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Goodwill Cars to work, partners launch new transportation service model to help Kentuckians get to work

Louisville, KY—Transportation is a major barrier for many Kentuckians in their quest to secure employment and improve their quality of life. Residents of rural counties have limited or no access to public transportation and must walk, bike, or rely on rides from others to maintain employment. In urban areas, many people spend hours every day using public transportation to reach their places of employment, and many major employers are located outside of bus routes, making for difficult commutes—especially in inclement weather.

Since its inception in 2012, Goodwill Cars to Work has connected 355 families with affordable transportation. Launching a new service model working directly with dealerships, the program will be able to serve even more Kentuckians.

Goodwill Cars to Work is teaming up with Oxmoor-Toyota, Apprisen, and Park Community Credit Union to break down transportation barriers. Oxmoor-Toyota is helping pre-approved Cars to Work participants purchase a vehicle by directing them to options that best fit their needs, working within budgets, and providing education on the car-buying process.

Goodwill provides Cars to Work participants with the following:

- Pre-approval with a secured loan (or a traditional loan, if applicable)
- Financial empowerment and education for participants
- Supportive services to ensure successful repayment
- A \$500 match for each applicant, to be used toward a down payment
- Interest reimbursement on all loans that are paid in-full, with no late payments

All Cars to Work participants are required to enroll in Goodwill's Financial Coaching program through Apprisen.

“Apprisen is excited to be partnering with Goodwill to build the financial health of Kentuckians. Through the Cars to Work Program, we are addressing major barriers to productive employment, including transportation and financial stress,” said Tasha Bishop, Direction of Operations & Development for Apprisen. “Our collective impact is greater than anything we could do alone, and we look forward to the positive community outcomes and economic growth this program will enable.”

Park Community Credit Union has also partnered with Goodwill to administer the program loans and provide education to participants on the lending process. In addition to supporting Goodwill Cars to Work, Park Community Credit Union is sponsoring Goodwill's **Last Mile to Work program**, which helps working Kentuckians obtain bicycles to aid in their commute to work. Through the program, participants—which must be referred by a Goodwill Career Coach—are matched with a bicycle, helmet, bike lock, safety vest, Kentucky bicycle laws, and a bicycle safety brochure.

"Park Community Credit Union is proud to be in partnership with Goodwill Industries in both the Cars for Work Program and Goodwill's Last Mile to Work-Bike Program. Together, these programs will give us the opportunity to help provide reliable transportation to work for members of our community," said Jim Spradlin, President and CEO of Park Community Credit Union. "Goodwill is an organization that shares our values and commitment to helping others reach the success they desire and deserve. Together, we will be able to impact the lives of many and help them reach their potential."

Goodwill is hosting a media event on Friday, March 8 at noon at its Louisville Center for Education & Employment (909 E. Broadway) to launch the new Cars to Work service model and Last Mile to Work program. Representatives from Oxmoor-Toyota, Apprisen, and Park Community Credit Union—in addition to Christine Pusey and Quinn Drake, two Cars to Work participants—will make remarks. Park Community Credit Union will present Goodwill with a \$1,500 check for the Last Mile to Work program.

"Goodwill's mission is to serve Kentuckians who have disabilities or other challenges engaging in the workforce, and we are grateful for the community partners who share in our vision. We recognize that transportation is a major barrier in finding, maintaining, and advancing employment," said Katie Ramser, Cars to Work Career Coach. "We believe that providing financial education and coaching—as well as an opportunity for credit building or establishment—will increase the stability and success of our participants going forward."

Those interested in learning more about the program or donating their vehicle can visit www.goodwillkycarstowork.org. Vehicles donated to Goodwill are sold at auction to earn revenue for Goodwill's career services that help Kentuckians who have disabilities or other challenges find and maintain employment. Goodwill also uses auction proceeds to match down payments for participants purchasing vehicles through the Cars to Work program.

About Goodwill Industries of Kentucky

As one of the largest Goodwill organizations in the country, Goodwill Industries of Kentucky accepts a variety of donations, including clothing and other household items, which are sold locally in its stores. Donations are tax deductible and receipts are available. Kentucky's Goodwill has 65 stores throughout the state that provide jobs and hands-on job training. Goodwill also provides employment services and post-employment support to help people with disabilities or other disadvantages achieve and maintain employment to gain a better quality of life. For your nearest donation center and retail store, visit www.goodwillky.org.

About Goodwill Cars to Work

Goodwill Cars to Work connects working Kentuckians with affordable transportation so they can maintain or advance their employment. The program helps participants build or establish credit—through the purchase of a vehicle—and provides financial workshops and career coaching.