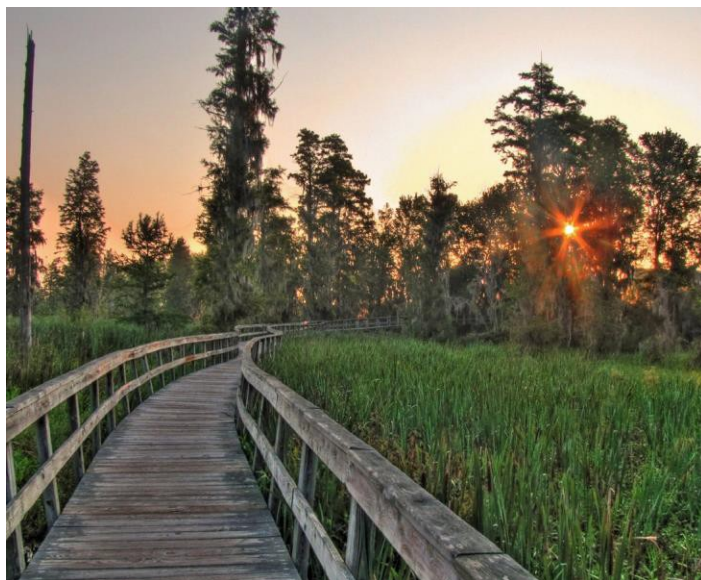


A Hand Up

Goodwill's Case for Investment in
Helms College

Campaign Steering Committee

Bill Barrett - Shell Knox Berry - Jim James
Wyck Knox - Cab Stitt - Bert Storey



Introduction

Augusta-Richmond County is home to significant number of residents who lack sufficient income to live and raise their families comfortably. Left unaddressed, the side effects of poverty may multiply from one generation to the next, which can place the community at increasingly higher risk for:

- A deflated economy
- Overburdened social services
- Stalled public educational systems
- Rampant crime

Augusta-Richmond Today...

- More than **25%** of residents live below the poverty level.
- Government assistance accounts for **26%** of all household income.
- **Nearly half** (48%) of residents have no education beyond high school.

Augusta-Richmond Tomorrow: Planning to Prosper

To secure prosperity for Augusta's future, we must act *now* to disrupt the cycle of generational poverty, increase individual economic mobility, and prepare local residents to address the area's continually evolving, increasingly global, high-demand industries, particularly:

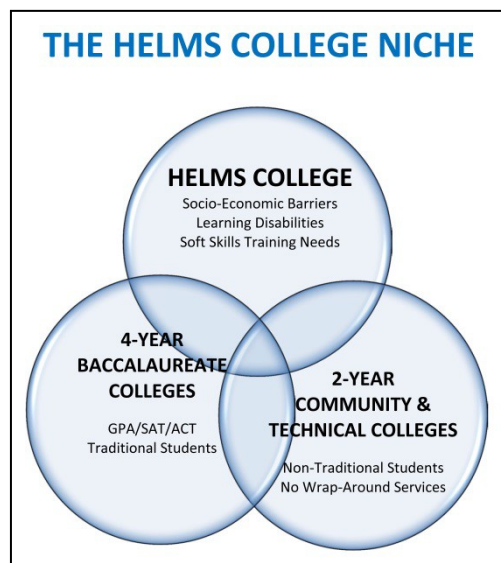
- Hospitality
- Healthcare
- Business & IT

Filling the Gap: The Helms College Advantage

To attract business and industry, Augusta's greatest competitive advantage will be a diverse workforce trained for careers at *all* skill levels – from professional and technical to middle skills. Our local four-year and technical colleges will fill some of the need. But what about students with socio-economic barriers that make them less likely to succeed at traditional post-secondary institutions like Augusta University and Augusta Tech?

This is the middle-skills student niche that Goodwill's Helms College specializes in serving.

With a \$6.4 million investment, we will grow Helms College's capacity to tackle urgent labor shortages, and enroll thousands more local residents who will graduate with the skills and credentials to stay, work, play and raise families *here*, in our community.



Only Goodwill has the expertise, track record, and resources to deliver on the Helms College promise to provide skills training, education and experience to people who need not just a hand out, but a hand up from a life of poverty.

Helms College is Different

A key difference between Helms College and other post-secondary institutions is the education continuum of curriculum integration with Goodwill's existing entrepreneurial business enterprises and new ventures Goodwill created specifically to function in concert with Helms fields of study. Students are paid to gain invaluable real-life work experience and on-the-job training in the relevant professional environments of Edgar's restaurants, GoodBooks bookstores with Hire Grounds Café coffee shops, or Edgar's Hospitality Group's full-service conference and catering centers. Meanwhile operations generate corporate revenue for investment back into mission services.

This highly specialized approach **results in Helms College's 74% student completion rate, compared to the 39% national six-year average completion rate for community colleges.**

When full enrollment is reached at the Helms College Augusta and Grovetown campuses, **over 1300** students each year will be on the path out of poverty to becoming self-reliant, successful members of our community. To acquire a stake in their own success, students are also employed and pay a manageable portion of tuition costs.

Area Workforce Projected Trends

Approximately 20,000 new jobs in the region through 2018. Among the employment growth areas:

- **HOSPITALITY**
- **HEALTH CARE**
- **TECHNOLOGY**

Five of the fastest-growing occupations are in healthcare, and three are computer related.

Source: Georgia Department of Labor Area Workforce Trends

Why Here? Why Now? Why Us?

EXPECTED INDUSTRY INCREASES 2014-2024

Hospitality & Leisure jobs account for 14.1 percent of jobs in the CSRA.



↑ 11.8% ACCOMMODATION AND FOOD SERVICES

The health industry employs more than 25,000 medical professionals in the CSRA.



↑ 26.8% HEALTHCARE AND SOCIAL ASSISTANCE

Professional, Scientific, and Technology services is in the top 10 fastest growing industries in the CSRA.



↑ 18.6% PROFESSIONAL, SCIENTIFIC, TECHNOLOGY SERVICES

Source: Georgia Dept. of Labor, Workforce Statistics & Economic Research, Projections Unit

According to expert studies, the CSRA area population "is expected to increase by 26.5 percent by 2035." Our local economy is poised for dramatic expansion, with a consequent need for more qualified workers to fill a wide range of jobs.

Expanding existing and adding crucial new programs to Helms College's successful Augusta operations will require a major investment from the Augusta community. Though Helms College does qualify for and benefit from government funding, its use is narrow and limited in scope. Only with the help of private stakeholders can we truly develop and grow the College in a manner best suited to the needs and interests of our community.

It's a major funding initiative, but the anticipated returns are invaluable. Each campaign priority has been carefully planned with input from local employers, community leaders, and Augusta residents to fortify Augusta's workforce, reinforce our economy, help attract business and industry to our city, and ultimately, to be the national model for effecting social and economic change.

We invite you to join us. We need your support to succeed.

Summary of Campaign Initiatives

Phase I Investment: \$3,804,600

Helms College Welcome & Enrollment Center

The new Welcome Center will provide a central point of access for prospective and entering Helms College students, with space to accommodate the college's administrative staff and growing admissions team.

Capital Components: Office Space; Meeting Rooms; Equipment

Student Commons & Classrooms

The Commons will provide space for students to socialize and develop effective study habits and fulfill a key requirement for Helms College's forthcoming application for accreditation by the Southern Association of Colleges & Schools (SACS).

Capital Components: Student Lounge; Collaborative Learning Rooms; Media & Technology

School of Hospitality & Culinary Arts

New funding will allow Helms College to expand its culinary arts career pathways programs to accommodate an ever-growing student population and set the stage for the college's eventual evolution into a world-class destination school of choice.

Program Components: Culinary Arts Certificate, Diploma and A.S. Career Pathways

Capital Components: Classrooms; Training Labs; Equipment

School of Business & Technology

The school will offer continuing education credentialing programs that foster career development and facilitate customized business-to-business training opportunities for Augusta area employers.

Program Components: Retail Management; Computer Technology; Goodwill Employee Growth & Development Training; Helms Continuing Education Professional Certification Courses and Customized Business-to-Business Training

Capital Components: Classrooms; Lecture Hall; Equipment; Technology; Parking

Phase II Investment: \$2,701,280

School of Health Services & Applied Learning Facility

The School of Health Services will work in conjunction with healthcare providers, hospitals and The Medical College of Georgia at Augusta University to fill specific job gaps not currently being addressed elsewhere. A healthcare-related applied learning business enterprise is planned adjacent to the School of Health Services.

Program Components: Multi-Skilled Medical Assistant; Patient Care Technician; Medical Coding and Billing; Medical Coding and Documentation; Home Health Aide; Emergency Medical Technician; Advanced Emergency Medical Technician; Paramedics; Surgical Technology; Sterile Processing Technician; Dental Assisting; Radiologic Technology; Patient Navigation Specialist

Capital Components: Classrooms; Training Labs; Equipment; Parking

Student Commons & Classrooms

The Media Center will give students centralized access to digital resources to support classroom learning.

Capital Components: Collaborative Learning Rooms; Media & Technology

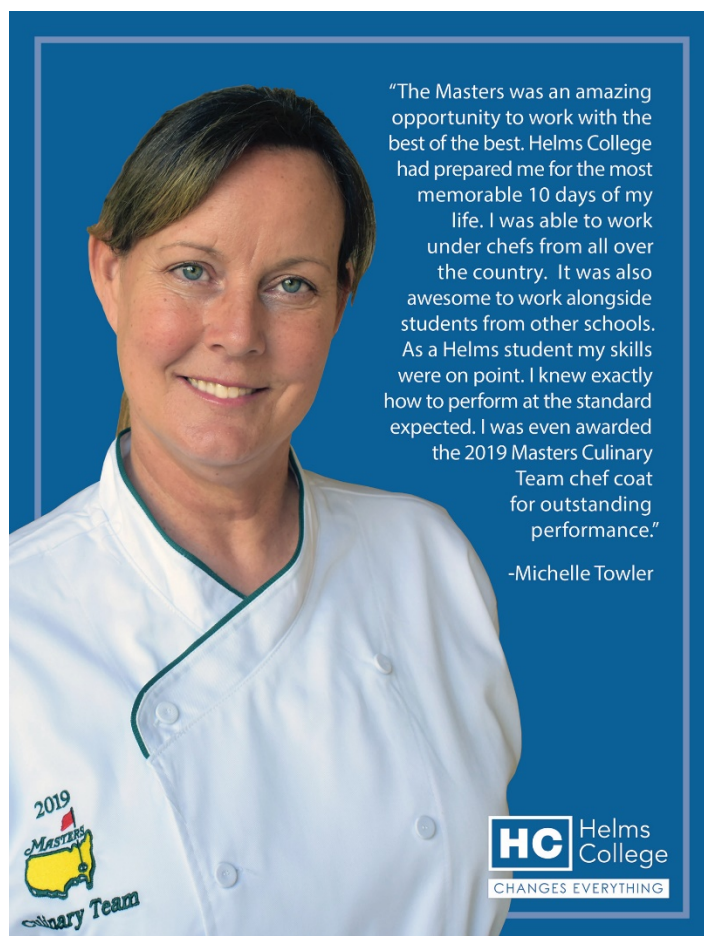
How Can You Help?

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 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.

By investing in key programs at Helms College in Augusta and Grovetown, you will help more local residents break out of the cycle of poverty that has burdened their lives for far too long. They're ready to take the next steps to gain the justified sense of self-esteem that comes with self-sufficiency. 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 will give local residents a path to financial independence and constructive community membership, while positioning Augusta to become a model for the rest of Georgia and the U.S. in how to best meet and overcome a serious social and economic challenge.

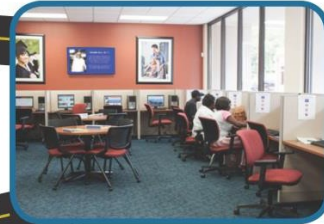
We invite you to step forward and help lead the way. Help us change lives.



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.







3145 Washington Road ♦ Augusta, Georgia 30907 ♦ (706) 650-5760

www.goodwillworks.org

www.helms.edu

Goodwill Industries of Middle Georgia and the CSRA Wins National Award

For the fourth consecutive year, Goodwill of Middle Georgia and the CSRA received the prestigious Stewardship Award for Mission Support at Goodwill Industries International's 2017 Summer Conference. The award recognized the local Goodwill organization as the **best among more than 160 autonomous Goodwill charities nationwide for its cost-efficient operations** and consequent ability to devote the highest percentage of retail store revenue to fund Helms College and Goodwill's Career Centers.