

FEBRUARY, 2023



# BUILDING GOODWILL



PHOTO FEED OF THE PROJECT SITE COMING SOON TO [www.GoodwillWestLouisville.com](http://www.GoodwillWestLouisville.com)

## CENTENNIAL ANNIVERSARY!



For 100 years, Goodwill Industries of Kentucky’s mission has been to help individuals with disabilities and other disadvantages find and keep employment and reach self-sufficiency – and no contribution to that mission is larger than the establishment of the Norton Healthcare Goodwill Opportunity Campus in West Louisville and the 11 Opportunity Centers around the Commonwealth.

By establishing the Opportunity Campus in West Louisville, Goodwill strives to be an advocate not only for an area of the city that has seen disinvestment and lack of resources but for the African American community, which makes up most of the 65,000 residents of the area.

In addition to connecting with community partners to provide resources to African Americans and other minorities in the area, Goodwill made minority involvement in the construction process a goal as well. The nonprofit began the project by establishing goals for both minority spend and workforce participation. A minimum of 27% of the total project costs will be spent with

African American and other minority businesses. A minimum of 25% of the project’s labor hours will be worked by African American and other minorities.

Although the project is still in its early stages, Goodwill is on pace to meet those goals. As of December, of every dollar spent on the project, approximately 32 cents are going to African American-owned businesses in the Greater Louisville area.

Goodwill is still looking to partner with agencies in the area. If you are a minority business leader in the area interested in playing a part in this community revitalization project, contact Director of Communications and Public Relations **Barnard Baker** at [barnard.baker@goodwillky.org](mailto:barnard.baker@goodwillky.org).

## COMMUNITY OUTREACH

On February 8 at the Kentucky Center for African American Heritage in Louisville, Goodwill hosted a media event to kick off its centennial celebration and offer project updates.

During the event, Goodwill also spotlighted donors who are helping fund the Opportunity Campus and revealed official branding for the campus.

To view the press release and media from the event, visit [www.GoodwillWestLouisville.com](http://www.GoodwillWestLouisville.com).



## OPPORTUNITY IS KNOCKING

Do you hear that? It’s opportunity knocking! Help support this one-of-a-kind community revitalization project by making a gift to the Opportunity is Knocking campaign. Here’s how you can donate:

- Visit [GoodwillWestLouisville.com](http://GoodwillWestLouisville.com)
- Text GoodwillKY to **801801**
- Mail a check to the current Goodwill headquarters located at **1325 S. 4th Street, Louisville, KY 40208**

# PROJECT TEAM HIGHLIGHT – SPRINGFIELD PLUMBING

In 2018, during a time that brought many failed investments to West Louisville, the phrase “Invest in West” was trademarked.

It was trademarked by Robert and Kim Springfield, a couple born and raised in West Louisville, who wanted to spark change after watching investments stall and create eyesores across the nine-neighborhood community.

“As we grew up, things had changed. It’s totally different. We want to bring it back to where it was when we were growing up in the area,” Kim said.

The Springfields own Springfield Plumbing, a 100% minority-owned business in its 38th year of operation. After trademarking “Invest in West,” they vowed to make bidding on projects in West Louisville a priority.

When Goodwill announced its intent to build a 124,000 square-foot facility in West Louisville to help bring hope to its residents, it was a no-brainer for the Springfields. They won the bid and are working alongside other minority-owned businesses.

“We’ve always been a part of this area,” Kim said. “Both Robert and I, we were born and raised in West Louisville. We’re a product of this neighborhood, so we’re very proud of keeping our business. ... When we bring the pride to our business, it brings more pride to the area that we’re in.”

Robert (pictured) spends time outside of work mentoring youths in the Iroquois area who are interested in trades but don’t have access to resources or certifications like he had as a kid in West Louisville. The Springfields believe the Opportunity Center on Goodwill’s campus will help individuals like Robert has but on a much larger scale.

“I think it will bring a lot,” Kim said. “It will give (West Louisville residents) an opportunity to be able to have something within their area, so they can get those services right at home. ... It will increase awareness even more.”



## PROJECT UPDATES:

Currently, the site is being prepped for steel. View images below of ongoing initiatives.



Forming of Foundations and Anchor Bolt Install



Elevator Pit Prepped and Water Proofing Installed



Underground Utility Rough In and Building Pad Prep



**Norton Healthcare**



**Goodwill Opportunity Campus**

[www.GoodwillWestLouisville.com](http://www.GoodwillWestLouisville.com)



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