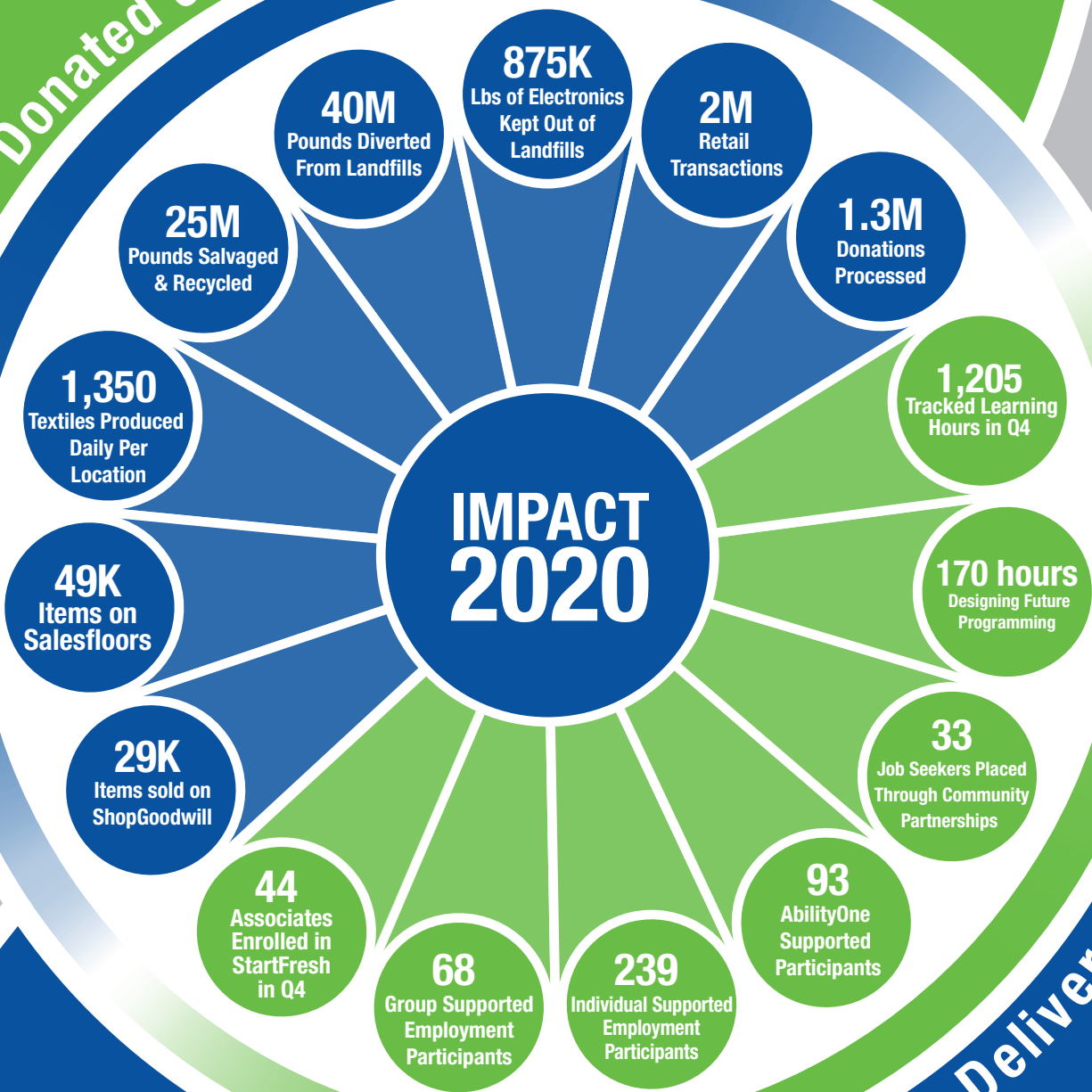




GOODWILL OF CENTRAL AND COASTAL VIRGINIA

Donated Goods



Mission Delivery

COVID-19 IMPACT

The COVID-19 pandemic tested our organization's ability to shift and adjust to extraordinary circumstances and challenges. The one constant was the unwavering commitment of Goodwill – and its people – to press on with our mission of workforce development safely and strategically, and deliver right-time, right-service assistance to our associates and individuals who found themselves suddenly looking for a job.

Goodwill of Central and Coastal Virginia is moving forward with a renewed focus on the personal and professional development of the community it serves and the associates it employs. It is that commitment to care and belief in the power of one that underscores the reasons #WhyGoodwill is an employer of choice and pillar of business in our community.

SOCIAL ENTERPRISE

AT A GLANCE

424,000

Miles logged by Transportation and Logistics team

1,300+

Employed across Virginia, South Carolina, and Washington, D.C.

36

Retail Stores

2

Outlet Stores

2

E-Recycling Stores

1

Auction Site

11

Government and commercial contracts, including the maintenance of more than 500k square feet of warehouse space and the cleaning of over 2 million square feet daily

44

Cities & counties served across central and coastal Virginia



LOOKING TO THE FUTURE

MISSION RECOVERY POST COVID-19

This past year presented unprecedented challenges for our organization yet many opportunities for reflection and realignment of priorities. As a result, we emerged from 2020 with clarity of mission that now benefits our associates and community.



GOODWILL OF CENTRAL AND COASTAL VIRGINIA

Through our **Begin@Home** initiative, we have made a commitment to provide the same high-caliber career advising and job-training curriculum to our associates that we have long offered through our Community Employment Centers ("CECs"). Our mission begins with our associates, who often face many of the same challenges and opportunities that the job seekers coming into our CECs experience.

OUR ASSOCIATES WILL EARN WHILE THEY LEARN.

In late 2020 we developed *StartFresh*, the first **Begin@Home** program new associates participate in following orientation. Over the course of four weeks, new associates spend 45 minutes weekly building a strong learning foundation through virtual classes and workshops. The program culminates with a capstone project relevant to the associate's job function or worksite. In addition, they are assigned a peer coach to mentor and guide their development over the four weeks (and beyond). With a pilot launch to our retail stores in early 2021, this program has served as an introduction for associate training and development to come.

Beyond *StartFresh*, **Begin@Home** encompasses programming that includes 1:1 career advising, life and work skills training, certifications, credentials and apprenticeship opportunities.

Our community engagement initiative will compliment Workforce Development by developing strong referral relationships into our programs and co-location partnerships where our staff can meet job seekers where they are both virtually and in person.

