



News Release

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FOR IMMEDIATE RELEASE

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**GOODWILL OF NORTH FLORIDA AWARDED THE MAYOR'S YOUTH
AT WORK PARTNERSHIP PROGRAM**

JACKSONVILLE, FL (April 12, 2021) – Goodwill of North Florida, Inc. (Goodwill) announced today that they received an award from the City of Jacksonville through Kids Hope Alliance Mayor's Youth at Work Partnership (MYAWP). The MYAWP Partnership aligns businesses, nonprofit and philanthropic entities to develop an integrated youth employment career pathway system. The program provides high school students work-related experiences that help prepare them for successful employment.

"I am proud of the great work that has gone into the Mayor's Youth at Work Partnership (MYAWP) over the past few years, and I look forward to strengthening those efforts under Goodwill's leadership," said Mayor Lenny Curry. "Shortly after I took office, my team and I worked to expand our summer jobs program to be a year-round initiative focused on developing career pathways for at-home youth. Because of the great partnerships we developed with private and nonprofit partners, and the amazing team at the Kids Hope Alliance, MYAWP has since grown to be a model program in preparing young people for life and career success."

MYAWP aims to strengthen Jacksonville's workforce and help young people gain the support, educational credentials, and skills needed in the current and future economy. The overarching goal of the MYAWP program is to provide a minimum of 300 youth with a set of work-related experiences that will prepare them for successful employment.

"We are thrilled to be chosen as the best fit for the Mayor's Youth at Work Partnership from the City of Jacksonville through Kids Hope Alliance," said President & CEO David Rey. "Young people are the future, and we believe when given the right tools and guidance they can excel in the workforce. This award creates a positive impact that affects our entire community."

Program objectives include students' ability to gain employment, develop social skills, learn work norms and culture, understand career pathways, build professional networks and learn money management skills. Goodwill is well positioned to partner with local businesses to provide employment opportunities and to prepare Jacksonville youth for future career success. In 2020, through GoodCareers centers, nearly 4,000 jobs were filled and over 30,000 individuals were served through use of computers for resume prep and job searches, on-site interviews, career fairs, current job leads, soft skills workshops, on-site interviews, career fairs, at no cost.

The community-based MYAWP model will provide youth between 16 and 21 years enrolled in a Duval County High School, GED program, or high school equivalency program, technical school, and have a 2.0 grade point average or higher with paid experiences that help build essential work-readiness skills and much more.

Eligible individuals may register for the program [here](#). Those interested in becoming a potential business partner please visit, <https://goodwilljax.org/myawp-partner>.

For more information please visit, <https://goodwilljax.org/>.

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About Goodwill Industries of North Florida, Inc.

Goodwill Industries of North Florida, Inc. is the area's largest not-for-profit organization that removes barriers to employment through training, education and career opportunities for the communities we serve. 92 cents of every dollar generated is directly invested in our programs and services.