



**Goodwill Staffing**  
**719-380-8855 or 719-574-9484**  
**www.goodwillstaffing.com**

Goodwill Staffing team members, from left: Jennifer Kelley, office coordinator; Steve Tooke, assistant director; Mike Garner, account executive; and Josie Caruso-Rathe, account executive.

## **sj** PROFILE: GOODWILL STAFFING **HIRING WITH GOODWILL MAKES GOOD BUSINESS SENSE**

STORY AND PHOTO BY KATE JONUSKA ■ SPECIAL TO SPRINGSJOBS.COM

'Tis the season for peace on earth and goodwill toward men, but that attitude isn't seasonal at Goodwill Staffing, a division of Goodwill Industries that provides professional staffing services to local businesses, furthering Goodwill's mission of spreading self-sufficiency.

"We can say that nobody is in the staffing industry for the same reasons we are. We're the only non-profit in the area," says Steve Tooke, assistant director of Goodwill Staffing. Tooke has been with Goodwill Industries for 20 years and with Goodwill Staffing since its inception 11 years ago. "That's not to say that we provide services for free — our fees are competitive — but that's not the reason we're in business, to make money."

Certainly, Goodwill Staffing provides all the quality services of any for-profit staffing agency, including recruitment of employees, background checks, drug screening, skill testing and more. But the heart of the business is to help the economically disadvantaged become self-sufficient by connecting them with work, the surest way to improve their quality of life. Once employees and overhead are paid, all profits funnel back into other Goodwill programs right here in the Pikes Peak region.

### **NOT JUST THE RIGHT THING — THE SMART THING, TOO**

"We really run this as a business. It's not a program that's just the right thing to do. It's the smart thing to do," says Tooke, explaining that many clients are surprised that the agency works with able-bodied job candidates with a wide range

of backgrounds, education and experience. "Once they realize the professionalism of the office is comparable to the best out there, it's an added value that we're also benefiting the community with what we're doing."

"Employers are surprised that there is this division of Goodwill Industries, and No. 2, that we handle able-bodied workers," says account executive Josie Caruso-Rathe. She explains that because they are supported by 800-employee-strong Goodwill Industries, the strength of that human resources department, public relations team and accounting division come standard. There's even a nursing staff to handle special requests like TB testing, blood-borne pathogen training and more.

"It's a good stepping stone for some of the smaller companies. In many cases, they have a real expertise in what they do, but not the staffing expertise," she adds. "We allow them to grow and add employees at the pace they're comfortable with without overextending themselves."

### **'WE CAN MATCH ALMOST ANYTHING'**

"We get people in here with all sorts of backgrounds, skills and education. Clients call and ask for someone with a certain skill and are surprised that we can match almost anything," says account executive Mike Garner, who notes that they recruit from the general population like any staffing agency. "We service people with small staffs of one to five permanent employees all the way to 100 employees or more, from small businesses to corporations."

"When people think of Goodwill, they think of thrift stores probably, of secondhand ... I think companies may be surprised at the depth of our expertise," says Tooke. He's one of only five American Staffing Association Certified Staffing Professionals in Colorado Springs, a designation soon to be acquired by all the agency's account executives.

### **CONSTANTLY IMPROVING**

"World class is what I want our office to be thought of, and that boils down to that desire to constantly improve," he adds. "We're passionate about what we do and we're going to be here tomorrow."

In other words, if a company needs a staffing service, they have a choice that offers every professional service but with heart, an added value that is hard to argue with when you're helping yourself, others and the entire community simultaneously.

"The success we have today is a result of those supporters we've been fortunate enough to work with over the past year," says Tooke. "And now as we continue to grow, we want them to know we have the desire and the ability to handle a larger caseload of business and maintain the quality of service we consistently strive for."

If it's your New Year's resolution to add a little goodwill into your business and your life, find out more about Goodwill Staffing by calling 719-380-8855 or 719-574-9484, visiting [www.goodwill-staffing.com](http://www.goodwill-staffing.com), or dropping by their office at 25 N. Spruce St., suite 301. ■

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**— Steve Tooke, assistant director of Goodwill Staffing**

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