

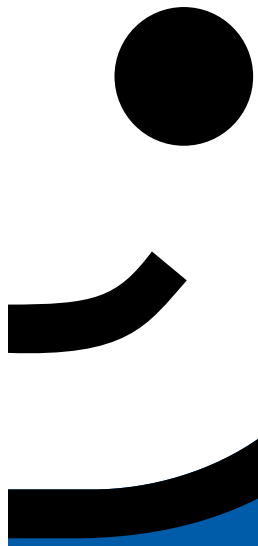
hearts

From the bottom of our ... thank you!



Good cause.
Good effect.





About Goodwill

Goodwill Industries of Central Florida began serving local residents in 1959. Less than a year later, we welcomed customers into our first retail store, situated in the heart of downtown Orlando's Church Street Station. Throughout the years, Goodwill's presence has expanded with new storefronts and online shopping, which have been supported by generous donations – even “funky chickens.” Speaking of which, there's one nestled in every month of the year. Take a closer look ... both at our calendar and in our stores. You'll love what you find.

Goodwill Industries of Central Florida, Inc. Corporate Headquarters | 7531 South Orange Blossom Trail | Orlando, FL 32809 | (407) 857-0659 | goodwillcfl.org

Leadership Letter

Our mission at Goodwill Industries of Central Florida, Inc. is “Building Lives That Work.” We provide many opportunities for the people of Central Florida to improve their lives. We reprocess, recycle and resell the items that you give us. Because of your generosity, Goodwill can help families, friends and neighbors without any cost to them. Some of our program participants receive pre-employment services, while others find meaningful employment at Goodwill or in our community. Most of the people we serve have not had much experience or success at work prior to their first visit to Goodwill. The vocational tools we provide help people discover their unique qualities and talents, learn the power of a paycheck and realize the relationship between productivity and pay. These discoveries help many individuals create useful change in their lives.

We have experienced a remarkable year of growth, and we are excited about our plans for continued expansion in 2012. We will continue to fund our efforts by selling gently used items given to Goodwill by donors in Central Florida. We will be adding 10 new **Donation Xpress** centers across the region, streamlining the donation process to make your giving easier and more convenient. When you donate to Goodwill, we convert your gifts into job opportunities. You may have seen some of our promotional materials emphasizing that “**Donations = Jobs.**” Last year, we helped more than 24,000 Central Floridians become more self-sufficient, enabling them to better care for themselves and their families.

We thank you, our donors, for continuing to support Goodwill Industries of Central Florida with your contributions of gently used items. Our hope is that you will continue your support in the coming year. We also would like to acknowledge the work of our board of directors, management team and more than 600 employees for Goodwill's continued growth and success.

We look forward to a new year filled with hope and opportunities for the people of Central Florida.



William Oakley
President



Larry Hames
Board Chair

Goodwill loves
all your
donations
...even funky chickens!



Goodwill accepts just about anything – wedding gowns, designer jeans, pots and pans ... even those funky chickens.

You might have some treasures of your own lying around the house. Take a look at how your donations make a real impact in our community:

1. You donate to Goodwill.
2. We sell your donations in our stores and online.
3. Proceeds from sales go to fund job training and other services to prepare people for success.
4. People find good jobs.

donations =
jobs

Good cause. Good effect.



february

sun	mon	tues	wed	thurs	fri	sat
			1	2	3	4
				Groundhog Day		
5	6	7	8	9	10	11
12	13	14	15	16	17	18
		 Valentine's Day				
19	20	21	22	23	24	25
	Presidents Day		Ash Wednesday			
26	27	28	29			
			Leap Day			
					<small>JANUARY 2012</small> <small>S M T W T F S</small> <small>1 2 3 4 5 6 7</small> <small>8 9 10 11 12 13 14</small> <small>15 16 17 18 19 20 21</small> <small>22 23 24 25 26 27 28</small> <small>29 30 31</small>	<small>MARCH 2012</small> <small>S M T W T F S</small> <small>1 2 3</small> <small>4 5 6 7 8 9 10</small> <small>11 12 13 14 15 16 17</small> <small>18 19 20 21 22 23 24</small> <small>25 26 27 28 29 30 31</small>

It's good to be green.

Dell Reconnect
Technology recycling with Goodwill



The only thing that's more outdated than an eight-track tape is the idea that you have to throw away your obsolete or non-working electronics!

At Goodwill, we'll gladly accept your cell phone, computer or laptop – reducing e-waste that would otherwise clog landfills. Every year, we take in more than 200,000 computers nationally. In fact, our Central Florida stores sold \$110,000 worth of donated electronics last year.

We're also gung-ho about going green through recycling cardboard, plastics, mattresses and other items in our stores. It's all part of our commitment to being eco-friendly ... on Earth Day and year-round.

Good cause. Good effect.



april

sun	mon	tues	wed	thurs	fri	sat
1 April Fools' Day Palm Sunday	2	3	4	5	6 Good Friday	7 Passover
8 Easter	9	10	11	12	13	14
15 Federal Income Taxes Due	16	17	18	19	20	21
22 Earth Day	23	24	25 Administrative Professionals Day	26	27 Arbor Day	28
29	30					
					<small>MARCH 2012</small> <small>S M T W T F S</small> <small>1 2 3</small> <small>4 5 6 7 8 9 10</small> <small>11 12 13 14 15 16 17</small> <small>18 19 20 21 22 23 24</small> <small>25 26 27 28 29 30 31</small>	<small>MAY 2012</small> <small>S M T W T F S</small> <small>1 2 3 4 5</small> <small>6 7 8 9 10 11 12</small> <small>13 14 15 16 17 18 19</small> <small>20 21 22 23 24 25 26</small> <small>27 28 29 30 31</small>

Your shoes can help someone get a foot in the door.



C'mon ... hand over those cowboy boots you wore only once and then pushed to the back of your closet. They could be doing a lot of good in our store, where they'll fund programs that help people like Bert.

After more than a year out of work, Bert wondered if he'd ever get back on his feet. Then he started an on-the-job training program, with assistance from his Goodwill counselor. He passed his training with flying colors – and now, he couldn't be happier at his full-time job.

“I'm earning a living doing something I enjoy,” Bert says. “Life is really looking up!”

Good cause. Good effect.



may

sun	mon	tues	wed	thurs	fri	sat	
		1 May Day	2	3	4	5 Cinco de Mayo	
6	7	8	9	10	11	12	
13 Mother's Day	14	15	16	17	18	19 Armed Forces Day	
20	21	22	23	24	25	26	
27 Pentecost Shavuot	28 Memorial Day	29	30	31			
						<small>APRIL 2012</small> <small>S M T W T F S</small> <small>1 2 3 4 5 6 7</small> <small>8 9 10 11 12 13 14</small> <small>15 16 17 18 19 20 21</small> <small>22 23 24 25 26 27 28</small> <small>29 30</small>	<small>JUNE 2012</small> <small>S M T W T F S</small> <small>1 2</small> <small>3 4 5 6 7 8 9</small> <small>10 11 12 13 14 15 16</small> <small>17 18 19 20 21 22 23</small> <small>24 25 26 27 28 29 30</small>

Goodwill
is the
coolest
place
to shop this
summer.



When it comes to retail hot spots, Goodwill not only offers variety and value for our shoppers ... we also provide vital services for teens and young adults. Your donations and purchases provide funding for three programs that make a real difference throughout the year:


- Our **Work Activity Center** teaches skills that make it possible for 19- to 22-year-olds with disabilities to become self-sufficient.
- **Project COMPASS** offers academic assistance for at-risk youth.
- **GoodGuides** connects students with caring, qualified mentors who offer a listening ear – and help them achieve their potential.

How cool is that?

Good cause. Good effect.



june

sun	mon	tues	wed	thurs	fri	sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17  Father's Day	18	19	20 First Day of Summer	21 Flag Day	22	23
24	25	26	27	28	29	30
					<small>MAY 2012</small> <small>S M T W T F S</small> <small>1 2 3 4 5</small> <small>6 7 8 9 10 11 12</small> <small>13 14 15 16 17 18 19</small> <small>20 21 22 23 24 25 26</small> <small>27 28 29 30 31</small>	<small>JULY 2012</small> <small>S M T W T F S</small> <small>1 2 3 4 5 6 7</small> <small>8 9 10 11 12 13 14</small> <small>15 16 17 18 19 20 21</small> <small>22 23 24 25 26 27 28</small> <small>29 30 31</small>

Goodwill
**wants
 you**
 to donate.



We want to recruit you ... to *donate*, that is. Why? Because the clothing and household goods you no longer need can make a big difference in the lives of people like Willie.

A veteran with a disability, Willie struggled to adjust to civilian life. But, through our employee development program (funded through the sale of donated items), he found a job at our Winter Garden store. There, he hit the ground running – increasing sales and gaining a passion for business that led him to enroll in college classes.

“This job has motivated me,” Willie says. “It’s made me look forward to the days to come.”

Good cause. Good effect.



july

sun	mon	tues	wed	thurs	fri	sat
1	2	3	4 Independence Day	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27 Ramadan (start)	28
29	30	31				
					<small>JUNE 2012</small> <small>S M T W T F S</small> <small>1 2</small> <small>3 4 5 6 7 8 9</small> <small>10 11 12 13 14 15 16</small> <small>17 18 19 20 21 22 23</small> <small>24 25 26 27 28 29 30</small>	<small>AUGUST 2012</small> <small>S M T W T F S</small> <small>1 2 3 4</small> <small>5 6 7 8 9 10 11</small> <small>12 13 14 15 16 17 18</small> <small>19 20 21 22 23 24 25</small> <small>26 27 28 29 30 31</small>

Get smart about back-to-school shopping!



School's in session, so here's a pop quiz.

Question: Where can you find gently used outfits and gear to send your children back to class in style?

Answer: Goodwill stores ... where you'll find inexpensive options for kids' clothes and accessories.

And, while you're at it, drop off last year's backpacks and other items your students aren't using anymore. Your purchases and donations will assist other families who need it.

Now that's a smart move!

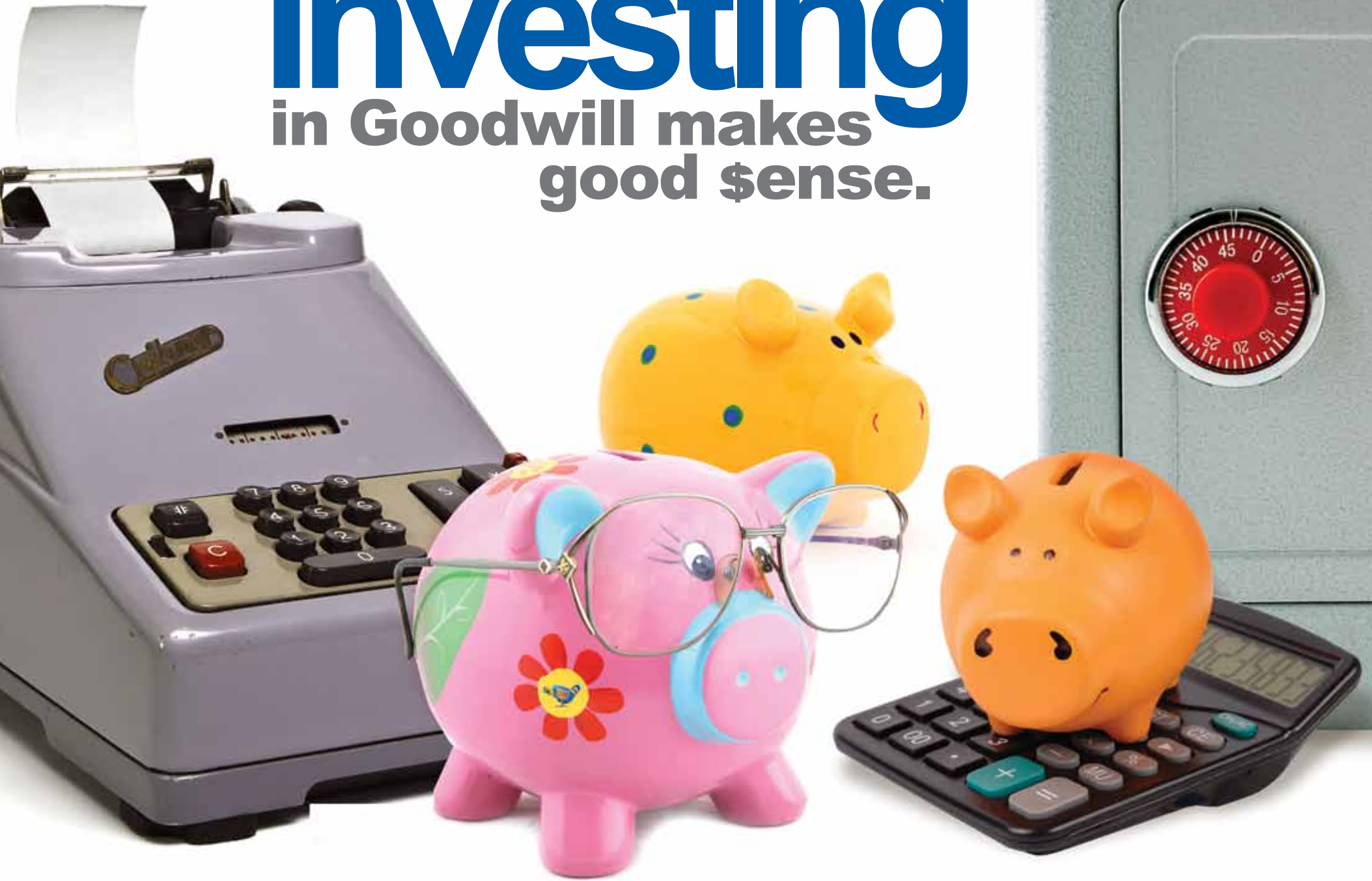
Good cause. Good effect.



august

sun	mon	tues	wed	thurs	fri	sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
					<small>JULY 2012</small> <small>S M T W T F S</small> <small>1 2 3 4 5 6 7</small> <small>8 9 10 11 12 13 14</small> <small>15 16 17 18 19 20 21</small> <small>22 23 24 25 26 27 28</small> <small>29 30 31</small>	<small>SEPTEMBER 2012</small> <small>S M T W T F S</small> <small>1</small> <small>2 3 4 5 6 7 8</small> <small>9 10 11 12 13 14 15</small> <small>16 17 18 19 20 21 22</small> <small>23 24 25 26 27 28 29</small> <small>30</small>

This September,
remember:
investing
in Goodwill makes
good \$ense.



This fall, Goodwill is celebrating the first anniversary of Money \$ense, a financial literacy program that strives to improve the financial stability of individuals and families in our community. With assistance from Heart of Florida United Way, we're giving people tools to take control of their money – and their futures. Money \$ense enables participants to:

- Develop and use monthly spending plans.
- Open and manage bank accounts.
- Establish and/or achieve credit awareness.

With your support, we can provide this valuable skill set to even more of those who are struggling during such difficult economic times. Every donation and purchase connects people with services and programs that can make a bottom-line improvement in their lives.



Good cause. Good effect.



september

sun	mon	tues	wed	thurs	fri	sat
						1
2	3 Labor Day	4	5	6	7	8
9	10	11	12	13	14	15
16 Rosh Hashanah (begins at sundown)	17	18	19	20	21 International Day of Peace	22 First Day of Autumn
23	24	25	26 Yom Kippur	27	28	29
30					<small>AUGUST 2012</small> <small>S M T W T F S</small> <small>1 2 3 4</small> <small>5 6 7 8 9 10 11</small> <small>12 13 14 15 16 17 18</small> <small>19 20 21 22 23 24 25</small> <small>26 27 28 29 30 31</small>	<small>OCTOBER 2012</small> <small>S M T W T F S</small> <small>1 2 3 4 5 6</small> <small>7 8 9 10 11 12 13</small> <small>14 15 16 17 18 19 20</small> <small>21 22 23 24 25 26 27</small> <small>28 29 30 31</small>

It's always a
treat
 to shop
 at Goodwill.



At Goodwill, finding great buys is always a treat. And, when you shop at our stores, you can also feel good that your purchases help people with disabilities who are looking for a job.

Our direct placement and employee development services connect individuals with meaningful work – during National Disability Awareness Month and all year long.

“I am so happy I found a place where I belong. I am learning about money, and I can ride the public bus all by myself.”

Good cause. Good effect.



october

sun	mon	tues	wed	thurs	fri	sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
	Columbus Day					
14	15	16	17	18	19	20
		National Boss's Day				
21	22	23	24	25	26	27
			United Nations Day			
28	29	30	31 Halloween			
					SEPTEMBER 2012 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	NOVEMBER 2012 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30



Give a little Goodwill.



What's on your wish list this year? For many in Central Florida, hearing the words, "You're hired!" would be the best gift of all. At Goodwill, we want to make that wish a reality. That's one reason we offer vocational programs and services to those in our community who are unemployed.

Last year, Goodwill provided more than 24,000 Central Floridians with job training.

During our holiday promotion, you can show your support by buying a paper "truck" with a donation of \$1 or more. Every gift stays local ... where it will make a real impact.

To donate, visit goodwillcfl.org to find a location near you, or call 407-857-0659.

Good cause. Good effect.



december

sun	mon	tues	wed	thurs	fri	sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15 <small>Hanukkah (begins at sundown)</small>
16	17	18	19	20	21	22
23	24	25  Christmas	26	27	28	29 <small>First Day of Winter</small>
30	31 <small>New Year's Eve</small>					<small>NOVEMBER 2012</small> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 <small>JANUARY 2013</small> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31