

Life-Changing Services.

Goodwill of Orange County has been a cornerstone in the community, providing programs and services that lead to greater self-sufficiency for individuals. Each year, Goodwill serves thousands of people with disabilities and other barriers to independence. Goodwill provides a comprehensive array of education, training and employment services to assist these individuals to overcome barriers to employment and to succeed at home, at work, or at school.

About Goodwill of Orange County.

Since 1924, Goodwill of Orange County has provided people with disabilities and other barriers the opportunity to achieve their highest levels of personal and economic independence through competitive employment. The nonprofit organization's programs assist individuals with work and social abilities, cultural and language skills and help them succeed in the workplace. We appreciate your support while we work together to improve the lives of the many men and women throughout our community who count on our programs.

Find Out More Today.

If you are interested in Goodwill's Microenterprise program for someone you know, please contact our dedicated staff for more program details or to arrange a meeting to discuss your needs. For more information, call 714. 678.1460.

*Goodwill's Microenterprise Program
Cedarbrook Business Park
12371 Lewis Street Ste 103
Garden Grove, CA 92840
714.678.1460
714.678.1470 fax*

*Goodwill of Orange County
Administrative Offices
410 North Fairview
Santa Ana, CA 92703
714.547.6308
ocgoodwill.org*



GOODWILL OF ORANGE COUNTY

MICROENTERPRISE. ACHIEVING INDEPENDENCE THROUGH SELF-EMPLOYMENT.



GOODWILL OF ORANGE COUNTY

Microenterprise Development.

For many individuals with disabilities and other barriers to employment, it is difficult to find a good fit in the traditional work environment. Many individuals face transportation or health issues—combined with employer’s expectation and a weakened economy this adds to the challenge of finding meaningful work. That’s why Goodwill of Orange County began a program to teach individuals how to begin their own microenterprise business comprised of five or fewer individuals, including the owner, that requires less than \$35,000 in startup capital.

Microenterprise provides individuals with the opportunity to explore and capitalize on their own skills, talents, and interests in a way that allows them to be more independent both personally and economically. In order to meet the diverse needs of an often underserved population, there are two distinct employment tracks called Customized Employment Options and Future Business Owners.

“*The Goodwill Microenterprise program helped me build the confidence I needed to be a business owner. I am now more independent as a person.*”

— Terra



Customized Employment Options (CEO).

Goodwill believes in providing customized employment opportunities. Customized Employment Options (CEO) factors in the strengths, needs and interests of each individual. This may include employment developed through job carving, self-employment, or entrepreneurial initiatives. CEO assumes the provision of reasonable accommodations and supports necessary for the individual to perform the functions of a job that is individually negotiated and developed.

CEO was designed specifically for adults with developmental disabilities, who are program participants with the Regional Center of Orange County. This program track takes each participant through a multi-stage process of determining what kind of business makes sense for their unique abilities and what it will take to create and maintain their business successfully.

“*Last year, Matthew started his own business in document destruction. Goodwill was there every step of the way, with caring individuals by his side providing all the guidance and support he needed. Matthew thrived and so did his business. He loves it and his customers smile when they see him coming.*”

— Program participant parent, Marthe



Future Business Owners (FBO).

Future Business Owners (FBO) is designed to serve individuals with a variety of disabilities and other barriers to employment. This program series, offered in English and Spanish, is designed to help a prospective participant consider personal and financial requirements for starting a business. The program also helps them develop marketing strategies, examine operating costs, address legal issues and project future financial performance. At the completion of the coursework each program participant will have developed a comprehensive business plan.

Information discussed in each class is enhanced by guest speakers and each participant is expected to complete reading and writing assignments at home. In order to facilitate this process and to accommodate those that do not have access to a home computer, a computer lab is available during specific times each week to type homework assignments, work on a business plan, conduct marketing research and design marketing materials.