



Goodwill® Accomplishments for 2009 **Addendum to the 2009 Annual Report**

Submitted by:

Lauren Lawson Zilai
Media Relations Manager

Charlene Sarmiento
Media Relations Specialist

1. Nearly 2 Million People Benefited from Goodwill Employment Programs

In 2009, Goodwill provided job training programs, career counseling and other support services to nearly 2 million people, a 28-percent increase over 2008. There was high demand for Goodwill's career services, as many people either lost their jobs or needed assistance building their careers. Goodwill's 166 independent headquarter agencies in the United States and Canada collectively garnered an estimated \$3.7 billion in revenues, and channeled 83 percent of those revenues directly into employment programs to help people improve their lives, families and communities.

2. Grants Enhanced Goodwill's Job Training Programs and Services

Federal agencies and foundations awarded new grants to Goodwill in 2009 to help prepare more people to enter the workforce. Goodwill Industries International received \$19 million from the U.S. Department of Justice to run a national mentoring program, Goodwill GoodGuidesSM, to help young people ages 12 – 17 finish school and begin their careers. A private foundation awarded Goodwill more than \$2 million to launch the Buena Vida program, an initiative that aims to build the capacity of four Georgia Goodwills to serve the growing Hispanic populations in their communities. Other grants and awards from 2009 include:

- The Annie E. Casey Foundation: Family Strengthening Initiative
- Bank of America Foundation: Good A\$\$et\$ grant
- Charles Stewart Mott Foundation: Mott Microenterprise Planning and Operational Grant and Staffing Services grants
- Occupational Health and Safety Administration: Susan Harwood Training grant
- Dulin Family Endowment
- Purdue University: Grant to continue the AgrAbility project
- Microsoft: Technology grant
- U.S. Department of Labor: Senior Community Service Employment Program (SCSEP) Going Green grant
- Continuations of SCSEP and AmeriCorps grants

Continued →

3. Goodwill Named One of the Nation's Top Five Most Valuable Brands

Goodwill Industries International was ranked fifth in "The Cone Nonprofit Power Brand 100," released by Cone LLC and Intangible Business. Goodwill's strong ranking reflects its shoppers' and donors' commitment to the organization and the national scope and scale of the critical community-based employment services provided by 166 Goodwill agencies in the United States and Canada.

4. Four International Affiliate Organizations Joined Goodwill Industries International's Network

Goodwill Industries International expanded its outreach in Latin America and the Caribbean to help people with disabilities receive the job training and rehabilitation services they need to become economically independent contributors to their communities. Program participants at these affiliates receive job coaching, take academic courses and classes in computer literacy, and participate in activities that transition them into a real-world work environment.

The newest Goodwill affiliates are:

- Goodwill Industries of the West Indies (Port of Spain, Trinidad)
- The National Centre for Persons with Disabilities (San Fernando, Trinidad)
- *Asociación Civil Buena Voluntad* (Goodwill Venezuela) in Caracas, Venezuela
- *Asociacion Panamena de Industrias de Buena Voluntad* (Panamanian Association of Goodwill Industries)

5. Goodwill Helped More People with Criminal Backgrounds Become Independent

In 2009, Goodwill agencies served 121,000 people with criminal backgrounds, nearly three times the number served in 2005. Goodwill provides people with criminal histories the tools they need to find jobs and become independent members of society so that they can support themselves and their families. Goodwill also works with government agencies — including prisons and other nonprofit organizations — to help end the cycle of recidivism. Some of the services Goodwill agencies provide for people with criminal backgrounds include:

- Pre-release services
- Basic skill development
- Employment readiness training
- Occupational skills training
- Job placement assistance
- Life skills

6. *shopgoodwill.com* Celebrated Its First Decade of Online Auctioneering

shopgoodwill.com, the nation's first and only nonprofit Internet auction site, celebrated its 10-year anniversary in August 2009, proving through its use of technology that Goodwill is not only a leader in job placement services, but it is also an innovative social enterprise. The charitable auction site was ranked as one of TopTenREVIEWS.com's Top 10 online auction sites. It was also ranked as one of Time.com's "50 Best Websites of 2009." Through the site, Goodwill agencies post items for sale and allow people to bid on them. In 2009, *shopgoodwill.com* earned more than \$18 million in revenue, the highest yearly total to date. The funds raised benefit Goodwill's job training and career services for people who need them most in local communities.

7. Goodwill Advocates for Legislation on Capitol Hill

More than 85 representatives from local Goodwill agencies around the country traveled to Capitol Hill to urge Congress to invest in the American workforce through federal job training programs. Goodwill offered recommendations to Congress on several important pieces of legislation, including the Javits-Wagner-O'Day (JWOD) Act/AbilityOne Program, the Workforce Investment Act (WIA) and the Consumer Product Safety Improvement Act (CPSIA). In addition, Goodwill advocated for federal funding to help populations that are harder to serve by providing adequate funding for WIA, vocational rehabilitation, the Senior Community Service Employment Program (SCSEP), the Second Chance Act, green jobs and AgrAbility.

8. Goodwill Industries International and Levi's Launch a "Care Tag for Our Planet"

Goodwill Industries International and Levi Strauss & Co. launched a new initiative, "A Care Tag for Our Planet," which aims to divert billions of pounds of unwanted clothing from landfills. Care tags on Levi's jeans encourage consumers to wash cold, line dry and donate to Goodwill when no longer needed. This partnership was reached because the two organizations share a strong set of environmental values: Levi's aims to reduce the environmental impact of its products, and Goodwill is committed to help communities reuse items while helping people find jobs and strengthen their communities.

9. The Reconnect Program between Goodwill and Dell Expanded

By the end of 2009, the Reconnect program, run through a partnership between Goodwill and Dell, had expanded to more than 1,900 Goodwill donation sites where people could donate their unwanted computer equipment and electronics for recycling. The expansion of this program has allowed Goodwill program participants to learn how to break down computers for recycling and preserve the environment by diverting those items from landfills. Jobs were created as a result of this expansion, from basic collecting and sorting jobs, to more skilled positions in breakdown and repair. The revenue from the recycled computer equipment supports Goodwill's job training programs and employment placement services.

10. Goodwill Engaged in Valuable Partnerships to Advance Its Mission

Goodwill Industries International partnered with companies to boost donations and develop innovative job training and employment programs. Cause marketing partners included the Bon-Ton Stores, FLW Outdoors, JoAnn Fabrics, Levi Strauss & Co, Microsoft, Nine West and Tabi International. These retail trade-in promotions represent successful collaborations, as the revenues from the donated clothing helped more people to achieve economic stability and build strong families and vibrant communities through meaningful employment.