Our **Mission**

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

Our **Vision**

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

Our **Values**

**Commitment**
We demonstrate our value to and impact on the organization.

**Innovation**
We exercise the power to make improvements.

**Integrity**
We earn trust through all of our actions.

**Learning**
We grow and succeed through learning.

**Respect**
We value and connect with others.

**Teamwork**
We achieve goals and deliver our mission together.
2014 marked the start of our revised three-year strategic plan. The plan’s theme, “People First”, defines not only our mission in the community, but how we will operate as a business.

Our mission is to help individuals achieve their employment goals and become productive members in our communities. We placed 2,326 individuals into jobs in 2014. In addition, we employed 1,282 people within our Goodwill operations. We also intensified our efforts to help each client see that a career, not only a job, is possible.

At Goodwill, our focus on “people first” is supported by our core values. They are: commitment, innovation, integrity, learning, respect and teamwork. You can see our core values on the walls of our stores, community employment centers, and offices. More importantly, you will see them in our interactions with one another and with the people we serve.

Our values in action contributed to our success in 2014. Through teamwork, we opened three stores, three attended donation centers, and placed ten unattended donation boxes in our territory; expanding our retail and donation footprint to 80 locations. At the same time, innovation- our willingness to explore possibilities- drove our work with the Federal Government where we leveraged our warehousing and supply support services expertise to expand and become a multi-state operation, employing 35 individuals in Virginia and Charleston, S.C. on one contract.

Growing and succeeding through learning is fundamental to our mission and delivered through our Career Development and Vocational Services Programs, where we served 17,732 people. This includes 390 Veterans, 3,586 returning citizens*, and 593 individuals with severe disabilities. Our Goodwill associates logged 18,858 hours in workshops and classes to improve their work at Goodwill, too.

The commitment of our partners grew in 2014 as we deepened relationships with area businesses- some of whom employ Goodwill graduates, while others hired Goodwill to provide temporary staffing, document shredding, e-recycling, janitorial services, or employee training services. We also welcomed new partners who hosted donation events, provided volunteer support, or made financial donations. Our partners understand that with Goodwill, their businesses can change lives for the better.

Last year, the community continued to shop and donate, providing the ongoing fuel for our job training and career development programs. In turn, we remained committed to our role as stewards of the community’s investment in our mission. Whether through the actions of our donation attendants, employment specialists, or accounting team, each brings integrity to the work they do on behalf of Goodwill.

Finally, as our “People First” strategic theme gained momentum in 2014, our associates demonstrated respect, showing each other the difference they make in our work and communities. Our deepening use of our values in leadership has set a strong emphasis for our work in 2015.

We thank you for your belief in people first and your part in helping us to change lives through the power of work.

*Persons recently released from incarceration

Charles Layman
President & CEO

David A. Modena
Chair of the Board
Donated Goods

Teamwork at its best.

Our retail stores, outlets, auctions, transportation and logistics comprise our Donated Goods Program and define teamwork at its best. Together, they processed 1,165,000 donations and kept 37 million pounds of household goods out of area landfills. They also engaged 2,900,000 transactions with our shopping customers and traveled 433,000 miles moving material donations to be sold in support of our mission.

Donated Goods staff also worked with many other teams at Goodwill to successfully open three new stores—in Hanover County, Newport News, and Henrico County, bringing our total store count to 32 throughout the territory. Our Donated Goods teams are made up of individuals that live in many of the 39 cities and counties that we serve. We live local and serve local.

Samantha Lawhorn
Participant, Supported Employment Program

Samantha came to Goodwill through our Skills Building Program five years ago. Today, “Sammi” works through the Supported Employment Program at our Alverser retail store. “My favorite thing to do is hanging clothes,” she says.

Her love for her work is evident when you visit Sammi. She takes her contribution to team goals seriously and pushes herself to exceed her contribution to those goals. “Getting donated clothing ready to sell is fundamental to the success of our store. We couldn’t do it without Sammi and her team,” says Barry Mitchell, Alverser store manager.

Skills Trainer Shannon Payne says, “Sammi’s energy and commitment to her job are truly awesome. She is multi-talented, willing to switch gears whenever needed to meet the changing needs of her Goodwill team, and exemplifies flexibility. All this is accomplished with grace and a beautiful smile.”
SourceAmerica® is a nonprofit agency that assists with implementation of the Federal AbilityOne Program. AbilityOne enables the Federal Government to buy products and services nationwide from participating community-based nonprofit agencies dedicated to training and employing individuals with disabilities.

Through our partnership with SourceAmerica®, Goodwill participates in seven AbilityOne contracts with the Federal Government. In 2014, we expanded our contract with the Navy into Charleston, S.C., providing 35 more jobs for the individuals we serve.

We continue to service six other government contracts for a total of 165 associates in warehousing, custodial and commissary operations. We also received two designations from SourceAmerica® in 2014:

- Tier 3 rating for the 2014-2016 Total Facilities Management ranking.
- Gold level certification for Quality Work Environment Initiative.

Goodwill Staffing Solutions, our staffing business that works to employ individuals in temporary to permanent hire positions, placed 389 individuals into employment.

Chrissy came to Goodwill nearly five years ago, thanks to a referral from a former colleague that had joined Goodwill. Through the Supported Employment Program, Chrissy decided that work on our janitorial team was a good fit. Always industrious, Chrissy held down a second job while working for Goodwill for nearly two years. She has proven to be a self-starter at the 78,000 square foot facility that her team cleans, often selected to serve as team lead.

In January, Chrissy was officially promoted to Janitorial Lead Associate. “It felt good to be promoted,” Chrissy says. “I feel like finally somebody sees I do a good job.” When Chrissy got promoted, client and Building Manager Art Thurston said, “Based on how hard she works, everybody thinks she’s the lead already!”
Career Development Services & Vocational Rehabilitation Services

Learning leads to self-sufficiency.

In 2014, we served 17,732 people through our five Community Employment Centers and Vocational Rehabilitative Services Programs. We placed 2,326 individuals into employment including 70 Veterans, 83 individuals with severe disabilities, 161 youth, and 281 returning citizens (persons recently released from incarceration).

*Persons recently released from incarceration*
Mykea Newman
Graduate, Transition to Independence and Employment (TIE) Program

Mykea came to the TIE Program feeling uncertain about her future. “Despite the uncertainty, I didn’t have the discipline on my own to get to where I needed to be,” Mykea explained. After just a few days in the program, Mykea found the confidence and self-esteem she needed to learn how to pursue job leads, to interview, and to gain and maintain employment. “I am honored to have been in Goodwill’s TIE Program and it has been a blessing to me.”

Mykea is now a shift supervisor for McDonald’s and continues to benefit from the skills she learned through Goodwill.
Goodwill

Respect reinforces our strong workplace.

In 2014, our Goodwill embarked on a long-term learning exercise about the role of our values in strengthening and sustaining our culture. With The Luck Companies as our guide, our leadership team began “Values-Based Leadership” (VBL) training.

The learning continues as we bring more leaders into Values Based Leadership classroom training and work intentionally to practice VBL principles in our day-to-day work.

Joshua Charity
Assistant Manager, e-Recycling Program, Central Virginia

Josh came to Goodwill looking for a better future. He brought customer service and sales skills with him. At the time, Josh did not understand Goodwill’s mission, or even that he could find a career here. That quickly changed through his interviews and first position as a donation attendant. Since 2011, Josh has used his customer service and sales expertise through four promotions and now serves as an assistant manager for our e-Recycling program, where he puts his love of electronics to full use. Josh says, “I like that I can meet customers’ needs.” About his time at Goodwill, Josh says, “There is trust here, open communication and plenty of learning opportunities. My bosses know and respect my desire to advance. I plan to be with Goodwill for a long time.”

Beatrice Wallace
Client, Richmond Community Employment Center

Downsizing brought Beatrice to Goodwill’s Community Employment Center. Having worked for the same employer for 15 years, Beatrice was worried that her age and looking for another job while unemployed would make her search nearly impossible. At Goodwill, she found staff and resources that got her temporary work through Goodwill Staffing Solutions, job interviews for permanent employment, and financial education through the goodChoiceProgram. Beatrice is now a Donation Attendant with Goodwill. When asked what she is most thankful for, Beatrice says, “The support, honesty and respect that I got at Goodwill. They showed me that all that I wanted to achieve was possible. And it was!”
At Goodwill, we believe there are specific behaviors that demonstrate commitment. They are: passion for our mission; trustworthiness; standing up for others; perseverance; and delivering on promises.

Our business partners live these behaviors in their work with us. We are grateful to the following organizations that increase our community impact:

**Partners in Donated Goods Initiatives**

1-800 GOT JUNK  
Altria  
American Family Fitness Centers  
Anheuser-Busch  
Ashland Christian Center  
ATF K9 Division  
Capital Region Airport Commission  
Central Virginia Waste Management  
Chesterfield Towne Center  
Cintas  
College Hunk’s Hauling  
Commonwealth Catholic Charities  
Courthouse Estates  
Dell Reconnect  
Geico  
Goochland Clothes Closet  
Haynes  
HOPE Thrift/HOPE Church  
Kane Office Movers  
Klin Creek  
Libbie Market  
Long & Foster  
Mancon  
Men’s Wearhouse  
PODS of Central Virginia  
Rio Car Washes  
Running Man  
Sierra Club, University of Richmond  
Stihl, Inc.  
Tikkun of Norfolk  
Virginia Baptist Homes  
Whitten Brothers  
Whole Foods Market  
YMCA of Greater Richmond

**Local Schools and Colleges**

Bryant & Stratton  
Chesterfield County Public Schools  
ECPI  
First Colonial High School JROTC  
Henrico County Public Schools  
James River High School  
Landstown High School  
Newport News Public Schools  
Norfolk Public Schools  
Regent University  
Richmond Public Schools  
St. Christopher’s School  
The Achievable Dream Academy  
The College of William and Mary

**Partners in Collaboration**

Amazon  
BOFA Nurse Training Center  
Bon Secours Medical Office - Mechanicsville  
C&F Bank  
Canada Dry  
Capital One  
Care Advantage  
CARITAS  
Catholic Charities  
Christopher Newport University  
Newport News Department of Human Services  
Chesapeake Public Library  
City of Hampton  
City of Newport News  
City of Norfolk  
City of Virginia Beach  
Fleet and Family Service Center  
Thomas Nelson Community College  
Tidewater Community College  
University of Richmond  
Virginia Commonwealth University  
Virginia Union University
Business Partners
A commitment to changing lives.

Partners in Collaboration (cont.)

Girl Scouts of the Colonial Coast
Greater Richmond SHRM
Hampton VA Medical Center
KRA Corporation
Marriott Downtown Norfolk Waterside
Microsoft
National Guard Family Assistance
Peninsula Worklink
Petersburg Advisory Council
Physicians for Peace
Piedmont Corporation
Retail Alliance of Hampton Roads
Shared Knowledge
St. James’ Episcopal Church
SunTrust
TFC Recycling
Thalhimer Commercial Realty
The Planning Council
TowneBank
VA Community Capacity Initiative
Virginia Aquarium and Marine Science Center
Virginia Credit Union
Virginia Employment Commission
Virginia Peninsula Food Bank
Virginia Ship Repair Association
Virginia Wounded Warrior Program
Ways to Work
Wells Fargo
Westin

Partners in Service

AARP Senior Employment Program
Boaz and Ruth
Catholic Charities
Chaplain Services
Charles City Public Schools
Chesapeake Community Service Board
Chesapeake Jail
Chesterfield County Department of Mental Health and Support Services
Chesterfield County Department of Social Services
Chesterfield County Public Schools
Colonial Heights Public Schools
Community College Workforce Alliance
Community Residences
Department of Aging and Rehabilitative Services (DARS)
Dillwyn Correctional Center
District 19 Community Services Board
Fleet and Family Services
Foundation for Rehabilitation Equipment & Endowment (FREE)
Goochland Community Service Board
Henrico Area Mental Health Developmental Services
Henrico County Department of Social Services
Hilliard House
Huntersville Community Center
J. Sargeant Reynolds Community College
John Tyler Community College
Judeo Christian Outreach Center
Lunenburg Correctional Center
Neighborhood Resource Center
New Kent County Public Schools
Newport News Sheriff’s Office
Norfolk Community Service Board
Norfolk Department of Human Services
Offender Aid & Restoration (OAR)
Opportunity Inc.
Partnership for Families Northside (PFFN)
Petersburg Jail Annex
Portsmouth Department of Social Services
Portsmouth Public Schools
Red Cross
Richmond Behavioral Health Authority
Richmond City Department of Social Services
Richmond City Jail
Rubicon
Samartian House
Senior Connections
SourceAmerica®
St. Joseph’s Villa
The City of Norfolk-Veteran’s Services
Thomas Nelson Community College
Tidewater Community College
Tidewater Military Services Council
Virginia Beach Department of Social Services
Virginia Department of Veterans Services/ Virginia Values Veterans (V3)
Virginia Employment Commission (VEC)
Virginia Peninsula Food Bank
WCLM Radio 1450
William Byrd Community House
YMCA of South Hampton Roads
York County Public Schools
Goodwill Operations (in millions)

Contributions and Revenues

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<th>Description</th>
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<td>Contributions and Sales of Donated Goods</td>
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<td>Contracts</td>
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<td>Fees and Grants from Governmental Agencies</td>
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<td>Public Support</td>
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<td>Other</td>
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Expenditures

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<td>Fund Raising</td>
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<td><strong>Total Expenses</strong></td>
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Reinvestment in Mission

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<td>Beginning Assets</td>
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<tr>
<td>Ending Assets</td>
<td><strong>$ 34.7</strong></td>
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2014 Financial Report

**Integrity - earning trust through all of our actions.**

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Chris Jones

Client, Portsmouth Community Employment Center

Chris left the workforce to care for his ailing grandparents. Four years later after their passing, he knew he needed to get back to work. Chris came to our Community Employment Center in Portsmouth, but couldn’t imagine how Goodwill could help him find a job.

“I was so surprised by the resources in the center and the help I got from the staff there,” said Chris. “Not only did the center have computers, Internet access, job leads, and workshops, the staff gave me the hope and the confidence I needed to begin my search.”

Chris was a frequent Goodwill visitor after that first day and today is employed as a donation attendant for Goodwill.
Financial Donors - Annual Fund

A commitment to people.

We humbly thank the following individuals, foundations and corporations for their commitment to helping Goodwill change lives through the power of work:

**Founder's Circle ($1,000 and above)**
- Bradford Armstrong
- William Berkeley
- Jeannie R. Butler
- David S. Cohn
- R. Russell Coleman, Jr.
- Mr. and Mrs. James R. V. Daniel III
- Mr. and Mrs. Douglas G. Dickerson
- Helen D. Dow
- Mr. and Mrs. Alexander J. Kay, Jr.
- David A. Modena
- Malcolm M. Randolph
- Maria P. Rasmussen
- Chris and Julie Rouzie
- Brad and Janet Sauer
- Mr. and Mrs. Richard S. Sutton
- Matthew and Ellen Thornhill
- Mr. and Mrs. James E. Ukrop
- Wesley H. Watkins

**Benefactors ($500-$999)**
- Anonymous (1)
- David E. Bailey
- Mark A. Barth
- Natalie C. Bisger
- Derby D. Brackett
- Stewart Bryan
- William J. Carlson
- Richard Carr
- Annette Crewe
- Mr. and Mrs. Richard Cullen
- Lee Ann Dalgard
- Laura E. Faison
- Joe S. Frank
- Nancy E. Grizzard
- Taylor M. Hering
- W. T. Hudson
- Karen S. Kohler
- Mr. and Mrs. Charles D. Layman
- Timothy Markwood
- Holly Maslanka
- Josephine J. Miller
- Martha C. Murdock
- LuAnn Orié
- John S. Pierce
- William S. Richardson
- W. Scott Simpsons
- Jocelyn D. Trimiew
- Gail P. Welstead

**Advocates ($50-$499)**
- Anonymous (6)
- Mr. and Mrs. Benjamin C. Ackerly
- Susan Armentrout
- Robert H. Armstrong
- Lindsey F. Barden
- Francis E. Barrett
- Angela Bean
- Mary Ellen Berry
- Richard L. Bidwell
- Lewis T. Booker
- Mr. Arthur S. Brinkley III
- Arthur Camire
- Christopher J. Campbell
- Regina W. Cooper
- Carolyn Cuthrell
- James A. DeBlasio
- Ellis M. Dunkum
- C. T. Elliotte
- Mary Lou B. Elliotte
- Fannie D. Evans
- Gene R. Francke
- Eden A. Glenn
- Michael A. Hartenberg
- Agnus Hassold
- Mr. and Mrs. Robert W. Hassold
- Michael C. Hildebrand
- Charles E. Hite
- Theresa Hite-Gorman
Jean Holman
Charles Ingram
Raymond James
James Johnson
Alexander J. Kay III
Dale L. Kennedy
Sheryl Lange
W. F. LaVecchia
Jerome N. Levine
Mr. and Mrs. J. Charles Link
John Martinsen
Patricia A. McGovern
Eleanor H. Miller
Hugh C. Miller
Thomas P. Owens
Earl J. Reber
G. Everett Reveley
Tonica L. Rickett
Elizabeth W. Rountree
Rosetta Sawyer
Thomas W. Schleicher
Gerald F. Smith
Brenda O. Smith-Braam
Caroline P. Spencer
David D. Spencer
Mary L. Stagg
Catherine K. Stauch
Alan C. Stringer
Patricia A. Stuchey
Sandra J. Tainter
Francis Terminella
John B. Thompson
Nestor Torres
Julie A. Treglown
Thomas H. Tullidge, Jr.
James E. Tyler
Judith Waldron
Christina J. Wallace
Scott R. Warren
Virginia L. White
Daniel L. Williams
Bruce & Melissa Williams
Michael J. Winckler
Lori Pycior Wright

Foundations & Corporations
All Care Family Services
All Saints Episcopal Church
Bank of America Charitable Foundation
The Cameron Foundation
Capital One Services Inc
Herbert and Annie Carlton Foundation
The Community Foundation
The Joshua P. & Elizabeth D. Darden Foundation
Dominion Employee Giving Program
Durham Foundation ExxonMobil Foundation
Gray Holdings, LLC
MeadWestvaco Foundation
New Directions Community Outreach Services, Inc.
The Robins Foundation
Rotary Club of Richmond
Showalter Family Fund
Sinclair & Associates Inc.
St. James’s Episcopal Church of Richmond
Stihl, Inc.
TESCO Foundation
TowneBank Foundation
The United Way of Greater Richmond and Petersburg
United Way of South Hampton Roads
Wells Fargo Foundation
Westover South & Woods Civic Association

Memorials
In memory of Beverly Carlson by Michael J. Winckler
In memory of Bonnie Hassold by Mr. and Mrs. Robert W. Hassold
In memory of Bonnie Hassold by Mr. and Mrs. Michael C. Hildebrand
In memory of Bonnie Hassold by Janet Sauer
In memory of Christine Heinz by John Martinsen
In memory of the Hite and Gorman Families by Theresa Hite-Gorman
In memory of Bohn C. Lindemann by Caroline Y. Brandt
In memory of Mildred Smith “Granny” Litsey by Mr. and Mrs. John McCabe

Honorariaums
In honor of Derby D. Brackett by her Family
In honor of Alexander J. Kay, Jr.’s birthday by Alexander J. Kay III
In honor of Alexander J. Kay, Jr.’s birthday by Frances Kay
In honor of Alexander J. Kay, Jr. by Mr. & Mrs. S. Bruce Williams
In honor of J. Charles Link’s retirement by Gerald F. Smith, Jr.
In honor of J. Charles Link’s retirement by Mr. and Mrs. James E. Tyler
In honor of Ellen Thornhill by Arthur Camire
In honor of Martha Murdock by Arthur Camire
In honor of R. Wayne White by Mary Ellen Berry
In honor of Hasan Zarif by Robert H. Armstrong
In honor of Hasan Zarif by Chaplain Brenda O. Smith-Braam
### Officers

- **Chair of the Board**
  - Dave A. Modena  
  - FirstSTREET

- **Vice Chair of the Board**
  - W. Scott Sims  
  - Sandy Spring Bank

- **Secretary**
  - Christopher E. Rouzie  
  - Cushman & Wakefield/Thalhimer

- **Treasurer**
  - J. Charles Link  
  - Union First Market Bankshares

- **Assistant Treasurer**
  - Maria P. Rasmussen, Esquire  
  - MeadWestvaco

### Board of Directors

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<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Company/Institution</th>
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<tbody>
<tr>
<td>Chair of the Board</td>
<td>Benjamin C. Ackerly, Esquire</td>
<td>Hunton &amp; Williams LLP</td>
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<td>Vice Chair of the Board</td>
<td>Lindsey F. Barden</td>
<td>The Rappaport Companies</td>
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<td>Secretary</td>
<td>William Berkeley</td>
<td>Deloitte Services LP</td>
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<td>Treasurer</td>
<td>J. Morgan Davis</td>
<td>TowneBank</td>
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<td>Assistant Treasurer</td>
<td>Joe S. Frank</td>
<td>David, Kamp &amp; Frank, LLC</td>
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<td>Thomas C. Kleine, Esquire</td>
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<td>David Nelms</td>
<td>Convergent Business Solutions, LLC</td>
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<td>C.F. Sauer Company</td>
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<td>Butler Lumber Company</td>
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<td>James W. Theobald, Esquire</td>
<td>Hirschler Fleischer</td>
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<td>Dollar Tree, Inc.</td>
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<td>Tony Lovette</td>
<td>The Specialty Group</td>
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### Advisory Board

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<td>New Richmond Ventures</td>
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<td>Gordon W. Wallace</td>
<td>Fleet &amp; Associates</td>
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<td>Gail P. Welstead, RN</td>
<td>Travelers Insurance Company, Retired</td>
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<td>Daniel L. Williams</td>
<td>Richmond Corrugated, Inc.</td>
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President & CEO Charles Layman was honored with Goodwill International’s **J.D. Robins Jr. Distinguished Career Award**. This award recognizes a Goodwill Industries chief executive officer for his/her outstanding career contributions and dedication to the advancement of the Goodwill Industries movement over a span of at least 25 years, with at least 15 years as a CEO. The J.D. Robins award is named in honor of the late J.D. Robins Jr. in recognition of his extraordinary influence in the areas of Goodwill management and process improvement. At the ceremony, Mr. Layman also received his pin for 45 years of service to Goodwill.
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 Turnpike
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) 248-9416

New Locations in 2014

Virginia Center Commons
Hanover County

Warwick Road
Newport News

Short Pump
Henrico County