Our business is changing lives...helping people help themselves through the power of WOrk B

2015 Annual Report

Goodwill of Central and Coastal Virginia

Our Work Is Defined By Our Mission, Vision and Values

Our Mission

Our business is changing lives... helping people help themselves through the power of **work**.

Our Values

Commitment

We demonstrate our value to and impact on the organization.

Respect

We value and connect with others.

Our Vision

Everyone has the opportunity to find their purpose, reach their highest level of self-sufficiency, and become productive members of our community.

Learning

We grow and succeed through learning.

Integrity

We earn trust through all of our actions.

Innovation

We exercise the power to make improvements.

Teamwork

We acheive goals and deliver our mission together.

Values Based Leadership

At Goodwill, working means more than just earning a paycheck. It means investing in our communities so that we can all be more successful in our lives. That investment begins with our own culture. *Commitment. Innovation. Integrity. Learning. Respect. Teamwork.* As stand-alone words, they are a powerful snapshot; but as driving behaviors, they are a force of change.

Diversity and Inclusion

We are dedicated to understanding the diversity of all those we serve to better relate to their needs and their struggles. To provide greater support for these communities, we are giving deliberate focus to diversity and inclusion. The desired outcome is a culture that celebrates our differences in a manner that serves to uplift our associates and enhances our ability to effectively serve our customers.

It's The Work That Brings Us Together

It is the work that adds dignity to a life. It is one's work that gives the family hope. It is a hard day's work that builds a future. And it is our work that strengthens our communities. That is the mission of Goodwill- helping people help themselves through the power of **work**.

And we see that power throughout our organization every day.

It is in the growth of our organization - opening one new store in Powhatan and a new attended donation center in Sandbridge.

It is in the expansion of our government contracts in partnership with Palmetto Goodwill in Charleston, South Carolina.

It is in the collaboration with Thomas Nelson Community College to provide credentialing in multiple industries at our Hampton Support Center.

It is in the over 1300 associates employed in Donated Goods programs, government and commercial contracts, workforce development programs and administrative support roles throughout our organization.

It is in the 18 volunteers on our Board of Directors and in the 16 volunteers on our Advisory Board that represent the community leadership and provide our governance.

It is in volume of donations topping 51 million pounds for this year - donations from our most generous communities.

It is through the over 3 million customer transactions in our retail stores and outlets.

It is seen through every dollar and every donor who gave to our Capital Campaign and Annual Fund efforts.

It is shown through our daily collaboration with multiple community partners.

It is evident every day in the individuals who walked through our doors or contacted our Community Employment Centers in 2015 seeking help to find a job. And it is proof in the job placement for over 2600 people in over 10 industries with more than 1300 employers.

2015 was a year for us to begin to better define our work - the work that we do to sustain our mission as well as the work that we do to deliver our mission. Our collaboration with the community partners: employers, foundations, community colleges, and even other non-profits will continue to provide direction and tangible impact into 2016. As a social enterprise, Goodwill will continue to reinvest in our work that supports our fiscal health and our workforce; as a non-profit organization, Goodwill will continue to invest in the work that builds our communities by collaborating with the right partners to create sustainable employment for those that need us most.

It begins with work- with getting a job- and it ends with changing lives. And we can't do it without you. Many thanks for continuing to believe in the power of work through your support of our work in 2015.

Charles Layman President & CEO

Scott Sims Chair of the Board

Her Work Gives Her Independence

"All I had was a bus ticket, my clothes, and a sliver of hope."

After a series of unexpected events changed Margaret's life, she was lost. When offered a chance to move to the Hampton Roads area, she jumped at the opportunity. Life wasn't easy after the move; she found herself in a bad employment situation without transportation, sleeping on couches, and losing that sliver of hope that had brought her here.

When a friend began working for Goodwill, Margaret quickly followed and was hired as a lead associate at Goodwill's outlet store in Hampton. Within three months, Margaret was promoted to assistant manager, and within a year, became the store manager at the Warwick retail store in Newport News.

Margaret now has her own car, shares a comfortable apartment with her roommate, and is looking to move into her own home sometime in the very near future.

"It's not just a saying that Goodwill changes lives through the power of work -I'm living proof of how true that is."

Our Donated Goods Programs Define Impact

1,290,380 donations processed 37 million pounds kept out of landfills 2.8 million retail ac transactions a

32 stores across 39 cities and counties

One's Work Brings Hope To A Family

Audrey first came to Goodwill's Community Employment Center (CEC) as an AARP tax-aide volunteer. As tax season drew to a close, she started looking for part-time employment to supplement her income and stay active. Audrey began working with an employment specialist on her job search while volunteering to assist with tasks at the CEC, quickly gaining the admiration of staff and customers with her hard work and dedication to helping others.

> As time went on, Audrey worried that her age was keeping her from finding employment. Not giving up, she attended a job fair hosted by Richmond Public Schools and stumbled across a position she knew would be a perfect fit. A short time later, Audrey began working as a Nutritional Services Café Worker in the school system.

"It's right up my alley, and I'm so happy. I can spend more time with my grandkids without having to worry about how I'll earn an income."

Our Community Workforce Programs Deliver Results

Over 16,000 served through Community Employment Centers

Over 3,600 returning citizens served through re-entry programs

Over 1,000 served through vocational and job training programs Over 600 veterans served through employment programs

His Work Builds A Future

Pursuing a degree, but unsure of his employment future, Khidhr began looking for a job as he approached graduation. An online search quickly led him to Goodwill Staffing Solutions (GSS), where his life-changing employment journey began.

"I knew what I wanted to do, but didn't know where to even start looking," Khidhr admits, as he faced several challenges including a limited work history and mobility issues. Within a week of contacting GSS, Khidhr was interviewed by SKF Lubrication in Newport News. His first, and only, job interview would become his first job with his new degree.

"He came in with a smile, positive attitude, saying he could do whatever was required despite his limitations. He said he'd go the extra mile, and he certainly has," said Dawn, a member of SKF's human resources team. "He's an incredible team player, an all-around great fit."

A year after starting with SKF, he's now enrolled in the Industrial Technology program at Old Dominion University, but the benefits far surpass his work.

"Because of this job I was able to finally propose to my girlfriend - finally able to buy her a ring. And, I just bought my first house, my own place. It's a dream come true."

Our Businesses and Our Community Provide Sustainable Jobs

662 individuals placed into employment by Goodwill Staffing Solutions 225 individuals employed through 12 government and commercial contracts Over 2600 individuals placed into competitive employment NO SMOKING

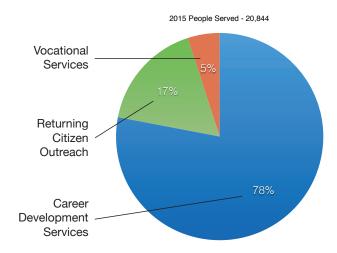
SKF

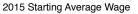
Work Adds Dignity To A Life

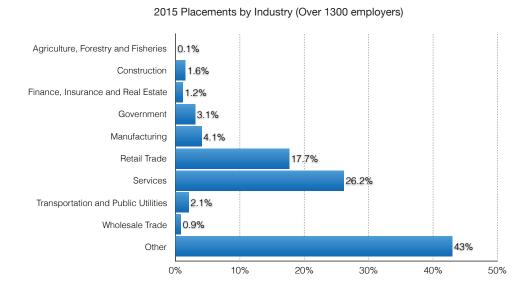
Chavon came to the TIE (Transition to Independence & Employment) Program unsure of herself and her future. Without a job and with a small child, Chavon was eager to better her situation, working hard to improve her interview and job search skills and build her confidence.

Through the help of her job placement counselor, Chavon eventually landed a job in one of Goodwill's retail stores, where she still works today. She continues to impress her supervisors and is admired by her teammates for her hard work and dedication.

"I was able to take the skills I learned in the TIE program and use them right away. I'm more confident now. I've even moved into my own apartment and I'm getting my driver's license."







Usewares



Our Work Sustains Us

Calvin's history with Goodwill goes back over 25 years, and his life now is much different than when he started. Facing physical obstacles that would often limit someone personally and professionally, Calvin's story is one of determination and hard work.

After a recent move to Charleston, South Carolina, Calvin accepted a position with a Goodwill AbilityOne contract site where he quickly proved his determination and work ethic. **"So many times I was told I couldn't do the job. Not only am I driving a forklift now, but I'm getting a promotion. They gave me a chance, and it's been a blessing."**

23.1%

23.8%

25%

30%

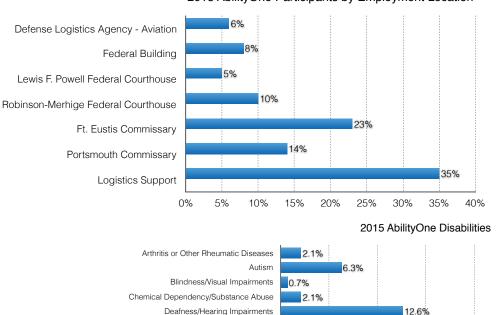
16.8%

20%

15%

9.8%

10%



Epilepsy/Seizure

Neurological Disorder Orthopedic/Mobility Disabilities

Speech Impairment

0.7%

0.7%

5%

0%

1.4%

Developmental Disability other than Autism

Psychiatric, Emotional and Behavioral Disorders

Learning Disability other than Autism

2015 AbilityOne Participants by Employment Location

Goodwill Operations (in millions)

Contributions and Revenues

Contributions and Sales of Donated Goods	\$ 46.4
Contracts	17.2
Fees and Grants from Governmental Agencies	2.9
Public Support	0.9
Other	0.1
	\$ 66.8
Expenditures	
Donated Goods and Store Operations	\$ 33.9
Contracts	16.2
Education, Training & Employment	3.9
Placement Services	0.8
Administrative Expenses	6.8
Fund Raising	0.2
Total Expenses	\$ 61.8
Reinvestment in Mission	\$ 5.0
Beginning Assets	34.0
Ending Assets	\$ 39.0

Work Strengthens Our Communities

We are grateful to the following organizations that increase our community impact and make the power of work possible each day:

Partners in Donated Goods

Altria American Family Fitness Centers Anheuser-Busch Ashland Christian Center ATE K9 Division Capital Region Airport Central Virginia Waste Management Authority Chesterfield Towne Center Cintas College Hunks Hauling Commonwealth Catholic Charities Courthouse Estates Dell Reconnect Geico Goochland Clothes Closet Havnes Furniture HOPE Thrift/ HOPE Church Kane Office Movers Kiln Creek Libbie Market Long & Foster Real Estate Mancon Men's Wearhouse PODS of Central Virginia Rio Car Washes Running Man Sierra Club, University of Richmond

Stilhl, Inc. Tikkun of Norfolk Virginia Baptist Home Whole Foods Market YMCA of Greater Richmond 1-800 GOT JUNK

Local Schools and Colleges

Brvant & Stratton Chesterfield County Schools FCPI First Colonial High School JROTC Henrico County Public Schools James River High School Landsdown High School Newport News Public Schools Norfolk Public Schools Norfolk State University Randolph-Macon College Regent University **Richmond Public Schools** St. Christopher's School The Achievable Dream Academy The College of William and Mary Thomas Nelson Community College Tidewater Community College University of Richmond Virginia Commonwealth University Virginia Union University

Partners in Collaboration

Amazon **BOFA Nurse Training Center** Bon Secours Bureau of Prisons C&F Bank Canada Dry Capital One Care Advantage CARITAS Chesapeake Public Library Christopher Newport University City of Hampton City of Newport News City of Norfolk City of Portsmouth City of Virginia Beach Commonwealth Catholic Charities. Refugee Resettlement Services Cushman & Wakefield | Thalhimer Disabled American Veterans Family Systems - NLP Fleet and Family Service Center Girl Scouts of the Colonial Coast Greater Richmond SHRM Hampton Roads Business Advisory Council Hampton VA Medical Center

Work Strengthens Our Communities

Partners in Collaboration (cont.) Ways to Work

KRA Corporation Marriott Downtown Norfolk Waterside Men's Wearhouse Microsoft National Guard Family Assistance Newport News Department of Human Services Opportunity Inc. Peninsula Worklink Petersburg Advisory Council Physicians Advisory Council **Piedmont Corporation** Retail Alliance of Hampton Roads Shared Knowledge St. James' Episcopal Church SunTrust TFC Recycling The Planning Council TowneBank VA Community Capacity Initiative Virginia Aquarium and Marine Science Center Virginia Beach Hotel Association Virginia Credit Union Virginia Employment Commission Virginia Ship Repair Association Virginia Wounded Warrior Program Viriginia Peninsula Food Bank

Wells Fargo Westin Virginia Beach Town Center

Partners in Service

AARP Senior Employment Program Adult Learning Center/GED Boaz and Ruth Catholic Charities Charles City Public Schools Chesapeake Community Service Board Chesapeake Jail Chesterfield County Department of Mental and Support Services Chesterfield County Department of Social Services Chesterfield County Public Schools Colonial Heights Public Schools Communities In Schools (IC Norcom/ Portsmouth) Community College Workforce Alliance Community Residences Decker Law Firm Department of Aging and Rehabilitative Services (DARS) Department of Veteran Services Dilwyn Correctional Center District 19 Community Services Board Fleet and Family Services

Foundation for Rehabilitation Equipment & Endowment (FREE) Grace Inside Goochland Community Service Board Henrico Area Mental Health **Developmental Services** Henrico County Department of Social Services Hilliard House Huntersville Community Center Indian Creek Correctional Center **Reynolds Community College** John Tyler Community College Judeo-Christian Outreach Center Neighborhood Resource Center New Kent County Public Schools Newport News Department of Human Services Newport News Sheriff's Office Norfolk Community Service Board Norfolk Department of Human Services Norfolk State University Offender Aid & Restoration (OAR) Opportunity Inc. Partnership for Families Northside (PFFN) Petersburg Jail Annex Portsmouth Public Schools Portsmouth Department of Social Services Red Cross

Richmond Behavioral Health Authority Richmond City Department of Social Services **Richmond City Jail** Rubicon Samaritan House Senior Connections Sister To Sister SourceAmerica St. Bride Correctional Center St. Joseph's Villa The City of Norfolk-Veteran's Services Thomas Nelson Community College Tidewater Community College Tidewater Military Services Council Virginia Department of Veteran Services (Americorps) Virginia Employment Commission (VEC) Virginia Peninsula Food Bank Virginia Values Veterans (V3) Viriginia Beach Department of Veterans Services/ Virginia WCLM Radio 1450 William Bvrd YMCA of South Hampton Roads York County Pubic Schools

Our Work Is Stronger With Your Support

The Board of Directors and staff gratefully acknowledge the generous support of the following donors whose gifts - designated for either operations, programs or capital totaled \$2,226,845 between January 1 and December 31, 2015. In addition, we wish to recognize those donors supporting **The Power of You Campaign**. which began in 2014 to enhance the capacity, partnerships and facilities in Richmond and Hampton. Every attempt has been made to list all donors with accuracy. For inquiries or corrections, please contact Danielle Cronin at 757-248-9505 or Danielle, Cronin@goodwillvirginia.org.



Proposed future look of 1911 Saville Row in Hampton



Proposed future look of 6301 Midlothian Turnpike in Richmond

THE POWER OF YOU CAMPAIGN

An extraordinary effort is underway to expand mission. services, outcomes and facilities in both central and coastal Virginia service areas. The following major donors have provided gifts and grants totaling \$2.381.490 to date.

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The Cabell Foundation Emily S. & Coleman A. Hunter Trust Marietta McNeill Morgan and Samuel Tate Morgan Jr. Foundation Mary Morton Parsons Foundation The Bob & Anna Lou Schaberg Fund at Virginia Nonprofit Housing Coalition William II. John G., Emma Scott Foundation

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Goodwill would also like to thank and recognize its **568 associates** who, in addition to their daily work, have graciously given financial gifts since the launch of the campaign.

SPECIAL RESTRICTED GIFTS/GRANTS FOR PROGRAMS/SERVICES

Private Foundations and Associations

Brookfield Foundation The Cameron Foundation The Community Foundation of Greater Richmond The Hampton Roads Community Foundation Robins Foundation Southeast Virginia Community Foundation United Way of Greater Richmond & Petersburg Virginia Non-Profit Housing Coalition

Business and Industry

Capital One Services LLC. SunTrust Bank Foundation TowneBank Foundation Wells Fargo Foundation

Congregation

St. James's Episcopal Church of Richmond

Our Work Reaches More With Your Help

THE ANNUAL FUND

Annual unrestricted gifts provide crucial and flexible support for the mission of Goodwill. The Annual Fund provides an opportunity for donors, at all levels, to make a difference in changing lives day by day, year after year.

The Goodwill Ambassadors Society (Recognizing our most generous donors of \$1000 or more)

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In Memoriam J. Stewart Bryan

Stewart was a dedicated newspaperman and great influencer in our community. Stewart believed in the power of work and through his service to our Goodwill - as a Board member from 1978-1984 - he was instrumental in setting the strategy for our future. Stewart served as Board Chair in 1982. In 1983, he was a member of the

Board's Executive Search Committee that hired our current CEO, Charles Layman. His commitment did not end there as he continued to be a mentor to our leadership and a donor for our continued growth. We are grateful to J. Stewart Bryan and his family for their support of our mission throughout the years.

Our Work Together Changes Lives

Business and Industry

Keiter Certified Public Accountants and Consultants Lewis Media Partners Sinclair & Associates Inc. Stihl, Inc. Cushman & Wakefield | Thalhimer

Employee Matching Gifts

Dominion Employee Giving Program Travelers

Private Foundations and Associations

Durham Foundation Westover South & Woods Civic Association United Way of South Hampton Roads United Way of Greater Richmond and Petersburg United Way of the Virginia Peninsula

MEMORIAL GIFTS

In memory of Joanne R. Brinkley by Derby D. Brackett In memory of Bohn C. Lindemann by Caroline Y. Brandt In memory of Cecil McFarland by Stewart and Lissy Bryan In memory of Marjorie White by Bernadine Doggett

COMMEMORATIVE GIFTS

In honor of Derby D. Brackett by James R. V. Daniel III In honor of Derby Brackett by Mr. and Mrs. J. Randolph V. Daniel IV In honor of Danielle Cronin by Elizabeth Rountree In honor of W. H. Daub, Jr. by Betty Ann Dillon In honor of Alexander J. Kay by Alexander J. Kay III In honor of Alexander J. Kav by Mr. & Mrs. S. Bruce Williams In honor of Alexander J. Kav by Elizabeth K. Wilson In honor of Hasan Zarif by Mr. and Mrs. Robert H. Armstrong In honor of Hasan Zarif by Cecilia Herrmann In honor of "those lost by addiction" by The McShin Foundation

Goodwill founder, Reverend J. Edgar Helms left a legacy that has positively impacted and transformed our communities through the power of work for more than 100 years. Consider leaving your legacy through a gift to Goodwill's Endowment Fund.

To learn more, please contact Danielle Cronin at 757-268-9405 or Danielle.Cronin@goodwillvirginia.org.

For 2016, we will build our fundraising efforts to raise the visibility of our work throughout the philanthropic community; collaborating with community partners, foundations, individuals and other non-profits to find sustainable solutions for our customers.

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In Memoriam Gray Rawlings Beloved Board member 2000 - 2012; Board Chair 2009 - 2010 Her devotion to our Goodwill and her commitment to our mission was only

one example of her ability to change the lives of those around her. We will always remember her by continuing our work to serve others.

Our Locations

For a complete listing of our stores, attended donation centers, and Community Employment Centers throughout our territory, visit our website **www.goodwillvirginia.org**

Central Virginia Support Center

6301 Midlothian Tumpike Richmond, VA 23225 Monday - Friday 8 a.m. - 5 p.m. Phone: (804) 745-6300 Fax: (804) 276-6519

Hampton Roads Retail Operations Center

1911 Saville Row Hampton, VA 23666 Monday - Friday 8 a.m. - 5 p.m. Phone: (757) 248-9405 Fax: (757) 506-7696





Powhatan Retail Store Powhatan County Suffolk Retail Store (Relocation) Suffolk





www.goodwillvirginia.org

