



annual report 2011



will

serve
utilize lead
give succeed
support
honor
prepare
find
retain
work

GOODWILL BY THE NUMBERS

85 | Years that Goodwill has been in the business of meeting the needs of job seekers.

7,263 | Individuals given a hand-up.

90% | Placement rate, meaning that Goodwill placed 90 out of every 100 people looking for work into jobs.

517 | Individuals Goodwill placed into jobs.

90% | Retention rate, meaning that 90 out of every 100 individuals Goodwill placed into jobs were still on the job after 90 days.

\$14+ Million | Value of the first year's wages of individuals Goodwill placed into jobs.

92% | Satisfaction rate for participants receiving services from Goodwill.

321 | Program participants worked within Goodwill's Retail Operations and Contract Services business lines.

120,553 | Hours worked by participants in Goodwill's business lines, gaining valuable skills and an enhanced feeling of self-worth.

535,753 | Pounds of computer equipment recycled through the Dell Reconnect program.

7,600,000 | Pounds of material Goodwill recycled through its salvage programs.

731 | Voucher cards distributed through the Elizabeth Clark Emergency Fund to individuals and families in crisis.

\$58,207 | Dollars distributed through the Elizabeth Clark Emergency Fund to individuals and families in crisis.

63 | Local businesses served by Goodwill's Contract Services Division for their assembly, packaging, sewing and other needs.

424,135 | Generous donors gave their gently used clothing and household goods to Goodwill.

908,803 | Shoppers supported Goodwill's mission by making purchases at Goodwill stores.

20,210 | Tons of clothing and household items donated to Goodwill.

21,686 | Hours donated by
generous volunteers.

.87 | Cents from every dollar spent at Goodwill Stores fund employment and training services for people in Summit, Portage, Medina, Ashland and Richland Counties.



OUR MISSION:

Helping individuals
prepare for, find and
retain employment.

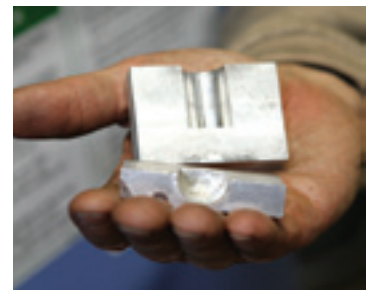
Serving Summit,
Portage, Medina,
Ashland and
Richland Counties.

i will PREPARE



WITH CAREER COUNSELING AND RE-TRAINING, GARY REVIVED A PREVIOUS CAREER. |

Despite ten years employment in an IT support position, when the company Gary worked for closed, his efforts to find similar employment were unsuccessful due to his lack of formal training or certification in the field of Information Technology. Gary had previous work experience as a manual machinist between 1980 and 1999 having worked for several different companies during that time; however efforts to secure employment as a machinist were met with concerns over his lack of updated training. Temporary assignments offered Gary short-term employment while he explored how to manage his future career. Following the end of a temporary work assignment and two-years of being unsuccessful in securing full-time employment, Gary visited The Job Center*. He underwent career counseling and an academic assessment that indicated machining was an appropriate career path. After visiting the Akron CNC Training Center, Gary enrolled in a 4 month certificate program. He participated in the free mentoring program offered to students to spend time with employees of S.C. Manufacturing, a live machining plant where the school is located. Well before graduation, Gary was placed as a first shift CNC machinist at S.C. Manufacturing. "His excellent attendance, work ethic and positive attitude prompted the company to hire him" according to Laurie Norval, Director, Akron CNC Training Center. He is now enjoying excellent pay and benefits.



** Funded by the Summit County Department of Job & Family Services.*



| GOODWILL HELPS NICK TOOMBS MEET HIS VOCATIONAL GOALS. |

Nick Toombs was referred to Goodwill for help in meeting his vocational goals to achieve employment as a bank teller or cover sports with a local radio station. Due to the nature of his disability, it was expected that Nick would have difficulty relating to and communicating with others, making his chosen vocation out of reach. With the assistance of his Job Developer, Nick worked to sharpen his interview skills by participating in mock interviews to focus on his strengths. When Nick was comfortable and ready to move forward, interviews were arranged with a couple area bank branches and with WMFD's Sports Radio Station WRGM which was in line with Nick's vocational goals. In early May, 2011, Nick joined the WRGM Radio Team as a programmer for the NASCAR races, but within months was promoted to Producer of the Football and Basketball games. Nick is working about 21 hours a week at WRGM, while still helping to support his father's fast food stand as a cashier, and subbing as an on-call janitor for a local school. Nick's success in reaching his vocational goal is a tribute to his willingness to face the challenges and showcase his abilities. Nick is earning an excellent wage, enjoying the work and is being groomed for another promotion.

i will FIND



i will RETAIN



| WENDY KIDD |

In 2006 Wendy was looking for an opportunity to move beyond public assistance following a string of circumstances that left her and her husband unemployed. Wendy entered the Work Experience Program (WEP) funded by the Summit County Department of Job and Family Services to help with the transition to become gainfully employed. Under the WEP program she joined the retail staff at Akron Goodwill's Midway store as a donated goods processor. The Goodwill team was impressed with Wendy's abilities and at the end of her program hired her as a part-time employee at its Lakemore Retail Store. Over time Wendy advanced her position in the retail operations division by moving from processor to keyholder, and from keyholder to Assistant Store Manager. Each position offering her more responsibility for the overall operation of the store. In 2011 she moved to one of the larger retail stores on Waterloo Road as Assistant Manager. Armed with the experience and the drive for advancement, when an opening for Store Manager at the Lakemore Retail Store became available, Wendy applied for and was chosen to succeed the previous manager. She now oversees the store's operation and its staff of 17.

| LINDA SCHWARZ |

In 1985, Linda was referred to Goodwill Industries by the Bureau of Vocational Rehabilitation for employment and training services. The program benefitted Linda greatly, and after completion, Linda obtained a position with a local seafood restaurant preparing shellfish and other food for its daily menu. Linda excelled in this position; filling a position the restaurant previously had difficulty staffing. Linda held the position for over 14 years, and would have continued had she not developed a severe allergy to shellfish. Capitalizing on her skills and work ethic, Linda pursued and was able to transition into a new position with another area restaurant, and has remained an integral part of their team for 8 years. Matching Linda's skills and perseverance with the job's tasks has resulted in complete job satisfaction and continued job retention.





**A CHAMPION IS DEFINED AS A REMARKABLE PERSON ~
A PERSONAL EXAMPLE OF EXCELLENCE OR ACHIEVEMENT.**

Beginning with its 85th Annual Meeting, the Board of Directors and agency staff will celebrate these REMARKABLE PEOPLE for embracing the “I will” philosophy by working toward or meeting goals; and will recognize it’s community partners publicly to say “thank you” for helping Goodwill advance its mission and change lives.

PARTICIPANTS

Nichole Crossen
Debbie Fullard
Richard Fuller
Andre James
Amy Johnson
Daivonta Jones
Wendy Kidd
Sarah Lukacko
Gary Parsons
Linda Schwarz
Nick Toombs
Tammy Wheeler

**EMPLOYERS/
COMMUNITY
PARTNERS**

CVS/Pharmacy
IFCO Systems
Johnson Brothers
Rubber Company
Production Tool
Company



i will CELEBRATE

iwill PARTNER

with Goodwill's Workforce Development division in order to provide community-based work opportunities to participants needing to practice or to learn new skills, hire Goodwill graduates, or use its recruitment program for pre-screening, testing and referring qualified applicants to fill my open positions.



PROVIDING SKILLS TRAINING | CVS/PHARMACY

CVS/Pharmacy supports the agency's Community-Based Situational Assessment, Community-Based Work Adjustment and Job Shadowing programs by offering Goodwill program participants opportunities to build skills, practice appropriate work-place behaviors, and explore a variety of jobs to determine areas of interest. Through this partnership and close working relationship with Goodwill staff, CVS/Pharmacy has helped program participants overcome challenges, determine their vocational strengths and obtain the skills needed to obtain employment in today's economy.

Rob Weil, Manager, Regional Learning Center,
Joe Criniti, Coordinator Regional Learning Center

HIRING GOODWILL GRADUATES | IFCO SYSTEMS

IFCO Systems is an international logistics service provider with more than 210 locations worldwide. IFCO is also North America's leading Pallet-Management Service Company with 155 locations and 4000 people employed. IFCO Systems is the market leader in the industry specializing in the procurement, reconditioning and distribution of pallets to and from the manufacturing and retail sectors. The Seville, Ohio operation is a Pallet Management service where pallets are sorted, repaired and re-issued annually. The partnership between IFCO and Goodwill began in 2009 and continues today. IFCO has hired ten (10) Goodwill participants to date, and maintains communication with Goodwill staff members to ensure the overall success and continued employment of those individuals.



L-R: Ron Lewis, Penny Schiele, Seth Burrows (General Manager)
Larry Morgan



| RECRUITING QUALIFIED APPLICANTS |

PRODUCTION TOOL COMPANY

Ron Carpenter, President of Production Tool Company reached out to The Job Center and posted a job order in an effort to fill a vacancy in his shop. Production Tool Company is a specialty shop that provides unique tools and solutions to resolve production problems for the assembly industry. An Employer Relations Representative from the Employment Resource Center* met with Ron to get a better understanding of his employment needs and the scope of the position.

According to Ron, the successful candidates to fill openings for Production Tool Company would need a strong background in machining, excellent problem-solving skills and be able to immediately contribute in order for the company to continue to resolve its customers' production problems. Often times, specialty tools need to be created in order to meet those demands. Partnering with The Job Center by posting its open positions, Ron was able to utilize the job-matching system to identify suitable candidates; and with the support of an Employer Relations Representative, recruit a qualified applicant to fill the vacancy. Production Tool Company – helping Goodwill to help others find independence through employment.

Ron Carpenter, President

** Funded by the Summit County Department of Job & Family Services.*

i will LEAD

by example - embracing the philosophy of Goodwill's founder Reverend Edgar J. Helms, who urged us to "be dissatisfied with your work until every handicapped and unfortunate person in your community has an opportunity to develop his fullest usefulness and enjoy a maximum of abundant living" by giving individuals "not charity, but a chance" and by putting the social good and the needs of job-seekers at the center of our programming.

Economic recovery has been slow for many- especially individuals with disabilities trying to gain access to the workplace and for those downsized or who suffer from long-term unemployment. Through WIA contracts with the Summit County Department of Job and Family Services and the Medina County Office of Workforce Development, and referrals from several County Boards of Developmental Disabilities, the Bureau of Vocational Rehabilitation, and many other community partners, in 2011, Goodwill made a positive difference in the lives of 7,263 individuals in Summit, Portage, Medina, Ashland and Richland Counties. Of those seeking employment, 90% or 517 successfully reached that goal. The economic impact of those placements in annualized wages exceeded 14 million dollars.

Through hard work and effort by all employees, Goodwill overcame the financial challenges that it faced in 2010 and early 2011. It closed the year meeting or exceeding its strategic plan goals. The leadership is very proud of its colleagues and their commitment to participants, donors, customers, fellow team members and community partners.

WE WILL continue to help individuals prepare for, find and retain employment!

Nancy Ellis McClenaghan, President & CEO

Pedro Barnes, VP/Contract Services & Logistics

Gregory H. Morton, VP/Mission Services & Public Relations

Timothy H. Sisler, Acting Chief Financial Officer

Phillip Stauffer, VP/Retail Operations



Rev. Edgar J. Helms founded Goodwill in 1902





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i will SERVE

by giving of my time and expertise to help guide and support the agency's leadership team in fulfilling the mission and by making a personal financial contribution and actively functioning as a key resource to access support from businesses, government and civic groups and in any other areas where I have influence.

i will DONATE

my gently used clothing, furniture and other items my family no longer needs
in support of Goodwill's mission of helping others.



MY MOTHER HAS BEEN AN AVID GOODWILL DONOR GOING BACK AS FAR AS I CAN REMEMBER. |

"Both my brother and I grew up wearing clothes purchased from Goodwill. She also taught us to 'give back' which meant when we got something 'new' we donated the something old. Spring cleaning, back to school, and especially at year-end, we weeded through our belongings and what we no longer needed or had outgrown was donated. Now I'm a mom, and I'm following in the pattern set by my mother. I donate (and shop) at Goodwill."

Jennifer Crozier





Richard Cragle,
Donation Attendant
and Jennifer Crozier

i will SUPPORT

Goodwill by shopping at its stores for unique items and great values at affordable prices in a clean and friendly environment.



Goodwill's online auction site allows shoppers to search for unusual and valuable Goodwill merchandise from home. Shopgoodwill.com features unique items from Goodwill locations all over the nation.

All revenue generated from Goodwill Akron items sold is used to support the agency's mission.

**| LISA DUNN CONTACTED GOODWILL
TO SHARE HER UNIQUE SHOPPING
EXPERIENCE. |**

Her daughter Emily was cast as a bride in a theatrical production at an Akron area High School. Following the first rehearsal, Lisa learned that Emily would need to wear a wedding dress as her costume, and set out to visit her local Goodwill store. Wedding dresses were available at the Waterloo and Wadsworth stores, but not in Emily's size. According to Lisa, "a phone call to the Medina Goodwill store and a quick trip across town, and Emily found the perfect dress that fit like a glove, for only \$25. It made my day and Emily was thrilled."

Emily Dunn

**| LINDA & CASSIE SNYDER
EXPRESSED THANKS FOR
GREAT SHOPPING EXPERIENCES. |**

"I wanted to write to express my thanks for your wonderful staff and great stores. I visit the Medina store with my little girl Cassie 2 to 4 times a month. The coupons and customer appreciation program have kept us coming back. Because I have found a place where everything is so reasonably priced, I am able to replace Cassie's toys and clothes as quickly as she outgrows them. We're often able to find toys that are new and exciting to her, as well as make donations nearly every visit. This teaches her how to care for items and pass them on for someone else to use. In this way, she will learn that not everything is "mine". I just wanted to say thank-you so very much.... these [shopping outings] will be great memories for Cassie. Keep up the good work. We love your store."

Linda and
Cassie Snyder

i will GIVE

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so that Goodwill can continue it's mission of helping individuals prepare for, find and retain employment.

Thomas C. Woodruff
Marilyn Wransky
Asuama Yeboah-Amankwah
John Yerashunas
Alisha Yoder
Nicole Young
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WITAN

IN-KIND

356th Fighter Group
Akron Aeros
Akron Art Museum
Akron Center Associates, L.C.
Akron Civic Theater
Akron Racers
Akron Symphony
Akron Women's City Club
Akron Zoo
AkronLife Magazine
AlaCard One
Alan Jackson Fan Club
Amazon Family
Entertainment Center
Anonymous
ASW Global
Beverly's Invitations &
Stationery
Boston Mills/Brandywine
Brent V. Media
The Children's Museum
of Cleveland
Chris and Michael Brauning

Bunker Hill Golf Course
Cabot Vermont
Carlton Massage
Chick-fil-A Chapel Hill
Civic Theater
Cleveland Botanical Garden
Cleveland Browns
Cleveland Metroparks Zoo
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The Cleveland Orchestra
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Carol Zeh

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*In memory of
Ray & Zola Bender*
Anonymous

In memory of Amy Kemp
Marcella K. Pace

In memory of Carolyn Deasy
Carolyn & Greg Pizzuto

*In memory of Kristin
& Kenney Ackerman*
Tiffany Todd

i will VOLUNTEER

to bring the written word to individuals with visual and other physical impairments.



Becky Woodruff, WEYE Seeing Eye Radio Volunteer

| WEYE SEEING EYE RADIO |

Becky Woodruff is one of 60-80 volunteer readers that make it possible for WEYE to broadcast 24 hours per day, every day.

Programming includes in-depth coverage of local newspapers along with readings from magazines, and best-selling books presented in series. Talk shows and special interest programs encourage listeners to share experiences, exchange views, and gain knowledge.

Specially tuned radios are provided for a nominal charge to qualified listeners in Summit, Portage, Medina, Ashland and Richland Counties. WEYE endeavors to provide a radio receiver to every resident who wants one and to implement technological advancements to help provide access to those who desire and need the radio reading service.

To become a corporate or individual underwriter for WEYE Seeing Eye Radio, please visit the website at www.goodwillakron.org or call 330-724-6995, ext. 122. Underwriting opportunities start as low as \$15. All underwriters receive on-the-air acknowledgement.





I WILL VOLUNTEER to do a 'Good Turn' as part of this neighborhood service project.

Area Boy Scouts and Girl Scouts took part in Good Turn Day 2011, on Saturday, November 5th. Scouts received a patch in recognition of doing a 'good turn' for the community by volunteering their time at a donation site.

Girl Scouts:

Kneeling: Ana, Mimi, Montana.
Back Row: Julia, Claire, Emily E., Emily B., Jayne, Chantelle, Lisa, Kayla

Boy Scouts:

Ben, Josh, Matthew & Andrew



i will HONOR



Back Row: Jennifer Aubley, Jennifer Van Dulmen, Jim Isom
Front Row: Amanda Blake, Andrea Denton

| EMPLOYEES OF DISTINCTION |

September is Workforce Services Month. To celebrate, Goodwill honors stellar individuals who have been nominated by their employers at the Employee of Distinction Luncheon. The event is designed to make it efficient and cost effective for local employers to honor someone who makes a difference in their company and is an employee of distinction among their co-workers. In 2011

there were 42 honorees recognized and 5 received the “Employee of Distinction Award”. Event Chairs: Randy Katz and Jim Bunnell.



| VOLUNTEERS |

Each year the agency holds its Annual Meeting in March. In 2011 it's focus was Making a Difference Through Volunteering. It honored 16 individuals and groups along with 3 organizations. Volunteers contributed over 44,000 hours of service.

Theresa Carter, President of Omnova Solutions Foundation was the keynote speaker.





COMMUNITY LEADERSHIP

"I'm grateful to receive this recognition from the many people who help with this organization and the work they do", stated Russ Vernon on his special recognition at Taste of Vintage.

Goodwill's Taste of Vintage, celebrated its sixth annual, and most successful fundraiser to date. The evening included 15 area food establishment tasting stations, a large silent auction with donations from supportive area businesses, an exciting live auction and a fabulous vintage fashion show with 40 models going on a "Vintage Voyage". The 2011 gala also included a special recognition of Russ Vernon, retired chairman of West Point Market. Event Chairs James & Julie Merklin.



save the date 2012 EVENTS

Goodwill Week – May 6 -12, 2012

Employee of Distinction Luncheon

Wednesday, September 5, 2012

Event Chairs Randy Katz and Jim Bunnell

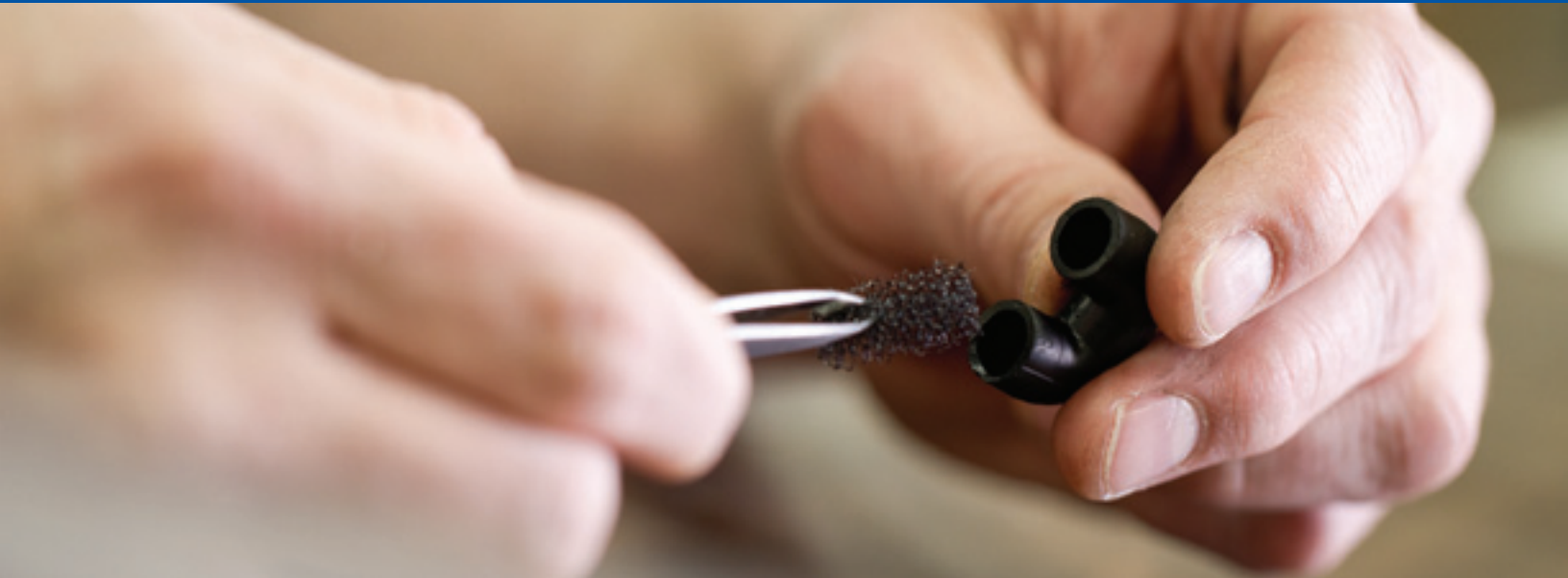
7th Annual Taste of Vintage

Thursday, November 15, 2012

Event Chairs Mark and Susan Whitlam

i will UTILIZE

Contract Services as a valuable outsourcing resource for sub-assembly projects
and to provide work opportunities for program participants.



| THE JOHNSON BROTHERS RUBBER COMPANY |

This Johnson Brothers' Rubber Company contract consists of three key functions – cutting, inserting and packaging. Steps in the project begin with cutting prefabricated filter sheets into sections, die-cutting the sections into individual filters, inserting the filters into a rubber elbow, and finish with packaging the completed pieces into boxes.

Other companies that utilize Goodwill's Contract Services include Automated Packaging, Cardinal Safety, Clearsonic, Murdock Industrial Supply and Unisource to name a few.

It's not just Goodwill, it's good business! In 2011 Contract Services provided quality goods and services to 63 businesses. Projects ranged from assembly, packaging, collation and mailing, die-cutting, de-manufacturing, sorting, inspection, and rework. A total of 28,105 hours were given to these projects by over 50 participants practicing or learning new skills.

The division also operates an industrial sewing department, manufacturing custom designed and affordable safety vests. When you purchase safety vests from Goodwill, you're not only investing in the protection of your employees, but you're investing in your community. Revenues generated through Contract Services support the agency's mission of helping individuals prepare for, find and retain employment.

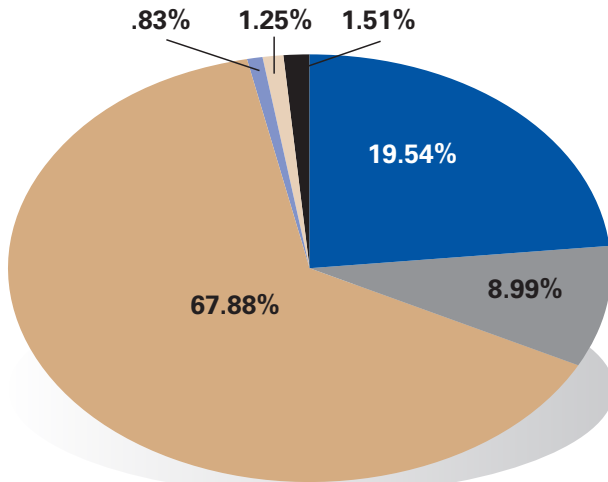
Contract Services is Certified to ISO 9001:2008



PERFORMANCE METRICS

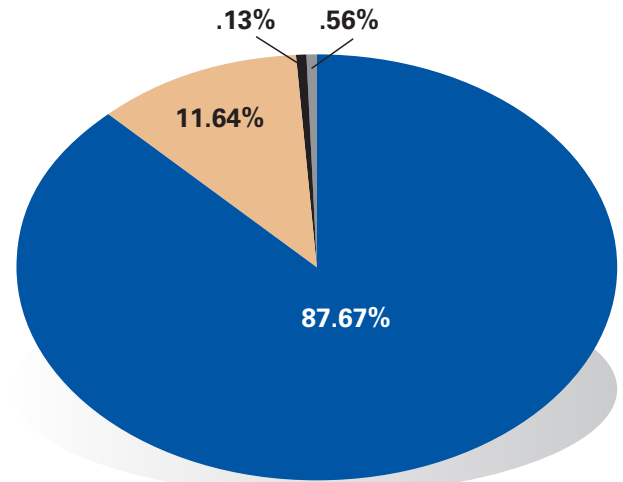
2011 FINANCIALS (UN-AUDITED)

Support and Revenue



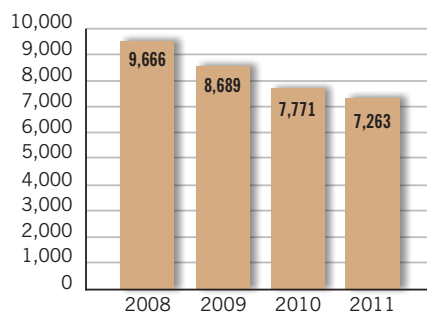
Workforce Development	\$ 3,227,650
Contract Services	1,484,636
Donated Goods	11,212,906
United Way of Summit County	137,738
Interest and Other Income	205,700
Contributions	249,835
Total Support & Revenue	\$ 16,518,465

Expenses

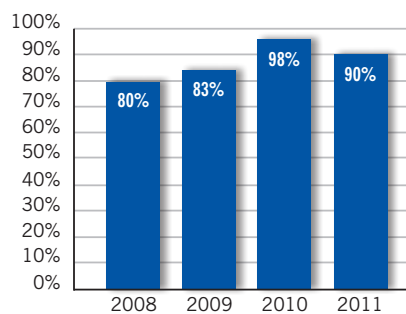


Program Services	\$ 13,892,373
Management & General	\$ 1,844,451
Fundraising	\$ 89,244
Debt Service	\$ 19,362
Total Expenses	\$ 15,845,430
Change in Investments	\$ (263,398)
Change in Net Assets	\$ 409,637
Net Assets, Beginning of Year 2010	\$ 9,017,451
Net Assets, Ending of Year 2010	\$ 9,427,088

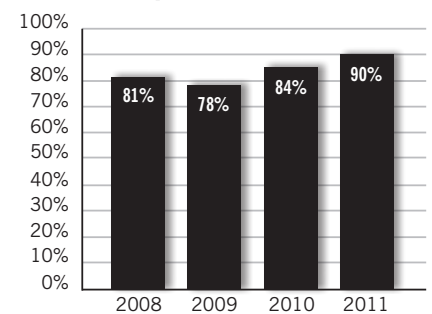
Numbers Served



Placement Rate



90-Day Retention Rate



prepared found
served employed
retained succeeded

serve • utilize lead
retain give succeed
honor support
prepare find

goodwill

Retail Stores/Donation Center Locations

Akron – 570 E. Waterloo Road
Akron Outlet – 570 E. Waterloo Road
Ashland – 1611 Claremont Avenue
Brunswick – 1733 Pearl Road
Cuyahoga Falls – 1725 State Road
Kent/Ravenna – 2528 St. Route 59
Lakemore – 1500 Canton Road
Medina – 3500 Medina Road
Mansfield – 2154 W. Fourth Street
Northfield – 10211 Northfield Road
Streetsboro – 9278 Market Square Drive
Tallmadge – 15 Midway Plaza
Wadsworth – 170 Great Oaks Trail
Store Hours:
Monday–Saturday 9 a.m. – 9 p.m.
and Sunday 10 a.m. – 6 p.m.

Auto Outlet – Donations/Sales

(also accepts vehicles on consignment)
Akron Auto Outlet –
2381 Manchester Road
Auto Outlet Hours:
Monday – Saturday 9 a.m. – 5 p.m.
and Sunday 12 p.m. – 5 p.m.

Donation Center Only Locations

Ellet – 2420 Wedgewood Drive
(Acme Parking Lot)
Hudson – 5381 Darrow Road
(Jo-Ann Stores, Inc.)
Coventry Township – 3235 Manchester
Road (Acme Parking Lot)
Fairlawn – 565 S. Cleveland-Massillon
Road (St. Luke's Anglican Church)
Mansfield – 1280 Lexington Avenue



Goodwill 
Industries

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Akron, OH 44319
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Toll Free: 800.989.8428
www.goodwillakron.org



Certified to
ISO 9001 : 2008



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Brent V Media, Moments by Cole Photography