

Goodwill Industries
1947-50

Goodwill Industries

Alvins -

I have known about
the work done by the
Goodwill Industries for
some time & I realize how
extremely helpful it is.

It is interesting to
hear of your steady
growth over the last 4
years.

I hope your campaign
to raise \$50,000 will be
successful & that you
will be able to expand
to ^{meet} ~~ful~~ the present
needs.

893 Park Avenue

April 23rd, 1947

Dear Mrs. Roosevelt:

Goodwill Industries of New York, Inc. is an organization about which you already know. You may not, however, be aware that in the last four years, it has been completely reorganized and now employs 125 handicapped people instead of 13, which was its maximum in the old days.

The Board feels the urgent need to expand and develop our program because of the fact that we have to turn away so many people who cannot work elsewhere.

We have started a drive for \$256,000. this spring. I am sending you some information about it under separate cover. It would be of enormous assistance to us if you would mention Goodwill in your column. Perhaps you would be good enough to write us a letter endorsing our program. I will be glad to write such a letter for you to sign and assure you that your endorsement will be greatly appreciated by those of us who are working for this cause.

With my best wishes,

Sincerely

Metha P. Strawn
(Mrs. Ralph I.)

Mrs Franklin D. Roosevelt
New York, N.Y.

Goodwill Ind.

895 Park Avenue

May 7th, 1947

Dear Mrs. Roosevelt:

Thank you a thousand
times for your kind note about
Goodwill Industries.

As I said before, your
endorsement of our program is
of great aid to us, and we are
grateful for your action on our
behalf.

Sincerely yours,

Matilda J. Stearns

Mrs. Franklin D. Roosevelt
29 Washington Square West
New York, N.Y.

Put in reference folder *E R Papers*
COUNCIL OF GOODWILL INDUSTRIES

123 EAST 124TH STREET, NEW YORK 35, N. Y. ATWATER 9-9470

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October 27, 1947

Mrs. Franklin D. Roosevelt
29 Washington Square West
New York City 12

Dear Mrs. Roosevelt:

This is an invitation to speak at a meeting of the Council of Goodwill Industries of New York, the first week in December. Last spring, when we had our drive for \$256. for capital expansion, you very kindly wrote us a letter endorsing our program, which was of great help to us. Your previous knowledge of our work leads us to hope that if possible you will be interested in helping us once again.

At present, Goodwill has facilities for employing only 135 handicapped people. Pressure is heavy upon us to enlarge our capacity, which means we need more money and discarded materials. To help meet this need, last year we organized a Council of Women to work for Goodwill. There are now 190 members of this group who are doing an excellent job of publicizing the program, gathering tons of materials, and raising money for capital expansion.

The time has come to enlarge the Council considerably. We plan a meeting in December for new prospective members and have engaged the hall at the Junior League for 11:00 in the morning on December 2nd or 3rd. Your consent to be present on the program would be of enormous importance and help to us.

Mrs. Milholland is interested in Goodwill and will speak with you further about our membership drive this winter.

I will of course send you more detailed information any time you want it. It would be a source of deep gratification if you will come.

Very sincerely yours,

Matilda J. Straus

Mrs. Ralph I. Straus, Chairman

Enclosures

Goodwill Industries

Your Discards Give

**WORK....
TRAINING....
WAGES....**

*to the
Handicapped*

Fill a bag for

GOODWILL INDUSTRIES

123 East 124th Street, New York 35

ATwater 9-9470

Manning Their Day

STRIES
0514-0 RE

The Goodwill Plan

The handicapped are given jobs and training through the repair and reconditioning of your discarded articles. Reconditioned articles are sold at reasonable prices in the Goodwill Store. Proceeds from sales pay 80% of workers' earnings.

Success Depends Upon Conditions

The number of handicapped in the New York area runs up into the hundreds of thousands and possibilities for service to them are almost limitless.

The number which Goodwill Industries can serve depends directly upon the amount of work opportunities that donated materials offer. At present about 125 are being trained and employed, but the Goodwill plant has a capacity for at least twice this number.

How the Handicapped Learn and Earn

Goodwill Industries offers jobs and training for industry through clothing repair, woodworking, upholstery, shoe repair, office work and other vocations.

How You Can Help

Materials especially needed are, for example:

	<i>Clothing</i>	
Suits	Dresses	Trousers
Coats	Underwear	Shoes, etc.
	<i>Furnishings</i>	
Dressers	Bookcases	Drapes
Desks	Chairs	Curtains
Tables	Beds, Mattresses	Linens, etc.
	<i>Household Appliances</i>	
Lamps	Typewriters	Musical Instruments
Electric Irons	Radios	Clocks, Watches
Sewing Machines	Heaters, Hot Plates	China, Glass, etc.
	<i>Workshop Supplies and Miscellaneous</i>	
Upholstery Materials	Paints and Brushes	Printing Supplies
Yard Goods	Tools, Hardware	Radio and Electrical
Shoe Findings	Office Supplies	Store Fixtures
Jewelry	Lumber	Toys and Dolls

To Make a Contribution:

So that the handicapped can help themselves, send for a Goodwill Bag, or for the Goodwill truck to call for your materials.

Phone ATwater 9-9470

or write Goodwill Industries of N. Y., Inc., 123 East 124th St., New York 35



Manning Their Day

Manning Their Day

GOODWILL INDUSTRIES

- - - Where the Handicapped Earn and Learn

THIS IS THE WAY THE PROGRAM WORKS —

FIRST — THE BAG



Goodwill Industries provides large, sturdy bags into which the householder may toss such articles as fall into disuse from time to time. This is the first step towards gathering materials that make work opportunities available for disabled persons.

Send for a Goodwill Bag

SECOND — COLLECTIONS



Goodwill trucks call to pick up the bags when they are full and to collect furniture and other articles too large for the bags at no cost to the contributor. These trucks bring daily supplies into the workshops where they are sorted and all put to constructive use.

Send for a Goodwill Truck

THIRD — THE WORKSHOPS



The Industries themselves are housed in a fine, well-lighted building. Here, using the collected cast-offs as raw materials on which to work, trades are taught with sympathetic understanding and a patient persistence in helping the worker overcome or minimize his or her specific disability.

Come and See the Workshops

FOURTH — THE STORE



An attractive store offers the re-conditioned merchandise for sale at prices beneficial to many whose incomes are limited. And from this source comes 80% of the funds needed to cover operating costs, including wages to the workers. The additional 20% plus cost of equipment and building comes from voluntary contributions.

Help with your Gifts

AND THE RESULTS?



Hundreds of lives formerly under the shadow of disabilities restored to usefulness and happiness. There are thousands more whom this specialized program can benefit. Provision is made in New York City for only about 1,500 persons, whereas there are an estimated 79,000 disabled. Add to this the many returning veterans, and you can readily see the need for your help in expanding this splendid service.

Goodwill Industries of New York, Inc.

123 East 124th Street

New York 35, N. Y.

Telephone: ATwater 9-9470

A Program Successfully Carried Out For Half A Century

- • • To build the morale of the seriously handicapped.
- • • To teach a trade to those whose opportunities are limited by disabilities.
- • • To provide a sheltered workshop with wages for those unable to participate in regular industry.
- • • To restore to regular industry as many disabled persons as possible.
- • • To make the program materially productive by the renovation and sale of cast-off personal and household possessions.

**Member of the Greater New York Fund, the Welfare Council
of New York City, the National Conference of Social Work
and the National Association of Goodwill Industries.**

Atwater 9-9470

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Winning Their Peace

GOODWILL INDUSTRIES

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