



DONATE STUFF. CREATE JOBS.

2014 Annual Report



The Cycle of Goodwill

Helping individuals prepare for, find and retain employment

The agency is grateful for the 443,830 donors that shared their gently-used treasures with Goodwill last year. With every donation received, a cycle of Goodwill is put into motion to help individuals prepare for, find and retain employment.

Donations + Shopping = Job Creator

How does Goodwill use the funds from donating and shopping in the community? In 2014 Goodwill served 9,381 individuals by providing help in areas such as:

- Career exploration and advising
- Resume and interview preparation
- Skill identification and training
- Work experience opportunities
- Job placement, coaching and development services

You are the key to it all! Generous individuals, like you, are donating, shopping, buying services, or volunteering. All these parts of the cycle of Goodwill help individuals prepare for, find and retain employment.

Thank you for the support! Thank you for being a job creator! Goodwill looks forward to welcoming you at any of its locations.



Christopher Pennington,

donation attendant, Akron store.



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Retail & Contract Services Operations: Building Skills through Work Experience

Retail Operations

- \$0.87 of every dollar spent in retail funds our mission
- Stores: 13
- Attended Donation Centers: 6
- Outlet
- Boutique
- shopqoodwill.com
- eBooks

Contract Services

Certified to ISO 9001:2008

- Assembly
- Collating
- Die-cutting
- Industrial Sewing
- Heat Shrinking
- Packaging
- Kitting
- De-manufacturing
- Re-work
- Sorting
- Labeling
- Prototyping



Matt Barnett, computer processor.

Goodwill's Retail and Contract Services operations are a training ground for its Work Experience program. On a daily basis you will find program participants assisting with daily operations such as donation processing, hanging clothes, light assembly and industrial sewing, all in an effort to build valuable work skills for future employment in the community.

Last year the agency had 239 individuals participate in its Work Experience program. Individuals like **Shaun Dunn** and **Elizabeth Willis**, both building confidence in their skills and overcoming challenges as they work toward the goal of finding employment in the community. While in the program, each participant is assigned a case manager and mentor to help them reach their full potential through work, life and interpersonal skills training.

Shaun Dunn Gaining Retail Experience

When Shaun first came to Goodwill for assistance he was unable to read and was not confident in his abilities, which made it hard for him to learn new tasks. Each day Shaun came to work, his case manager helped him see that he does have the abilities to be successful. Together they worked on building job skills. Shaun first learned to help with placing housewares and other items on the sales floor. Once he learned that task, he began to open up and wanted to learn as much as he could. Today, Shaun has never been more confident and he is no longer afraid to try something new. Every day he comes to work with a positive attitude and is ready to do his best. He has accomplished learning many jobs in the retail environment that will help him on his journey toward securing employment out in the community.

Elizabeth Willis Growing Contract Services Knowledge

Elizabeth has overcome many challenges in her life. Before coming to Goodwill she had struggled with low self-esteem issues stemming from childhood, lived in and out of shelters and was unable to work consistently. Becoming independent was a priority for Elizabeth. Once her children were grown, she wanted to work so she could provide for herself and family. Elizabeth described herself as willing to learn - she just needed someone to teach her. With encouragement from her case manager, she has learned many new skills in Contract Services that have allowed her to become more confident and independent in all aspects of her life. She is a role model to individuals in the Work Experience program and helps them understand how rewarding work is and the beauty that is in each of them. Bringing home a paycheck has made a huge impact on Elizabeth. She feels good about being a positive role model for her children and the fact she can now purchase the things she needs and wants, including a lovely place to live. Elizabeth is proud of how far she has come and is now ready to discuss the next steps in her employment future.

CCESSORIES

Shaun Dunn, participant in Work Experience program.

James Longfellow, participant in Work Experience program. Elizabeth Willis, participant in Work Experience program. Leah Davis, sales associate at Northfield store and past YEOW program participant.

HOES

Tim Evans, program participant in job development.

Completing the Cycle of Goodwill: New Wage Earners Helping Build and Strengthen the Community

In addition to training opportunities within Goodwill, the agency provides many other services from advising and evaluations to determine skills/ interests, resume and interview preparation to more intensive services for individuals with disabilities, at-risk youth and others facing challenges to finding employment. The agency even provides support to local businesses/ employers in terms of recruiting, applicant screening and skill assessments.

Leah Davis Building Work Skills

For example, Leah Davis was one of 221 individuals that participated in one of the youth programs. Leah, a junior at Nordonia High School, participated in Goodwill's Youth Employment Opportunities to Work (YEOW) program. The program is designed to give youth, living in foster care or at-risk due to family or academic problems, opportunities to better ensure success in life through career exploration and self-sufficiency training. She received work exposure in Goodwill's Retail operations as well as training on building a resume, soft skills and managing money during a 12-week timeframe. After completing the program, Leah applied for a part-time position at Goodwill's Northfield store and was hired in November as a sales associate. She is doing an excellent job.

Tim Evans Utilizing Job Placement Services

Among the 341 individuals that received job placement services is Tim Evans. Tim is in the process now of working with Goodwill on finding a position out in the community. He first came to Goodwill and participated in the Work Experience program. During the program, Tim focused on improving his attendance, cooperation, and attention to task to prepare for a successful transition to community employment. Tim stated he had been given more responsibility and exposure to various job tasks that have increased his confidence and have made him a more viable

candidate for hire. Recently, he participated in a job observation at a local restaurant assisting with food preparation. The experience was positive. Tim was able to work independently once he understood the job, follow directions and complete his duties accurately. His experience with Goodwill and exposure to various jobs in the Work Experience program has provided him with greater confidence. He is excited about getting a job that matches his interests and capabilities out in the community.

Mission Services

Career/Job Seeker

- Career Exploration
 & Advising
- Resume & Interview
 Preparation
- Skill Identification

Business/Employer

- Recruiting
- Applicant Screening
- Pre-employment Testing

Individualized

- Assessments
 & Adjustments
- Evaluations for Individuals with Visual Impairments
- Job Coaching, Placement and Retention
- Work Experience
- Youth Programs

7





Total served in 2014

706 VOCATIONAL EVALUATIONS, ASSESSMENTS & ADJUSTMENTS 221 YOUTH PROGRAMS WORK EXPERIENCE 239 [Training within Goodwill's Retail and Contract Services operations] 4,143 JOB SKILLS CLASSES & WORKSHOPS* 583 JOB FAIRS **341** JOB PLACEMENT SERVICES JOB SEARCH ASSISTANCE 51 AND JOB COACHING **OTHER SERVICES** [Bus passes, Elizabeth Clark 2,313 Emergency Fund gift cards and Radio Reading] **EMPLOYER SERVICES** 784 [Recruitment, screening, testing, training, outplacement, etc.]

9,381 TOTAL

Some services are partially funded by The Summit County Department of Job & Family Services and United Way of Summit County Dollars redeemed through Elizabeth Clark Emergency Fund:

\$120,028

68 Local businesses served by Goodwill's Contract Services:

Value for 2014 jobs:

\$6.6 million



Our mission, by the numbers.

Helping individuals prepare for, find and retain employment.

Hours donated by volunteers:

33,875

Community

Donations

Generous donors: **443,830**

Tons of clothing and household items donated:

21,095



Pounds of computer equipment recycled (Dell Reconnect):

335,709

Pounds of material recycled through salvage:

7,934,000

Recycle

Outlet Store Goodwill Barving Summit, Portage, Medina Serving Summit, Portage, Medina



Retail and online program shoppers:

992,570

Job Training

Cents from every dollar spent at Goodwill stores that funds mission:

\$0.87

Hours worked by participants in Goodwill's Retail and Contract Services operations:



Donors: Thank you for Supporting Goodwill's Mission

General Operating Fund \$10,000 +

Anonymous Lucy & Emily Beasley Charitable Trust

\$5,000 - \$9,999

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\$500 - \$999

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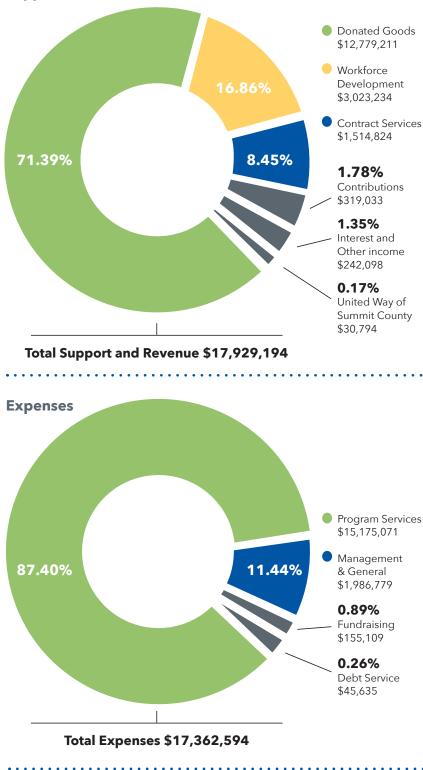
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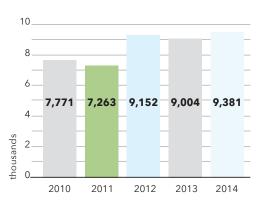
2014 Financials (un-audited)

Support & Revenue

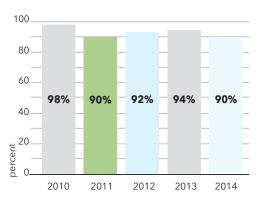




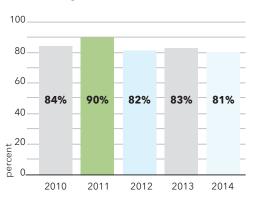
Numbers Served



Placement Rate



90-Day Retention Rate



Events and Volunteer Services:

Each year Goodwill has a set of key events to educate, support and raise funds for its mission. The key events include:

Annual Meeting and Celebration of Champions

During the Annual Meeting and Celebration of Champions, Goodwill shares its service numbers with the community and honors program champions. In 2014 the event was attended by nearly 200 individuals and during the program 13 individuals were recognized for their achievements.

Goodwill Week

A week is set aside each year to help educate the public on Goodwill's mission, including tours and special events. Last year nearly 100 tours were provided at its headquarters.

Employee of Distinction Luncheon

Last year 56 outstanding employees from 21 area companies were recognized. Goodwill offers the Employee of Distinction Luncheon to area employers as an opportunity to celebrate their employees' accomplishments.

Taste of Vintage

More than \$90,000 was raised at Taste of Vintage, Goodwill's gala fundraiser. The event was attended by nearly 600 guests and honored the philanthropic efforts of Jackie and Greg McDermott in the greater Akron community.

Volunteer Services

Goodwill would like to thank the hundreds of individuals and groups, including many area colleges, universities, high schools, church groups as well as Boy and Girl Scouts, that spent time helping at the agency. These volunteers provided 33,875 hours of service.

2015 Event Calendar

Annual Meeting and Celebration of Champions: March 26

Event Co-Chairs: Kim and Chas Schreckenberger

Goodwill Week: May 4 - 9

Employee of Distinction Luncheon: September 9 Event Co-Chairs: Mary Ann Roach and Maureen Van Duser

Taste of Vintage: November 5

Honorary Event Chairs: George and Beth Sherwood







Top: Celebration of Champion honorees after Annual Meeting. Left to right is Darren Lynn, Monica Schnitzler, Amy Johnson, Larry Grant, Douglas Dawson and Jennifer Seman.

Middle: Top five Employee of Distinction honorees. Seated, left to right, is Theresa Wilson, Judi Jacobs, Stacey Nolt and standing Tracey Hawkins and Jennifer Elsass.

Bottom: Jackie and Greg McDermott at Taste of Vintage.



Auto Donations 800.826.0980

Estate & Home Pickup Services 800.989.8428

Retail Stores/Donation Centers

Akron - 570 E. Waterloo Rd. Akron Outlet Store - 1400 S. Arlington St., Ste. 150 Ashland - 1611 Claremont Ave. Brunswick - 1733 Pearl Rd., Ste. 101 Cuyahoga Falls - 1725 State Rd. Kent/Ravenna - 2528 State Route 59 Lakemore - 1500 Canton Rd. Mansfield/Ontario - 2154 W. Fourth St. Medina - 3500 Medina Rd. Northfield - 10333 Northfield Rd., Ste. 6 Streetsboro - Streetsboro Plaza, 1703 State Route 303 Tallmadge - 15 Midway Plaza Twinsburg - 10735 Ravenna Rd. Wadsworth - 170 Great Oaks Trail



Kent - 118 E. Main St.

Donation Center Only Locations

Akron - 420 South Hawkins Ave. (Saint Sebastian Parish, Byrider Hall lot)

Coventry TWP - 3235 Manchester Rd. (Acme plaza parking lot)

Ellet - 2420 Wedgewood Dr. (Acme parking lot) **Fairlawn** - 565 S. Cleveland-Massillon Rd. (Grace Church parking lot)

Hudson - 5381 Darrow Rd. (Behind the Regal Cinema parking lot)

Mansfield – 1280 Lexington Ave. (Parking lot near Dollar General & Save-A-Lot)





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