Transformation Abounds

At Goodwill of Central and Coastal Virginia, we do more than help people get jobs. We help create futures. Through Goodwill, individuals facing challenges to work discover their strengths and gain new skills. Thanks to your support we can break down barriers, dismantle stereotypes and restore faith in the power of work. The people we serve aren’t just ready to transform. They’re able.

Friends of Goodwill:

Since 1923, Goodwill has served countless individuals facing challenges to work in Virginia. We’ve helped them learn new skills and discover the best of their abilities while creating pathways to opportunities and success.

In 2015 our Board of Directors began an in-depth exploration to assess the needs of job seekers and employers, examine our operations and resources, apply a sharper lens to partnerships and collaborations, and build stronger futures.

Thanks to your support, 2016 was the year we turned our findings into action through strategic transformation.

As a result, Goodwill is better-able to deliver the right services at the right time to each job seeker. We can provide more intensive services to those whose needs are greater, while still providing a broad menu of services to others. Employers and community colleges have become important allies, and we are creating workforce solutions to meet demands for skilled workers now and in the future.

From the outside looking in, early signs of our transformation may seem subtle. But for those who have gained a new sense of empowerment, independence, stability and purpose, the transformation is life changing.

Charles Layman
President & CEO

Christopher Rouzie
Chairman of the Board

Special thanks to W. Scott Sims, Immediate Past Chairman, for his dedicated service.
Transformation Counts

In 2016 Goodwill served 17,386 individuals. Of those, 14,286 were newly enrolled. Many of these individuals use Goodwill’s resources such as computers, the Internet, resume and job search tips; others seek more intensive services and one-on-one support to get the training, credentials and job search preparation needed for work.

Thanks to the revenue generated from Goodwill’s social enterprises and generous shoppers and donors, these services are provided at no charge to job seekers.

Serving Individuals with Disabilities
Goodwill served 594 individuals with severe disabilities. Of the newly employed, average starting wages were $10.90.

In the Supported Employment program, 91% of those who receive follow-along support from Goodwill have jobs with fringe benefits.

The Work Adjustment Training program provides close monitoring, support and assessments of individuals with disabilities in order to help them transition to employment. Of those who completed the program, 90% were referred to job placement or supported transitional employment.

Veterans Support
Transitioning from the military to civilian employment can pose challenges in how to translate marketable skills to local employers. Goodwill helped 103 veterans to secure employment, with average starting wages of $12.78.

Transitioning to Independence and Employment
The Transition to Independence and Employment Program provides training and support to help individuals transition from public assistance to employment; 101 program participants secured employment.

In addition, Goodwill helped 161 young people ages 16 – 20 to secure employment.

Earning Credentials
Demonstrating job readiness and training to employers can give job seekers an edge. Goodwill offers training programs that lead to nationally recognized credentials in Hospitality, Customer Service, HVAC*, Electrical* and Facilities Maintenance*. In hospitality and customer service, 98% of those who completed the programs earned their credentials, and 78% were placed directly into employment.

In partnership with Thomas Nelson Community College.

Transitioning Back to the Community
Goodwill’s Re-Entry Program helped nearly 400 ex-offenders secure employment with average starting wages of $10.09. The program helps them navigate re-entry into the workforce and provides individual support for issues this population faces, such as disclosing their criminal history and attaining photo identification.

Temporary Transitions
Goodwill Staffing Solutions (GSS), a full-service staffing enterprise operated by Goodwill, placed 471 individuals into jobs. GSS helps to meet the needs of employers and individuals seeking temporary hourly employment in customer service, hospitality, warehousing and other jobs at an average $11.22 per hour.

Rodniqua Wyatt loves the fact that she gets to wear her own clothes to work in the Internal Revenue Service mailroom at the Federal Building in Richmond. “You get to express yourself,” she says.

The self-described people person wanted to be a receptionist after graduating from high school in 2015, but due to a traumatic brain injury, she needs support to achieve her career goals.

The Department of Aging and Rehabilitative Services referred Wyatt to Goodwill of Central and Coastal Virginia for vocational services, as she was a good candidate for Goodwill’s supported employment program for individuals with disabilities.

At Goodwill, Wyatt’s employment specialist created an individual career plan and a personalized job development plan to help Wyatt improve her interviewing and application skills.

“They gave me lots of encouragement,” Wyatt said.

Although Goodwill prepares people to work for a wide variety of community employers, Wyatt expressed a desire to work directly for Goodwill. Her first job was with its janitorial contract services.

Of Goodwill Services Incorporated’s 305 employees, 231 have disabilities. GSI operated at 16 sites under seven government contracts in 2016, from commissaries to federal courthouses, the IRS and military warehouses.

What Job Seekers Say
Goodwill surveys its program participants annually in order to ensure strong service delivery. Highlights from 2016 include:

- 93% were very satisfied / satisfied overall
- 84% felt prepared for the workforce
- 91% received valuable information
- 92% likely to recommend Goodwill to others

Transformation Creates a Future

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They also was eligible for AbilityOne, a federal contract program designed to provide employment opportunities for people who are blind or have significant disabilities. Goodwill Services Incorporated (GSI) holds several AbilityOne contracts and administers the recruitment, training, staffing and support of more than 300 individuals annually, 76% of whom have disabilities.

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Over decades Goodwill has developed programs to serve the unique needs of various populations: individuals with disabilities, people with limited education or work experience, those who don’t speak English or who are re-entering the community following incarceration, people in need of transitioning from public assistance and youth with no plans or prospects.

The infrastructure behind these services is complex and unglamorous. Serving more than 17,000 individuals requires resources to schedule appointments, capture data, manage cases, comply with regulations, train job seekers while training your own workforce, secure employment opportunities, follow up with clients, provide transportation...the list is endless, but it’s vital to the fulfillment of our mission.

In 2015 our Board of Directors set out to research and assess the community’s needs and position Goodwill for a strong and vibrant future as a leading service provider.

For nearly two years we worked with seasoned consultants who conducted research and examined our programs and processes from top to bottom.

Their findings reconfirmed that Goodwill is well-regarded in the community. The new finding that emerged, however, was that Goodwill needed to align with prospective employers in order to ensure employment opportunities for those we serve.

To that end, we created a Business Development team within our Community Workforce division to meet with employers, discover their needs, and create relationships and systems to match their demand with the needs of our job seekers.

In addition, we re-worked the organizational chart and undertook an enormous process mapping project to increase our efficiencies in service delivery—all with the goal of improving outcomes for those we serve and increasing impact on the community.

“Transformation Takes Vision”

While living in Union Mission Ministries’ (UMM) shelter in Norfolk, Tyrell McSee (pictured right), 22, participated in Goodwill’s hospitality training program. In a unique partnership, UMM provides housing and wraparound support services for homeless men, and Goodwill provides hospitality training that leads to credentials to get started in the industry.

“Goodwill thought of everything: soft skills, emotional intelligence and financial smarts,” said Eric Metcalf, program manager for UMM. “It’s been a huge success.”

McSee now works at the Holiday Inn Virginia Beach Norfolk Hotel and Conference Center and has his own apartment.

“I’m doing so well,” he said. “My supervisor and co-workers love my attitude, and I enjoy going to work.”

McSee said the program and Goodwill’s soft skills training didn’t just teach him how to do a job; it made him a better person. “Goodwill makes you feel like you are somebody,” said McSee. “Aside from my family, I never felt a bond like this.”

What Goodwill’s Transformation Means

To Job Seekers:
- More individualized attention for those with the highest levels of need.
- Shorter wait times for services from a multi-disciplinary team.
- An expanded roster of training classes, skills-building, and employers.
- Follow-up after job placements to ensure long-term stability.

To Employers:
- Gain a true partner to understand and meet evolving workforce needs.
- Less work recruiting, screening, and training candidates.
- Get the best workforce possible with Goodwill’s “Try Before You Hire” temp-to-perm opportunities, reducing turnover.

To Donors:
- Greater, more targeted impact.
- Peace of mind supporting a leading, respected service provider.
- Changing the lives and livelihoods of people in our community—for generations to come.

To Communities:
- A better-prepared, stronger workforce.
- Ability to redirect social services dollars.
- More economic prosperity.
Donors to our Power of You campaign helped make this possible, including lead donors Brad and Janet Sauers, TowneBank Foundation and the Mary Morton Parsons Foundation.

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Goodwill thanks you for your ongoing support and generosity.

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“Goodwill teaches you things that employers look for,” said Nana Frimpongma, who, with new credentials from Goodwill, now works fulltime as a documentation specialist instead of two part-time jobs. “They treat you like family,” she said.

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In addition to the thousands of individuals who donate used goods, we thank the many businesses, schools, and community organizations that donate their excess inventory, used furniture and electronics, including these leading donors:

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Virginia Urology
West End Thrift

George Harris of Staples Business Advantage regularly donates “nearly new” office furniture to Goodwill in Hampton Roads. “Goodwill’s organization and logistics are streamlined and we don’t have to worry about anything,” he said. “Working with Goodwill is a win-win. It has an established community presence, and I always hear people saying positive things about the organization and its mission.”

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*2016 Residential and Commercial Donated Goods*
1,325,645 donations
Weighing 53,025,800 pounds
Keeping 39,769,350 pounds out of landfills

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Financials

Goodwill of Central and Coastal Virginia, Inc. 2016 Annual Report - Financial Highlights

Contributions and Revenues (In millions)

- Donated Goods: $46.0
- Employment Program Contracts: 18.7
- Fees and Grants from Governmental Agencies: 2.5
- Philanthropic Support: 1.1
- Other: 0.1

Total Contributions and Revenues: $68.4

Expenditures

- Donated Goods and Store Operations: $35.7
- Employment Program Contracts: 19.1
- Education, Training and Job Placement: 5.0
- Administrative Expenses: 4.6
- Resource Development: 0.3

Total Expenses: $64.7

Reinvestment in Mission

- Reinvestment in Mission: $3.7

Beginning Net Assets: $41.7
Ending Net Assets: $45.4

“Goodness is the only investment that never fails.” – Henry David Thoreau

Transformation Takes All of Us

Your support helps create pathways to opportunities and success for individuals facing challenges to work. When you support Goodwill’s proven ability to meet needs in your community, you’ll be part of the transformation for good.

Thank you.

In addition to donations of household goods and textiles, electronics and excess commercial inventory, Goodwill gratefully accepts gifts of cash, stocks and annuities. To learn more about how you can support Goodwill, contact Kimberly Separ, director of resource development, at 804-278-7520.

If you are an employer seeking to hire individuals served by Goodwill, contact 804-745-6300.

To donate excess inventory or arrange pick-up from community yard sales and other events (no residential pick-up), contact 804-745-6300.
locations
For a complete listing of more than 35 retail stores and donation centers throughout Central and Coastal Virginia, as well as information on our auctions, outlets and electronics stores, visit www.goodwillvirginia.org

Richmond Support Center
6301 Midlothian Turnpike
Richmond, VA 23225
Monday – Friday 8 a.m. – 5 p.m.
Phone: (804) 745-6300
Fax: (804) 276-6519
1-800-922-0661

Hampton Support Center
1911 Saville Row
Hampton, VA 23666
Monday – Friday 8 a.m. – 5 p.m.
Phone: (757) 248-9405
Fax: (757) 248-9416

6301 Midlothian Turnpike
Richmond, VA 23225