

# SO GOOD!

*reduce, reuse & rework*

2018 ANNUAL REPORT



# SIX DECADES OF SERVICE

In 2018, Goodwill Industries of Central Florida approached a milestone anniversary: six decades of service to our community. Since our founding in 1959, Goodwill has grown from a small coalition of disabilities advocates into a six-county organization with dozens of retail stores, Donation Xpress Centers and Job Connection Centers.

# GO 60

1959 • 2019

As our footprint has grown, so has our impact. Each year, we serve more people with job training and placement services, as well as an array of youth-focused and community-oriented programs.

When you shop or donate to Goodwill, you support services that help our neighbors get back on their feet, secure employment and develop their careers. We couldn't do this work without you. On behalf of those we serve, thank you!

## Forging New Paths to Advance Our Mission



Goodwill Industries of Central Florida served a record number of more than 45,000 individuals and placed nearly 10,000 people into jobs in 2018, a nearly 33 percent increase over 2017. Donations of material goods increased by 9 percent, and retail sales rose to \$61 million, up 9.7 percent over the previous year.

Heading into our 60th anniversary year, we renewed our focus on mission-based initiatives across our six-county service area. We began opening all 11 Job Connection Centers on Saturdays, providing better accessibility to job-seekers.

In addition, we grew our employer partnerships on programs such as GoodSource Staffing Services, which provides jobs for Central Floridians in need. In 2018, GoodSource served 1,193 people and placed 410 of them into new positions, achieved its highest revenue since its inception and was named among Central Florida's Top 20 staffing agencies.

We also found creative retail avenues to increase our financial resources, such as launching an e-commerce channel called GoodFinds, where we sell designer items to fashion-conscious shoppers.

By exploring new ways to repurpose donated items, we want to serve as a model for sustainability. In 2018, Goodwill played a key role in diverting 18.3 million pounds of refuse from landfills. Through efforts like these – as well as through strategic planning – we continue to chart the course for long-term financial stability that will allow us to reach even more Central Floridians.

As we seek to expand our impact amid a rapidly changing workforce, we remain steadfast in our mission to serve people on the margins. Our clients are individuals like Kenneth, a homeless veteran who found a second chance at Goodwill ... and Keyana, who became a first-generation college student, thanks to the support of teachers and mentors in the Project COMPASS program.

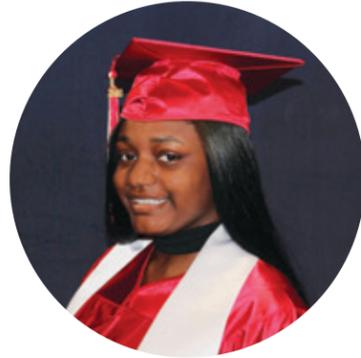
Connecting people with meaningful work can dramatically transform their lives. We're grateful for our generous donors, supportive partners and dedicated employees who make these efforts possible. In 2018, our team members and engaged Board of Directors overcame challenging circumstances to carry out our mission. Thanks to their commitment, the years ahead hold even more promise for *building lives that work*.

While Goodwill's reach continues to grow, the best measures of our success are the remarkable individuals who came to us at a low point in their lives – and found hope, resources and tangible support to change their futures. With your help, we can write even more inspiring stories in the years to come.

MICHAEL HSU | BOARD CHAIR



# GOODWILL SUCCESS STORIES



**A**lthough Keyana is a bright and driven young woman, her high school career got off to a challenging start. She was at risk of dropping out ... until she enrolled in Project COMPASS, an alternative high-school program offered by Goodwill and Orange County Public Schools.

*“I am successful today because of the encouragement of my teachers at Project COMPASS.”*

There, Keyana found the support system she was craving. She studied the same curriculum as her peers in traditional high schools, but with added guidance from teachers in a small classroom setting. She flourished through the rest of high school, notching awards for perfect attendance and good citizenship.

In 2018, she earned her diploma from Jones High School and won a full scholarship to Valencia College, where she plans to study accounting.

“I am so proud to become the first person in my family to attend college,” Keyana says. “I am successful today because of the encouragement of my teachers at Project COMPASS. They have been there to support me all along the way.”

**A**rmy veteran Kenneth left a job in South Carolina and moved to Orlando to support a military buddy. Soon after, he found himself homeless when his friend fell behind on rent.

With nowhere to turn, Kenneth found a fenced-off parking lot and set up a tent that he bought for \$5 ... at Goodwill. Although he found a job at a Sanford-area call center, he had to depend on public transportation and had limited access to hygiene options. Soon, he was terminated.

“I went into Army mode in order to survive,” he recalls.

Heart of Florida United Way’s 2-1-1 help line put him in touch with Goodwill, where he met Ruthie, a Goodwill job placement specialist. With Kenneth’s military background, she recommended pursuing security training.

Kenneth completed his Florida Security D Course and earned his unarmed security certification, which was funded through a federal grant. He also went straight to work at the security training school.

Now in stable housing with Goodwill’s help, Kenneth stays in touch with Ruthie for ongoing support.

“When I bought that tent, I had no idea that Goodwill could provide me with so much more than a temporary shelter,” he said. “They gave me a second chance. They saved my life.”



*“YouthBuild stepped in to help me out. It’s opened so many doors for me to go down a better path in life.”*



Growing up in a low-income neighborhood, Justin took some wrong turns and landed in the juvenile justice system. His future seemed hopeless. “I thought, ‘I can’t make it. I made too many mistakes,’” he recalls.

Fortunately, Justin proved himself wrong. He found YouthBuild, a partnership between Valencia College and Goodwill that provides a construction-based education track for at-risk youth, ages 16-24.

Students receive training at Valencia and then provide home renovations for low-income families in their communities. They have access to job counselors and resources through Goodwill’s Kissimmee Job Connection Center.

Through YouthBuild, Justin has earned his GED and a nationally recognized construction credential. He hopes to open his own construction business one day. “YouthBuild stepped in to help me out,” he says. “It’s opened so many doors for me to go down a better path in life.”

In 2018, Goodwill opened all 11 Job Connection Centers on Saturdays, providing better accessibility to job-seekers.

more than  
**45,000**  
individuals served

nearly  
**10,000**  
people placed in jobs

# SERVICE

**9%**  
increase in material donations

**\$60.9**  
million in retail sales

GoodSource served 1,193 people, placed 410 people into new positions and achieved its highest revenue since its inception.

## HELPING PEOPLE FIND MEANINGFUL WORK IS GOODWILL'S

# MISSION



### We help people find jobs by offering:

- Personalized job placement services – including career counseling, resumé 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:

- Veterans Services, which offers comprehensive training and services for military veterans with disabilities, 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.

### People may be homeless, but at Goodwill, they are not hopeless.

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

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

- Project COMPASS, a program designed to help non-violent offenders ages 14-18 earn a high school diploma.
- GoodGuides, a mentoring initiative that focuses on building confidence in young people, encouraging healthy behaviors, supporting academic success and creating stronger communities.
- Partnering with Embrace Families and City of Life Foundation on the Each One, Help One program to provide employment services to those in extended foster care.
- Preparing young people for a lifetime of successful employment, from giving advice on resumé 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. [2]



# CONTINUING THE MOMENTUM IN MISSION-BASED PROGRAMS

In 2018, we continued to build upon the success of our mission-based programs, exploring ways to deepen and broaden our impact across the six counties we serve.

With that in mind, we grew our employer partnerships through GoodSource Staffing Services, which provides jobs for Central Floridians who are homeless. We now work with a wide range of local employers – from election

supervisors and building maintenance firms, to our longstanding partnership with

the City of Orlando. In 2018, GoodSource served 1,193 individuals, achieved its highest revenue since its inception and was named among Central Florida's Top 20 staffing agencies by *Orlando Business Journal*.

Often, expanding our impact is as simple as increasing access to our services. We also began offering Saturday hours at our 11 Job Connection Centers across

Central Florida, helping us reach residents who are underemployed and unable to visit our centers during the week.

And when it comes to opening the job pipeline, the power of partnership continues to transform our community. There's no better example than the Inmate Construction Program, a partnership among Orange County Corrections, Valencia College and Goodwill.

This six-week, full-time course offers inmates a smoother re-entry into the community and equips them with skills to secure good-paying jobs once released. Employer partners include the I-4 Ultimate Construction Project in concert with companies like Skanska and The Lane Construction Corporation.

Since launching three years ago, the program has graduated 204 students, many of whom are now employed in the construction industry. We're proud to help provide opportunities for former offenders to learn employable skills and become contributing members of society.



## Creating a Memorable Retail Experience

At Goodwill, we're always seeking creative retail avenues to improve the shopping experience and generate more funds for our services. In 2018, we focused on several new initiatives that allow us to do just that.

## Shop Deals. Find Steals. Do Good.

GoodFinds, an online storefront, targets fashion-conscious shoppers with donated items from designer brands. By reaching discriminating shoppers online, we can command a higher value for items ranging from clothes, shoes and handbags to jewelry, watches and accessories. We've also created an Instagram channel with eye-catching, fashion-forward photography to attract Millennial and Generation Z shoppers.

Our GoodFinds team includes many Goodwill clients, including military veterans and those with disabilities. This team creates a truly "boutique experience," hand-packaging each item with tissue paper, sealing it with a logo sticker and topping it with a postcard that communicates the mission. We also keep the mission front and center, with messaging on the website and an email to customers stating what their purchase supports.

GoodFinds complements our ShopGoodwill site, where we hold auction-style sales of donated items, as well as our online sales of books and music on eBay, Amazon and other sites. Diversifying our e-commerce channels helps expand our revenue streams to benefit our mission-based programs. It's just one more way that innovation and creativity are helping us reach even more Central Floridians with life-changing resources and support.

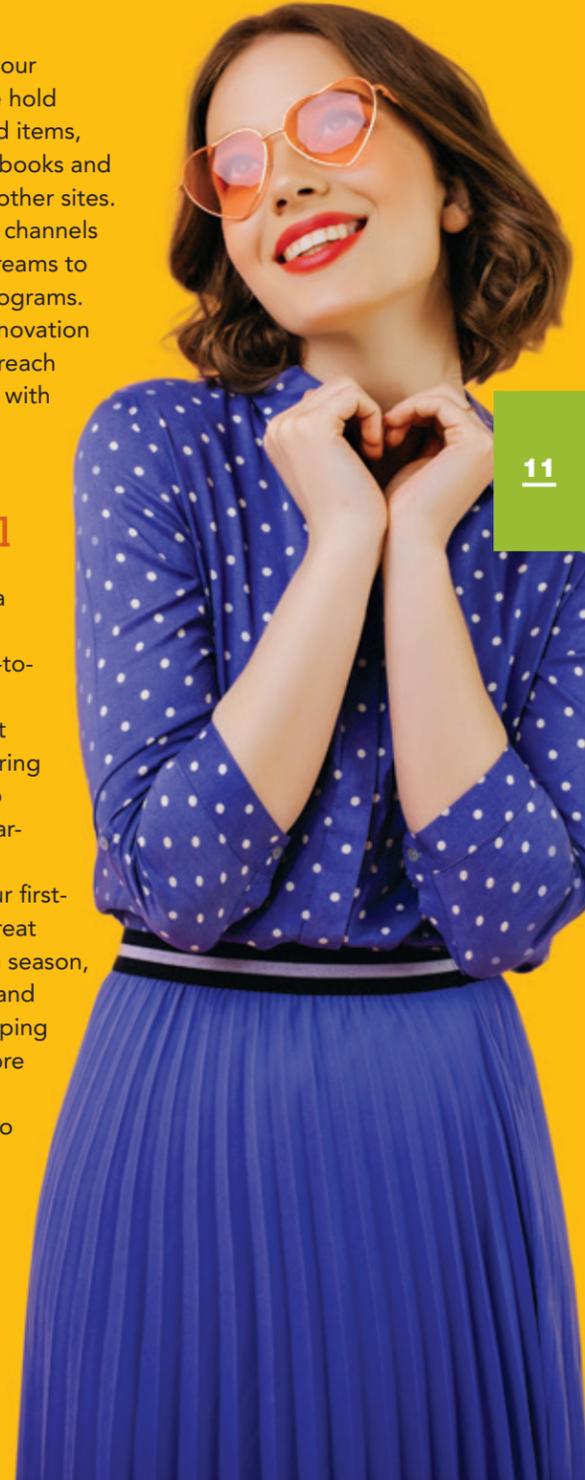
## Let's Get Seasonal

Historically, fall has been a busy time for Goodwill retail sales, as shoppers seek back-to-school outfits and Halloween costumes. But, to sustain that momentum, we've been offering more seasonal promotions to generate increased traffic year-round.

One example: We held our first-ever "Fabulous Dresses at Great Prices" at the height of prom season, selling 134 donated dresses and providing an affordable shopping option to the community. More seasonal events are on the horizon as we look for ways to create new, memorable experiences for shoppers and raise awareness of our mission. 

**GoodSource was named as one of Central Florida's Top 20 staffing agencies in 2018.**

# DO GOOD!





**"I HAD A DEGREE IN BUSINESS AND EXPERIENCE IN THE BANKING INDUSTRY. BUT I WAS WORKING IN A SCHOOL CAFETERIA."**

Recently arrived from Puerto Rico, Lyneida knew improving her English was the key to pursuing her career in finance. "The Job Connection Center's language classes gave me the confidence and the connections I needed to move forward," she says.

Today, Lyneida's delighted to be employed at a local credit union. "I'm in the field I trained for. I'm doing the work I love."



**"I'M A WALKING MIRACLE."**

After surviving a devastating brain injury, Jordan spent years in rehabilitation. But the long road to recovery made it hard to pick up his career. "I was nervous when I went to the Job Connection Center, but they gave me so much support," he says.

Jordan adds: "I have a new career and a new chapter in my life, thanks to the Job Connection Center. It's the best place I've ever come to find a job."



**"A YEAR IS A LONG TIME TO BE OUT OF A JOB."**

When Billy's family relocated, he had trouble finding a new position because he lacked computer skills. "When I came to the Job Connection Center, I needed help setting up an email," he recalls. "I needed help submitting online applications. They treated me with nothing but compassion and respect."

Billy is back to work at last. But finding a job means more than a paycheck. "It gave me hope again," he says.



# THANKS!

## 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
- Ms. Linda Costa
- Mr. Jimmy Farrell
- Mr. Michael Percopo
- Mr. Elmer Purim
- Mr. Bill Oakley
- The Radka Family
- Mr. Larry Rash
- Mr. Gonzalo Ruiz
- 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

# 2018 FINANCIALS

## BALANCE SHEET

Current Assets	\$ 27,988,025
Land, Buildings, Equipment (Net)	\$ 48,767,051

**TOTAL ASSETS** \$ 76,755,076

Current Liabilities	\$ 6,154,201
Long Term Liabilities	\$ 13,107,125
Net Worth	\$ 57,493,749

**TOTAL LIABILITIES AND NET WORTH** \$ 76,755,076

## REVENUE

Fund Raising and Sale of Donations	\$ 61,547,922
Mission Services	\$ 1,700,913
Other	\$ 801,183

**TOTAL REVENUE** \$ 64,050,018

## EXPENSES

Fund Raising and Sale of Donations	\$ 47,818,351
Mission Services	\$ 5,218,595
Management and General	\$ 7,803,451
Reserved for Expansion	\$ 3,209,621

**TOTAL EXPENSES** \$ 64,050,018

*\*unaudited*

**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**

## 2018 BOARD LEADERSHIP

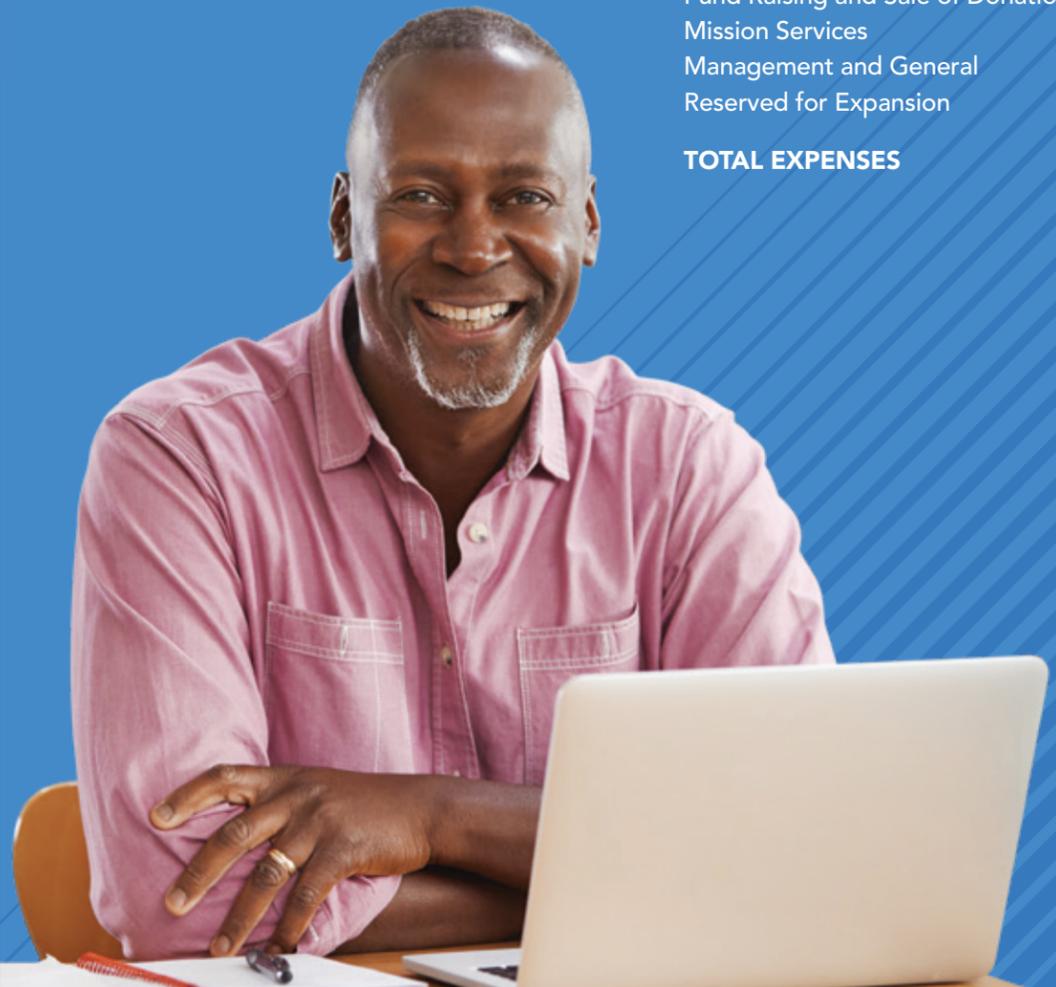
Michael Hsu | Board Chair  
 Jana Ricci | Board Vice Chair  
 Lauren Bradley | Secretary  
 Michael Clary | Treasurer

## 2019 BOARD LEADERSHIP

Michael Hsu | Board Chair  
 Brian Orth | Board Vice Chair  
 Cathleen Balboa | Secretary  
 Scott Wall | Treasurer

## LEADERSHIP

Laurence C. Hames | Interim President & CEO  
 Curtis Ramsey | Chief Financial Officer  
 Linda Rimmer | Interim Vice President of Mission Services  
 Yvette Hernandez | Vice President of GoodSource Staffing Services  
 Jill A. Hill | Vice President of Human Resources  
 Michelle Weaver | Vice President of Retail, Donated Goods, eCommerce, Transportation  
 Larry Hartman | Senior Director of Loss Prevention, Risk Management & Safety  
 Kim Pranievicz | Senior Director of Public Relations & Marketing  
 Todd Smith | Senior Director of Information Technology  
 Larry Garboursy | Director of Maintenance, Facilities & Construction  
 Cynthia Barnes | Esq., Manager Quality Assurance



LEADERSHIP

**Goodwill**  Building  
Lives  
That  
Work.  
Industries of Central Florida, Inc. 

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