



Lake Oconee Georgia



A Hand Up

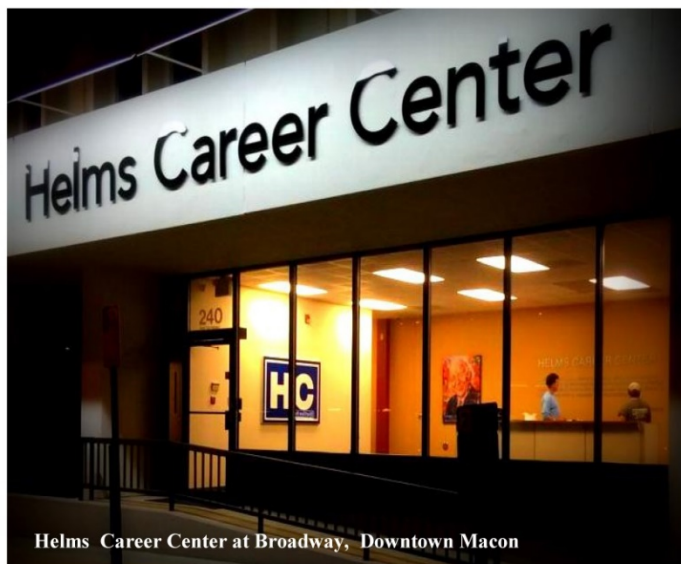
Goodwill's Case for Investment in Lake Oconee

Campaign Steering Committee

Martha & Rick Franks - Vickie & Lloyd Jenkins
Anne & Frank Mosomillo - Patti & Eric Silver



Goodwill
Middle Georgia & the CSRA





Why here? Why now? Why the Lake Region?

Goodwill of Middle Georgia and the Central Savannah River Area (CSRA) has, over several decades, provided hundreds of thousands of Georgia residents with a hand up out of poverty and onto a path that allowed them to become productive, contributing citizens. **Now, in addition to sites in Augusta, Macon and Aiken, Goodwill is launching a \$6 million investment initiative in Lake Oconee for a central part of that path - Helms College.**

Why Here? Why Now? Why the Lake Region? The complex economic and social problems linked to joblessness only deepen as the community's population grows and the need for services (and more workers) increases in tandem. But if potential employees have no training, no work experience, and limited motivation, economic growth is hamstrung by an inadequate supply of labor. In the Lake Region, the booming healthcare and hospitality industries are likely to be hardest hit by the lack of a trained, qualified, middle skills workforce.

Meanwhile, students with financial, personal, intellectual or other socio-economic challenges often become part of the high percentage of non-completers at technical and traditional state college system institutions, which frequently lack the intensive, specialized support resources these students need to overcome their challenges and achieve success.

It is exactly this type of student the Helms College model was designed to serve. The college's exceptional whole-person approach to student success includes personal, academic, and life skills counseling, real-world work experience and paid training. **The Hand Up Campaign for Lake Oconee** will enable this successful educational institution to expand crucial components of its operations into the area to educate and train skilled professionals to address the area's industry needs in hospitality and health services.

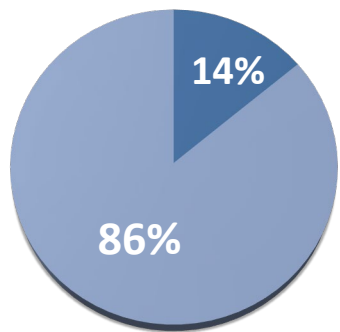


To further strengthen its impact on both students and the community, Helms College collaborates with area high schools, technical and community colleges to identify opportunities for academic articulation. Most notably, Helms College holds active articulation agreements with Johnson and Wales University and The Art Institute of Atlanta, paving the way for Helms College's associate of applied science degree graduates to transfer smoothly into the prestigious culinary arts baccalaureate programs of these highly regarded institutions.

Articulation agreements with high schools in Bibb, Putnam and Columbia counties in Georgia, and Aiken County in South Carolina, give high school students who successfully complete secondary-level culinary arts programs first-quarter course work credit upon enrollment in Helms College, saving them several thousand dollars in tuition and fees.

Goodwill's Record of Stewardship How Annual Donations are Invested

■ Admin Costs ■ Mission Services



Since opening in Lake Oconee in 2011, Goodwill has placed 2,984 people in local employment.

Over the past 7 years, Goodwill at Lake Oconee has also served a total of 13,273 people.



The Goodwill-Helms Track to Success

THE GOODWILL WAY

1. Visit the Goodwill Career Center. There are 8 Career Centers Throughout Goodwill's 35-county area.



2. Find A Personal Career Path. Career Center staff is trained to help a job seeker figure out where he or she wants to go.



3. Get Wrap Around Services.

Career Center staff will be with job seekers every step of the way from helping define a career path, to creating a resume, and ensuring they sign up for the training to get them on their way.



4. Receive Workplace Training Skills.

Job Seekers learn soft skills like teamwork, empathy, and how to communicate in order to thrive in a working environment.



5. Attend Helms College.

Whether Culinary Arts or in Health Services, Helms College teaches the technical skills needed to continue on the set career path.

6. Paid Experiential Training. Goodwill's entrepreneurial business enterprises give students the opportunity to get paid training in their field of study while continuing their education at Helms College.



7. Graduate Helms College. Students complete their hands-on training in 1 to 2 years and are now ready for a life-long career!



8. Career Placement.

Career Placement Advisors who have worked with students throughout the journey will help them land their dream job in the Culinary Arts or Health Services Field.

The Helms College Impact

Helms College, named for Goodwill's founder, is the first licensed, accredited, and federal financial aid-eligible private college in the country to be affiliated with a local Goodwill organization. Leading the way as a provider of career-focused and competency-based education, Helms College's highly focused educational and skills training programs are made even more effective by its strong academic support, life skills counseling, real-world work experience and paid training opportunities, and employment placement services.

It is this exceptional whole-person approach to student success that sets Helms College apart. A personalized plan customized to a student's unique circumstances can make all the difference – particularly for students who struggle in traditional academic settings.

This is the **Helms College Advantage** that no other traditional, community or technical college provides. It is a highly successful model with a proven track record at Helms College's flagship campuses in Macon and Augusta, with **74 percent of students completing their program of study**, compared to the 39 percent national six-year average completion rate for community colleges.

It is an innovative approach that can help reduce joblessness, which in turn, can reduce poverty and crime and ignite new human and economic energy within the community.

FAST FACTS

HELMS COLLEGE - MACON & AUGUSTA CAMPUSES

912 STUDENTS HAVE GRADUATED

with a certificate, diploma or associate degree since 2011.

59% INCREASE IN ENROLLMENT

from 2016 to 2018.



How Can You Help?

Goodwill is in the business of changing lives.



“Helms College not only changed my life, it also helped me become a role model for my children.”

Brian Rowe '17

The founder of Goodwill Industries, Dr. Edgar J. Helms, believed that people living in poverty wanted a chance beyond charity, often saying they deserved a hand up, not just another handout. More than just food or clothing to get them through the day or week, Dr. Helms taught and trained them in a skilled trade that made them employable, ensuring they could continue to work and support their families without depending on charity. Dr. Helms' basic philosophy continues to inspire our Goodwill organization to develop innovative initiatives relevant to modern-day society, and it is the foundation on which we built Helms College.

Now, Goodwill plans to bring Helms College to Lake Oconee.

The proven track record of Helms College's flagship campuses in Macon and Augusta has laid the groundwork for seamless expansion into the Lake Region. The Helms College Lake Oconee Campus will prepare local residents to become self-reliant successful members of our community and create skilled professionals to fill workforce needs in the area's booming health services and hospitality industries.

“Working with leadership of Goodwill has been an unexpected pleasure. We look forward to continuing our partnership and strengthening of our relationship.”

*Susan Miller
Human Resources Director
The Ritz-Carlton, Reynolds, Lake Oconee*

Step forward and help change lives by providing “A Hand Up!”

Summary of Campaign Initiatives

Phase I Investment: \$2,823,600

Land Acquisition

This component will secure the acreage needed for Phase I and Phase II building projects.

Retail Training Store

Program Components: Applied Learning Business Enterprise

Capital Components: 15,000 Square-Foot Retail Building with Donation Drive-Through

Regional Career Center

Enhancing our system of community-based Career Centers will give low-income individuals ready access to the College's educational programs, career counseling and job placement services.

Program Components: Career Assessment; Counseling; Job Placement

Capital Components: Signage, Technology and Distance Learning Equipment

Edgar's Bakehouse

This profit-generating enterprise will provide students with relevant skills training opportunities and on-the-job experience to complement their academic pursuits.

Program Components: Applied Learning Business Enterprise

Capital Components: Restaurant and Landscape Development

Phase II Investment: \$4,926,000

School of Health Services

The School of Health Services will help address the Lake Region's real and growing demand for workers in middle- skills healthcare career fields, and professionals trained in personal care services and partner with area healthcare providers to incorporate a clinical applied learning business enterprise.

Program Components: Home Health Care; Medical Massage Therapy; Other Programs TBD

Capital Components: Classrooms; Training Labs; Equipment

School of Hospitality

Program Components: Certificate of Culinary Arts; other Diploma and Degree Programs in Culinary Arts, Agriculture, and Resort and Event Management

Capital Components: Classrooms; Training Labs; Equipment; Eco-Tourism Teaching Farm; Conference and Retreat Center with Edgar's restaurant applied learning business venue

Phase I





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