enclosed.

At the present time, we do not have any ADCs in the City of Coral Gables. Recognizing that you have very high zoning standards, we have always collected donations at sites outside the city limits. Unfortunately, it has become impossible to identify any new locations outside the city. Given the affluence and demonstrated generosity of the citizens of Coral Gables, we are in desperate need of their support. The presence of a Goodwill ADC at this location will be immediately recognized and receive a response of donations from the residents of the area. This could make a significant difference in helping Goodwill save hundreds of jobs of people with disabilities - especially as we approach the holidays.

Your consideration will be deeply appreciated.

Sincerely,


Dennis Pastrana
President and CEO

Enclosures

