

**YOU  
GIVE TO  
GOODWILL**



**GOODWILL  
PUTS YOUR MONEY  
INTO PROGRAMS FOR  
AT-RISK YOUTH**



*YOUTH  
PAY IT  
FORWARD!*

**AT-RISK-YOUTH LIKE  
JORGE NIEVES  
LEARN SKILLS THEY NEED TO SUCCEED**



*The goodwill effect*

A chain of events that starts with a simple action and results in great societal impact:  
**That's The Goodwill Effect—and it all starts with you!**

DEAR [RECIPIENT],

March XX, 2012

At the age of 15, Jorge was a latchkey kid from a low-income household. After his parents' divorce, his father moved out of state and his mother was busy working two jobs to support Jorge and his siblings. With little in the way of a support system, Jorge had bad grades, lacked motivation, and was being pressured by friends to join a gang. He knew he wanted better for himself and his family. He just didn't know how to accomplish it.

*"Every day when I was on the bus to school, I thought about how I could help my mom and how I could get her out of the ghetto."*

**Your gifts to Goodwill help young people like Jorge see what they need to do to achieve their dreams of a better life.**

At Denver School of the Arts where Jorge goes to school and aspires to be a film director, he participated in three Goodwill programs—programs that were available to him because of your previous support. He learned how to research colleges, build a resume, and create a career plan in Goodwill's School to Work class; he learned leadership skills in his Student Advisory Council program; and Goodwill staff matched him with volunteer mentor, Nate Greene.

*"I see Nate as more than a teacher or mentor, but as a best friend. He's been there for me through rough times. He pushes me to become a better student and gives me adult advice. Having someone there for me when my parents can't be around works for me. I WANT to come to school now and get good grades and make my mom proud."*

**Please consider giving again to help more at-risk youth like Jorge who need the guidance of a mentor.**

Over please »

**Yes, I want to be a part of it!** Use my gift to help at-risk youth stay in school and prepare for a successful future.

Please accept my tax-deductible gift of:

\$XXX  \$XXX  \$XXX  Other \$ \_\_\_\_\_

This donation will be made:  Monthly  One-time

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

(For donor news and event invitations)

I donated online at [goodwilldenver.org/give](http://goodwilldenver.org/give).

My check is enclosed made out to Goodwill Industries of Denver.

Please charge my:

Visa  MasterCard  Discover  American Express

Name on card: \_\_\_\_\_

Card number: \_\_\_\_\_

Expiration date: \_\_\_\_\_ CVC (3-digit code on back): \_\_\_\_\_

I've included Goodwill in my will or other estate plans.

All gifts are tax-deductible as permitted by law.

Gifts of \$500 or more are eligible for 25% state income tax credit.

The  effect

## PAYING IT FORWARD...

Since becoming involved with Goodwill, Jorge has become a role model for his three siblings. He is an inspiration to his peers to better their futures. He was even selected to share his story before the White House Council for Community Solutions in Washington D.C. where he told the council—whose members include Bon Jovi and the CEO of eBay—how having a Goodwill mentor has helped him turn his life around.

### **Jorge has become part of the solution instead of the problem and it is YOU who made it possible.**

Your gift today will provide more at-risk youth like Jorge the opportunity to explore career options, plan for college, gain job skills and learn how to prepare a resume and complete applications. Any amount you donate will make a difference in the life of a youth right here in the metro Denver community. Rest assured that, thanks to our healthy retail model, 100% of your donation will go towards our youth programs, not overhead costs.

### **Please give what you can right now by donating online or mailing your donation with the reply slip below in the enclosed envelope.**

Thank you for your continued generous support of youth like Jorge in our community.

Thank you for being an important part of The Goodwill Effect.

Sincerely,



**Jesse Wolff**  
President & CEO  
Goodwill Industries of Denver

P.S. The school year will end in just a few months. Please do what you can today to help others like Jorge learn the skills that will enable them to live up to their potential—before they graduate.

**Donate online at [www.goodwilldenver.org/give](http://www.goodwilldenver.org/give).**

**Goodwill Industries of Denver**  
6850 Federal Boulevard  
Denver, Colorado 80221

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### **Giving tip**

You can now contribute to Goodwill by voluntarily checking us off on your state income tax return! The amount of the contribution is added to your tax liability. For more information, go to [www.checkoffcolorado.org](http://www.checkoffcolorado.org).