

Transforming for Good

2016 ANNUAL REPORT



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.

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Charles Layman Christopher Rouzie

Friends of Goodwill:

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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 D. Layman President & CEO

Christopher Rouzie Chairman of the Board

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

ANNUAL REPORT

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.

Transformation Creates a Future



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.

She 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.

"AbilityOne sets itself apart by guaranteeing ongoing support for employees, including everything from on-the-job training all the way up to crisis intervention," said Steve Huyck, GSI's director of contract services.

After a year, Wyatt's employment specialist spotted an advancement opportunity with an opening at the IRS's mailroom in Richmond, which Goodwill operates under an AbilityOne contract. Wyatt landed the job, and is responsible for sorting incoming and outgoing mail, proper postage, zip codes, addresses and zones.

She also has learned the names of all the IRS employees to ensure accurate delivery.

Goodwill's Follow Along program continues to support Wyatt. Her employment specialist reviews and updates Wyatt's employment goals every six months and visits her each week to ensure that Wyatt is managing the job requirements, learning the routines and asking for guidance as needed.

Wyatt said Goodwill helped her find more than a job, she found a career. "I thank God, my family, my counselor, and all the Goodwill staff for this great job opportunity," she said.

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

92% likely to recommend Goodwill to others

91% received valuable information

GOODWILL 2016

Transformation Takes Vision

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.

"The structure of our transformation is designed around human beings. From the moment they walk into our employment centers, we want job seekers to feel that they are in a caring and uplifting environment. We want them to know that we believe in them and that better futures are possible. At the same time, employers will see that Goodwill can meet their workforce needs." John Dougherty

Vice President, Community Workforce



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.

Transformation Takes Commitment

In 2016 Goodwill worked to build a Community Employment Center at our Hampton Support Center, which opened in early 2017. The project represents the final phase of Goodwill's \$7 million investment in the Virginia Peninsula to double service capacity by 2020.

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.



Virginia Secretary of Commerce and Trade Todd Haymore cuts the ribbon for Goodwill's Hampton Support Center.



Goodwill's Hampton Support Center

Special thanks to our Ambassadors Society donors whose extraordinary commitment sustains Goodwill's mission.

Recognizing our most generous donors of \$1,000 or more.

\$250,000 and up:

The Cabell Foundation Mary Morton Parsons Foundation Brad and Janet Sauer TowneBank Foundation

\$100,000 - \$249,999:

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Thank You

Goodwill thanks you for your ongoing support and generosity.

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GOODWILL 2016

"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.

Ms. Jan T. McCarthy

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list, and regret any errors or omissions. Should corrections be necessary, please contact Laura Dickinson at 804-239-6326.

We have taken great care to ensure the accuracy and completeness of this

Helen Holmes, owner of Ms. Girlee's Restaurant, has hired four people referred by Goodwill since 2015. "They're doing a great job," she said. "Their skills are exactly what I need and they are an asset to my business."

Donated Goods

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:

Altria Group, Inc.

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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



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."

GOODWILL OF CENTRAL AND COASTAL VIRGINIA, INC.

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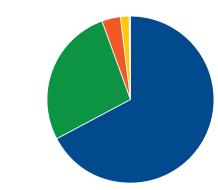
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Financials

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

Contributions and Revenues (In millions)

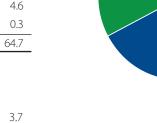
Donated Goods	\$ 46.0
Employment Program Contracts	18.7
Fees and Grants from Governmental Agencies	2.5
Philanthropic Support	1.1
Other	 0.1
	\$ 68.4



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	
Beginning Net Assets	
Ending Net Assets	



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"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