



NEWS RELEASE

Goodwill Industries of the Southern Piedmont

For Immediate Release

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“Cars For Work” Partners With WISH To Assist Working Poor With Transportation Needs

Goodwill Industries of the Southern Piedmont’s Cars For Work program is teaming up with WISH (Workforce Initiative for Supportive Housing), a collaborative project of several key housing and human service agencies.

Proceeds from donated vehicles to Goodwill will be utilized through WISH to help some of Charlotte’s neediest working families with transportation needs and other services. Qualified recipients will get help through gas cards, bus passes, assistance with car insurance or money for car repairs.

“Inadequate transportation can be a major barrier to employment,” said Michael Elder, President & CEO of Goodwill Industries of the Southern Piedmont. “Our new relationship with WISH is unique in that we are addressing transportation needs at an individual level. We are proud to be the backbone of WISH’s transportation efforts.”

Cars For Work’s mission is to help families stabilize by providing reliable transportation, which increases their ability to get and keep a job. In addition to cars, the program also accepts donated motorcycles, RVs, and campers. Donors can be eligible for tax deductions. Since it began in 1998, more than 3,400 vehicles have been donated.

While recipients who receive transportation assistance through WISH have jobs, their low wages leave them on the edge of homelessness.

“I am surprised at the number of critical jobs that only pay \$8 an hour,” said WISH Director Darren Ash. “If you look at our first 25 families in the program, that’s what they make. They are bus drivers, data entry clerks and hospital and government employees. The gap of the low wages and cost of living is disturbingly wide. We believe our partnership with Goodwill will drive families’ progress toward economic independence and higher wages.”

WISH is a collaboration of agencies, including Goodwill, as well as Crisis Assistance Ministry, Lutheran Family Services, community members, faith groups and businesses. WISH takes highly-screened working families and individuals from shelters and places them into apartments. WISH also assists with a rent subsidy, life skills training programs and transportation aid, made possible with the Goodwill partnership.

For more information on Cars For Work, log onto www.goodwillsp.org or call 704-372-3434.

About Goodwill Industries of the Southern Piedmont:

Goodwill operates 19 retail stores and has 30 total donation sites in seven counties in the Southern Piedmont region of North and South Carolina. Proceeds from the sale of donated goods fund employment and training services for individuals facing barriers to employment such as lack of skills, experience or education. In 2007, Goodwill Industries of the Southern Piedmont delivered more than 11,200 services, placed more than 2,200 people in competitive employment and diverted more than 30 million pounds of goods from area landfills.

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