

GOODWILL INDUSTRIES OF CENTRAL FLORIDA

2017 ANNUAL REPORT

building lives that work

hen we opened our first area store in downtown Orlando back in 1959, Goodwill Industries of Central Florida was committed to helping people in our community overcome barriers to employment so they can support themselves and their families.

More than half a century later, our mission is as clear now as it was then: to build lives that work.

With thousands of Central Floridians turning to Goodwill's Job Connection Centers each year for life-changing services and free resources, our Retail Stores, Donation Xpress Centers and online shopping allow us to impact the lives of those who need it most.

But we can't do it alone. In fact, none of this would be possible without you. When you shop at or donate to Goodwill, you fund services that help people find jobs and achieve economic self-sufficiency ... right here in our community. Thank you for making it happen!

ourimpact

In a year marked by both exceptional opportunities and unique challenges, 2017 was, by all measures of success, a remarkable one for Goodwill Industries of Central Florida.

We served 47,531 area residents, placed 8,102 people into jobs and contributed \$382 million to the Central Florida economy through job creation and replacement as well as tax dollars. Material gift donations increased by 6.4 percent over the previous year, while revenues rose to \$59.1 million up 9.6 percent over 2016.

Geographically, Goodwill expanded our reach into every corner of the six counties we serve, opening a new Job Connection Center both in DeLand and at our headquarters in South Orlando – a location strategically chosen to meet the needs of job-seekers with limited access to transportation.

We continued to broaden our array of programs, which are listed in detail on page 9. Our relationship with the City of Orlando through our GoodSource temporary staffing agency blossomed in 2017, too. And big-picture issues like disaster relief and homelessness impacted Goodwill in 2017, as well moving us to expand services beyond traditional parameters and provide new opportunities for people to connect with the world of work.

But, of all the ways Goodwill can measure success in 2017, the most important metric is also the most fundamental. It's the people we serve ... and the dignity, hope and sense of independence we provide by giving them the opportunity to work. They are clients like Stormee, a single mom whose visit to a Job Connection Center changed her life ... and Hector, a veteran who got back on his feet, thanks to our Operation GoodJobs program. Their inspirational stories are told later in this report.

Of course, none of what we do would be possible without the generosity of our donors ... the support of our partners ... and the loyalty, dedication and relentless hard work of our employees, who embody our mission every single day. We are grateful beyond measure for their contributions.

As we look back on 2017, we always like to emphasize that it's not the things we do that are heroic, it's what the people we serve can achieve, using the tools we offer. When people are successful, it's because of their characteristics and determination. Goodwill is simply the catalyst.

WILLIAM G. OAKLEY | PRESIDENT & CEO

Looking ahead in 2018, I will be retiring from Goodwill after 40 years, seven of which were spent here in Central Florida – and I will be welcoming a new president and CEO with great optimism. I envision continued growth in this dynamic, robust marketplace and a nimble, flexible organization that will grow with it by always adapting to the changing needs in our community. I'm proud of the impact Goodwill has made, and will continue to make, on countless individuals by connecting them with meaningful work ... and transforming their lives in the process.

– William G. Oakley



William G. Oakley



Michael Hsu



Hector's **GOODWILL STORY**

"Goodwill changed my life."

ector came to the United States to escape tough economic times in his native Peru. He served in the U.S. Army for eight years and then worked for an electrical company, supporting his family all the while. Then, mass layoffs turned his life upside down. "When you lose your job, you lose a lot of things," Hector says. "It feels devastating."

After family struggles and personal health complications made matters even worse, Hector turned to Goodwill, where an assessment specialist was immediately impressed with his positive outlook and directed him toward the right resources.

Goodwill's Operation GoodJobs for Veterans program provided the training and licensing Hector needed to become a security guard – and then helped him find a job. Goodwill even gave Hector a bike to get to and from work - and connected him with transitional housing.

"Goodwill changed my life," Hector acknowledges. "I have somebody who is looking out for me to do well. Now, I am not alone."

Stormee's **GOODWILL STORY**

"Goodwill gave me the chance to be somebody."

The ensuing years were a struggle. At age 24, Stormee moved to Orlando, where she and her children lived in a transitional housing facility until she was referred to a Goodwill Job Connection Center. That referral changed her life.

Goodwill hired Stormee as a cashier and then promoted her to a customer service supervisor, a job she loves. "This was the opportunity I had been waiting for," she says.



rowing up in a small Georgia town, Stormee left home at 15 to move in with her boyfriend, until one day, he "up and left." With no job, no money and a baby to support, she made the best of what she had – but ended up living on the streets.

Now able to afford a car and a place to live, Stormee proudly pays her bills on her own. "If it wasn't for Goodwill, none of this would have happened," she says. "They didn't just give me a job; they gave me self-esteem - the chance to be somebody ... somebody important."



Glorianne's GOODWILL STORY

"She has a sense of purpose now." nyone who knew Glorianne four years ago likely wouldn't recognize the confident, chatty person she is today.

The 31-year-old, who has a developmental delay, was often quiet, shy and had trouble communicating. She was referred to Goodwill, where the team helped identify her skills and interests to determine if employment would benefit her, and if so, what type of job would be best.

When Goodwill job-placement specialist Lyndsay King learned that Glorianne was interested in the food industry, she found the ideal match: a job at 4Rivers Smokehouse. After starting out washing trays, Glorianne soon moved to clearing tables. Lyndsay was with her every step of the way, even working at her side during training.

Friends, family and co-workers are astounded by the transformation.

"Seeing Glorianne come out of her shell has been amazing," says Lyndsay. "She has a sense of purpose now."

Andrew's **GOODWILL STORY**

"I'm able to prove that people who are deaf can do anything."

Working full-time as a floor clerk in the West Melbourne Goodwill Retail Center, Andrew is respected by co-workers and customers alike. His boss describes him as an asset and says he brings a breath of fresh air to the store.

With the desire and background to succeed, all Andrew needed was a chance. Now, a Goodwill job-placement specialist is helping Andrew build a work history that will help open more doors in the future.

"With this job, I'm able to prove that people who are deaf can do anything," Andrew says.



ndrew went to school to be a machinist, and as soon as he graduated, he began his job search in earnest. But interview after interview resulted in no callbacks for the 26-year-old, who is deaf.

"I do feel there was discrimination with the jobs I interviewed for and didn't get," Andrews says. "But there's no discrimination here at Goodwill."

helping people find meaningful work is GODWILL'S MISSION

We help people find jobs by offering:

- Personalized job placement services including career counseling, resume development, GED and ESOL classes, job-search assistance and more at Goodwill's 11 Job Connection Centers, designed to help people find the best employment opportunities possible.
- Goodwill's Employment Services Program, which provides free resources at many of the area's Neighborhood Centers for Families in partnership with Orange County.
- Referrals and training to help former inmates find jobs through Goodworks.

Goodwill also serves those who served our country through:

- Operation GoodJobs, which works with homeless veterans to find them meaningful employment.
- Veterans Services, which offers comprehensive training and services for military veterans with disabilities, homeless veterans or those with other special needs.

We believe anyone who wants to work – including individuals with a disability should be able to. That's why Goodwill offers:

- Direct Placement Services for disabled individuals, including career counseling, training, job matching, coaching and follow-up services.
- A Work Activity Center, which provides training in pre-vocational skills for 19- to 22-year-old students with disabilities.

At Goodwill, people may be homeless ... but they are not hopeless.

- training.

And at Goodwill, we're investing in the next generation, helping young adults through:

- school diploma.
- communities.
- extended foster care.

• One of our most successful programs is dedicated to this population: GoodSource Staffing Services helps homeless people create lifelong connections to work by screening and evaluating employees, and providing

• In addition, Impact Families, a new pilot program in partnership with the Central Florida Commission on Homelessness and Central Florida Foundation, is testing a system of assistance specifically geared to helping families get back on their feet.

• Project COMPASS, a program designed to help non-violent offenders ages 14-18 earn a high

• GoodGuides, a mentoring initiative that focuses on building confidence in young people, encouraging healthy behaviors, supporting academic success and creating stronger

Partnering with Community Based Care of Central Florida and City of Life Foundation on the Each One, Help One program to provide employment services to those in

 Preparing young people for a lifetime of successful employment, from giving advice on resumes and job interviews to navigating job fairs, and adding new services like Learn to Earn, a summer program that introduces youth, ages 16-21, to work.







the power of PARTNERSHIPS





at the State and Federal levels, and with local businesses, we teamed up with three heavy-hitters in 2017 – the American Red Cross, the Central Florida Commission on Homelessness and Central Florida Foundation – to tackle some of our region's biggest needs.

n addition to existing partnerships

Goodwill Industries of Central Florida played a vital role in hurricane-relief efforts. In conjunction with the American Red Cross, we led a statewide effort among nine Goodwill organizations to collect and distribute relief to victims of hurricanes Irma and Maria.

do more

Plus, instead of simply handing out supplies, Goodwill provided \$300,000

worth of vouchers so those in need could shop with dignity at retail stores throughout Florida.

We also collaborated with CareerSource Central Florida on Project Restore – a jobs program for people from the U.S. Virgin Islands and Puerto Rico who experienced loss or displacement after the hurricane. Even though Goodwill doesn't specialize in disaster relief, the fact that we have transportation and building resources across the peninsula positions us as a pillar of support to ensure that resources get where they need to go, and we exercise good stewardship so they are not squandered. Similarly – although Goodwill also isn't known as a front-line provider when it comes to homelessness – we felt that the magnitude and severity of the problem compels us to play a role. For that reason, we joined other community leaders to support Impact Families, a pilot program in partnership with the Central Florida Commission on Homelessness and Central Florida Foundation that's committed to finding a new way to lift families out of homelessness. We know that the best

> antidote to homelessness is a career, and Impact Families allows us to share employment programs with families who need them most.

Impact Families is testing a new system of assistance designed specifically to get families back on their feet. Central Florida Foundation granted \$355,000 to Goodwill to pair Impact Families clients with jobplacement coordinators who will assess their skills, build an employment plan, assist with training and licensing, and eventually connect them to employers. Goodwill also provided a financial literacy class to these families.

In addition, we teamed with WFTV and Hope Now to provide school supplies to children displaced by Hurricane Maria, and we continued our partnerships with Valencia College and Seminole State College, bringing targeted help to Central Florida's young adults.

JOB CONNECTION CENTER building lives that work.







n 2017, Goodwill expanded our reach into every corner of the six counties we serve, opening a new 24,000-square-foot retail store in DeLand in November, which set an opening-day record with \$32,000 in sales. The store replaced an older location nearby and also features an on-site Job Connection Center to better serve West Volusia County. To customize our services to best suit that community, we conducted a series of hard hat tours that informed our decision-making – learning that homelessness is a serious issue in the area, and that companies were finding it difficult to recruit qualified employees as the unemployment rate continues to fall. To address those specific needs, the DeLand location offers GoodSource Staffing Services – and we're very encouraged by the number of clients who are taking advantage of those programs.

seeing a need & FILLING IT

2017 ANNUAL REPORT

thank you

For your generous support of our mission, your stewardship of our vision and for your exemplary commitment to: Saluting Soldiers, Restoring Dignity, Unlocking Potential and Strengthening Community.



Goodwill Giving Society

Mr. Gregg Biro Mr. Bill Brown Ms. Laura Barbero-Buffa, PE Mr. Gonzalo Ruiz Ms. Linda Costa Mr. Jimmy Farrell Mr. Michael Percopo Mr. Elmer Purim Mr. Bill Oakley

The Radka Family Mr. Larry Rash Mr. Stephen Salley Mr. Jacob V. Stuart Mr. Joseph Sullivan Mr. Jeff Toadvine

Our Generous Partners & Friends

The Bond Foundation Dell ReConnect The Good Network Goodwill Industries of Central Florida Foundation Hoagland Law Hoke Maroon Foundation Microsoft Philanthropies Rhodes+Brito Architects, Inc. SeaWorld Orlando Seawright & Associates Solstice Sleep Products Solutions ITW Sullivan Benefits SunTrust Foundation TechSoup **Turner Construction Company** Universal Orlando **UPS** Foundation Valencia College Walt Disney World Resort Wells Fargo Westgate Resorts Williams Company Xtranet





BALANCE SHEET

5,108,181 15,185,378 54,792,099
5,108,181
E 400 404
75,085,658
75 095 459
47,243,892
27,841,766

REVENUE

Fund Raising and Sale of Donations	\$ 56,878,242
Mission Services	\$ 2,044,954
Other	\$ 1,258,802
TOTAL REVENUE	\$ 60,181,998

EXPENSES

Fund Raising and Sale of Donations	\$ 45,615,318
Mission Services	\$ 5,517,773
Management and General	\$ 5,689,514
Reserved for Expansion	\$ 3,359,393

\$ 60,181,998

TOTAL EXPENSES

*unaudited

2017 financials

GODMLL leadership

Thank you to the Goodwill Industries of Central Florida Board of Directors for their ambassadorship, and to the Leadership team for their dedication to our mission.

2017 BOARD LEADERSHIP

Michael Hsu | Board Chair Jana Ricci | Board Vice Chair Michael Clary | Secretary Tim Hamilton | Treasurer

2018 BOARD LEADERSHIP

Michael Hsu | Board Chair Jana Ricci | Board Vice Chair Lauren Bradley | Secretary Michael Clary | Treasurer

LEADERSHIP

William G. Oakley | President & CEO Karla Radka | Chief Operating Officer **Curtis Ramsey | Chief Financial Officer** Michelle Weaver | Vice President of Retail Maria Cherjovsky | Vice President of Mission Services Yvette Hernandez | Vice President of GoodSource Staffing Services Therese Philogene | Sr. Director for Human Resources Luz Vazquez | Controller Anthony Edwards | Director of Donor Services Renee Finegan | Human Resources Director Michael Griffin | Director of Facility Management & Construction Jim Larisa | Director of Community Employment Services Jackie Martinez | Area Retail Director Jim O'Brien | Director of Workforce Development Kate Pile | Director of Risk Management & Safety

save the date | 2018 INSPIRATION BREAKFAST: COMING IN OCTOBER



7531 South Orange Blossom Trail | Orlando, FL 32809 407.857.0659 | goodwillefl.org

Sign up for a Goodwill tour today at tours@goodwillcfl.org or 407-235-1563