A hand is shown holding a globe of the Earth. A bright sunburst with yellow rays emanates from the center of the globe. The background is white with several paper cutouts: a dark green circle with a white hole, a red jagged shape, a pink jagged shape, and a gold jagged shape. A white banner with a torn edge is positioned across the middle of the image.

GOODWILL ANNUAL REPORT
Back to the Basics in 2021

Going
back to the
basics
strengthens
your
foundation.





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Letter from the President/CEO

Dear Friends of Goodwill:

Our Goodwill organization has had many different experiences over the last couple of years. Some were good, some were bad, and some were truly unique. After the exceptional and uncertain year of 2020, and the ups and downs of 2021, our team determined that we needed to go **Back to the Basics**.

The 2020 year was about safety, circumventing the new climate caused by the COVID-19 pandemic, and damage control. In 2021, we had to reinvent ourselves and learn how to navigate our operations and mission a little differently. We couldn't simply rely on what we already knew or "how we have always done things," instead we had to rely on good decision-making, the courage of our staff, and humility to lead us out of the darkness and towards success.

In the latter half of 2021 and throughout 2022, our team has and will continue to analyze what we do, how we do it, and most importantly, **why we do it**. The Leadership Team of our organization will be guiding our staff as we embark on a new and exciting journey to review and challenge our current core values. What better way to get back to the basics than to define not only WHO we are, but who we want to become? We will utilize tools, such as a Community Needs Assessment and a strategic planning process, and we will call on each of our employees to assist us as we build new cultural framework and design the road map for our future.

In this report, you will see many amazing successes. You will also notice that our financial snapshot was strong in 2021 with help from additional funding that carried us through the pandemic. However, that funding is no more, and we anticipate that 2022 will also be a volatile climate for our organization.

One major issue that our organization is currently struggling with is the lack of donations to our retail stores. Possibly, our issue stems from increased competition for donations in our area, or maybe the issue could be related to the growing popularity and ease of consumers selling their own gently used items online, or perhaps with the threat of recession looming near, people are simply holding onto items just a little bit longer.

Though the reason for decreased donations in our retail operations is unclear, what we do know is that donations are the lifeblood of our organization. These donations enable us to provide as many truly valuable training opportunities as possible to the people that we serve each year. Fewer donations to Goodwill directly impacts this community and more and more people are unable to get the help they need in finding better jobs and creating brighter futures.

Our Goodwill has a dedicated team of case managers and job coaches that work closely with the people in our communities. We utilize our retail stores and industrial facility to train our program participants, giving them valuable, REAL WORLD, work experience. We partner with local schools, businesses, and other service organizations to maximize the likelihood that our participants will find long-lasting success.

At Goodwill, we believe in **The Power of Work** and what a paycheck can provide to an individual or family that extends much further than financial stability. Our mission is not only for the people in the communities we serve, but for our employees as well. In our retail operations, we employ nearly 80 people while many of our competitors are staffed with volunteer labor. Our employees earn a competitive wage with benefits and are awarded the opportunity to support their families, gain self-sufficiency, and learn additional skills to make them more employable at higher wages.

Don't get me wrong, there is a definite need for emergency service providers, but that is not OUR mission. Over the 25 years I have been with Goodwill, the question I get asked most often is "Why do you sell the clothes you receive when you get them for free?" My answer has always remained the same, "that is not our mission." Our mission is to help the people in our community build connections to **BETTER JOBS AND BRIGHTER FUTURES** and we will continue to accomplish this the same way Goodwill's founder did over 100 years ago by giving the people in our community what they truly desire; a hand up, not a handout.

Please view the many success stories this report has to offer for 2021 and know that your local Goodwill will always be good stewards of your donations as we continually look for ways to improve the services we offer in the communities we serve.

We are strong. We are one. We are Goodwill.

Thank you,

Judy Talcott

Judy Talcott



It all starts with your donations...



We are in GREAT NEED of clothing and housewares. Please begin donating today!

We Are Not Just a Store

MISSION SERVICES

Goodwill's Mission Services department provides work and job skills training (including workshops in career exploration, resume writing, and interviewing), as well as job placement and retention services to individuals residing in Wayne and Holmes Counties. In addition, we help connect individuals to community services such as transportation, mental health, housing, and more. Each participant gets assigned a Case Manager to guide and support them through the process. The Mission Services department can connect virtually anyone who is willing and able to work to a BETTER job and a BRIGHTER future.

RETAIL & DONATED GOODS

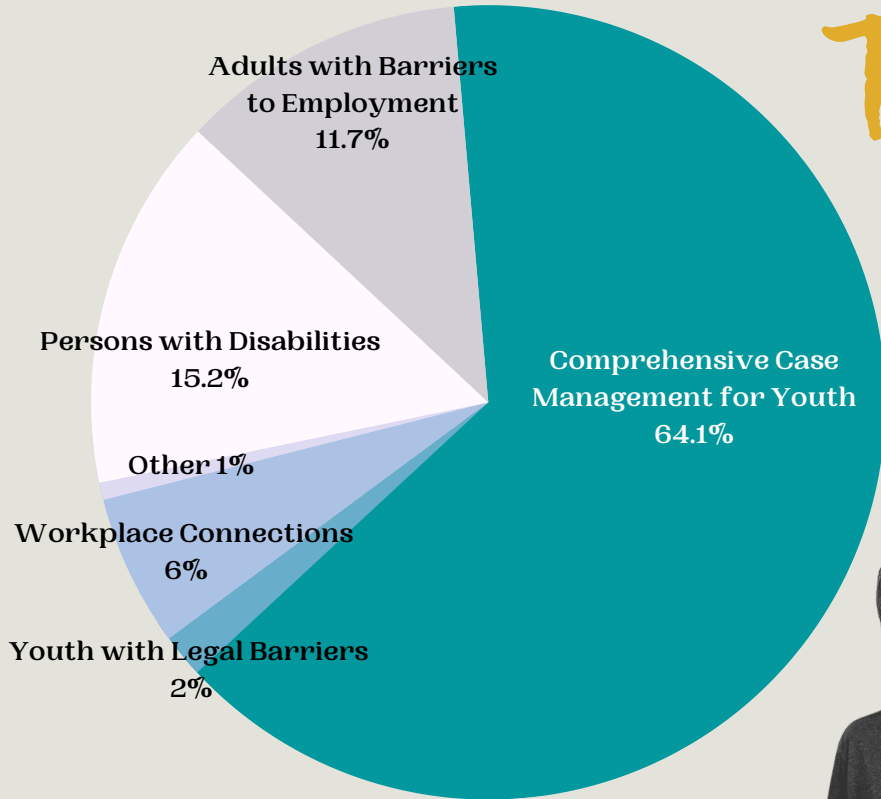
The Retail and Donated Goods division is the most recognizable of the three business units of Goodwill Industries of Wayne and Holmes Counties. Simply put, we accept donations, those donations are sold in one of our five stores (or online at shopgoodwill.com), and the revenue created goes right back into supporting our mission. Our value proposition to our shoppers is to have clean, well-organized stores, fully stocked with quality items at reasonable price points. There is a continuous flow of donated items placed onto the sales floor of each store, all day, every day. When you donate stuff, you create jobs.

INDUSTRIAL SERVICES

The Industrial Services division of Goodwill Industries of Wayne and Holmes Counties is a tremendous community resource for local companies to not only maximize their bottom lines through our services, but all the while supporting Goodwill's mission by providing training and job opportunities. Services include assembly and disassembly, packaging, inspection, sorting, kitting, and more.



The People We Serve



*additional persons served at Ohio Means Jobs computer lab [Wooster, OH]



Scan to learn more about Goodwill's Mission programs.



OUR MISSION



HELPING THE PEOPLE
IN OUR COMMUNITY
BUILD CONNECTIONS TO
BETTER JOBS
& BRIGHTER FUTURES

What happens in just **ONE** year at Goodwill?

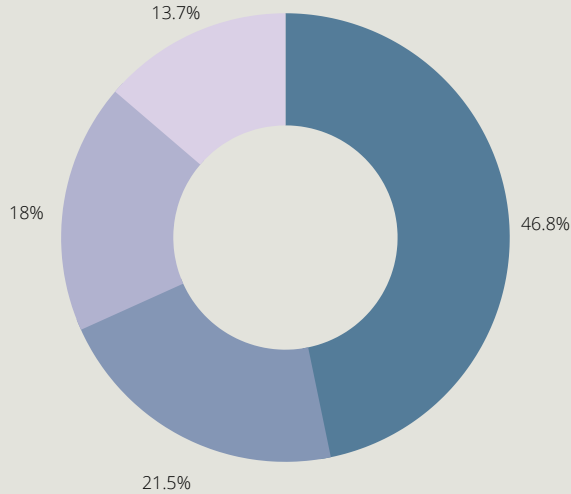


306 enrolled in High School or GED programs

18 enrolled in secondary education

12 graduating from secondary education

73% 90 day retention

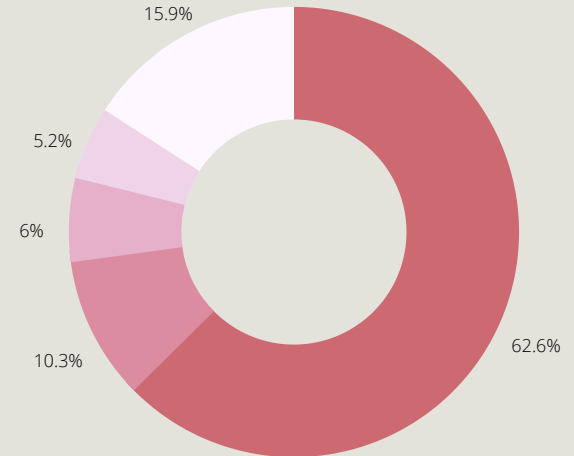


Community Investment

Workforce Development / Services	\$1,534,572	18%
Sales of Donated Goods	\$3,981,745	46.8%
Industrial Service Earnings	\$1,831,043	21.5%
Other	\$1,168,896	13.7%
TOTAL COMMUNITY INVESTMENT	\$8,516,256	100%

Community Return

Wages, Benefits, Taxes	\$5,329,987	62.6%
Supplies & Services	\$874,228	10.3%
Facilities & Transportation Expense	\$512,339	6%
Investment in Facilities & Equipment	\$446,645	5.2%
Current & Future Investments (mission)	\$1,353,057	15.9%
TOTAL COMMUNITY RETURN	\$8,516,256	100%



Graduate of the Year

Michael Conrad

Michael came to Goodwill when he was 17 years old, connecting with the Pathways to Success program through a referral from a partner agency. Michael's background was extremely rough and so was his childhood. He was angry, full of regret, and very hard on himself, at the time living in foster care and making amends for bad behavior and poor decisions made in his past.

As Michael began working in the CCMEP (Comprehensive Case Management and Employment Program) youth program at Goodwill, funded by the Wayne County Department of Job and Family Services, it was clear that he had severe barriers standing in his way and no clear direction for his future. But there was hope for Michael. Though he lacked a driver's license, a vehicle, a path to a high school diploma, and a plan for stable housing, he was ready to work...he was ready to change.

“

He could have let his life and background define him, but he made the choice to change...the choice to grow,” says Amber McVay, a Case Management Supervisor and Michael's case manager at Goodwill.

There are many benefits to joining a mission program at Goodwill, but for Michael, the greatest benefit was support. He found, for the first time in a long time, that he now had people in his corner that were there to guide him, support him, help celebrate his accomplishments, and most importantly, help him learn through his mistakes.

So, with his new Goodwill support system by his side, Michael got to work. He completed Goodwill's Ready.Set.Work. curriculum to learn skills that helped him gain and keep employment. He took driving courses and obtained his license, received his high school diploma, saved for and purchased a car, found independent living, completed the RAMTEC Robotics and Automation program (at the Wayne County Schools Career Center), and was able to move forward with a clean legal history.

Today, Michael is successful. He still has barriers to overcome, but he will tackle them head on as he has always done, digging his heels in, and choosing to overcome any obstacles in his way. Michael is working full-time at Artiflex in Wooster, a position that he obtained after receiving his RAMTEC credential. His future is extremely bright. He is now a father and a husband, working in a career that he chose and is passionate about, and has even returned to WCSCC to advance his skills.

For Michael, his future would always come down to choices...and he chose happiness.





Youth of the Year

Paul Whitehead

Paul joined the Pathways to Success program at Goodwill (CCMEP TANF - funded by the Wayne County Department of Job and Family Services) when he was 14 years old. He did not know it when he arrived, but the experience he would have over the next several years at Goodwill would change him forever.

There were many barriers in Paul's life when he arrived at Goodwill. He struggled with a general lack of motivation, tardiness from school, failing grades, lack of employment and employable skills, no transportation, and the list goes on. Paul also struggled with self-worth issues and was often angry, disengaged, and confused. He had no educational goals and did not feel empowered in his life.

During his first few months in the program, Paul was extremely quiet, refusing to engage with the case managers or talk much about himself, his needs, or his wants. But as time went on, Paul let down his defenses and began to trust the people around him and most importantly, trust himself.

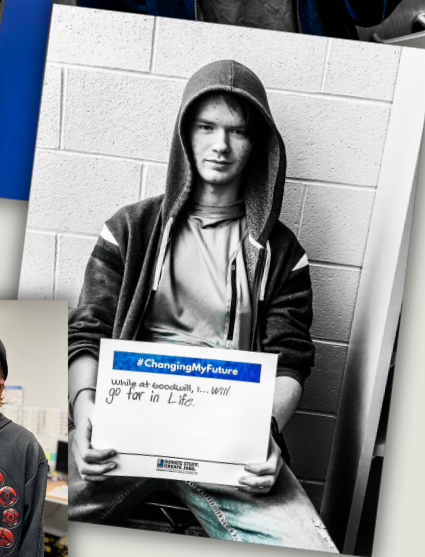
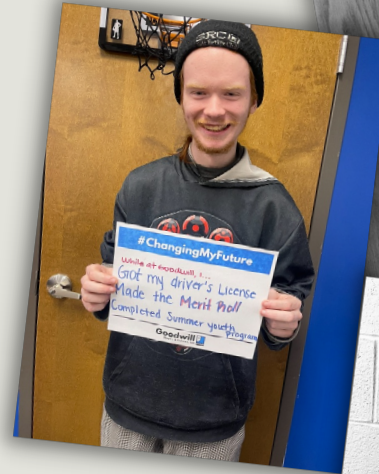
Paul learned that his greatest barrier was actually himself. So, Paul started making choices and those choices turned into accomplishments. From there, he really started to focus and started making big changes in his life. He worked through the Ready.Set.Work. curriculum at Goodwill, hoping that these improvements would lead to a job...which they did. Then, Paul took driving courses and received his license. He started to pay attention in school and has been recognized on the Merit Role ever since.



When you look at where Paul began and where he came from, it is amazing to me that this young man is not just standing on his own...he is thriving!" says Makayla Jacobs, Paul's case manager at Goodwill.

During the day, Paul is spending his time on a career path that he is passionate about. He attends the Wayne County Schools Career Center's culinary program and will successfully graduate this spring. He is also working at Domino's Pizza in Wooster, which he loves.

Paul now recognizes his self-worth, which was a major barrier for him. A once quiet teenager now drops in just to say "Hello" to his case managers and other staff members at Goodwill. He refers all his friends to Goodwill, hoping that they too can have the life changing experience as he did. Paul is a kind and caring young man at the dawn of a new and exciting life, a life where he makes the choices, and his #1 choice is success.



Employee of the Year

Scott Roder

Scott began working for Goodwill six years ago as a donor door attendant at the Wooster retail store. At the time, Scott was just looking for his first job and he had no idea that it would transform into a career. Today, Scott is the Lead Truck Driver in Goodwill's transportation department and is proud of his accomplishments.

The transportation department at Goodwill operates in the background, most of the work occurring "behind the scenes" from the public eye. It is the backbone of the retail department and often supports other departments within Goodwill. Each day, Scott transports fresh product (donated apparel and/or housewares) and supplies to and from the five retail stores throughout Wayne and Holmes counties. On his way back from the stores, he transports miscellaneous items including waste, recycling, and salvage back to the central warehouse located in Wooster, Ohio.

Scott is also the lead trainer for the department on the operation of Goodwill's box trucks and loading/unloading processes. He has become a skilled tow motor operator and spends his spare time at the warehouse baling cardboard, organizing the product, and ensuring that all recyclables, waste, and salvage are properly handled and processed.

“

Scott pulls a lot of weight around here. Scott has years of experience and he makes a huge impact on our operation. Scott is dedicated to the job, is always willing to lend a hand, goes over and above, and often gets us out of a pinch. Scott is irreplaceable!" says Andrew Kelley, the Warehouse and Transportation Manager at Goodwill Industries.

Wherever Scott goes at Goodwill, he is always welcomed by the staff with smiles and excitement. This is the type of person Scott is. When he is not working, he is likely spending his time with other passions, including riding motorcycles, fishing, or playing guitar. Scott is truly an asset to the organization and is excited to continue his career with Goodwill.



Employee of the Year

Zach Sorensen

Zach began working at Goodwill Industries towards the end of 2020. He is a case manager in the Mission Services department, splitting his time between two different programs, the Workfirst Training (WFT) program and Comprehensive Case Management and Employment Program (CCMEP), both funded through the Wayne County Department of Job and Family Services.

In Zach's role at Goodwill, he works primarily with adults in Wayne County. He excels in this role because he meets the participants exactly where they are, often in chaos or low points in their lives, then guides them and helps them grow to where they want to be and who they want to become. He does not give up on anyone in the program and he does not let them give up on themselves.

"Zach is always running around...literally running" says Jessica Strouse, a Case Management Supervisor. Ask anyone in Mission Services and they will say the same thing. Zach is very passionate about his work and Goodwill's mission. He puts everything he has into each and every day. Whether he is walking a scared person through their first day in programing, celebrating a new job or other success with a client, or having an uncomfortable conversation with someone that will undoubtedly help them change and become more successful, Zach completes his daily duties with positivity, a smile, and respect.



Zach is very sensitive to the environment; he can absorb emotions and feelings and is very intuitive. He encourages everyone to have the strength to go through the heavy to get to the light, seeing with the eyes of another, listening with the ears of another, and feeling with the heart of another. Zach can relate and connect with people with the sole purpose of inspiring and empowering others," shares Laura Sanders, the Mission Services Director at Goodwill Industries.



Who We Are

Leadership Staff

Judy Talcott, President & CEO
Susan Gorman, VP of HR & Mission
Casey McGrady, VP of Donated Goods & Marketing
Brett Kerr, VP of Industrial Services
Don Cauley, Director - Retail & Donated Goods
Amanda Perry, Director - Finance
Laura Sanders, Director - Mission Services
Kim Yost, Director - Human Resources



Pictured from left to right: Don Cauley, Susan Gorman, Brett Kerr, Kim Yost, Laura Sanders, Judy Talcott, Casey McGrady, Amanda Perry

Board Officers

Kyle Adams, Chair, Stifel | Adams Reichert Wealth Group
Kip Crain, Vice Chair, WCSCC
Clay Sinnett, Treasurer, The Commercial Savings Bank
Christy VanSickle, Secretary, OneEighty
Judy Talcott, President, Goodwill Industries

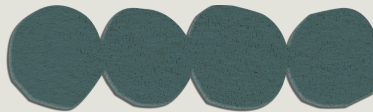
Board of Trustees

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Jonathan Millea, City of Wooster
Brock Nettleton, Hummel Group
Jeff Roberts, Roberts Funeral Home
Lacey Widder, Bogner Construction
Jennifer Winter, Wayne Savings Community Bank

“



Friends of Goodwill, be dissatisfied with your work until...every person in your community has an opportunity to develop to their fullest usefulness and enjoy a maximum of abundant living.”



The Rev. Edgar J. Helms,
who founded Goodwill in 1902



DONATE. SHOP. *Change lives.*



www.goodwillconnect.org

Goodwill Industries of Wayne and Holmes Counties, Inc.
is a 501 (c)(3) nonprofit organization

Donate Online



Wayne County
A proud partner of the
American Job Center network

