



GOODWILL INDUSTRIES INTERNATIONAL

2018 ANNUAL REPORT



ABOUT GOODWILL INDUSTRIES INTERNATIONAL

Mission

Goodwill® works to enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity, and helping people in need reach their full potential through learning and the power of work.

Vision

We at Goodwill Industries® believe that every person has the opportunity to achieve his or her fullest potential and participate in and contribute to all aspects of life.

Values

Respect Stewardship Ethics Learning Innovation

Structure

Goodwill was established in 1902 to improve the quality of life of people with disabilities and other disadvantages, such as unemployment, illiteracy or lack of work experience. Each local Goodwill organization is a separate 501(c)(3) corporation. In the United States and Canada, 158 organizations comprise the Goodwill network. Goodwill also has a presence in 12 other countries.

All Goodwill members are independent, community-based nonprofit organizations that provide job placement, job training, and career and supportive services for people of all walks of life.

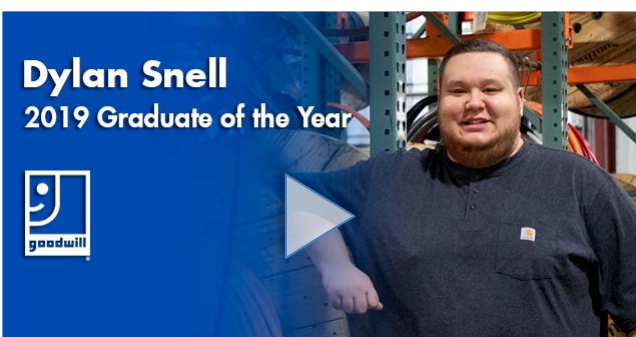
Goodwill Industries International (GII) provides Goodwill members with various services, including consulting for workforce development, retail, and commercial operations; financial and management information; education and training; public relations and marketing; and government relations support information.

EXPERIENCE SUCCESS THROUGH THE POWER OF WORK

For nearly 120 years, community-based Goodwill organizations have helped people find jobs, support their families and feel the satisfaction that comes from experiencing the power of work. People use Goodwill services to build skills, connect with jobs, advance their careers and support their families.

2019 NATIONAL AWARD WINNERS

The Kenneth Shaw Graduate of the Year and the Achiever of the Year are two shining examples of the millions of people who look to Goodwill organizations for career services and related support.



Watch: 2019 GII Graduate of the Year: Dylan Snell

The Graduate of the Year Award honors a person who has shown great progress and accomplishment in overcoming challenges to finding employment, and who still benefits from the Goodwill work environment or receives services to support employment at a community site.



Watch: 2019 GII Achiever of the Year Robert Frank

The Kenneth Shaw Graduate of the Year Award honors an outstanding person for completing a Goodwill Industries® career program and becoming competitively employed by a non-Goodwill employer in the community.

Visit our [My Story](#) blog to access more incredible stories about people who have achieved success with help from Goodwill.

GOODWILL'S IMPACT

Every 30 seconds of every business day, a person served by Goodwill earns a good job.



[Watch “Why Goodwill?”](#)

Ten years ago, many of today’s top jobs — mobile developer, data scientist, site reliability engineer — did not exist. Ten years from now, yet-to-be in-demand jobs will take center stage.

These new positions will require a workforce skilled in technology and social intelligence that is ready to work and collaborate both in-person and virtually. Industries such as information technology, health care, online and brick-and-mortar retail, hospitality, manufacturing, construction and automotive services are expected to boom — with more positions opening in the coming decade.

As work changes, Goodwill organizations and our partners are building the resources, training and connections to prepare individuals for the careers of today and tomorrow.

Goodwill helps people of all backgrounds to improve their quality of life and reach their potential through learning and the power of work.

- Nearly 34 million people used mobile and online services to build skills and connect with jobs in their communities.
- More than 1.6 million people engaged in face-to-face services with local Goodwill organizations to advance their careers and build financial assets.
- More than 242,000 people used Goodwill services to earn jobs. One out of every 275 people who went to work in the United States did so with the help of Goodwill.
- Goodwill organizations diverted nearly 4 billion pounds of usable goods from landfills.

Goodwill was involved in one out of every 275 U.S. hires.

More than 242,000 people used Goodwill services to connect with employment, which is equivalent to one out of every 275 job placements in the United States (based on data from the U.S. Bureau of Labor Statistics). The estimated total annualized earnings of these individuals placed in employment are more than \$5 billion.

Nearly 34 million people strengthened their skills through Goodwill's online and mobile services.

Across North America and around the world, people are using virtual tools to strengthen skills and advance their careers. Owned by the Goodwill Community Foundation and operated by Goodwill Industries of Eastern North Carolina (Durham), [GCFGlobal's web-based programs](#) provide online learning opportunities in [English](#), [Portuguese](#) and [Spanish](#). The content produced by GCFGlobal is leveraged by 34 local Goodwill organizations as well as nearly 4,000 other entities, including libraries, schools, employer portals, faith organizations, senior centers and correctional facilities. The platforms feature 251 topics that attracted more than 33 million users in 2018.

Through virtual career fairs and online learning tools, Goodwill organizations are able to help even more individuals and families around the world build skills for in-demand careers and financial strengthening.

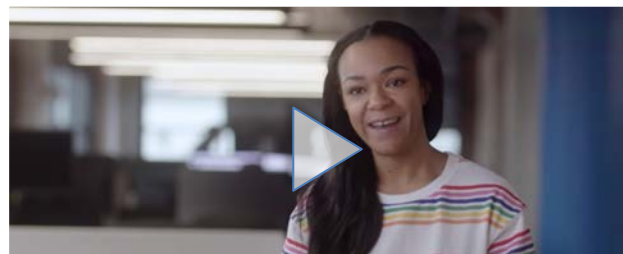
The Goodwill Digital Career Accelerator® is fueling economic mobility.

The job market is changing dramatically, and the future of work requires digital skills in almost every sector, from entry-level to advanced positions. That is why, in partnership with Google.org and the Grow with Google initiative, Goodwill launched the Goodwill Digital Career Accelerator to help people learn the skills that will increase their wages and allow them to advance in their careers.

Google.org funded this initiative with a \$10.3 million grant and the support of 1,000 Google volunteers as part of Google's broader \$1 billion and 1 million service-hour commitment over five years. Local Goodwill organizations are working together to equip more than a million people who want to work with digital skills. The collaboration won a Silver Halo award for Best Employee Engagement: Skilled Volunteering at the 2019 Engage for Good Conference.

In 2018, 93 local Goodwill organizations operated the Goodwill Digital Career Accelerator across 34 states to help underserved populations gain the digital skills they need to thrive in the workforce. In its first year, the Goodwill Digital Career Accelerator helped more than 252,000 obtain digital awareness training, and more than 27,000 job seekers earned employment as a result.

Learn more about Goodwill's work with Google.org through their [Impact Report](#).



Watch: Chelsea Rucker, Data Center Technician

The Goodwill Digital Career Accelerator helped Chelsea go from living in a shelter to having her own home and thriving in the IT field.

Adults are gaining education through The Excel Center®.

Thirty million adults in the United States lack a high school diploma, and an estimated 3 million more drop out each year. The Excel Center is a free public high school for adults established by Goodwill of Central and Southern Indiana (Indianapolis) that uniquely addresses the challenging social problem of improving the educational attainment of adults who dropped out of high school and therefore face limited options for career advancement. In 2018, The Excel Center served thousands of students through 26 locations nationwide, including schools operated by Goodwill organizations in Arkansas, Indiana, Missouri, Tennessee, Texas and Washington, DC. Since 2010, more than 4,600 adults have earned their high school diplomas at no cost to them, along with college credits and a variety of industry-recognized certifications.



2019 GII Graduate of the Year Dylan Snell is a graduate of the The Excel Center.

Goodwill is serving veterans and military families to advance careers and financial wellness.

In 2018, local Goodwill organizations provided services to more than 67,000 military veterans and their families. Of these, 5,118 were enrolled in Goodwill's Operation: GoodJobs, a program supported by a Walmart Foundation investment dedicated to skills attainment, financial wellness and employment for veterans and military families, with a special emphasis on women veterans. The program is operated by ten Goodwill organizations across California, North Carolina, South Carolina, Texas and Washington.

USAA is enhancing services with Operation: GoodJobs Plus, funding services to equip veterans and military families to address needs like work clothing and equipment, child care and transportation.

Today, these Goodwill organizations are helping close the wage gap for veterans, supporting long-term job retention for veterans and military families, and catalyzing better results by collaborating with community partners.

Goodwill is retaining and advancing retail employees with GoodPaths career navigation and coaching.

Goodwill joined forces with the Hope Street Group to create GoodPaths, a career navigation approach to help prepare retail employees to advance into leadership roles. The Walmart Foundation invested in this evidence-based career navigation program for the retail industry that advances Goodwill's commitment to addressing the talent development and

retention challenges of the retail sector. GoodPaths was piloted at three local Goodwill organizations in Texas, South Carolina and Montana, and expanded to 29 local Goodwill organizations in Arizona, California, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Maryland, Minnesota, Missouri, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, Tennessee, Virginia and Washington.

For the more than 1,100 Goodwill front-line retail employees enrolled in GoodPaths, 80 percent remained Goodwill employees six months later, with 20 percent advancing in their careers inside or outside Goodwill. Local Goodwill human resources and workforce development professionals trained via the GoodPaths model qualify for a career coaching credential through Skilling America, an e-learning platform that provides the latest tools, technology, data and methods to coach low- and medium-skilled workers. Lessons learned in GoodPaths are informing Skilling America design, a career coaching model that is flexible and applicable across diverse industries.



For the more than 1,100 Goodwill front-line retail employees enrolled in GoodPaths, 80 percent remained Goodwill employees six months later, with 20 percent advancing in their careers inside or outside Goodwill.

Goodwill provides holistic services to help second-chance individuals reenter society.

In 2018, local Goodwill organizations provided services to more than 80,000 second-chance individuals and their families. Of these, 1,103 enrolled in one of three reentry programs: Young Adult LifeLaunch, Adult LifeLaunch and Goodwill Reentry Opportunities for Work (GROW).

Goodwill's reentry programs are supported by \$13.5 million in funding from the U.S. Department of Labor, and they are dedicated to occupational skills training with a special emphasis on helping people earn industry-recognized credentials and gain placement into employment, apprenticeships or post-secondary education. Services are operated by 13 Goodwill organizations across Texas, Michigan, Indiana, Arkansas, Kentucky, Louisiana, Pennsylvania, Arizona, Minnesota, Maryland and Virginia.

By collaborating with the criminal justice system and community partners, these local Goodwill organizations are providing support and stabilization services to address needs related to housing, legal services, mental health, substance abuse, pro-social activities, healthcare, financial literacy and family reunification.

By way of three current U.S. Department of Labor re-entry grants via Goodwill Industries International, local Goodwill organizations are achieving less than 5 percent recidivism after one year; the national average is 44 percent.¹

¹ The Goodwill LifeLaunch Young Adult Reentry Program is made possible with a \$4.5 million grant award, covering 87 percent of operating costs, from the U.S. Department of Labor Employment and Training Administration. Goodwill is contributing leveraged funding valued at \$668,179 to cover the remaining 13 percent of operational costs.

The Goodwill Adult LifeLaunch Reintegration Program is made possible with a grant award of \$4.5 million, covering 74 percent of costs, from the U.S. Department of Labor Employment and Training Administration. Twenty-six percent of the Goodwill Adult LifeLaunch Reintegration Program activities and services will be supported with \$1.6 million in leveraged resources.

The Goodwill Reentry Opportunities to Work (GROW) Program is made possible with a grant award of \$4.5 million, covering 92 percent of costs, from the U.S. Department of Labor Employment and Training Administration. Eight percent of GROW Program activities and services will be supported with \$373,275 in leveraged resources.

Goodwill is an entrepreneurial leader, environmental pioneer and social innovator.

Goodwill is founded on the triple bottom line principles of people, planet and performance and demonstrates sustainability leadership and innovation, creating thousands of jobs and contributing to the economic health of communities while preserving resources and the environment.

Through the collection and sale of donated goods, Goodwill organizations help communities extend the life of usable items, lessen the amount of material sent to landfills or incinerators, and decrease reliance on the extraction and production of virgin materials. In 2018, these organizations collectively diverted nearly 4 billion pounds of clothing and textiles by recovering the value in people's unwanted material goods.

Local Goodwill organizations also partner with college campuses in their communities to hold campus move-out donation drives, empowering students to donate items versus throwing them away before returning home. Through these drives, each year, tens of thousands of pounds of donations are collected supporting Goodwill's mission and creating a more circular economy.

Goodwill will continue to embrace a business model that creates value consistent with the long-term preservation and enhancement of its social, environmental and financial capital for the continued stewardship of the planet and the people and communities who receive Goodwill services.



Goodwill operates in the United States, Canada and 12 other countries.

Goodwill Industries of Korea continued to grow operations by opening a new store in Seoul. It continues to be Goodwill's largest international partner, operating a total of 19 stores throughout the country and employing nearly 300 people with developmental disabilities.

In addition to increasing operational efficiencies in its five retail stores, Goodwill Suomi (Finland) launched Arvo by Goodwill, a new brand of recycled and re-manufactured goods to further its mission of providing job training and placement services through sustainable strategies.

In 2018, Goodwill Industries International also added a new international partner. *Obras Sociais Jerônimo Candinho* (OSJC), based in Brasília, Brazil, is a social services organization that operates a school and provides training programs for youth and families. OSJC is currently operating a pop-up store in a classroom at its school and plans to open its first full store in 2019.

Meanwhile, Goodwill Venezuela placed 31 individuals in employment and provided training to more than 110 people despite the country's current economic crisis. Goodwill Venezuela also provided its employees and program participants with resources they need to survive, such as transportation and food.

GOODWILL'S FINANCIALS

GOODWILL INDUSTRIES INTERNATIONAL, INC. AND RELATED ENTITIES CONSOLIDATING STATEMENT OF FINANCIAL POSITION

December 31, 2018, with 2017 Totals

	2018				2017
	GII/LLC	GMJCS	Eliminations	Total	Total
ASSETS					
Cash and cash equivalents	\$2,501,367	\$1,016,009	–	\$3,517,376	\$3,509,136
Investments	14,868,284	–	–	14,868,284	16,337,069
Accounts receivable	695,995	–	(15,876)	680,119	940,509
Pledges receivable	156,500	–	–	156,500	803,137
Grants receivable	4,656,810	–	–	4,656,810	4,768,306
Prepaid expenses and other assets	568,099	2,791	–	570,890	754,105
Notes receivable	–	1,004,320	–	1,004,320	2,958,963
Property and equipment	8,383,116	–	–	8,383,116	8,208,022
Total assets	31,830,171	2,023,120	(15,876)	33,837,415	38,279,247
LIABILITIES AND NET ASSETS					
Liabilities					
Accounts payable	6,533,987	15,876	(15,876)	6,533,987	6,725,874
Accrued expense	2,230,328	6,496	–	2,236,824	2,405,757
Deferred revenue	452,247	–	–	452,247	374,970
Rebates payable	–	–	–	–	77,228
Notes payable	–	1,010,189	–	1,010,189	2,974,643
Total liabilities	9,216,562	1,032,561	(15,876)	10,233,247	12,558,472
Net assets					
Without donor restrictions	13,549,144	990,559	–	14,539,703	16,550,336
With donor restrictions	9,064,465	–	–	9,064,465	9,170,439
Total net assets	22,613,609	990,559	–	23,604,168	25,720,775
TOTAL LIABILITIES AND NET ASSETS	\$31,830,171	\$2,023,120	\$(15,876)	\$33,837,415	\$38,279,247

GOODWILL INDUSTRIES INTERNATIONAL, INC. AND RELATED ENTITIES
CONSOLIDATING STATEMENT OF ACTIVITIES

Year Ended December 31, 2018, with 2017 Totals

	2018				2017
	GII/LLC	GMJCS	Eliminations	Total	Total
ACTIVITIES WITHOUT DONOR RESTRICTION					
Revenue and support					
Federal awards	\$26,579,428	–	\$ –	\$26,579,428	\$25,241,764
Membership dues	20,866,228	–	–	20,866,228	20,716,618
In-kind contributions	21,550,345	–	–	21,550,345	17,346,116
Program service fees	2,353,103	–	–	2,353,103	2,475,800
Legacies and bequests	297,171	–	–	297,171	474,669
Rental	292,541	–	–	292,541	286,892
Contributions	140,892	–	–	140,892	200,125
Other income	43,429	69,131	(29,628)	82,932	162,881
Net Investment return – operations	123,099	–	–	123,099	100,145
Subtotal	72,246,236	69,131	(29,628)	72,285,739	67,005,010
Net assets released from restriction	7,411,584	–	–	7,411,584	5,286,270
<i>Total revenue and support</i>	<i>79,657,820</i>	<i>69,131</i>	<i>(29,628)</i>	<i>79,697,323</i>	<i>72,291,280</i>
Expense					
Program services					
Direct services to membership	42,797,220	59,440	(29,628)	42,827,032	37,297,476
Sponsored programs and grants	33,047,399	–	–	33,047,399	29,926,856
Support services to membership	1,048,502	–	–	1,048,502	1,091,101
<i>Total program services</i>	<i>76,893,121</i>	<i>59,440</i>	<i>(29,628)</i>	<i>76,922,933</i>	<i>68,315,433</i>
Management and general services					
General and administrative	4,212,203	–	–	4,212,203	3,658,998
Resource development	423,475	–	–	423,475	460,234
<i>Total management and general services</i>	<i>4,635,678</i>	<i>–</i>	<i>–</i>	<i>4,635,678</i>	<i>4,119,232</i>
<i>Total expense</i>	<i>81,528,799</i>	<i>59,440</i>	<i>(29,628)</i>	<i>81,558,611</i>	<i>72,434,665</i>
Change in net assets without donor restrictions from operations	(1,870,979)	9,691	–	(1,861,288)	(143,385)
Net investment return – non-operating	(246,055)	–	–	(246,055)	492,316
Gain on interest rate swap	–	–	–	–	5,946
Loss on disposal of equipment	–	–	–	–	(361)
Bad debt recoveries (expense)	96,710	–	–	96,710	(66,254)
Change in net assets without donor restrictions	(2,020,324)	9,691	–	(2,010,633)	288,262
ACTIVITIES WITH DONOR RESTRICTIONS					
Contributions	7,373,964	–	–	7,373,964	8,657,053
Net investments return – donor restricted	(68,354)	–	–	(68,354)	146,464
Net assets released from restriction	(7,411,584)	–	–	(7,411,584)	(5,286,270)
Change in net assets with donor restrictions	(105,974)	–	–	(105,974)	3,517,247
CHANGE IN NET ASSETS	(2,126,298)	9,691	–	(2,116,607)	3,805,509
Net assets, beginning of year	24,739,907	980,868	–	25,720,775	21,915,266
Net assets, end of year	\$22,613,609	\$990,559	\$ –	\$23,604,168	\$25,720,775

GOODWILL'S FINANCIAL SUPPORTERS

2018 INSTITUTIONAL FUNDERS

Goodwill Industries International wishes to thank national corporate, foundation and institutional funders whose investments advanced the mission and impact of the Goodwill network in 2018:

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Microsoft Philanthropies

U.S. Department of Justice: Office of Juvenile Justice Delinquency Prevention

U.S. Department of Labor: Employment and Training Administration

USAA

Walmart Foundation

Goodwill Industries International appreciates the pioneer investors who make possible the Goodwill Mission and Job Creation Services loan fund to support the expansion of Goodwill's social enterprise and associated mission:

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