

The background of the cover is a watercolor-style illustration of a Goodwill Store & Donation Center. It shows a large brick building with a flat roof, a paved parking lot with a few cars, and a sign in the foreground that reads "Goodwill Store & Donation Center". The sky is a mix of light blue and white, suggesting a bright day. A large, dark grey circular graphic is centered over the image, containing the text for the annual report.

**Goodwill**®

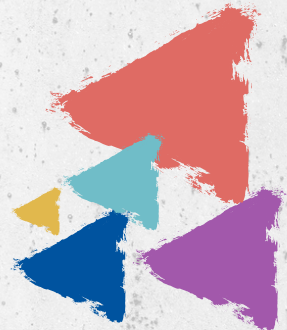
ANNUAL **2020** REPORT

A YEAR OF **HOPE**

**Goodwill**  
Store & Donation Center

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# Letter from the CEO

## Dear Friends of Goodwill:

As the phrase has been coined, 2020 IS A YEAR WE WILL NEVER FORGET. The year began strong with many exciting projects ahead. The first two months of the year were proving to be great for our organization. Sales in the stores were soaring, donations were plentiful, our Industrial Services contracts were strong, and we were beginning to see our community programs gain momentum.

Then the unexpected; COVID-19 hit our organization, our community, and our world. Many of our plans were quickly shelved while we focused on the health and safety of our employees, customers, and the community.

But in a time of fear and uncertainty, we found strength.

We remained resilient as we pivoted. Our leadership team worked round-the-clock so that we could begin doing things a little differently. At our core, the mission services department adapted quickly, and we began providing virtual services for the first time. By utilizing our staff's creativity and modern technologies, we successfully designed and deployed virtual workshops and training modules. Our mission staff were able to communicate with clients electronically and were even able to safely drop off trainings and equipment to those who lacked current technology.

Our operations moved forward as well. Our retail locations adapted as we provided no-touch donation solutions and increased our cleaning, sanitizing, and safety procedures. Our Industrial Services facility was retrofitted with protocols necessary to re-open so that we could support our partners with valuable outsourcing solutions.

Our workplace relationships were also reinforced, and our teams became closer. We trusted each other and relied on one another to navigate through the uncertainties. We adapted, changed, developed. We underwent transformations and continued supporting our clients and our communities. We were there for our communities, and they were here for us.

As we continue to navigate through 2021, we take with us the lessons we learned and continue to change each and every day. We are proud of what we have accomplished and eagerly look forward to a long future as a viable partner towards the success of the communities we serve.

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

Thank you,

*Judy Talcott*  
Judy Talcott





# OUR MISSION




HELPING THE PEOPLE

IN OUR COMMUNITY

BUILD CONNECTIONS TO

BETTER JOBS

& BRIGHTER FUTURES



# We are not Just a Store



## 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](http://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 put 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.

## MISSION SERVICES

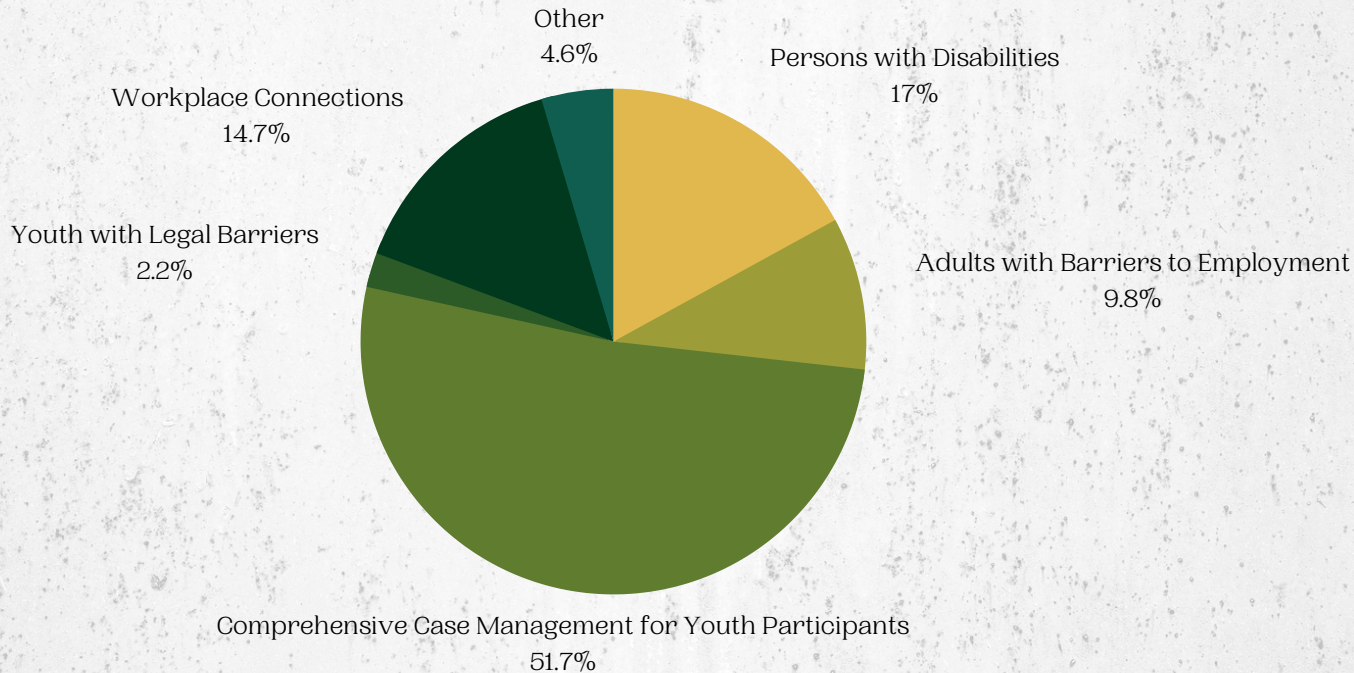
Goodwill's Mission Services department provides work and job skills training (including workshops in career exploration, resume writing, and interviewing), job placement and retention services to individuals residing in Wayne and Holmes Counties. In addition, we help connect individuals to community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





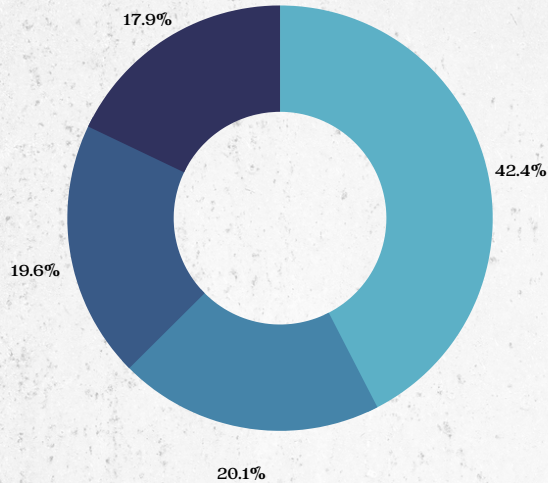
# People Served by Mission

\*additional persons served at Ohio Means Jobs computer lab {Wooster}





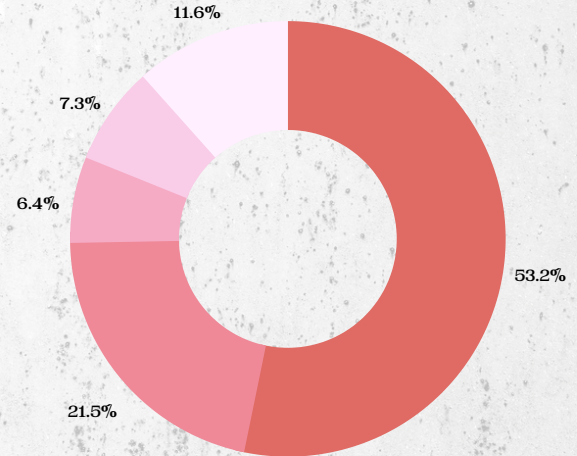
# Community Investment



Sales of Donated Goods	42.4%	\$2,952,500
Industrial Service Earnings	20.1%	\$1,399,379
Workforce Development / Services	19.6%	\$1,360,643
Other	17.9%	\$1,246,675
<b>TOTAL COMMUNITY INVESTMENT</b>	<b>100%</b>	<b>\$6,959,197</b>

# Community Return

Wages, Benefits, Taxes	53.2%	\$3,701,583
Supplies & Services	21.5%	\$1,494,282
Facilities & Transportation Expense	6.4%	\$444,384
Investment in Facilities & Equipment	7.3%	\$512,468
Current & Future Investments (mission)	11.6%	\$806,480
<b>TOTAL COMMUNITY RETURN</b>	<b>100%</b>	<b>\$6,959,197</b>



# OUR COMMUNITY IMPACT



3,587

people served by  
mission programs



203

people connected to  
better jobs



80,000 +

lbs. of e-waste recycled  
with Dell Reconnect



850,000 +

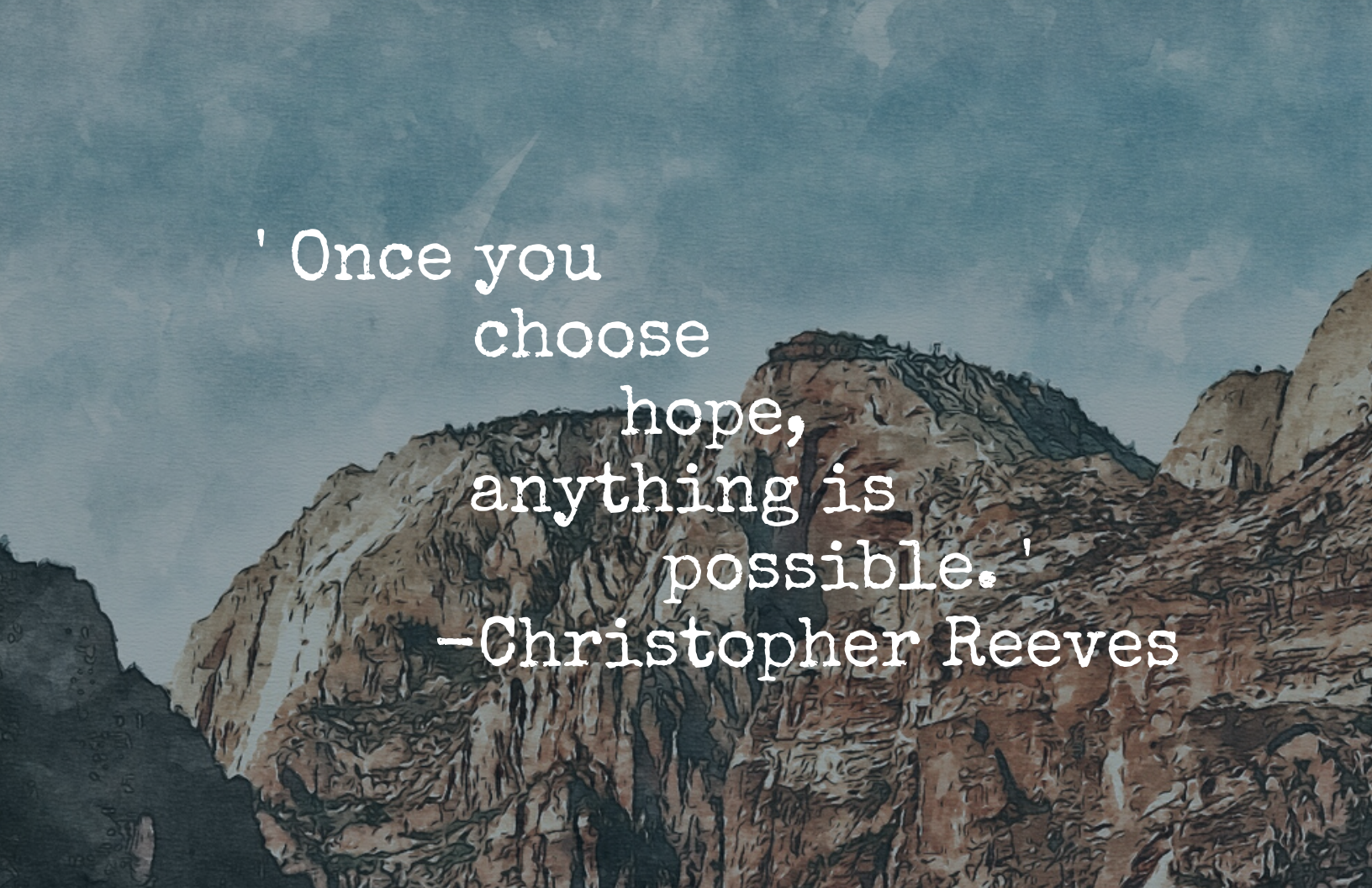
lbs. of unsold, unstained, or broken  
items diverted from landfills



12,931,510

total parts shipped from  
Goodwill Industrial Services





' Once you  
choose  
hope,  
anything is  
possible.'  
-Christopher Reeves



# Graduate of the Year

FLORENCE BASEKE



Florence, originally from Uganda, connected with Goodwill Industries through the Workplace Connections program [also known as the Community program, funded by United Way of Wayne & Holmes Counties] in April of 2019. Florence is profoundly deaf and lacked support and education in her youth to help her navigate through life's struggles. She grew up in an environment of fear and uncertainty, constantly worried about gender-based violence, the modern-day slave trade, and starvation. Florence later fled to the United States, hoping to build a better life and secure a safer future.

*"Florence had a job when she joined Goodwill's Workplace Connections program, but unfortunately, she was unable to support herself on that income alone," said Jennifer Lake, Florence's first case manager at Goodwill. "Florence knew reaching her goal of independence would be difficult...so we got to work."*

Florence is currently the full-time janitor at the Wooster Goodwill store. She works hard throughout the week, keeping the store maintained and clean. She takes great pride in her work and tries to stay positive. During the pandemic, her coworkers even said that she would still come to work happy, spreading joy with a smile that you could even see through her mask. While at Goodwill, Florence found stable housing, took job skills and career courses, and continues working with Aspire [Wayne County Schools Career Center] towards obtaining her GED.

Florence has accomplished so much but still has many goals left to accomplish, such as working towards getting her driver's license and bringing her daughter to Ohio from Uganda. With her strong will and positive mindset, there is no doubt she will continue to achieve all of her goals and turn her dreams of a better life into reality.





# Youth of the Year

KASSIE SALTS



Kassie is a May 2021 graduate from Wooster High School and studied robotics at the Wayne County Schools Career Center. She has been engaged in the Pathways to Success program at Goodwill for many years. She is a hard worker, self-motivated, and determined to attend college and create an amazing future.

During her time at Goodwill, Kassie grew into an independent young woman. She had a tough childhood but never let that stop her from setting goals and working towards them. Kassie also has a deaf mother and spends a significant amount of time helping her with translations. During the COVID pandemic, Kassie was forced to pause her career track because there was no digital alternative for her field of study. Despite the unfortunate circumstances, she viewed the experience as only a minor setback.

Kassie was accepted into multiple colleges, but after much thought and consideration, she decided to take a gap year to figure out what her dreams are and to begin saving to help her reach those goals. *"I would have not been able to make this decision if it weren't for Goodwill. I feel like they have taught me a sense of responsibility in making this decision and knowing what's best for myself"* says Kassie.

Case Manager, Rachelle Miller, describes Kassie as *"not only mature for her age but mature as a person in general"*. Having had many barriers growing up, Kassie has had much to overcome in order to become successful. She is currently working part-time as an associate at Walmart, with the hope of becoming a supervisor. In the future, Kassie has dreams of working in prosthetics or robotics, fulfilling her dream of helping others.





# President's Award

TARIQ NOLAN



Tariq came to the Goodwill Program in June of 2018 through a Juvenile Court referral and later transitioned into Goodwill's Pathways to Success program. Despite his bright personality, Tariq found himself in bad situations growing up and did not always make the best choices. When he arrived at Goodwill, school attendance was a major issue that led to poor grades. Tariq always dreamed that he would follow in his grandfather's footsteps by joining the U.S. Army, but his poor decisions were pushing his dream further and further away.

After a couple of tough months at Goodwill, Tariq started to show improvement at school. He started taking the encouragement and tools available to him and successfully completed the Goodwill curriculum and overcame many of his barriers.

Tariq was capable of much more than he had thought...he just needed a push and some guidance. He started to open up about areas he was struggling in and started accepting help and advice. Through all the challenges he faced, he stuck to his plan

and pushed through. Tariq is a smart and strong young man and once he realized those things about himself, he felt strong enough to conquer the world and turn his dream into reality.

Despite his original struggles, Tariq graduated high school. On June 22, 2020, Tariq left for the Army and graduated from Boot Camp. He is now in Fort Worth, Texas, as a 19 Delta Cavalry Scout.

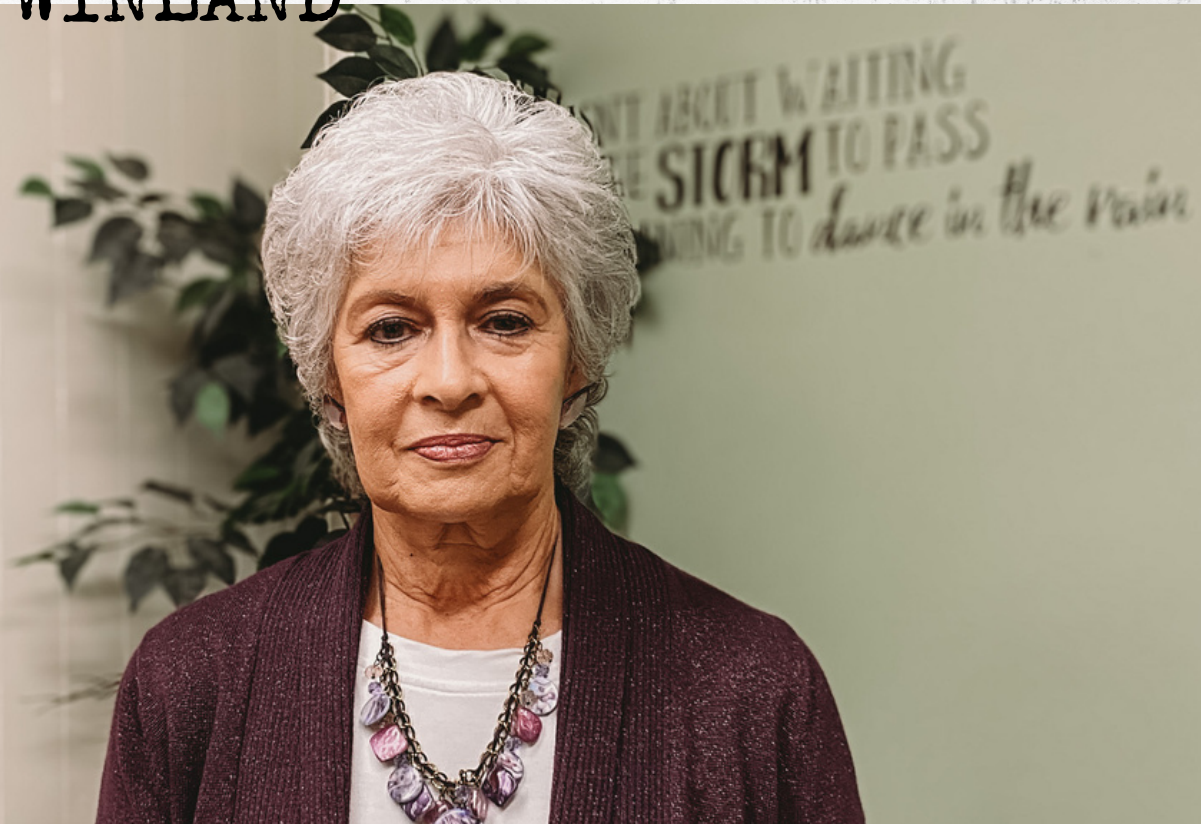
***"I wouldn't be where I am right now without Goodwill. They definitely encouraged me to join the military - something I've always wanted to do but never would have had that push to do it by myself", an extremely grateful Tariq will tell you.***





# Employee of the Year

**KATHY WINLAND**







Kathy has worked at Goodwill for 27 years. Her current job title [of the many she has possessed over her long career at Goodwill] is Transportation Specialist. Kathy spends most of her time transporting adult participants in the Workfirst Training program to-and-from the Goodwill training center on Nold Avenue in Wooster.

Kathy transports participants to necessary appointments [such as job interviews], assists in shopping for items like work clothing and other essentials needed for starting a new job, delivers homework and other necessities, and more. She always ensures that each participant or staff member has just what they need to put their best foot forward.

Mission Services Director, Laura Sanders, says Kathy comes to mind every time she hears this quote: *"Kindness is being someone who makes EVERYONE feel like somebody."*

Kathy treats everyone with respect and compassion while still holding them accountable - which at times can be a very difficult task. She is a true role model and an asset to the Mission Services department. According to her coworkers, she is always kind, has a smile on her face, and is always willing to lend a helping hand.

*"Kindness is being someone who makes EVERYONE feel like somebody."* 15



# Who We Are

## Leadership Staff

Judy Talcott, **President & CEO**  
 Susan Gorman, **VP of HR & Mission**  
 Casey McGrady, **VP of Donated Goods & Marketing**  
 Don Cauley, **Director - Retail & Donated Goods**  
 Brett Kerr, **Director - Industrial Services**  
 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**  
 Meredith Mullet, **Treasurer, The J.M. Smucker Company**  
 Christy VanSickle, **Secretary, OneEighty**  
 Judy Talcott, **President, Goodwill Industries**

## Board of Trustees

Chuck Bisesi, **The Wooster Brush Company**  
 Martha Bollinger, **Howard Hanna**  
 Richard Corfman, **Wayne County Board of Elections**  
 James Lanham, **Critchfield, Critchfield, & Johnston**  
 John Lorson, **Holmes County Soil & Water Conservation**  
 Richard Miller, **The Apple Creek Banking Company**  
 Jonathan Millea, **City of Wooster**  
 Don Noble II, **United Titanium**  
 Jeff Roberts, **Roberts Funeral Home**  
 Lacey Sampsel, **Bogner Construction**  
 Clay Sinnott, **The Commercial and Savings Bank**  
 Matt Tignor, **Tignor's Hometown Hardware**

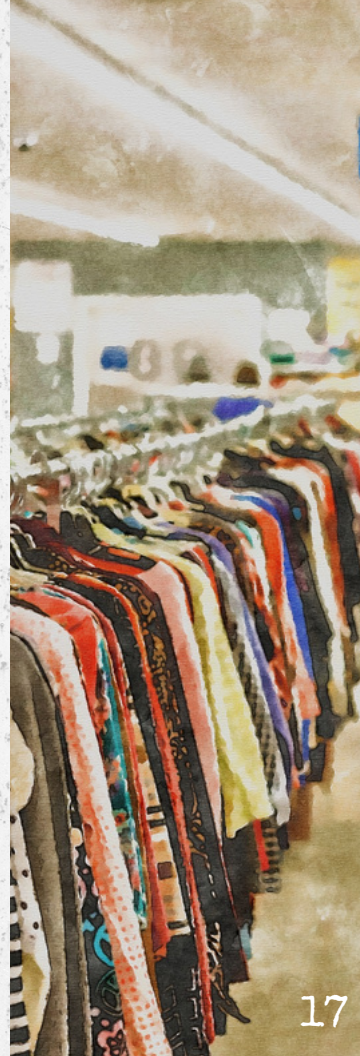
# We need your Help!

**DONATE. SHOP.** *Change lives.*

Goodwill turns your gently used clothing, housewares and home décor into Jobs. Through case management and training, we help the people in our community build themselves up and create sustainable futures through education and employment. Help us change lives in our community by donating your stuff today!



**WE NEED YOUR DONATIONS!**





**DONATE. SHOP.** *Change lives.*



[www.goodwillconnect.org](http://www.goodwillconnect.org)

Goodwill Industries of Wayne and Holmes Counties, Inc.  
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Donate Online

