



FOR IMMEDIATE RELEASE

May 10, 2022

Contact: Cynthia Alexander, SF Goodwill, 510-467-9670, calexander@sfgoodwill.org

***** PRESS RELEASE *****

WILLIAM ROGERS RECEIVES PETER E. HAAS PUBLIC SERVICE AWARD

UC Berkeley awards Goodwill of the San Francisco Bay's President and CEO William Rogers with the 2022 Peter E. Haas Public Service Award.

SAN FRANCISCO – Goodwill of the San Francisco Bay is pleased to announce President and CEO William Rogers has been selected as the recipient of the 2022 Peter E. Haas Public Service Award after seventeen years of public service. The award will be given during UC Berkeley's commencement ceremony on May 14, 2022.

"I am incredibly honored and humbled to receive the Peter E Haas Public Service Award and to have the opportunity to speak to Berkeley students and faculty about the value of public service," said Rogers. "This award is especially meaningful because it's coming from my alma mater which has had such an enduring impact on how I think and lead with a growth and service mindset - I couldn't be more grateful for their recognition."

Since 1999, the [Peter E. Haas Public Service Award](#) has recognized UC Berkeley alumnus who have brought about significant social change in their field of work through achievements in health care, education, community/social services and the environment within the United States. The award celebrates and acknowledges the meaningful impact a single individual can have on creating and inspiring change across communities. Peter E. Haas was a 1940 Berkeley graduate who served as president (1970-81), CEO (1976-81) and chairman of the board (until 1989) of Levi Strauss & Company and championed corporate ethics, philanthropy and public service throughout his lifetime.

According to UC Berkeley, Rogers' contributions to creating stronger, more connected and equitable communities led to his nomination and selection. His work includes advocacy for HIV positive and at-risk youth at the San Francisco Department of Public Health and several nonprofit organizations. A long tenure serving the City of Berkeley in roles including Deputy City Manager improved the quality and ease of access to social services for some of the city's most vulnerable residents. Since Rogers became Goodwill SF Bay's President and CEO in 2016, he has helped to revitalize the 106 year old nonprofit and employment social enterprise to serve and connect thousands of people who are experiencing barriers to sustainable employment. Under his leadership, Goodwill has increased the diversity of its leadership team and board through improved recruiting practices and has invested in industry-leading environmental sustainability such as diversion of tens of millions of pounds from landfills every year, reuse of textile and electronic waste and the deployment of an e-truck fleet to reduce carbon emissions by 400 tons over three years.

This is not the first time Rogers has been awarded for his leadership. In 2019 the Sun Reporter named him one of the "Talented Black Twenty-Five" leaders in Northern California. One year later, he received the Impact Warriors Award from the Golden State Warriors and he was recognized by the San Francisco Business Times as one of 12 local LGBTQ business leaders for his contributions to the Bay Area community.

GOODWILL OF THE SAN FRANCISCO BAY

Goodwill of the San Francisco Bay has been serving the Bay Area since 1916 and operates 34 retail stores, 33 donation sites, online shopping and two warehouse outlets. A beloved and trusted local community resource, Goodwill's mission is to create life changing opportunities through training and the power of work.