

OUR MISSION

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

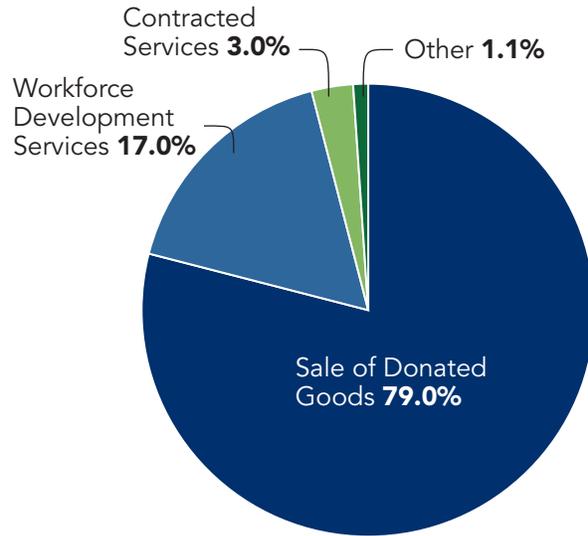
OUR IMPACT



ENVIRONMENTAL IMPACT

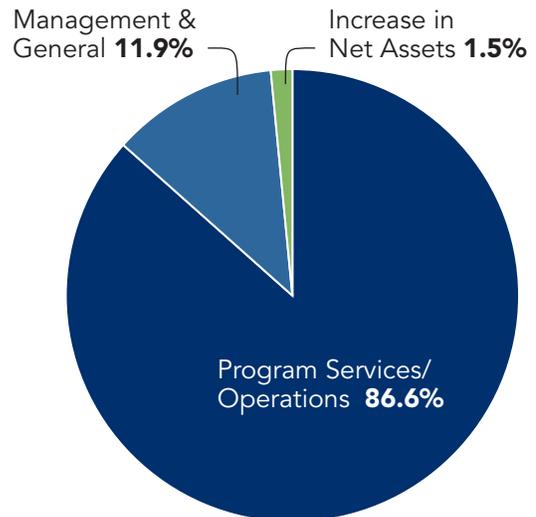
In 2020, Goodwill Industries of Northwest North Carolina responsibly recycled 16.8 million pounds of unwanted goods and diverted 1.5 million pounds of electronic waste from our landfills. Goodwill actively seeks ways to reuse, repurpose, and recycle materials to minimize our carbon footprint and provide a helpful service to the community. As part of Goodwill's commitment to sustainability, we have built nine LEED-Certified (Leadership in Energy and Environmental Design) facilities including eight retail stores and a 47,000 square foot operations center in Winston-Salem.

THE COMMUNITY INVESTMENT



Sale of Donated Goods	\$53,594,489	79.0%
Workforce Development Services	11,498,512	17.0%
Contracted Services for Industry	2,009,186	3.0%
Other	722,497	1.1%
Total	\$67,824,684	100.0%

RETURNS TO THE COMMUNITY



Program Services/Operations	58,727,108	86.6%
Management & General	8,060,373	11.9%
Increase in Net Assets	1,037,203	1.5%
Total	67,824,684	100.0%

CARF ACCREDITATION

Goodwill maintains an accreditation from CARF International which promotes and endorses quality services. Accreditation signals Goodwill's commitment to continually improving services, encouraging feedback, and serving the community through internationally recognized standards. To view a complete list of Goodwill's accreditations and licenses, visit www.goodwillnwc.org.

NCWORKS

Goodwill acts as the service provider for the Workforce Innovation and Opportunity Act (WIOA), providing funded employment and educational services for youth and adults in 11 counties. Goodwill also serves as the operator of NCWorks Career Centers in three counties.

CROSBY SCHOLARS

Goodwill and Crosby Scholars have a unique partnership in which Crosby Scholars operates as an independent affiliate of Goodwill Industries. This college access program is available to students in grades 6 through 12 attending public school in Forsyth, Rowan, and Iredell Counties. The program is free of charge and prepares students academically, financially, and personally for successful college admission. Crosby serves students in high school, those in their first year after high school graduation, and college students who receive last dollar grants that provide funds to fill financial gaps after exhaustion of other funding resources. To learn more, visit www.crosbyscholars.org.

SIGNIFICANT MISSION ACHIEVEMENTS

- Established the Goodwill Cares program with expanded virtual employment and training services, information on other nonprofit and agency resources, and personalized phone and online support.
- Opened a participant portal to enhance remote access to Goodwill services with virtual career navigators providing initial vocational coaching and direction to needed services.
- Provided unemployment insurance assistance to over 12,000 individuals through our NCWorks partners and was awarded WIOA funding by the High Country Workforce Development Board to support service provision in a four-county area.
- Incorporated virtual services into reentry programming to continue to support participants and partners through the pandemic.
- The Prosperity Center, a United Way collaborative, increased the number of participants placed into employment at or above living wage by 12 percent.
- Expanded access to virtual skills training in partnerships with community colleges through ed2go, an online training platform offering exploratory and certification trainings and implemented monthly virtual workshops that cover a variety of job search topics.
- Adapted the Career Quest by Goodwill program to offer virtual tours of a variety of employers, providing face-to-face virtual connections between job seekers and hiring managers in high-demand industries.
- In response to an increased need for basic computer training and access to technology, developed a program to repurpose used Goodwill laptops for program participants. Having access to technology increases the opportunities to train and find employment.
- Assisted 3,306 people find jobs with an average starting wage of \$13.20 per hour, up from \$12.01 in 2019.

Estimated economic impact from individuals placed into jobs in 2020: **\$75.8 million**



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