



A Leg Up

Goodwill's Case for
Investment in Helms College

Campaign Steering Committee

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Goodwill
Middle Georgia & the CSRA



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Helms College Changes Everything

Students with financial, personal, developmental, or other socio-economic barriers 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. At Helms College, we believe *everyone* deserves post-secondary choices and access to educational opportunities that allow them to thrive.

In the federation of 165 autonomous Goodwill organizations, Helms College, named for Goodwill's founder, is the first licensed, accredited, and federal financial aid-eligible private college in the U.S. to be affiliated with a local Goodwill. 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 and employment placement services. By providing this continuum of services, the College can alleviate generational poverty, enhance educational opportunities, and reduce crime.

What sets Helms College apart is the **Helms College Advantage** – an exceptional whole-person approach to student success that includes personal, academic, and life skills counseling, real-world work experience and paid training. A plan customized to a student's unique circumstances can make all the difference – particularly for students who struggle in traditional academic settings. **Helms College is an innovative approach that increases individual economic mobility and ignites new human and economic energy in our community.**

Now, Goodwill plans to bring Helms College to Aiken.

"The mission of Goodwill speaks to me for many reasons. I believe strongly in the potential of every person. I know what it feels like to fall, and I know how it feels when someone lends me a hand. Goodwill is about helping people who need a hand, a mentor, an education, a job, a career. Goodwill is there through the entire process, instilling pride in people as they work toward their personal potential."

*Shannon Ellis
Owner, The Willcox
Goodwill Board Member*

"Creating jobs at all levels for Aiken County citizens is a noble task taken very seriously by Goodwill and its collaborative partners."

*J. David Jameson, President/CEO
Greater Aiken Chamber of Commerce*

"In the next five years about half of the workforce in Aiken County will be retiring. Where do we find people to replace them? Programs like the ones offered by Helms College."

*Will Williams, President & CEO
Economic Development Partnership
Aiken, Edgefield and Saluda Counties, South Carolina*

The Helms College Aiken Campus will create skilled professionals to help address Aiken's most critical human resources needs in Hospitality, Healthcare and Animal Care by employing Goodwill's tradition of innovative thinking and history of innovative enterprises and solutions. Now is the ideal time to expand the reach of Helms College into Aiken, where more students will have the opportunity to acquire in-demand skills and the highly personalized support and placement services that make Helms College so effective.

Aiken's Helms College students will be truly preparing to become self-reliant, successful members of our community. To help with that transition, no student will receive a "free ride or full scholarship." While completing their studies, students are also employed, acquiring a stake in their own success by paying a manageable portion of tuition costs.

A Helms College Success Story



Chef Justin Bell, Helms College '13

Executive Chef

**The Reserve Club at Woodside
Aiken, South Carolina**

Justin Bell journey to his current position as Executive Chef of Aiken's exclusive The Reserve Club at Woodside has been full of peaks and valleys, but his time at Helms College reinforced his determination to come out on top.

Growing up, Bell lived with his mother and grandparents, who encouraged him to help out in the kitchen from the age of 4. Devoted to his family, Bell turned down a full scholarship to the University of Georgia to stay home and help care for his ailing grandmother; little did he know she would pass away only a few days later. Bell contacted UGA, but it was too late to change his decision. He had to come up with a new plan.

Bell enrolled at Augusta University and took a job at North Augusta Country Club while working on his B.B.A. When the club's new owner suddenly shut the doors, Bell found himself out of a job. Then, just two weeks later, his home caught fire.

Now jobless and homeless, Bell found himself once again in need of a new plan. That's when his mother gave him an application for Helms College's culinary program in Augusta. He decided to give it a shot.

Helms College was just what Bell needed to bring calm to his life and return to what he learned in his grandmother's kitchen. After graduating in 2013, his career took off, leading to one success after another.

He encourages those down on their luck and seeking direction. "Don't be afraid to put yourself out there. You need to be consistent and constantly pursue opportunities."

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.



Serving Aiken

Goodwill is in the business of changing lives and building communities.

Goodwill Industries of Middle Georgia and the Central Savannah River Area (CSRA) has, over several decades, provided hundreds of thousands of South Carolina and Georgia residents with a way out of poverty and onto a path that allowed them to become productive, contributing citizens.

Now, Goodwill is launching a \$2.9 million investment initiative for a central part of that path - Helms College. This initiative will enable this successful educational institution to expand crucial components of its CSRA operations into Aiken.

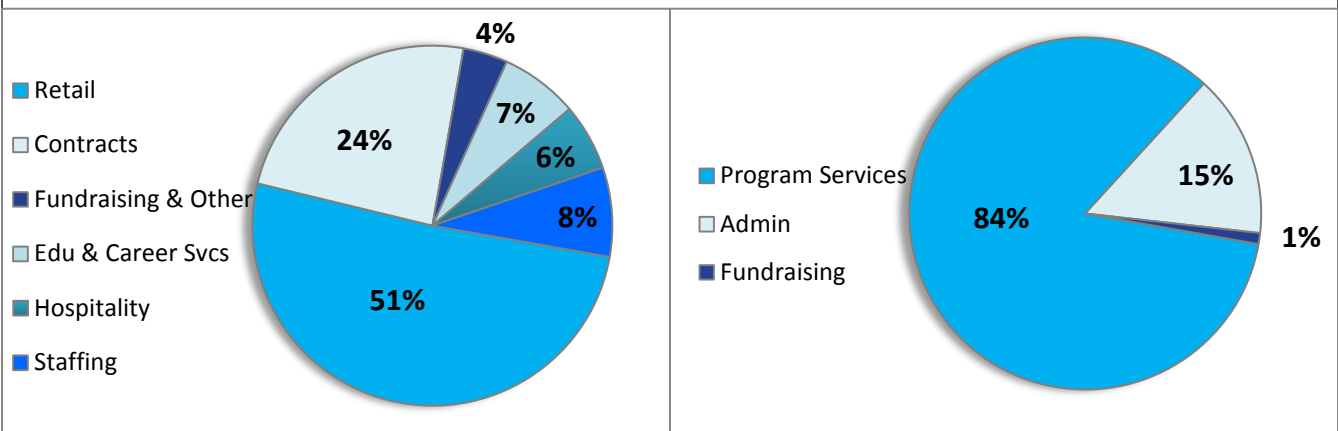
As a result, Helms College will help even more individuals gain industry-recognized credentials and real-world work experiences. Supported by Goodwill's unique, intensive mentoring and career services, these education and training programs will transform struggling local residents into skilled professionals who can fill many of Aiken's most critical human resource needs and help fuel the area's economic growth.

We need your support to succeed.

Your support will make it possible for us to bring this extraordinary initiative to life. We invite you to join with us as we expand programs and facilities that will have a real and lasting impact on both the lives of thousands of Aiken's citizens and on our region's economic vitality and growth.

SOURCES AND DISTRIBUTION OF REVENUE

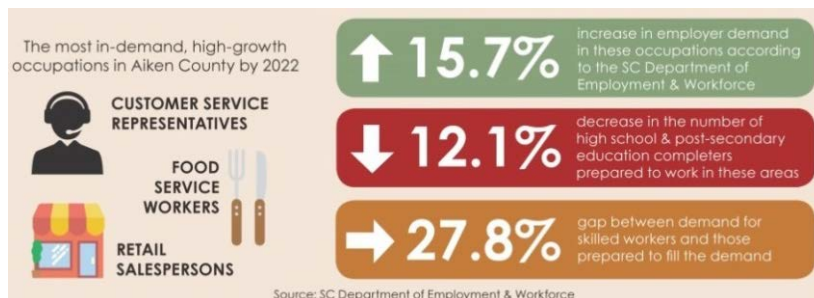
Source: 2016 Annual Report, Goodwill Industries of Middle Georgia & the CSRA



Why Here? Why Now?

1. To Drive Economic Growth
2. To Fuel the Local Labor Force
3. To Build Aiken Lives, Families, and the Community

Simply put, the economy and people of Aiken are ideally suited to benefit from a major expansion of Helms College. Since opening in 2011, **Goodwill's Aiken Campus on Pine Log Road has served 19,927 individuals and placed 4,148 into competitive employment.**



The Helms Advantage is a highly successful model with a proven track record. On average at Helms College's flagship campuses in Macon and Augusta, **74% of students complete their program of study**, compared to the 39% national six-year average completion rate for community colleges.

Helms College's specialized student niche opens the door to partnership with local technical colleges and secondary schools. **Aiken County Public Schools (ACPS) has demonstrated strong support of Helms College. Already, an articulation agreement is in place to give students Helms College coursework credit for completion of secondary-level culinary arts programs, saving them thousands of tuition dollars.** This initiative has inspired ACPS and Helms College to explore other opportunities for collaboration, working on a more comprehensive partnership agreement.



Additionally, Helms College also 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.

With a diversity of institutions working together to better the lives of Aiken citizens, program participants will get the support they need to succeed, local business will gain motivated, well-trained workers, and the area economy will have the employees it needs to thrive.

The Leisure and Hospitality segment in Aiken County employment has risen to fourth place as a percentage of total employment, and is one of only four employment sectors that has had sustained employment growth since 2002.

Source: Regional Economic Benchmarking Report for Aiken County – 2016 Update

Summary of Campaign Initiatives

Philanthropic investment in these projects will enable us to construct new facilities or expand existing sites, provide new equipment to serve more local residents, and underwrite program start-up costs.

School of Hospitality Culinary Lab and Catering Kitchen **Investment: \$686,000**

The satellite facility will have dual function as both an applied learning and training site for Aiken students, and a community resource for hospitality and culinary classes, corporate team-building exercises and training.

- **Program Components:** Culinary Certificate, Diploma and Degree Programs
- **Capital Components:** Catering Kitchen, Culinary Training Lab, Equipment

School of Health Services **Investment: \$536,000**

The School of Health Services will help address Aiken's growing shortage of credentialed professionals in healthcare-related, high demand middle skills career fields.

- **Program Components:** Home Health Care Aide Certification, Scholarships, Other Programs TBD
- **Capital Components:** Classrooms, Training Lab, Equipment

School of Agricultural, Equine and Animal Care **Investment: \$301,000**

The School of Animal Care Certificate program, in partnership with area veterinarians and farms, has the potential to evolve into a degree program to equip graduates with the experiential learning and credentials to support the growing equine industry and general veterinary talent needs.

- **Program Components:** Animal Care Technician Certificate Program, Scholarships
- **Capital Components:** Classrooms, Training Lab, Equipment

Edgar's Restaurant **Investment: \$597,000**

As an Edgar's Hospitality Group applied learning venue adjacent to the School of Hospitality culinary lab and catering kitchen, this community "hire calling" restaurant, will invite patrons will "come hungry and leave fulfilled" by farm-to-table cuisine and an altruistic mission experience.

- **Program Components:** Culinary Student Training and Experiential Learning Track
- **Capital Components:** Facility Construction and Equipment

Academic Achievement & Regional Career Center **Investment: \$325,000**

The Academic Achievement Center (AAC) will provide students with resources for academic remediation, tutoring and completion of secondary education, as well as space to concentrate and develop effective study habits, and explore Helms College and other higher education options. Enhancing our community-based Aiken Career Center will give Aiken residents ready access to Helms College's educational programs, career counseling and job placement services.

- **Program Components:** Tutoring, Academic Navigation Counseling, Study Assistance
- **Capital Components:** Construction, Media and Technology, Distance Learning Equipment

Student Scholarship Fund **Investment: \$500,000**

How Can You Help?

It is not often that you have the chance to help alter the course of lives for the good. But that is exactly what your support of these initiatives will do. By investing in key Helms College programs for Aiken, you can extend a helping hand to local residents in search of second chances and new possibilities.

By expanding a proven model, we will build on our success. Each carefully planned initiative has been guided by what local employers have told us they need and by our conversations with local residents who are eager to take advantage of the opportunities for employment and upward mobility these educational options will deliver.

They're ready to take the next steps to gain the justified sense of self-esteem that comes with self-sufficiency. And you can help them do it.

This is an opportunity for you to give others an opportunity. Together with your generous financial support, we will be able to bring these initiatives to life. Your investment in *the Helms College Advantage* will help us give local residents a path to financial independence and constructive community membership.

We invite you to step forward and help lead the way. Help us change lives.

Appendix:

Summary Campaign Budget

AIKEN	Total Cost	SQ Footage	Land	Design & Construction ³	FF&E	Scholarships	Start-Up, Licensing, Admin ⁴
Culinary Lab, Classrooms, Catering Kitchen ¹	686,000	2,000		336,000	250,000		100,000
Edgar's Restaurant/Café ^{1,2}	597,000	1,500		252,000	245,000		100,000
School of Health Sciences ¹	536,000	2,000		336,000	100,000		100,000
School of Agricultural, Equine and Animal Care ¹	301,000	750		126,000	75,000		100,000
Academic Achievement & Regional Career Center ¹	325,000	750		125,000	100,000		105,000
Student Scholarship Fund	500,000	0		0	0	500,000	0
TOTAL	\$ 2,945,000	7,000		\$ 1,175,000	\$ 770,000	500,000	\$ 500,000

¹ - Goodwill has invested \$4.3 million in the Aiken Campus

² - Estimated total for Edgar's Grille venue would increase the cost by \$150,000

³ - Construction cost and parking estimated at \$150 PSF; Design Fee of 6% of Construction; Construction Management fee of 6%

⁴ - Includes Licensing, Accreditation & Campaign Expenses



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www.goodwillworks.org

www.helms.edu