



Goodwill Opens “Pop Up” Store in Castro District – Ribbon Cutting Ceremony to Celebrate Grand Opening Scheduled for October 2nd

*Temporary Site First of its Kind in Nation;
Partnership with the Transgender Economic Empowerment Initiative (TEEI) to Help Create Job
Training and Employment Opportunities for Transgender Individuals*

SAN FRANCISCO, CA, September 27, 2010 – Goodwill Industries of San Francisco, San Mateo and Marin Counties (“Goodwill”) is pleased to announce the Grand Opening of its new “pop up” store in San Francisco’s Castro District. A new concept for Goodwill, which currently operates 17 stores and 26 donation sites across three counties, the store is the first of its kind nationally to provide job training and employment opportunities for members of the transgender community.

Part of this historic opening is Goodwill’s partnership with the Transgender Economic Empowerment Initiative ([TEEI](#)), which will work with Goodwill to encourage employment sustainability among transgender individuals.

Goodwill offers job training and placement programs that help foster career development and employment sustainability for people who face challenges to finding employment. With an estimated 70% of transgender Californian’s facing workforce discrimination, with fewer than half employed full time, there is a growing need for job training and employment opportunities among the transgender population.*

“Work with dignity is a basic human right. Anyone with the desire to work should be able to,” said Deborah Alvarez-Rodriguez, President and CEO, Goodwill Industries of San Francisco, San Mateo and Marin Counties. “We’re proud to work with TEEI on leveraging the Castro pop up store as a place where transgender individuals can seek employment and receive on the job training in effort to fight workforce disparity among California’s transgender population.”

TEEI, a unique collaborative program of the [San Francisco Lesbian Gay Bisexual Transgender Community Center \(The Center\)](#), [Jewish Vocational Service](#), and the [Transgender Law Center](#), was designed to help transgender individuals find stable jobs that provide a living wage, benefits, and opportunities for advancement. Its partnership with Goodwill is an example of the continued collaboration it hopes to have among local government, neighborhoods, businesses, and philanthropies, to improve the lives of transgender individuals in the workforce.

“Based on a recent California survey transgender respondents are twice as likely as the general population to hold a Bachelors degree, yet are also twice as likely to live below the poverty line,”* said Clair Farley, TEEI Economic Development Coordinator. “It is our hope the Castro pop up store will serve as a model for future programs to help transgender individuals overcome the barriers they face to finding sustainable employment.”

San Francisco District 8 Supervisor Bevan Dufty, who was instrumental in helping bring Goodwill and TEEI together on the pop up store, agrees: "This promises to be a Goodwill store that is unique as the Castro, bringing new shoppers to the neighborhood, and jobs to those in need."

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About the Pop Up Store

The temporary site will provide a convenient location for the community to purchase quality merchandise at value prices, and recycle unwanted goods, for at least six months. From its design to the items sold, the pop up store will epitomize Goodwill's belief in reuse, repurpose and recycle. The store will sell clothing, house wares, seasonal items, and more! Located at 2278 Market Street (at Noe), thanks to a gracious in kind donation, the store will be open 7 days a week, Monday thru Saturday 10am to 7pm, and Sunday 10am to 6pm.

About the Grand Opening on October 2nd

The Grand Opening celebration is open to the public. Store opens at 10 am, with ribbon cutting ceremony at 11:30 am. Confirmed speakers include:

- State Senator Mark Leno (D-San Francisco)
- Supervisor Bevan Dufty's Office
- Rebecca Rolfe, Executive Director, San Francisco LGBT Community Center
- Cecilia C. Chung, Commission Chair, San Francisco Human Rights Commission
- Deborah Alvarez-Rodriquez, President and CEO, Goodwill Industries of San Francisco, San Mateo and Marin Counties
- Clair Farley, TEEI Economic Development Coordinator

If you want to volunteer to support the Castro pop up store please contact Tracey Williams traceyw@sfccenter.org or visit the [TEEI Facebook Event Page](#) for more information.

* Hartzell, E., Frazer, M. S., Wertz, K. and Davis, M. (2009). *The State of Transgender California: Results from the 2008 California Transgender Economic Health Survey*. A copy of this study is available at: http://www.transgenderlawcenter.org/pdf/StateTransCA_report_2009Print.pdf.

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About Goodwill Industries:

Goodwill Industries of San Francisco, San Mateo and Marin Counties is an autonomous nonprofit social enterprise dedicated to creating solutions to poverty through workforce creation and environmental stewardship. With 17 retail stores, a growing online store and an extensive reuse and recycling operation, we help people overcome barriers to employment, build sustainable livelihoods, and transform their lives and communities. Each year, we receive 23 million lbs. of donations, over 75% of which is diverted from landfill. A mid-sized employer of over 600, we generate over 85 percent of our revenue through our businesses. For more information, please visit www.sfgoodwill.org.

About TEEI:

TEEI is the nation's first coordinated public/private effort to transform the economic health of transgender people and their families by turning around the high rates of unemployment and underemployment within the transgender community. TEEI links employees with employers, provides support for transgender job seekers and newly placed employees, and improves safety in San Francisco workplaces. This unique collaborative program is designed to help transgender individuals find stable employment in jobs that provide a living wage, benefits, and opportunities for advancement. TEEI has helped transgender job seekers obtain 150 jobs since the program launched in July 2007. For more information, please visit www.teeif.org.

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