

2016 Report to the Community

Our Mission

Goodwill Industries of Northwest North Carolina creates opportunities for people to enhance their lives through training, workforce development services, and collaboration with other community organizations.

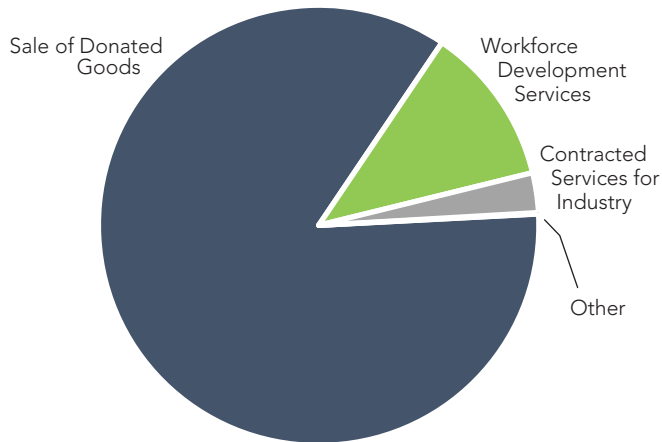
Our Vision

We will be satisfied only when every person in northwest North Carolina has the opportunity to participate fully in all aspects of a productive life.

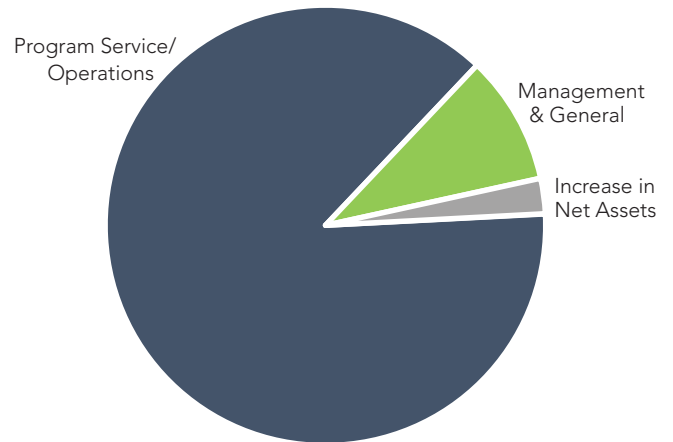
The Year in Numbers

In 2016, 1.3 million donors gave 43 million pounds of donated items, which were diverted from landfills and sold in 45 retail stores and three outlet centers, converting the goods into funding for workforce development services that served 35,681 people and helped 4,800 people find jobs, where they will earn a projected \$87.2 million in the first year of employment.

The Community Investment



Returns to the Community



Sale of Donated Goods	\$57,004,795	84.9%
Workforce Development Services	\$8,678,217	12.9%
Contracted Services for Industry	\$1,201,594	1.8%
Other	\$258,165	0.4%
Total	\$67,142,771	100.0%

Program Service/Operations	\$59,008,759	87.9%
Management & General	\$7,424,965	11.1%
Increase in Net Assets	\$709,047	1.1%
Total	\$67,142,771	100.0%

Your Donations at Work



Individuals and businesses donate items to Goodwill



Donated items are processed and sold in Goodwill stores



88% of revenue is directed to workforce development services and sustainability



Program graduates gain the skills they need to find jobs and reach financial stability

Mission Highlights: 2016

Workforce development programs and services made great strides to meet the needs of the communities Goodwill serves. Following are some of the initiatives made possible through the sale of donated goods in Goodwill stores:

- Goodwill's **Skills Training Programs**, offered in partnership with 11 community colleges, have continued to grow. In collaboration with Forsyth Tech, the Customer Service Call Center Class enhanced connections with local businesses which enabled students to visit seven employers and conduct live calls. Forsyth Tech and Goodwill also added Veterinary Assistant Training to its course schedule.
- The **Veterans Services Program** has continued to grow and expanded the partnership with the VA Hospitals, which includes the Compensated Work Therapy program, in multiple districts. Other partnerships for veterans include the Veterans Intake and Employment Workshop (VIEW) that brings together the resources needed for veterans and Goodwill is now participating in two NC Serves community organizations and two Community Veteran Boards.
- "**Career Coach on the Go**" was launched in the Asheville Career Connections offering virtual career coaching services to job seekers who are currently employed and looking for the next step up in their career path.
- The **IHG Academy** was launched in partnership with Goodwill Industries International and the IHG hotel group. The initiative offers job shadowing experiences with local hospitality employers. IHG Academy participants are typically students in the hospitality track and are seeking an opportunity to connect with a hiring manager.
- Goodwill served as the lead agency in coordinating and hosting two **VITA (Volunteer Income Tax Assistance)** sites in Catawba and Iredell counties and served as a service location in Forsyth County. These sites are sponsored by the IRS and are certified to file advanced tax returns at no charge for qualified taxpayers. The Goodwill-operated sites assisted people with refunds that included the Earned Income Tax Credit (EITC) and Child Tax credits of more than \$866,000.
- The **EDGE Program**, which provides a specialized paid work experience for qualified Goodwill participants, expanded to the Hickory District in 2016. EDGE works in collaboration with Goodwill retail stores across all districts.
- **Rashad Turner from the Ability Services Program** was named Goodwill's Graduate of the Year for 2016. He also received the Mayoral Award and a Seal to the City of Conover and was nominated for the Goodwill Industries International Graduate of the Year Award.
- The **Goodwill Works Program** launched in 2016 providing 12 specialized workshops. The program is based on employer needs and designed to supply "ready to work" candidates to fill entry level jobs and retain these jobs as they continue to advance. Goodwill partners with 12 "Star Employers" that are committed to support the Program.

Environmental Impact

In 2016, Goodwill Industries of Northwest North Carolina responsibly recycled 43 million pounds of unwanted goods and diverted 1.2 million pounds of electronic waste from our landfills. Goodwill actively seeks ways to reuse, repurpose and recycle materials to minimize our carbon footprint and provide a service to our community. In addition, Goodwill has constructed nine LEED (Leadership in Energy and Environmental Design) certified facilities including retail stores in Boone, Elkin, Hendersonville, Mocksville, Walkertown, Weaverville, West Jefferson, and Winston-Salem and a 47,000 square foot regional operations center in Winston-Salem.



CARF Accreditation

Goodwill's programs are accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF). CARF is an independent, not-for-profit agency promoting quality, value, and optimal outcomes of services through a consultative process that centers on enhancing the lives of the persons receiving services. Our CARF accreditation ensures that: our programs and services actively involve consumers in selecting, planning, and using services; our programs and services have met consumer-focused, state-of-the-art national standards of performance; and our organization is focused on assisting each consumer in achieving his or her chosen goals and outcomes. For a full list of Goodwill's accreditations and licenses, visit www.goodwillnwc.org.

Crosby Scholars Community Partnership

The Crosby Scholars Community Partnership is an affiliate organization of Goodwill Industries of Northwest North Carolina. The two organizations have shared goals in that Crosby Scholars helps remove barriers to college and Goodwill helps remove barriers to employment – lack of education has become the primary barrier to employment. The successful organization that started 25 years ago in Forsyth County has now expanded to Rowan and Iredell Counties, serving 14,537 students in 2016.

