

2017
ANNUAL
REPORT

MAKING AN
Impact



Goodwill 
Central and Coastal Virginia 

Dear Friends and Supporters,



At Goodwill, we believe in empowering individuals, strengthening families and building prosperous communities.

THANKS TO YOUR SUPPORT, WE CAN.

Recently a long-time associate, Randy Revell, celebrated his 25th anniversary with Goodwill. Randy, who has Down Syndrome, joined our Group Supported Employment program right after high school. His mom, Edna, said, "I tell people all the time – Goodwill is not just a thrift store. They help people find opportunities to become independent and successful."

We see time and time again Goodwill's impact in changing lives. When one family member

uses Goodwill's services to improve their career prospects or secure employment, entire households benefit.

From helping job seekers reduce reliance on public assistance or re-enter society following incarceration to preparing individuals for work through credentialing and skills-building programs, Goodwill is changing the trajectory of peoples' lives.

When you hire our job-ready candidates, use our business solutions services, and shop at or donate to Goodwill, your actions have a ripple effect of impact in the community.

Thank you.

Charles D. Layman
President and CEO

Christopher E. Rouzie
Chairman of the Board

[Read Randy's full story on page 3.](#)

2017 IMPACT

PLACED

2,031
job seekers

with
more
than

1,100
employers

with an average
hourly wage of **\$12.23**

8,435 new job
seekers served:

439
youth

285 TANF
participants

1,070
ex-offenders

396
veterans

239 individuals with
documented disabilities



SUCCESS STORY

Everyone Knows Randy

When Randy Revell was born with Down Syndrome nearly a half century ago, his mother, Edna Revell, had no idea what his future would hold.

Today, Edna credits Goodwill for helping Randy integrate into society with a job that he loves, and that his future is bright.

Randy's journey to workplace success started in Goodwill's School-To-Work pre-vocational program when he attended Lake Taylor High School in Norfolk. A career pathway model for students receiving special education, School-to-Work combines skills-building with real-world, on-the-job training and wage earning.

When he graduated, Randy transitioned into a group supported employment program at Goodwill, which offers a high level of training, assistance and specialized supervision to individuals with disabilities in an integrated work setting.

Fast forward 25 years, and Randy is among the longest-serving retail associates in Goodwill's hallmark vocational program. He has become

a jack of all trades at the Lynnhaven retail store in Virginia Beach, helping in the textiles, housewares and donations departments.

Goodwill's supported employment model includes open communication with participants' family members. Tasha Greene, a Goodwill employment skills trainer who works with Randy's group, stays in contact with Edna to make sure Randy's also doing well at home.

"I am amazed at Randy. He rises above his disability and proves people wrong all the time," said Tasha.

Edna credits Tasha to much of her son's success. "Tasha is a beautiful person and she is so patient with Randy. It takes a special person to work with those with disabilities because you can't bring anything but constant positivity to their space," said Edna.

"Goodwill has supported Randy since day one," she added. "Tasha, his co-workers and managers are understanding and always willing to work with him. I'm glad the world is different, too. It's a better place for people with disabilities. They are accepted and included."

The Right Credentials



After years of working in jobs with limited upward mobility, and without money for a four-year college degree, A.J. Milheim decided to improve his income potential by enrolling in the WIRED for Success electrical training course.

“This program was awesome,” said A.J. “We could study from books and learn about things like conduits and wiring — then literally walk a few

feet over to the lab and apply what we learned on a real-life project.”

Thomas Nelson Community College (TNCC) partners with Goodwill to offer the program in TNCC’s Center for Building and Construction Trades, housed at Goodwill. Students graduate with credentials and certifications from the National Center for Construction Education & Research and the Occupational Safety and Health Administration.

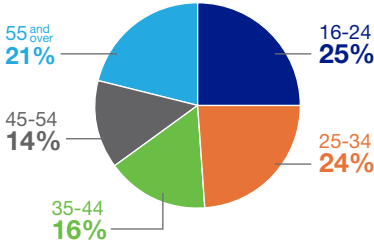
To ensure the students’ success, Goodwill provides job readiness and customer service training, as well as financial literacy and other support.

“The WIRED program is a real opportunity for people to see the promise of getting into the workforce and moving up the career ladder,” said Charles Layman, Goodwill’s president and CEO.

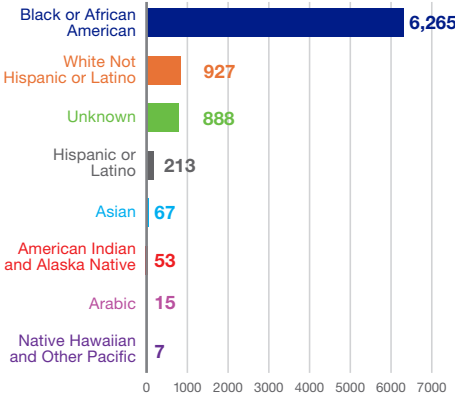
Upon graduation, A.J. had an apprenticeship with Bay Electric and got a pay increase after 30 days. “I’ve encouraged other people to apply for the program,” he said. “With great instructors, tuition grants, and employers coming on site to interview, they really set you up for success.”

20+ job training and career development programs funded by social enterprise revenue and philanthropy

ENROLLMENTS BY AGE

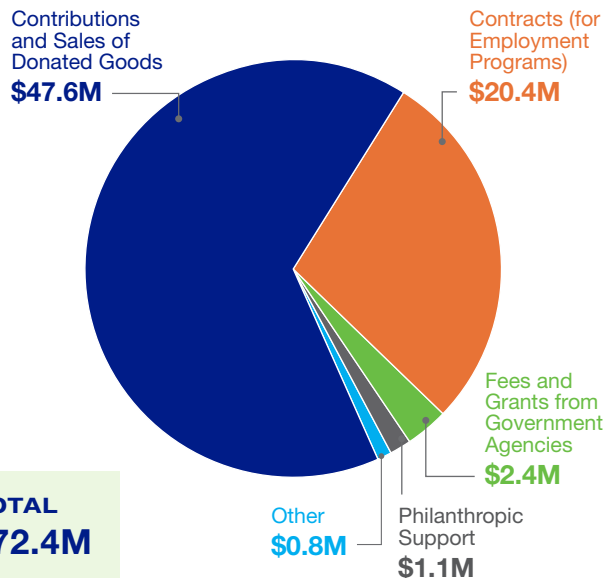


ENROLLMENTS BY ETHNICITY

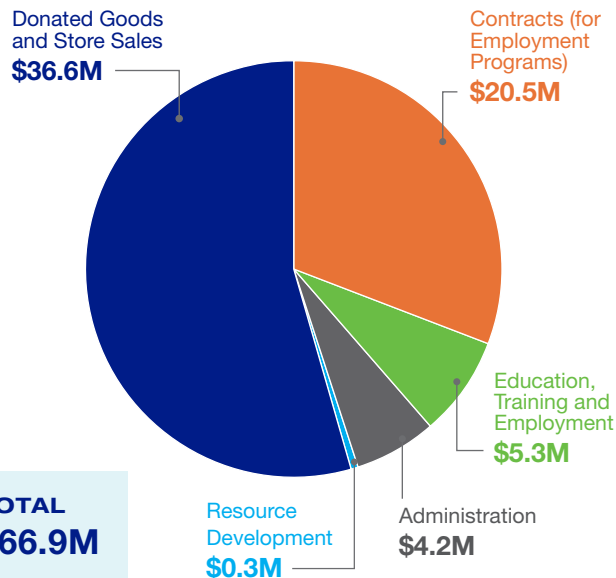


Financial Summary

CONTRIBUTIONS & REVENUES



EXPENDITURES



REINVESTMENT IN MISSION: \$5.4M

Beginning Net Assets: \$45.8M ... Ending Net Assets: \$51.2M

Placed with Care

A common refrain from employers is that they can't find enough good workers in their respective industries. Small businesses in particular feel the pinch, given their limited bandwidth for recruiting.

Transitional Adult Residential Care (TARC) is one of those small businesses, but the tides have turned since partnering with Goodwill Staffing Solutions (GSS), which extended a hand to help recruit Licensed Practical Nurses.

"The talent that I'm looking for doesn't just pour in, so I was spending in inordinate amount of time on recruitment," said Rene Warren, human resources manager for TARC. "It was an enormous help to bring Goodwill on to have them aid in the recruitment, screening and placement of LPNs."

TARC has 75 employees and operates seven group homes in Richmond and Chesterfield.

TARC offers residential support to individuals with varying degrees of intellectual disabilities and helps them to live out and enjoy their definition of a quality life.

Since the nursing profession requires shift work, recruiting LPNs can be especially challenging. "Many are working multiple jobs or are juggling school, work and families," explained Rene. "It's very hard to

match our workforce needs when the prospective employees are stretched so thin."

Enter Goodwill Staffing Solutions, a Goodwill social enterprise. Cyndi Smith, a GSS workforce solutions partner, and her team tailor services to meet employers' needs.

"We like to listen and learn about their specific pain points," explained

Cyndi. "We provided services unique to TARC's compliance needs to include technical interviews, background checks and fingerprint screening."

Three LPNs that GSS placed accepted permanent positions with TARC after 90-day temporary positions. "The fact that Goodwill is putting people into sustainable employment is a big difference compared to other agencies," said Rene.



RENE WARREN

“GOODWILL RE-IGNITED MY PURPOSE”

Rene, Human Resources Manager for Transitional Adult Resident Care, not only works with Goodwill to meet her business's hiring needs; she also sought Goodwill's resources after she graduated from Virginia Commonwealth University in 2011.

With a degree in business management and human resources, Rene quickly learned that despite her degree, securing a professional job was challenging and made her feel deflated.

"Goodwill re-ignited my purpose," said Rene. "They helped me tweak my resume, enhanced my job skills and were vested in my success. When you're unemployed, it means a lot to have a place to go to every day to feel productive and get caring support, at no cost."

"I have said a thousand times that I love, love, love this resource that Goodwill is offering to the community," added Rene.



AVA CLARA COUTURE BRIDAL SUPPORTS GOODWILL

"Some people cannot afford a big wedding, so donating dresses is something I can do for my community," said Alexandra Fleear, owner of Ava Clara Couture Bridal in Virginia Beach. Brides-to-be can now find their dream wedding dress at local Goodwill stores, thanks to the small business owner with a big heart.

Alexandra's partnership with Goodwill started in 2012 when she wanted to donate her boutique's discontinued gowns. Many were brand new or only used as samples. "I looked at a lot of organizations. I did my research and I liked Goodwill's mission and the fact that money from its retail stores helps people find jobs," Alexandra said.

Businesses and community groups can support Goodwill's mission by donating excess equipment, furnishings or inventory. Goodwill's Commercial Donated Goods team can arrange to pick up the goods and deliver them to thrift and e-cycling stores.

Donated Goods

In addition to the thousands of individuals who donate used goods, we thank the many businesses, schools and community organizations in Central and Coastal Virginia for their donations in 2017:

Altria Group, Inc.
Ava Clara Bridal Boutique
Bank of America / CBRE
BayPort Credit Union
Bethany United
Methodist Church
Bon Secours St. Francis
Medical Center
Book Exchange
Capital Regional Airport
Chesterfield County
Public Schools
City of Chesapeake
City of Newport News
City of Norfolk
City of Poquoson
Schools
City of Portsmouth
City of Suffolk
City of Virginia Beach
College Hunks Hauling

Commonwealth
Business Furniture
Cushman Wakefield
Thalhimer, Regency Mall
Drucker and Falk
Facilities Bullpen
Habitat for Humanity
ReStore, Williamsburg
Hands Across Middlesex
Haynes Furniture
Henrico County
Public Schools
HOPE Thrift /
HOPE Church
Indigo Avenue
Isle of Wight County
Leipertz Corporation
Newport News Recovery
Operations Center
Palms Associates
Port of Virginia

Powhatan County
Public Schools
Regent University
Rose and Womble Realty
S.P. Richards Co.
Staples Business
Advantage
Stihl, Inc.
Tidewater Jewish
Community Center
University of Richmond
Virginia Aquarium &
Marine Science Center
Virginia Commonwealth
University
Virginia Credit Union
Virginia Department of
Correctional Enterprises
Virginian Pilot
Virginia Urology
West End Thrift

50,000,000+
POUNDS OF DONATIONS

40,000,000 pounds of household items,
including electronics
KEPT OUT OF LANDFILLS

Thank You to the 2017 Goodwill Ambassadors

Donors whose gifts of \$1,000 or more have helped people help themselves through the power of work

Mr. and Mrs. Benjamin C. Ackerly

Altria Companies Employee
Community Fund

Anonymous (2)

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Bill and Peggy Berkeley

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Windstream

**deceased*

Every gift makes an impact. Thank you to the more than 200 donors who made gifts in 2017. To see the Honor Roll of Donors, visit goodwillvirginia.org/donate.

GOODWILL IS A SOCIAL ENTERPRISE

COVERING

39 cities and
counties

across Central & Coastal Virginia

OFFERING

5 Community
Employment
Centers

34 Retail
Stores

2 Outlets

+1 Auction

Government
and Commercial
Business Solutions

Janitorial, Logistics,
Warehousing and
Supply Fulfillment

Full-Service
Staffing Agency

E-Recycling
Operation

1,400

Goodwill
associates

in retail operations,
community workforce,
government contracts,
business development,
and support roles.

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In Greater Richmond and the Virginia Peninsula, more than 36,000 individuals who want to be employed do not have jobs. Many of them face barriers such as lack of education, skills, transportation or childcare. Others have disabilities, histories of incarceration, or limited exposure to workforce opportunities as a result of generational poverty.

We need your help to break through these challenges and provide the training and support they need.

YOUR GIFTS ARE CRITICAL TO OUR ABILITY TO:

Serve people who have challenges to securing or retaining employment

Develop new partnerships and solutions to meet community and employer needs

Connect those we serve with prospective employers

Expand and replicate successful programs

The lives of thousands of people in need in your community are better because of YOU. Your investment in Goodwill empowers individuals, strengthens families and creates prosperous communities. **Thank you for your support.**

DID YOU KNOW GOODWILL...

offers 20 workforce development programs for youth and adults

refurbishes, recycles and re-sells computers and electronics at two e-cycling stores

operates five Community Employment Centers to support job seekers and employers

maximizes the value of unsold donated goods by rotating them to Goodwill's outlets, auction and recycling operations

partners with community colleges to prepare students for careers in skilled trades

helps businesses meet their staffing needs

provides vocational services for individuals with disabilities to enter the workforce

is governed by a local Board of Directors of committed community leaders

relies on philanthropic investments from individuals, foundations and businesses to expand and enhance programs and services

directs all proceeds from RoundUp donations at cash registers to support its five Community Employment Centers

...IS SO MUCH MORE THAN THRIFT?



Richmond Support Center

6301 Midlothian Turnpike
Richmond, VA 23225

Phone: (804) 745-6300
1-800-922-0661

Hampton Support Center

1911 Saville Row
Hampton, VA 23666

Phone: (757) 248-9405

SHOPPING AND DONATING

For a complete listing of retail stores and donation centers throughout Central and Coastal Virginia visit goodwillvirginia.org/shop

JOB SEEKER SERVICES

To learn about our services and programs and for hours and locations of our Community Employment Centers, visit goodwillvirginia.org/get-job-ready

BUSINESS SOLUTIONS

For information on how Goodwill can help your business with staffing, janitorial or warehousing services, visit goodwillvirginia.org/business-solutions

MAKE A GIFT

To help change more lives, visit goodwillvirginia.org/donate or call the development office in **Richmond at (804) 745-6300** or **Hampton at (757) 248-9405**.