

2020  
**ANNUAL REPORT**  
Goodwill Industries International



*Everyone* Deserves  
the Opportunity to *Thrive*

**Friends of Goodwill,  
be dissatisfied with your work  
until every ... person in your  
community has an opportunity  
to develop to his fullest  
usefulness and enjoy a maximum  
of abundant living.**



**– Rev. Dr. Edgar J. Helms  
Founder, Goodwill Industries®**

## MOVING FORWARD AFTER PANDEMIC LAYOFF



In early 2020, as COVID-19 shut the world down, Toni Meador was dealt a problem faced by millions of Americans throughout the pandemic — she was laid off. A survivor of an abusive marriage and identity theft, she had no access to transportation or secure housing for herself and her young son when this occurred. She knew that she couldn't afford to be without a job for long. Toni is a U.S.

Navy veteran, however, and she says veterans don't quit. She contacted Goodwill Houston, having used their veteran services programs years prior, and the Goodwill® team was there to help.

The first step was clear: find Toni and her son a safe place to live and reliable transportation. Through Goodwill Houston's Women Vets program, she was able to have her vehicle repaired for free through a local mechanic. She also received housing assistance that allowed her to afford an apartment. Once that was taken care of, Toni worked hard to provide for her future and set her own course. Using the tools she learned through Goodwill's financial strengthening training, Toni saved enough money to start her own contracting business. Just six months after connecting with Goodwill, Toni was earning three times the income of her previous job.

**Toni has achieved her goals through her determination, hard work, and the knowledge that Goodwill is always ready to help.**





## LETTER FROM THE CEO

In 2020, COVID-19 challenged people and communities across the globe with a health and economic crisis previously unimagined and without precedent for how to respond. As hospitals filled with critically ill patients, schools, workplaces and businesses closed to protect public health and were forced to reimagine the operations and services that had been commonplace. Millions of workers lost jobs and incomes as layoffs surged and parents stayed home to care for their families. During times of great challenge, however, we rise up and find new ways to come together, support one another and unite to solve our common issues.



Although Goodwill® organizations temporarily closed more than 98% of their retail stores and job centers in April of 2020, we continued to focus on the immediate needs of our communities. We formed partnerships at the local level to respond to the crisis and help people receive essential resources. Many of our local organizations across North America partnered to support local food banks, collect or create personal protective equipment for frontline healthcare workers and hospitals, and temporarily repurposed parking lots and donation centers for drive-thru COVID testing.



At the same time, Goodwill organizations quickly shifted training and job placement services to online and virtual delivery to reach people who were newly unemployed and in need of immediate support to go back to work.



When Dr. Edgar J. Helms founded Goodwill in 1902, his goal was to help people experience the dignity, self-worth and contribution to community that comes from working. Through the powerful combination of donations and workers, Dr. Helms envisioned a world free of poverty where value was not just found but celebrated in the “waste of men (sic) and things.” For nearly 120 years, Goodwill organizations across North America have worked towards this goal, helping people grow their skills, find new jobs and build sustainable careers.

Even before the pandemic, Goodwill organizations were focusing services to address the massive employment gap that had emerged. At the start of 2020, there were already 7 million unfilled jobs across the U.S. alone, largely because workers lacked the skills that new and evolving jobs required. The pandemic exacerbated this gap. Employers increased investments in automation, and a large portion of the workforce shifted to telework and digital-centric jobs.

Goodwill organizations continue to work tirelessly to ensure support is there for those who want to train for available jobs and unlock their fullest potential. People are using Goodwill services to strengthen their job-readiness skills, access critical training and connect

with employers. They are preparing for promotions and in some cases career changes. And they are exploring learning opportunities that will help them thrive in tomorrow’s economy, including digital and occupational skills in fields such as information technology (IT), healthcare, trades, logistics, and hospitality, among others.

We wish to thank every Goodwill supporter for making this essential work possible and helping to raise up our communities as we work to recover and emerge even stronger from the pandemic. I encourage you to take a look through our annual report and learn more about the great things that your support is enabling.

In times of crisis, supporting each other as a community is vital to ensure the health, safety and well-being of our neighbors. We are committed to continuing to serve our communities, now and as we emerge from this crisis. To learn more and to find out how you can further support Goodwill’s mission, visit [goodwill.org](https://goodwill.org).

Thank you for your support.

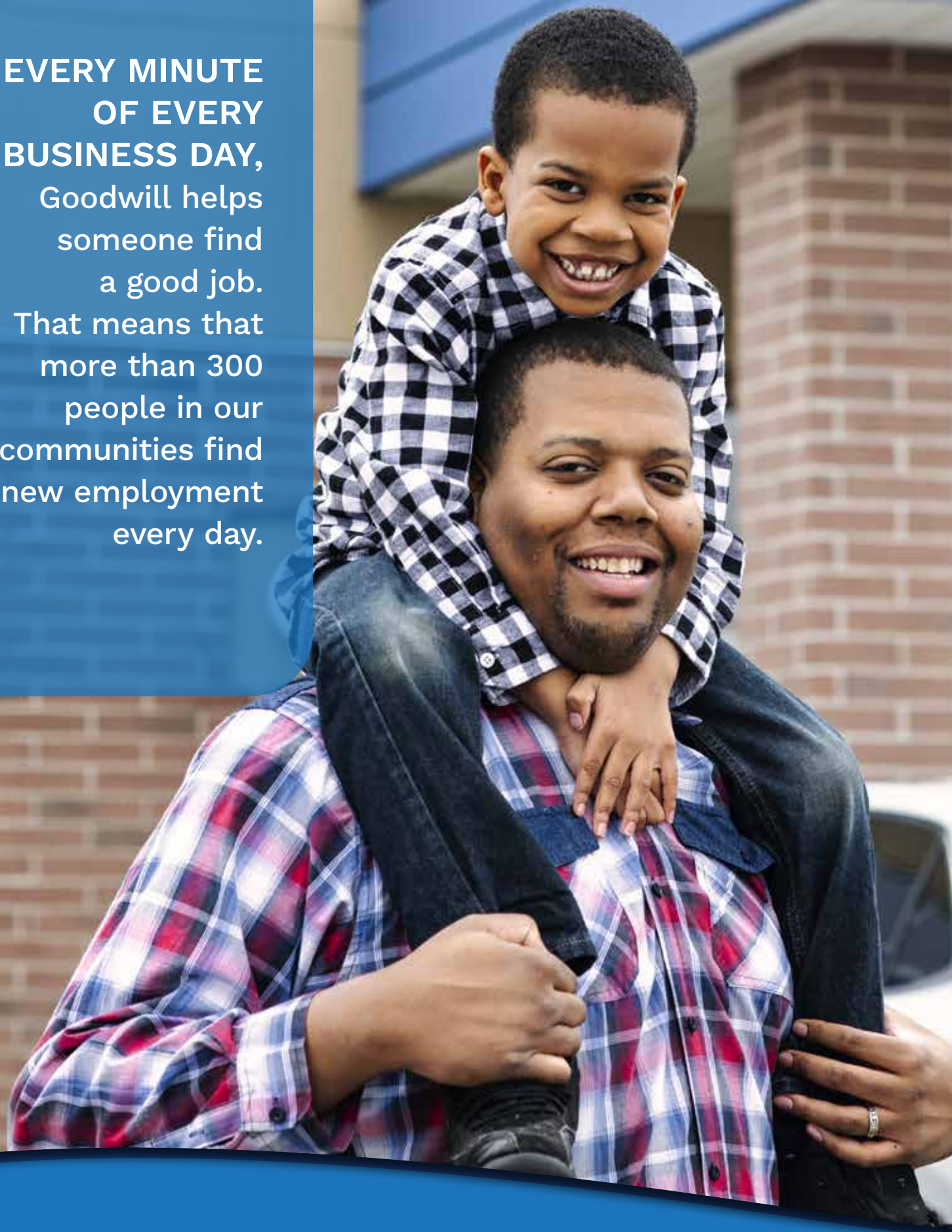


**Steven C. Preston**  
President and CEO  
Goodwill Industries  
International





**EVERY MINUTE  
OF EVERY  
BUSINESS DAY,**  
Goodwill helps  
someone find  
a good job.  
That means that  
more than 300  
people in our  
communities find  
new employment  
every day.



# CHANGING LIVES: 2020 IMPACT



Throughout an unprecedented and challenging year, you and Goodwill stood strong in unified support of your neighbors and your community. Across the 156 local Goodwill organizations that operate our more than 5,000 career centers, retail stores and donation centers throughout North America, more than a million people connected with Goodwill's services with your help.

Whether you donated, shopped, volunteered or provided financial contributions, your support of Goodwill helped individuals in your community connect with critical supports to stabilize and improve their lives. You helped Goodwill to provide your neighbors with training, education and job placement support that allowed them to realize their potential, earn new jobs and access opportunities on their journeys to thriving. And, together, we have met people where they are in life, providing a hand up to those who have needed critical supports for stabilizing their lives, because everyone deserves the opportunity to thrive.

**Building inclusion for all within our communities, including serving:**

**157,416**

individuals  
who identify  
as having  
disabilities

**149,338**

youth and  
younger  
individuals  
(16 to  
24 years)

**149,060**

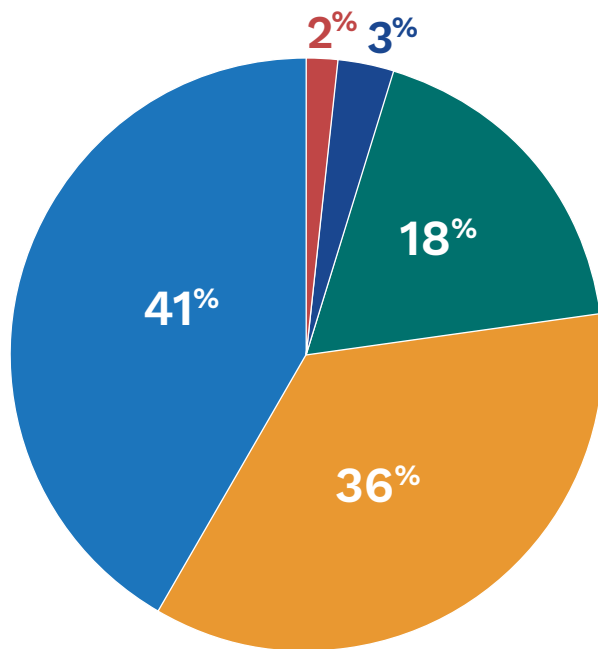
individuals  
who identify as  
older workers  
(55 years  
and older)

**50,426**

veterans  
and military  
families

**47,610**

individuals  
who have been  
involved in  
the criminal  
justice system



**2%**

American Indian/  
Alaska Native

**3%**

Asian/Native Hawaiian/  
Other Pacific Islander

**18%**

Other Race or  
Origin

**36%**

Black or African American

**41%**

Caucasian or White



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**15%** of all persons served  
were of Hispanic Origin

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**1,174,657**  
**Individuals Empowered  
Themselves with  
Goodwill Services,**

including direct supports as  
well as training, education and  
job placement provided by local  
Goodwill organizations.



# 22,742

## Careers Advanced

by individuals who earned new industry- and employer-recognized credentials through Goodwill programs, including digital skills certifications that are in demand in the IT, marketing, healthcare, production and manufacturing fields.

# 89,551

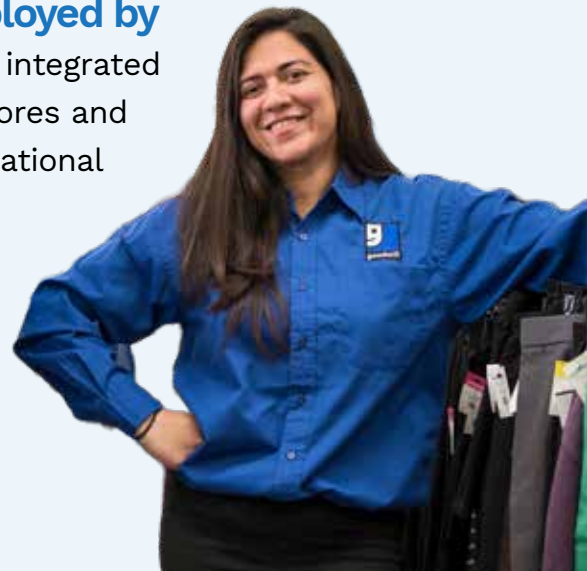
## People Earned Employment Outside Goodwill

using the direct training and placement support from their local Goodwill organizations.

# 122,738

## People were Employed by Goodwill,

including integrated mission delivery in stores and donation centers, vocational employment through contracted services and supported workplaces.



**In fact, 1 out of every 600 hires in the U.S. occurred with help from Goodwill.**

**More than**

# 3 Billion Pounds

## of Reusable or Recyclable Goods

were redirected from local landfills and found new purpose through Goodwill retail stores, reducing waste across our communities.

**More than**

# 15 Million Pounds of Electronics

were collected across more than 2,000 Goodwill locations and recycled into new computer parts through a closed-loop recycling process.



# Meet our 2020 national award winners

For nearly 120 years, Goodwill organizations have helped people find jobs, support their households 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 care for their families.

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. Read more stories of success in our [My Story blog](#).



## From Hopeful to Homeowner Gina Casteal: 2020 Achiever of the Year

When Gina Casteal walked into Goodwill North Central Texas (Fort Worth), she and her children were homeless. A single mother of four, she had struggled for years to find employment while raising her children, and her criminal history closed the door on many opportunities.

Gina's stepfather encouraged her to enroll in CDL (commercial driver's license) training, and although she didn't have prior commercial driving experience, she enrolled in the 200-hour program. Her children were her biggest cheerleaders, helping her study and giving their unconditional love and support. With their help, Gina graduated from the program as the only woman in her class.

License in hand, she applied for and earned a driving position with Goodwill North Central Texas, transporting donations from the community between donation centers, the warehouse and local Goodwill stores. Following years of steady employment, she applied for an interest-free mortgage home through Trinity Habitat for Humanity, and, in 2018, her family helped build their home in downtown Fort Worth.

***"Before Goodwill, I was at a hopeless state," Gina says. "I felt like I was letting [my children] down. But Goodwill helped me [get] through school, get a job and provide a home for my kids. I can look my kids in the eye again, and they are so proud of me."***

To honor her exemplary hard work and resilience, Goodwill Industries International named Gina its 2020 Achiever of the Year.

[Hear how she transformed her life in her own words.](#)



**About the Award:** Annually, the Goodwill Industries International Achiever of the Year award goes to 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.

## The Strength to Redefine a Life

### Linda Sutton: 2020 Kenneth Shaw Graduate of the Year



Linda Sutton's mother worked hard to support her family. But as a single mother and with long work hours, Linda's teenage sister was in charge. When she was only five years old, Linda smoked marijuana for the first time. At nine, she started using methamphetamine. And by 11, she had been arrested for the first time.

Her difficult upbringing resulted in a blur of substance abuse, prison and sex trafficking over a period of decades. When she was arrested for selling drugs and miscarried her baby around the same time, she knew it was time to turn her life around. She dedicated herself to recovery, and, upon release, she pursued two associate's degrees and business certifications while tutoring other students.

Her recovery and education were signs of a promising future, but employers were not willing to look beyond her criminal history. That's when Linda walked into the Salem Job Connection at Goodwill Industries of the Columbia Willamette (Portland, OR). Every day, she networked, researched and pursued job opportunities with the support of Goodwill staff. It wasn't long before she found an opportunity at Bridgeway Recovery Services, a rehabilitation center for those struggling with mental health issues and drug abuse.

***"My job at Bridgeway was amazing. I worked with people that had the same type of barriers and background issues that I had."***

Realizing that her background could serve as an advantage in the position, Linda began helping others on their road to recovery. "My job at Bridgeway was amazing," she says. "I worked with people that had the same type of barriers and background issues that I had."

While working at Bridgeway, Linda took on a second, part-time job using Goodwill's Job Connection services. With the additional income, she was able to finance her own house. She uses it as a base to support women in transition from the prison system. She mentors women to help them rebuild their credit, and she provides supervision and tutoring for online learning. Linda also recently accepted a position with the Salem VCA Animal Hospital.

Every day, she continues to prove to herself and to others that there can be life after addiction. In recognition of her hard work and the service she provides to others, Linda was named Goodwill Industries International's 2020 Kenneth Shaw Graduate of the Year.

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**About the Award:** Each year, the Kenneth Shaw Graduate of the Year award recognizes an outstanding person with a disability or disadvantaging condition who completed a Goodwill career services program and is competitively employed by a non-Goodwill employer.



## THE POWER OF WORK™

Goodwill is  
a leading  
workforce provider  
in North America  
dedicated to  
helping every  
individual access  
the opportunity  
to thrive.



**To accomplish the goal of helping everyone access the opportunity to thrive, Goodwill organizations across the U.S., Canada and 12 other countries deliver opportunity and hope to people through services and support that meet them where they are in life and help them find opportunity in the communities in which they live.**

Through targeted programs such as skills training, vocational education and job placement, as well as access to supports such as transportation, childcare and financial literacy, Goodwill is on a mission to help people reach their fullest potential and strengthen their communities through the power of work.

In 2020, the pandemic created economic upheaval for millions of people who suddenly faced reduced wages or unemployment. A majority of U.S. households earning less than \$75,000 annually experienced a significant loss of employment income, and people of color, women and those with less education disproportionately experienced these losses. Longer term, the pandemic also accelerated changes in the world of work, which means people will need to learn new skills and prepare for greater flexibility in how and when they work.

As the nature of work continues to evolve, many workplaces are transforming through new technologies that reshape existing jobs, shift job opportunities between sectors, and change how people find and secure employment. Amidst these changes, people with low-wage jobs are particularly challenged to find and maintain sustainable, meaningful employment, as both newly created jobs and existing jobs are demanding a higher level of skills.

**In 2020, Goodwill Industries International launched a three-year strategic plan to expand pathways to meaningful employment for both employees of our stores and people seeking employment elsewhere.**

Through this plan, Goodwill Industries International is working with local Goodwill organizations and partnering with like-minded companies and organizations to advance our job training and employment services. Together, we are using evidence-based, field-tested practices and aligning services and resources needed to consistently serve individuals who are working to build sustainable careers. We aim to expand Goodwill's ability to build more inclusive communities, meet the needs of diverse individuals and reduce the inequities that far too many people are facing.

## **Goodwill is Committed to Helping People Gain Digital Skills with the Goodwill Digital Career Accelerator®**



More than eight in 10 middle-skill jobs today require digital skills.<sup>1</sup> To help people build the skills necessary to access these opportunities, Goodwill offers digital skills training programs ranging from foundational skills to advanced courses that help people prepare for jobs in high-growth industries.

While some individuals are gaining digital awareness and basic computer literacy skills, others are becoming proficient in productivity software. More advanced learners are preparing for entry-level IT jobs such as helpdesk specialist, network administrator and computer programmer, while still others are gaining technical skills and certifications for jobs such as social media marketer, UX design specialist, data analyst and project manager. In addition, some learners are receiving occupation-specific training in technologies related to healthcare, production and manufacturing occupations.

In 2020, more than one hundred local Goodwill organizations were providing digital skills training to individuals in their communities. Fueled by an initial investment from Google.org and Grow with Google in 2017, Goodwill surpassed more than one million people who had learned some level of digital skills awareness by 2020. Nearly half a million learners earned credentials or certifications, with more than 170,000 of those entering into new employment and sustainable careers.

<sup>1</sup>Burning Glass Technologies, *The Digital Edge: Middle-Skill Workers and Careers* (September 2017), <https://www.burning-glass.com/research-project/digital-skills-gap>





## Achieving Dreams through Google IT Certification

As a teen, Kara Isreal dreamed of a career in IT. She started college courses in 2010, but she made the difficult decision to leave school when she became pregnant with twins. She worked as a digital marketing specialist for several years, but her lack of IT skills held her back from progressing in the career path where her true passion lay.

In 2019, Kara enrolled in an IT support course offered by Goodwill Industries of Middle Tennessee (Nashville). Most of the class work is done online through self-paced, instructional videos, so she could be home with her kids and also maintain her work schedule.

During this time, she lost her marketing job and began working a series of day-labor positions to keep food on the table for her children. Despite the hardships, she was determined to continue her IT support studies, and she completed many lessons on her phone during lunch breaks or after her children went to bed.

Within days of Kara's graduation from the program in June of 2020, her Goodwill career navigator called her about a potential apprenticeship opportunity with Accenture — her dream company.

With her Google IT Support Professional Certificate highlighted at the top of her résumé, Kara applied for an apprenticeship and was quickly accepted. Right away, she began taking full advantage of Accenture's culture of training to learn about cutting-edge technologies. Upon completion of her apprenticeship, she was offered a permanent position at Accenture.

*"My life is 100% different now," she says. "My confidence has been restored and my faith in people has come back. Sometimes you just need that extra push from someone, and I found it at Goodwill."*



[Learn more about Kara's journey in her own words.](#)

## Individuals Gain a Second Chance through Goodwill Reentry Programs



More than 650,000 people return to their communities from state and federal prisons each year. Of those, approximately two-thirds are rearrested within three years of release.<sup>2</sup> To help break this cycle of recidivism, Goodwill provides holistic services to help people successfully reenter their communities after justice involvement.

In 2020, more than 47,000 people impacted by the justice system came to Goodwill for assistance. Through earn-and-learn opportunities, Goodwill organizations provide holistic transition services to those who are involved with the justice system, rapidly connecting people with sustainable employment and caring mentors to support their successful community reintegration.

Goodwill's approach to supporting the success of people who have been involved with the justice system is based on sector research and local Goodwill field experience. Goodwill Industries International engages local Goodwill organizations to provide reentry services with the support of \$19 million through four grants from the U.S. Department of Labor.<sup>3</sup> By way of these reentry grants via Goodwill Industries International, local Goodwill organizations are achieving less than 5% recidivism after one year; the national average is 44%.

<sup>2</sup>U.S. Bureau of Justice Statistics, Special Report: 2018 Update on Prisoner Recidivism: A 9-Year Follow-Up Period (2005–2014), <https://bjs.ojp.gov/content/pub/pdf/18upr9yfup0514.pdf>

<sup>3</sup>The Goodwill Adult LifeLaunch Reintegration Program is made possible by a grant award of \$4.5 million from the U.S. Department of Labor Employment and Training Administration that covers 74% of service delivery costs. Goodwill is contributing leveraged funding valued at \$1.6 million to cover the remaining 26% of operational costs.

The Goodwill Reentry Opportunities to Work (GROW) Program is made possible by a grant award of \$4.5 million from the U.S. Department of Labor Employment and Training Administration that covers 92% of service delivery costs. Goodwill is contributing leveraged funding valued at \$373,275 to cover the remaining 8% of operational costs.

The Goodwill Young Adult LifeLaunch 2.0 Reentry Program is made possible by a \$4.5 million grant award from the U.S. Department of Labor Employment and Training Administration that covers 88% of service delivery costs. Goodwill is contributing leveraged funding valued at \$597,241 to cover the remaining 12% of operational costs.

The Goodwill LifeLaunch: Ignite Reentry Program is made possible by a \$4.5 million grant award from the U.S. Department of Labor Employment and Training Administration that covers 93% of operating costs. Goodwill is contributing leveraged funding valued at \$324,762 to cover the remaining 7% of operational costs.



## **A Fresh Start Amid Pandemic**

Randy served 10 years in Maine State Prison and, when he got out, he had only the clothes on his back. He learned quickly that life is difficult without a car or a place to call home. Add in a criminal record and a disability, and it gets exceptionally challenging.

Upon his release from prison, Randy connected with the Division of Vocational Rehabilitation (DVR), where a counselor provided vocational counseling and helped him with developing an Individualized Plan for Employment. His counselor then referred Randy to one of Goodwill Northern New England's career advisors in January of 2020. When they met, Randy was still in the clothes he wore when he was released. DVR and Goodwill worked together to help him buy interview-appropriate clothing.

When he began applying for jobs, Randy said it felt hopeless. Through countless interviews and applications, rejection was setting in, and he was in desperate need for employment so he could pay rent. The pandemic made things even worse — fewer businesses were hiring and unemployment was at an all-time high.

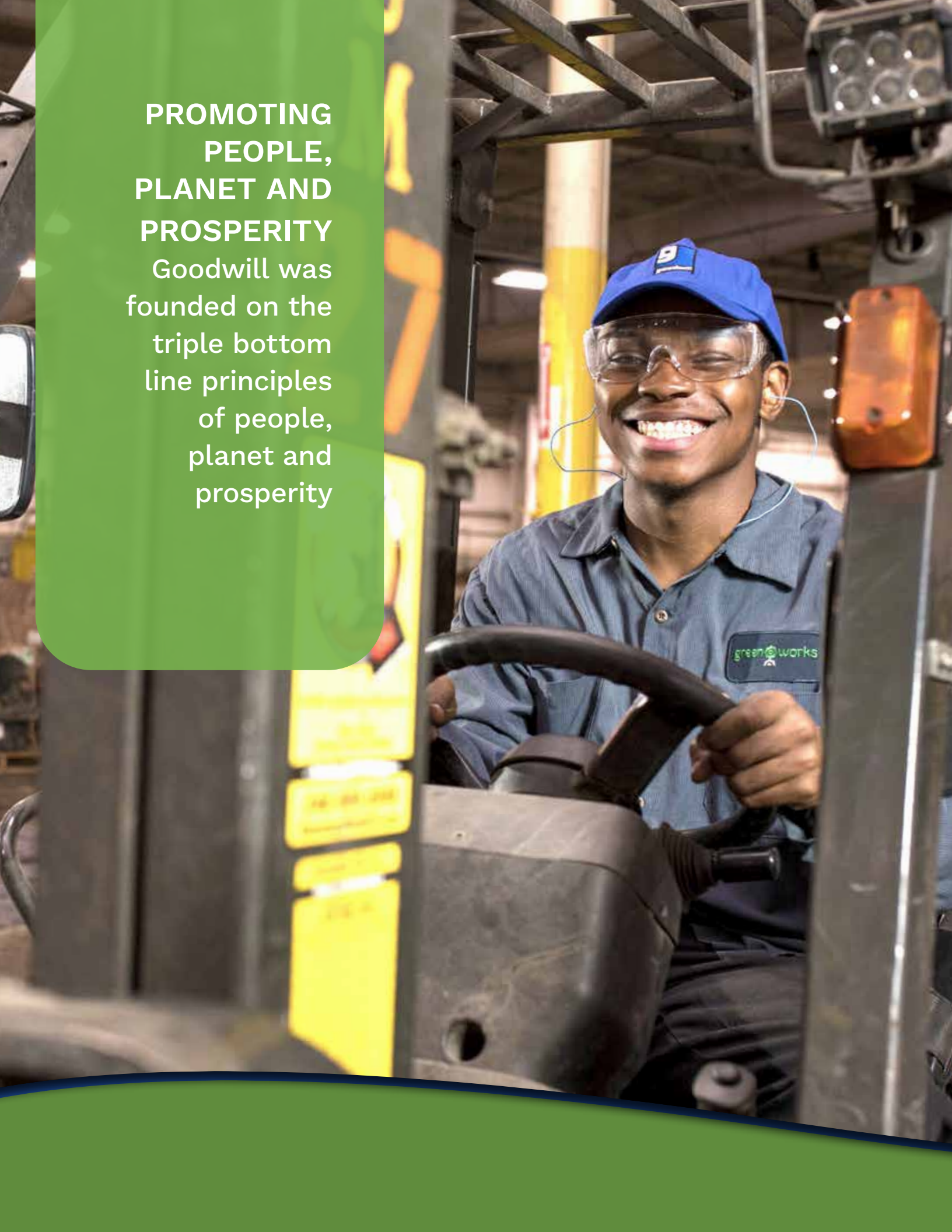
Then, Randy's Goodwill career navigator let him know about a local food company in need of delivery drivers — an essential job during the pandemic. With his career navigator at his side, Randy attended the job interview in March and got the job, earning enough to get his bearings and keep a roof over his head.

Randy feels good about the work he's doing, getting food to households around New England at a time when it's most needed.



**PROMOTING  
PEOPLE,  
PLANET AND  
PROSPERITY**

Goodwill was  
founded on the  
triple bottom  
line principles  
of people,  
planet and  
prosperity



Goodwill organizations demonstrate sustainability leadership and innovation, create thousands of jobs, and contribute to the economic health of their communities while preserving resources and the environment.

The more than 120,000 employees across the Goodwill network are working to scale our collective community and environmental impacts. Through the collection and sale of donated items — such as clothing and accessories, household goods and electronics — local Goodwill organizations help our communities extend the life of their goods. In addition to promoting reuse, Goodwill engages in repurposing and recycling to reduce the amount of materials sent to landfills. So, when you donate to or shop at Goodwill stores, you not only help people in your community, you also help to support a circular economy.

In 2020, Goodwill recovered the value of more than 3 billion pounds of used goods, the majority of which consisted of textiles. Textile waste is a major issue that continues to grow worldwide. The EPA estimates that 11.3 million tons of textile waste were sent to landfill in 2018. As the production and consumption of clothing continues to increase, Goodwill plays a significant role in ensuring that textiles can stay in circulation for as long as possible.

**In 2020, Goodwill recovered the value of more than 3 billion pounds of used goods.**



In 2020, Dell collected 15 million pounds of electronics for recycling from Goodwill. Since the program began in 2004, Dell and Goodwill have diverted 591 million pounds of electronics from local landfills.

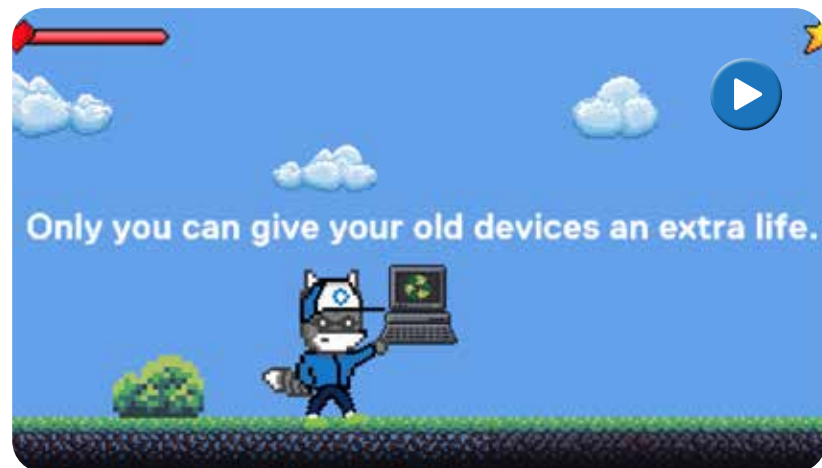


## **Dell Reconnect Partnership Gives Used Electronics a Second Life**

Dell is a longtime Goodwill partner in diverting used electronics from landfills. Through Dell Reconnect, people can take any brand of computer and accompanying accessories to one of Goodwill's more than 2,000 participating locations to have their equipment responsibly recycled at no cost to them. In some locations, Goodwill employees are trained to determine if items can be resold or recycled. If items are still in working condition, the team members will clear past user data, refurbish the items and sell them in stores.

Dell Reconnect teaches the importance of expanding the lifecycle of electronics through environmentally responsible computer disposal. At the same time, it creates thousands of jobs and revenue for job training opportunities.

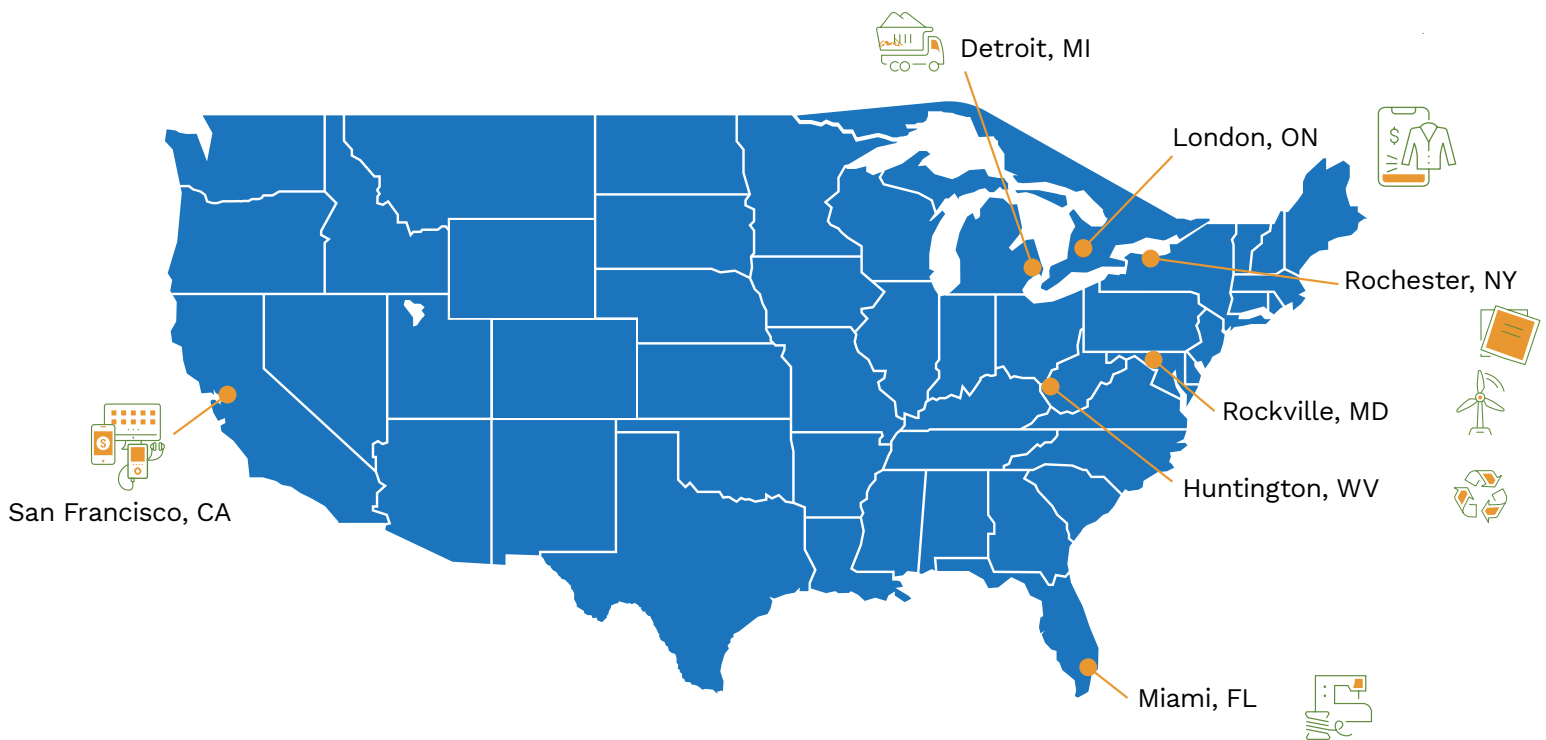
[Learn how it works.](#)





## Local Goodwill Organizations Innovate for a Sustainable Future

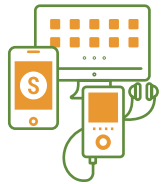
Goodwill is an environmental pioneer and social innovator of the “reduce, reuse, repurpose” practice. From its founding in 1902 in Boston, MA, Goodwill has grown to become a leader in the reuse of secondhand items in North America. Goodwill Industries International works to identify, support, refine and scale sustainability solutions from local Goodwill organizations. Following are just a few examples of innovative sustainability programs operated at the local level.



### **Goodwill Industries of San Francisco, San Mateo and Marin Counties, Inc. (San Francisco, CA)**

is a California Certified Green Business. In addition to diverting more than 34 million pounds each year from landfill through its regular operations, the San Francisco Goodwill developed the ReCompute electronics program more than a decade ago, which diverts an additional three million pounds of electronic waste annually. In 2019, the San Francisco Goodwill converted

half of its delivery fleet to electric, heavy-duty trucks. This clean fleet yields significant environmental benefits — including avoiding more than 16,000 gallons of fossil fuel use and over 200 metric tons of greenhouse gas emissions each year.





**Goodwill South Florida (Miami)** is driving positive sustainable change through innovation, technology and industry-leading practices as part of its environmental, social and corporate governance initiatives. Efforts include retrofitting lighting in buildings, discontinuing plastic bag distribution, investing in electric fleets and renewable energy sources, adding solar panels to attended donation trailers to decrease reliance on nonrenewable power, and reducing shipping and operations footprints. Additionally, Goodwill South Florida is tracking and increasing its waste diversion through expanded partnerships and innovative repurposing campaigns, resulting in the diversion of 32 million pounds from landfill in 2020. One such initiative is part of the Goodwill's third-party logistics operation, in which it is investigating the feasibility of recycling and repurposing legacy military uniforms and individual equipment in partnership with its Army customer.



**Goodwill Industries of KYOWVA Area (Huntington, WV)** serves as the only all-encompassing recycling center for its communities, recycling every category of material — with the exception of wicker. This includes items as diverse as stuffed animals, vinyl records, gaming stations and DVD players, bric-a-brac, and more. The Huntington Goodwill also collects paper and cardboard from 30 local schools in Cabell and Wayne Counties, resulting in nearly 200 tons recycled in 2020. In total, the recycling program diverted more than 2.6 million pounds of products from the local landfill in 2020.



**Goodwill Industries of Greater Detroit (MI)** recycles waste materials from industrial structures through its Green Works program. Green Works trains individuals for middle-skill factory employment positions, providing real-life work experience in a professional environment while recycling

waste materials from industrial structures. Using the commodity market, Green Works breaks down scrap material and resells and distributes it for the opportunity at a second life. Some of these materials include cable wiring, oil filters, and even household refrigerators. For more than 70 years, Green Works has safely recycled ferrous and non-ferrous metals, oils and machinery.

**Goodwill Industries, Ontario Great Lakes (London, ON)** recently launched Worth, a product line of clothing, household products, pet goods and accessories remanufactured entirely from used textiles that were heading to the waste stream. Worth is a nonprofit initiative in partnership with Fanshawe College and Western University. The product line is manufactured at Goodwill's facility in London, Ontario, Canada. All proceeds from the sale of these goods go to provide work opportunities, skills development and family strengthening for people in the community, with the aim of advancing individuals, families and communities toward self-sufficiency and prosperity. Using 100% of the articles collected, this zero-waste, fully circular approach relies on the idea that items have worth even after they've been discarded. To completely close the loop, the by-products from this initiative are shredded for industrial and agriculture uses.





**Goodwill of the Finger Lakes (Rochester, NY)** partnered with 3M Corporation more than 31 years ago to create jobs for people with barriers to employment and enhance its stewardship of the environment. Since 1990, the skilled workforce at Goodwill of the Finger Lakes has produced more than 142 million SKILCRAFT branded self-stick notes using a minimum of 30% post-consumer waste. The self-stick notes are 100% recyclable, have a water-based adhesive and are packaged in 100% recycled material. Even the trim generated by producing each self-stick note is reused, with 100,000 pounds per year of trimmed paper being diverted from landfills and returned to the feedstocks used to produce recyclable paper.



**Goodwill Industries International (Rockville, MD)** is committed to making environmentally responsible choices in the way it consumes energy. That is why it has been a member of the EPA's Green Power Partnership since 2011. For over a decade, the headquarters building in Rockville, MD, has been powered by 100% wind energy. Goodwill Industries International strives to reduce energy use in day-to-day operations and to educate its team and stakeholders on new technologies that maximize the efficient use of resources. Goodwill Industries International places top priority on providing job training programs and career services, sustaining the environment through conservation measures, and supporting local Goodwill organizations on the path to sustainability.





## Thriving in the Goodwill Retail Environment

Charlie Rutherford was born with an intellectual developmental disability (IDD), and, for more than 25 years, he has worked for Goodwill North Central Texas (Fort Worth) in its Denton store.

Charlie takes pride in his work at Goodwill, where his coworkers describe him as someone who is always smiling and who performs his daily tasks with enthusiasm. His favorite tasks are working with the clothes and lifting bales.

An active member of the community, he has taken part in Special Olympics events for many years, and he has won a state championship in bowling. Charlie extends his passion for his work to his relationships with his family and coworkers as well. Charlie never forgets a face and is quick to make friends with the people he meets.

In 2019, Charlie was recognized for his 25 years of service at Goodwill North Central Texas during the organization's annual board/staff luncheon.

[Watch Charlie's story.](#)



## WORKING TOGETHER TO HELP MORE PEOPLE THRIVE

Goodwill cannot  
achieve its goals alone.

That is why we are  
proud to partner with  
some of the world's  
leading companies to  
deliver our mission and  
positively impact our  
environment. With the  
support of our strategic  
and impact partners,  
Goodwill Industries  
International and local  
Goodwill organizations  
strengthen our  
communities and help  
everyone gain access to  
an opportunity to thrive.





In 2017, with the support of Google.org, Goodwill embarked on a three-year plan to increase digital skills awareness and training in communities all across the U.S., creating the Goodwill Digital Career Accelerator®. Since that time, nearly two-thirds of local Goodwill organizations have implemented this program. In 2020, Goodwill and Google's collaboration reached a significant milestone, when together we supported more than one million people in learning some level of digital skills, and more than 170,000 of those learners had earned employment.

In addition, Goodwill is using an industry-standard curriculum to train people in high-growth careers, including A++, medical billing and coding, social media marketing, and Google Career Certificates, which prepare learners for in-demand tech fields within 4-6 months with no degree or experience required. Nearly half a million individuals earned certificates and credentials through these training programs to date.

Goodwill has further created blended learning models, incorporating both virtual and in-person instruction to make the training more accessible than ever before. Mobile training labs have also deployed to reach new communities to increase digital skills awareness.

Moving forward, Google and Goodwill continue to work together to advance digital skills training across the U.S. to prepare job seekers for in-demand jobs — without the need for a college degree or prior experience.



**With the help of Google.org's initial investment, Goodwill has helped nearly half a million people earn digital skills certifications and credentials, and more than 170,000 have earned employment.**



Early in 2020, the COVID-19 pandemic forced local Goodwill organizations to rapidly change how they deliver services. This shift uncovered a demand for new and improved automated systems, remote services, and virtual tools to safely support job seekers and connect them to ready-to-hire employers. Through the use of a customized Indeed + Goodwill landing page, 12 local Goodwill organizations were able to utilize Indeed products to place job seekers into employment in 2020.

Goodwill and Indeed also supported job seekers during an Indeed Virtual Hiring Tour across all 50 states. More than 60 Goodwill organizations participated to prepare and equip job seekers as well as employers with open job positions in the event.

The Indeed + Goodwill partnership is continuing in 2021 through a fellowship program of 11 Goodwills across the U.S. and Canada.



Bank of America and Goodwill Industries International are committed to advancing racial equity and economic opportunity. In 2020, the Bank of America Charitable Foundation partnered with Goodwill to help advance this long-standing focus through an investment that led to the creation of a diversity, equity, and inclusion (DEI) toolkit that equips local Goodwill leaders with resources to better serve their communities.

The toolkit was designed to meet local Goodwill organizations' DEI needs and includes a glossary of key terms, a step-by-step DEI roadmap for implementation, and other best practices. Because of this critical investment and partnership with Bank of America, Goodwill organizations across North America have the opportunity to share, implement and expand effective best practices and establish building blocks of inclusion that will guide local DEI approaches far into the future.

**Goodwill organizations across the country are improving their DEI efforts using the toolkit developed in 2020 in partnership with Bank of America.**





In partnership with the Walmart Foundation, Goodwill Industries International launched Operation: GoodJobs in 2017 to support 10 local Goodwill organizations with the tools and resources that equip veterans and military families with skills and supports needed to address their unique challenges. Since the inception of the program, Operation: GoodJobs has served nearly 6,500 veterans and military family members, providing employment stability and financial security by placing more than 4,000 veterans and military family members into jobs. By the end of 2020, 73% of those supported in earning employment had retained their employment for at least six months.

In 2019 and 2020, Operation: GoodJobs refocused on serving women veterans — a group disproportionately affected by unemployment according to data from the Bureau of Labor Statistics. Participating Goodwill organizations helped more than 1,000 women veterans secure employment with an average wage of \$16.58 by the end of 2020.

**With the Walmart Foundation's support, nearly 6,500 veterans and military family members have received Goodwill services.**



In 2020, Accenture and Goodwill Industries International identified a need to provide individuals who have experienced the criminal justice system with the resources and support they need to navigate the employment process. To address this important issue, Accenture and Goodwill launched Project Overcome, a 3D-immersive virtual reality experience that allows people to participate in a mock interview with an HR manager and a coaching session with a career counselor. This experience is based on realistic scenarios often encountered by individuals who have been involved with the justice system. Ten U.S. Goodwill organizations in areas that serve the largest number of people impacted by the criminal justice system are implementing the project. In 2021, it will expand to an additional 11 sites across the Goodwill network.





Through the LyftUp Jobs Access Program, Goodwill participants and new employees accessed thousands of rides in 2020 using Lyft ride credits distributed by Goodwill to those in need of transportation to get to job interviews, job trainings, and the first few weeks of work. Access to these rides helped people who wanted to learn and bridged the transportation gap to their first paycheck.



USAA partnered with Goodwill during the pandemic to assist veterans and military families impacted by COVID-19-related job losses and to provide critical wraparound services to those struggling as a result. This critical initiative, called Operation: GoodJobs Plus, assisted 5,259 veterans and military families, including 869 women veterans and 911 dependent children between the ages of 18 and 24. This partnership has also helped 778 veterans and military families achieve certificates, diplomas and other credentials in technology, social services, healthcare, construction, manufacturing and education careers.



Recognizing the need to expand the availability of skills trades training, crucial experience that leads to high-paying jobs, Lowe's and Goodwill Industries International partnered in 2020 to support established programs at four local Goodwill organizations. The funding allowed participating Goodwill organizations to expand their available courses, extend their reach with new classrooms, and acquire training equipment. They also purchased supplies, tool kits for graduating students, and personal protective equipment that was essential during the COVID-19 pandemic, thanks to in-kind gift card donations. The grant also helped Goodwill organizations to pivot to virtual and blended instruction to continue their cohorts during stay-at-home orders. Programs available at these local Goodwill organizations include electrical, plumbing, supply chain and warehouse, weatherization and general construction

## OUR PARTNERS

Goodwill Industries International recognizes and thanks all of its institutional funders and partners that provide critical funding, resources and support in the fulfillment of the Goodwill mission.



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## **2020 Bequests**

Alva E Chazen Revocable Trust  
Steven L. Conrad Estate  
Marion B. Herrschaft Trust  
Elmer Pollock Trust  
James Lee Poy Revocable Trust

# OUR FINANCIALS

## Goodwill Industries International, Inc. and Related Entities Consolidated Statements of Financial Position December 31, 2020 and 2019

ASSETS		2020	2019
	Cash and cash equivalents	\$ 30,244,336	2,994,498
	Investments	15,863,204	14,734,349
	Accounts receivable, net	1,078,709	793,925
	Promises to give, net		1,560,243
	Grants receivable	4,097,889	5,069,211
	Prepaid expenses and other assets	666,322	729,215
	Notes receivable		99,868
	Property and equipment, net	5,895,883	7,248,225
	TOTAL ASSETS	\$ 57,846,343	\$ 33,229,534
LIABILITIES AND NET ASSETS	LIABILITIES		
	Accounts payable	\$ 5,863,928	\$ 5,579,146
	Accrued expenses	2,244,119	2,801,982
	Deferred revenue	447,003	397,840
	Paycheck Protection Program loan	1,908,300	
	TOTAL LIABILITIES	\$10,463,350	\$8,778,968
	NET ASSETS		
	Without donor restrictions	\$ 38,203,244	\$ 13,754,497
	With donor restrictions	9,179,749	10,696,069
	TOTAL NET ASSETS	47,382,993	24,450,566
	TOTAL LIABILITIES & NET ASSETS	\$ 57,846,343	\$ 33,229,534

**Goodwill Industries International, Inc. and Related Entities**  
**Consolidated Statement of Activities**  
**December 31, 2020 and 2019**

ACTIVITIES WITHOUT DONOR RESTRICTIONS		2020	2019
	REVENUE AND SUPPORT		
	Federal awards	\$ 24,828,373	\$ 26,467,376
	Membership dues	20,477,059	21,565,262
	Contributions	20,377,099	236,488
	Program service fees	1,137,035	2,522,130
	Rental	303,578	294,380
	In-kind contributions	150,000	15,727,560
	Net investment return – operations	119,903	109,696
	Legacies and bequests	88,404	965,755
	Other income	16,445	31,779
	Net assets released from restriction	9,236,247	7,408,058
	TOTAL REVENUE AND SUPPORT	76,734,143	75,328,484
	EXPENSES		
	PROGRAM SERVICES		
	Direct services to membership	\$ 13,600,020	\$ 37,953,779
	Sponsored programs and grants	33,787,124	33,257,957
	Support services to membership	1,190,052	875,012
	TOTAL PROGRAM SERVICES	48,577,196	72,086,748
	MANAGEMENT AND GENERAL SERVICES		
	General and administrative	\$ 3,439,181	\$ 4,103,652
	Resource development	634,824	407,273
	TOTAL MANAGEMENT AND GENERAL SERVICES	4,074,005	4,510,925
	TOTAL EXPENSES	52,651,201	76,597,673
	Net Investment Return – Non-operating	365,805	483,983
CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS FROM OPERATIONS	24,448,747	(785,206)	
ACTIVITIES WITH DONOR RESTRICTIONS	Contributions	9,511,605	8,715,893
	Net investment return – donor restricted	193,737	323,769
	Net assets released from restriction	(9,236,247)	(7,408,058)
	Cancellation of PSA campaign	(1,985,415)	
	CHANGE IN NET ASSETS WITH DONOR RESTRICTIONS	(1,516,320)	1,631,604
	CHANGE IN NET ASSETS	22,932,427	846,398
	Beginning	24,450,566	23,604,168
	ENDING	\$ 47,382,993	\$ 24,450,566

## **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**

- Passion
- Impact
- Respect
- Well-being
- Diversity, Equity and Inclusion
- Agility

## **Structure**

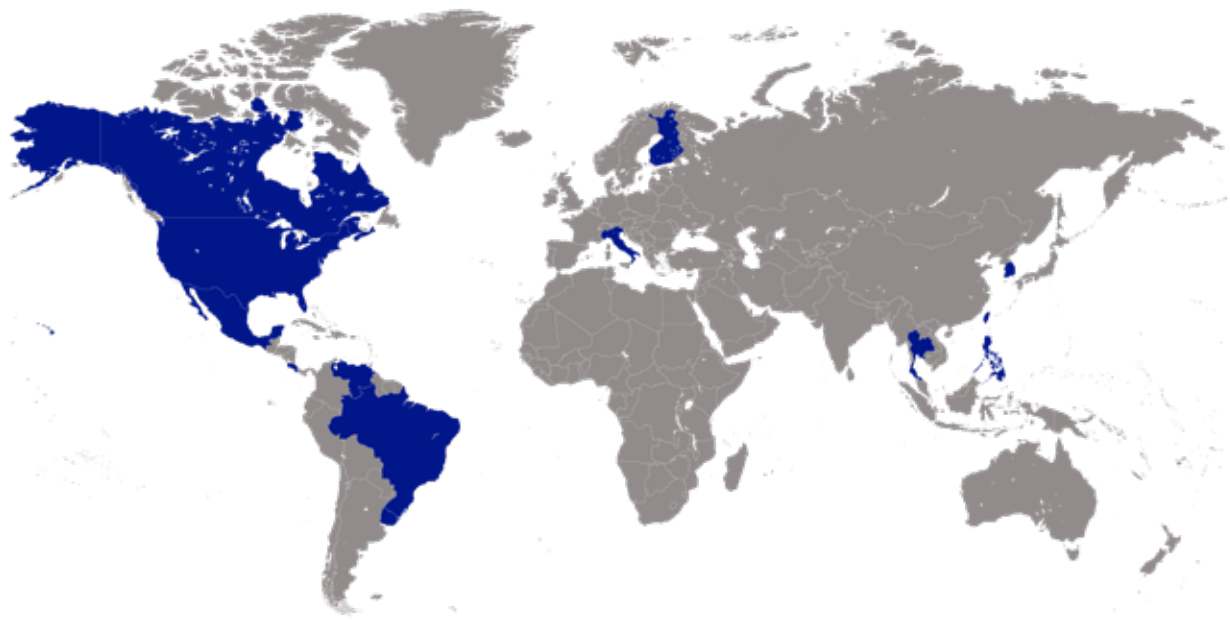
Goodwill was founded in 1902 to enhance people's dignity and quality of life by strengthening their communities, eliminating their barriers to opportunity and helping them reach their full potential through learning and the power of work.

Goodwill Industries International supports a network of 156 community-based nonprofit organizations across the U.S. and Canada that sell donated goods to create job opportunities and fund training in local communities. Each local Goodwill organization is a separate 501(c)(3) corporation that operates independently to meet the specific needs of the communities it serves, such as job placement services, skills training, employment training and other community-based services. Goodwill also has a presence in 12 other countries, including Brazil, Costa Rica, Finland, Italy, Mexico, South Korea, Philippines, Taiwan, Thailand, Trinidad, Uruguay and Venezuela.



## International Reach

Goodwill Industries International partners with organizations around the world to develop and sustain a Goodwill donated goods retail social enterprise model. These partners use the revenue from their Goodwill stores towards the job training mission services that best benefit their local communities. Goodwill works with these partners to obtain local funding for their community-based enterprises. Each of our international nonprofit partners are independent organizations that are governed by local leadership.



Brazil  
Canada  
Costa Rica  
Finland

Italy  
Mexico  
Philippines  
South Korea

Taiwan  
Thailand  
Trinidad  
Venezuela

United States  
Uruguay

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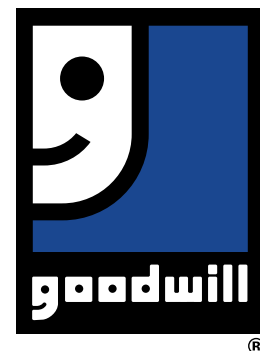
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*This roster reflects the Goodwill Industries International Board of Directors as of December 31, 2020.*



## **Goodwill Industries International**

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(800) 741-0197

[www.goodwill.org](http://www.goodwill.org)

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