



FOR IMMEDIATE RELEASE

Media Contact:

Marla Eby – Director, Marketing & Media Relations

(323) 246-3620

meby@goodwillsocal.org

Goodwill® Launches *Rising Together*™ Coalition with Anthem Foundation, Coursera, Google, Indeed & Lyft to Empower 1 Million People to Access Sustainable Careers by 2025

Los Angeles, CA, May 5, 2021 – Goodwill, the leading workforce provider in North America, announced a new, first-of-its-kind coalition called [Rising Together](#)™, which will work to create an equitable economic recovery and provide job seekers with the skills and supports needed to access sustainable jobs. Joining Goodwill with a goal of empowering one million people to access sustainable careers by 2025 are Fortune 50 companies and global philanthropic and business leaders, including the Anthem Foundation, Coursera, Google, Indeed and Lyft.

Together, Goodwill and its partners are providing resources to address the widening skills gap and the negative impact of the economic downturn brought on by the pandemic. The Rising Together™ coalition will provide a combination of holistic workforce services and supports, as well as build and expand upon programs that address the inequities and systemic barriers facing workers in our society the most. According to the U.S. Department of Labor's Bureau of Labor Statistics (BLS), 2.3 million women have left the labor force^[1], a phenomenon that is being called the 'shcession,' and many others remain out of work and without the skills needed to gain new employment. Nationwide, pandemic-related job loss has also had a [disproportionate impact](#) on Black and Hispanic men and women as well as those who do not have post-high school education.

These powerhouse brands are on the frontlines of America's workforce, hiring thousands of new employees each year. The coalition will use its combined hiring strength to support the holistic needs of job seekers — from providing essential transportation and broadband access to offering training opportunities and job search skills.

Rising Together™ jump-starts a vision for a future where there is a pathway to opportunity that is accessible by all. Together with Goodwill:

- **Anthem Foundation** will launch a healthcare career path training that will benefit thousands of individuals over the course of two years. The program will build healthcare employee pipelines while supporting healthcare workers affected by the pandemic. The training will ultimately lead to credentials, job placements, wage increases and benefits.

- **Coursera**, through its social impact program, will provide 2,000 scholarships to those hard-hit by the economic downturn, including people who are impacted by the criminal justice system, veterans and youth learners. Scholarship recipients will have free access to 4,000 courses as well as hands-on projects and professional certificates that teach job-relevant skills across business, technology and data science.
- **Google** will continue to support Goodwill in its efforts to deliver digital skills training across the United States through programs such as Google Career Certificates, which help job seekers prepare for in-demand jobs in less than six months without the need for a college degree or prior experience. Since 2017, more than 100 local Goodwill organizations have implemented the Goodwill Digital Career Accelerator® in their communities, equipping more than one million people with digital skills and placing more than 170,000 of those individuals into employment.
- **Indeed** will help job seekers who are often overlooked or face challenges to finding work with skills-based assessments, job seeker support and employer hiring events. Indeed will work with Goodwill on a fellowship for women who have had to leave the workforce or were reduced to part-time work due to COVID-19 (either voluntarily or involuntarily). Goodwill's collaboration with Indeed will also include the launch of the Indeed + Goodwill Digital Resource Guide, which will equip Goodwill organizations with best practices and recommendations on how to help people find jobs at Goodwill organizations and other employers.
- **Lyft** will continue investing in its LyftUp Jobs Access program, which launched in 2019 with a coalition of partners including Goodwill, to provide individuals access to the transportation they need to get to interviews, job training and/or the first weeks of work. To date, the program has supported job seekers with access to tens of thousands of rides.

“As we celebrate Mother’s Day, millions of women, mothers and families across the U.S. and in our local communities are struggling, even as the country works toward recovery,” said Patrick McClenahan, President & CEO of Goodwill Southern California. “We believe that everyone deserves the opportunity to thrive in life, but, today, too many people are left out of that opportunity. We must ensure that people can equip themselves with the skills they need to compete for jobs in a changing economy. The Rising Together™ coalition is providing training and other critical services directly to the communities who need them the most.”

Goodwill is embedded in every community across North America, and more than 24 million people receive support from the nonprofit annually. These supports include both in-person and virtual career supports, including job training, mentoring, career fairs, classes and job placement; and access to other assistance, such as child care and transportation. The Goodwill brand has a nearly 120-year history and can provide what is needed in times of economic crises, recessions and moments of social distress.

To view Goodwill and its partners’ commitments to an equitable recovery and to hear from the coalition’s executives, visit [Goodwill.org/Rising-Together](https://www.goodwill.org/Rising-Together).

About Goodwill Southern California

Transforming lives through the power of work, Goodwill Southern California (GSC) serves individuals with disabilities or other vocational challenges, as well as businesses, by providing

education, training, work experience and job placement services. Each year, GSC prepares and places thousands of individuals into sustainable employment through programs and services offered at three campuses, Career Resource Centers, WorkSource Centers, Deaf, Youth and Veteran Employment Programs throughout Los Angeles (north of Rosecrans Ave.), Riverside and San Bernardino counties. GSC supports its mission with proceeds generated from more than 80 stores and 20 attended donation centers. GSC spends 95 percent of its budget on programs and services. Committed to caring for the earth, each year GSC diverts more than 100 million pounds of reusable or recyclable goods from landfills. Goodwill is GOOD for everyone! Follow us on Facebook, Twitter, Instagram - @GoodwillSoCal.

ABOUT GOODWILL INDUSTRIES INTERNATIONAL

Goodwill Industries International is a network of 156 community-based, autonomous organizations in the United States and Canada with a presence in 12 other countries. A 501(c)(3) nonprofit that helps people find employment, Goodwill is recognized with GuideStar's highest rating, the Platinum Seal of Approval. Local Goodwill organizations offer employment opportunities, job placement and training services, and other community-based programs, funded by selling donated clothing and household items in more than 3,300 stores and at shopgoodwill.com. Last year, more than 24 million people used computers and mobile devices to access Goodwill services, and more than 1.5 million people received in-person services. For more information or to find a Goodwill location near you, visit goodwill.org. Follow us on Twitter: @GoodwillIntl and @GoodwillCapHill, and find us on Facebook, Instagram and YouTube: GoodwillIntl.

CONTACTS:

Goodwill Southern California
Marla Eby
Director, Marketing & Media Relations
Phone: (323) 539-2104
meby@goodwillsoocal.org

Goodwill Industries International
Lauren Lawson-Zilai
Senior Director, Public Relations
Goodwill Industries International
Phone: (240) 333-5266
Lauren.Lawson@goodwill.org

[1] According to BLS data, women's civilian labor force between Nov 2019 (77.347 million) and January 2021 (75.012 million) dropped by 2.3 million. This represented a negative three percent drop in the women's civilian labor force in that time frame.

###