

2016 Annual Report



Helping individuals prepare for, find and retain employment.





1927

Goodwill Industries is founded.



1940

During World War II, with the cooperation of the Labor Department of the Firestone Tire and Rubber Company and Firestone Local #7, Goodwill Industries obtained its first sub-contract from local industries.

Our agency, as it is known today, officially began serving the community 90 years ago. In 1927, it began delivering services at the corner of Furnace and Howard Streets in Akron. In those days, there was probably no official



Courtesy Akron Beacon Journal/Summit Memory

mission statement. Today, "helping individuals prepare for, find and retain employment" is threaded through every business line and shared with team members at every new hire orientation. For nine decades, the focus on helping individuals gain work skills has remained constant. Our dedication to making a difference continues to this day. We help people with a hand up, and not a hand out, to improve their lives through the power of work. This emphasis on each individual's needs has allowed us to make a difference in the lives of thousands of people throughout our history of service.

Goodwill's entrepreneurial businesses have always improved lives through the power of work. Through the decades, the donation of "stuff" has created jobs. It began as a network of sister agencies gathering cast-off clothing as well as household items. The people being served were hired to sort (and repair in the early days) items so the donations could be presented in a retail setting. The retail stores generated revenue to pay the wages of those served, but they also provided cost effective products to the community. Therefore, shoppers at Goodwill stores have always been part of helping "create jobs."

In 1927, Goodwill's building at 119 North Howard housed a coffee shop, a store and a mission. In the early days, a truck would pick up cast-offs and the Goodwill team would sort, rework and present those items for sale to help transform lives and make a positive difference in the community.

1950

The pressure of growth demanded larger facilities and with the aid of gifts from large and small industries in the community, together with special individual contributions, the building at 36 S. College Street was acquired.



1960

The store building at 185 E. Mill Street was dedicated. In the same year, the Rev. Kenneth L. Downing retired and Rev. David P. Boldt came from Goodwill Industries of Zanesville to become the Executive Director of Goodwill Industries of Akron.



1970

Heartening community support was received following a devastating series of fires. Restoration of the fire-damaged areas was well under way, and a Business Rehabilitation Fund drive was begun.

1980

Goodwill was awarded a contract through the National Industries for the Severely Handicapped to manufacture women's utility work slacks (blue jeans) for the US Navy.



Today, Goodwill's Waterloo Service Center is the hub for Mission and Contract Services and the largest retail store in our system. It is the site from which our Home Pickup truck departs. In 2016 nearly 460,000 donors shared about 25,000 tons of treasure with Goodwill. The treasures were sorted and presented by 450 team members to nearly a million shoppers. Along the way, almost 9,200 individuals received workforce development services and 86 businesses had their industrial sewing and light assembly met. Those numbers are powerful stats and they speak to the continuing power of work.

Overall, 2016 was a great service and public outreach year! While the financials were not as strong as we hoped, we will celebrate our 90th Anniversary with pride and renewed vigor. We will look to the wisdom of our founder, Reverend Edgar J. Helms, who believed *"that everyone has the potential to work, and work provides dignity and empowerment for all individuals."*

Today, we say to you, please: *"Donate stuff. Shop great deals. Create jobs."*

And remember: *"It's not just Goodwill. It's good business."*

Today we pledge to continue the cycle of "goodwill." We will continue with our work to help people in our community facing barriers build their skills, so they too may experience the dignity and empowerment that work provides.

Thank you for making this 90th milestone possible - for helping individuals prepare for, find and retain employment. We could not do it without you!

Sincerely,

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VP, Contract & Logistics Services

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VP, Mission Services & Public Relations

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Advisory CFO



2017

Celebrating 90 Years
of Making a Difference.



2015

Launched the
boutique concept.

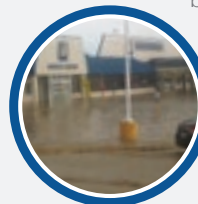


2013

Relaunched Home
Pickup program.

2011

Goodwill's Waterloo Service Center, Stores and Headquarters was inundated by flash flood waters the afternoon of May 13, 2011. The extraordinary response of agency staff and Amer Insurance, allowed the agency to open for business in its Service Center and Headquarters on Monday, May 16. The Stores reopened 13 days later. Prevention measures enacted later in 2011 allowed the agency to swiftly recover from an even more prolonged flood in 2013.



1990

The first annual fundraising event - Haute Goodwill - was held in conjunction with the Kent State University School of Fashion Design to rave reviews.



2000

The corporate headquarters moved to its new location at 570 E. Waterloo Road. The Board of Trustees engaged Hodge, Cramer & Associates, a consulting firm, to begin preparations for a capital campaign.



Providing Opportunities for Growth Through Retail & Contract Services

Retail Operations

- \$0.88 of every dollar spent in retail funds the mission
- Stores: 14
- Attended Donation Centers: 5
- Outlet
- Boutique
- shopgoodwill.com
- eBooks

Contract Services

Certified to ISO 9001:2008

- Assembly
- Collating
- Die-cutting
- Industrial Sewing
- Quality Control/Inspection
- Heat Shrinking
- Packaging
- Kitting
- De-manufacturing
- Heat Sealing
- Sorting
- Labeling
- Prototyping
- Purchasing
- Logistics

Finding a competitive position out in the community is difficult for anyone, especially for individuals with any type of barrier. Goodwill provides a variety of assessments, adjustments and evaluations to determine a person's vocational training potential and then helps to develop realistic employment goals. Individuals can have the opportunity to experience different jobs, refine their skills and adjust behaviors in various work environments to help identify the appropriate type of future community employment. This training may even occur at Goodwill within its Retail and Contract Services (light assembly and industrial sewing) operations.

Our goal is always to provide people the skills they need to find competitive employment out in the community and that includes our own locations. In the past year, 21 program participants transitioned to employees at Goodwill. Individuals like Marquis Holland*, Tiffany Matheny**, Kenny Jones* and Dale Fortune*.

Transitioning from Work Experience to Employment

In 2016, Marquis (donation attendant, Midway Store), Tiffany (processor, Ontario Store) and Kenny (donation attendant, Wadsworth Store) all became employees of Goodwill after transitioning out of the Work Experience Program. If you asked each of them the achievement they are most proud of - it is finding employment. Each of these individuals now serves as a mentor to others on the same journey, and helps train new coworkers. Goodwill is very proud of each of their accomplishments and looks forward to watching them continue to grow in their roles. For example, since Tiffany was hired as a processor, she has also learned how to be a sales associate. She provides excellent customer service, where she often suggests to customers merchandise based on their wants and needs. Marquis is very proud to assist with training other employees on the testing, pricing and displaying electronics at the store. And Kenny is now known as a great mentor to others with lots of patience.

Triumphing in the Face of Adversity

When Dale first came to Goodwill in June 2015, he received job coaching services to assist him in re-acclimating to work after suffering a traumatic brain injury. During his programming, Dale decided to focus on finding a new vocational goal. He tried several different jobs in the community, including a job try in Goodwill's Contract Services area as an assembler. Dale was able to quickly learn and perfect all jobs assigned to him as well as mentor other program participants. He impressed the agency so much, he was hired as an assembler in early 2017. During his programming, Dale has truly showed his resiliency and strength while recovering from his injuries.

*Referred by Opportunities for Ohioans with Disabilities Bureau of Vocational Rehabilitation

** Referred by Pathways/Richland Newhope VRP3



Tiffany Matheny

Processor, Ontario Store

Marquis Holland

Donation Attendant, Midway Store



Dale Fortune

Assembler, Contract Services, Waterloo Service Center

Kenny Jones

Donation Attendant, Wadsworth Store

Mission Services: Improving Lives Through the Power of Work

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

Community



Job Training



While many times programming starts at Goodwill, services extend beyond training within agency facilities and is done in collaboration with other service providers. Goodwill provides many career services from advising and evaluations to determining skills/interests, and from 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.

Individuals like Trevor Cooper* and Alyssa Rodriguez are building skills and finding employment with assistance from Goodwill.

Finding a Sense of Accomplishment

In May of 2016 Trevor graduated high school and was referred to Goodwill for help in finding a job. He had several goals: earn money for college, learn work skills and a trade where he may advance his career. Trevor shared that when he first started the process, he was not sure he would find a job that he liked and he wondered if an employer would want someone like him – a person with Autism. He worked diligently with his job developer at Goodwill to create a resume and contact employers. The persistence paid off and Trevor was hired as part of a crew to maintain highway rest stops. When he first started the position, Trevor was provided a coach to help him learn his tasks and guide him. Today his job gives him a sense of accomplishment and an opportunity to interact with all types of people from anywhere in the world. Now he is interested in making maintenance his career, setting his sights on becoming a maintenance manager someday. Trevor is very proud of having a job, the work he does and making his own money. He appreciates the support of his family and through their encouragement, he has learned to believe in himself. His supervisor believes in him too, and has said Trevor is a great worker as well as very reliable.

Ensuring Success with Career Exploration and Training

Alyssa came to Goodwill as a student in the Youth Employment Opportunities to Work (YEOW) program in March of 2016. The program is designed for youth living in foster care or at-risk due to family or academic problems and provides opportunities for career exploration and self-sufficiency training. During her program, Alyssa overcame academic challenges as a senior at Akron Alternative Academy as well as continued to focus on her job duties. She was an excellent participant in the program and was always willing to complete any tasks that were assigned to her. When her program was complete, Alyssa applied for and was hired as a processor at the Waterloo Store. Since becoming an employee at Goodwill, Alyssa is continuing to work on her personal development and educational goals with plans to attend college.

**Referred by Opportunities for Ohioans with Disabilities Bureau of Vocational Rehabilitation*



Trevor Cooper

Maintenance Crew Member
(pictured with his mom, Danna Clark)

Alyssa Rodriguez

Processor, Waterloo Store



Total served in 2016

222 } VOCATIONAL EVALUATIONS,
ASSESSMENTS & ADJUSTMENTS

105 } YOUTH PROGRAMS

207 } WORK EXPERIENCE
[Training within Goodwill's Retail
and Contract Services operations]

521 } JOB SKILLS CLASSES,
JOB FAIRS & WORKSHOPS*

366 } JOB PLACEMENT SERVICES

5,546 } JOB SEARCH ASSISTANCE
AND JOB COACHING

2,110 } OTHER SERVICES
[Bus passes, Elizabeth Clark
Emergency Fund gift cards
and Radio Reading]

112 } EMPLOYER SERVICES
[Recruitment, screening, testing,
training, outplacement, etc.]

9,189 } TOTAL

* Some services are partially funded by The Summit County
Department of Job & Family Services.

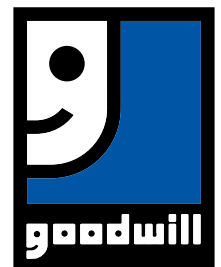
Dollars redeemed
through Elizabeth Clark
Emergency Fund:

\$160,772

86 Local businesses
served by Goodwill's
Contract Services:

Value for 2016 jobs:

**\$5.2
million**



Our mission, by the numbers.

Helping individuals prepare for, find and retain employment.

Hours donated
by volunteers:

29,020

Community



Donations

Generous donors:

458,818

Tons of clothing and
household items donated:

24,159



Retail Stores



Job Training

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

\$0.88

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

129,545

Pounds of computer equipment
recycled (Dell Reconnect):

331,670

Pounds of material recycled
through salvage:

8,853,000

Recycle



Outlet Store

Goodwill 
Serving Summit, Portage, Medina,
Ashland & Richland Counties



Retail and online
program shoppers:

959,535

Donors

Thank you for Supporting Goodwill's Mission

General Operating Fund | \$10,000 +

Eric & Nan McClenaghan

\$1,000 - \$4,999

Akron Children's Hospital
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BDO

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\$500 - \$999

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Family Services

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Old Firehouse Winery
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Rick Vernon
Russ Vernon
WAKR/WONE/WQMX/WNMV
Walmart
Cheryl L. Watkins
The West Side Bakery
Westfield Country Club
West Point Market
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In Honor of Thom & Lisa Mandel

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In Memory of Mark A. Hinson, Thomas R. Hinson & Thomas S. Hinson

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Members of the board of directors are elected for a three-year term with members rotating off annually.

The board provides leadership, guidance, support and assistance to Goodwill in its mission fulfillment.

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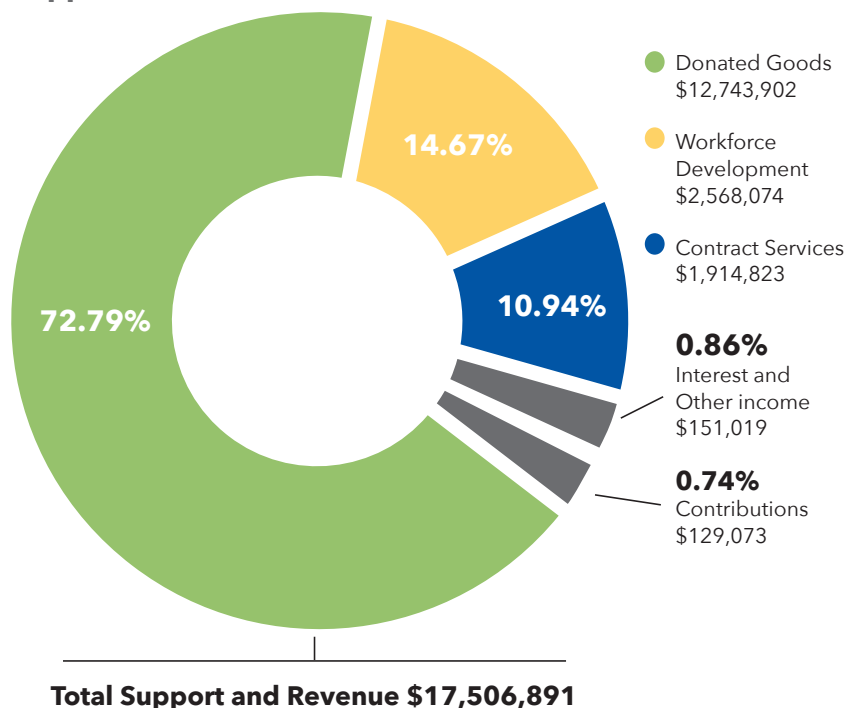
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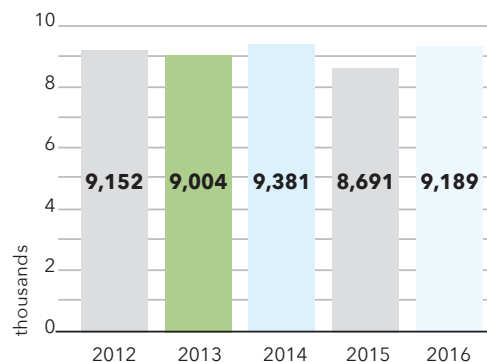
Mary Anne & C. Allen Nichols

2016 Financials (un-audited)

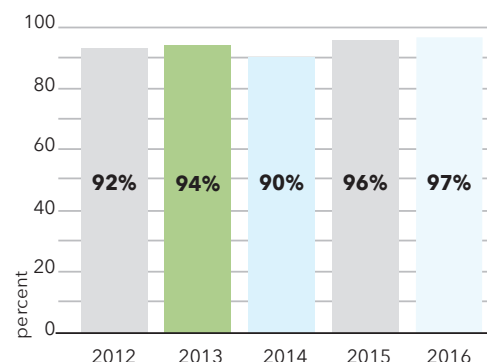
Support & Revenue



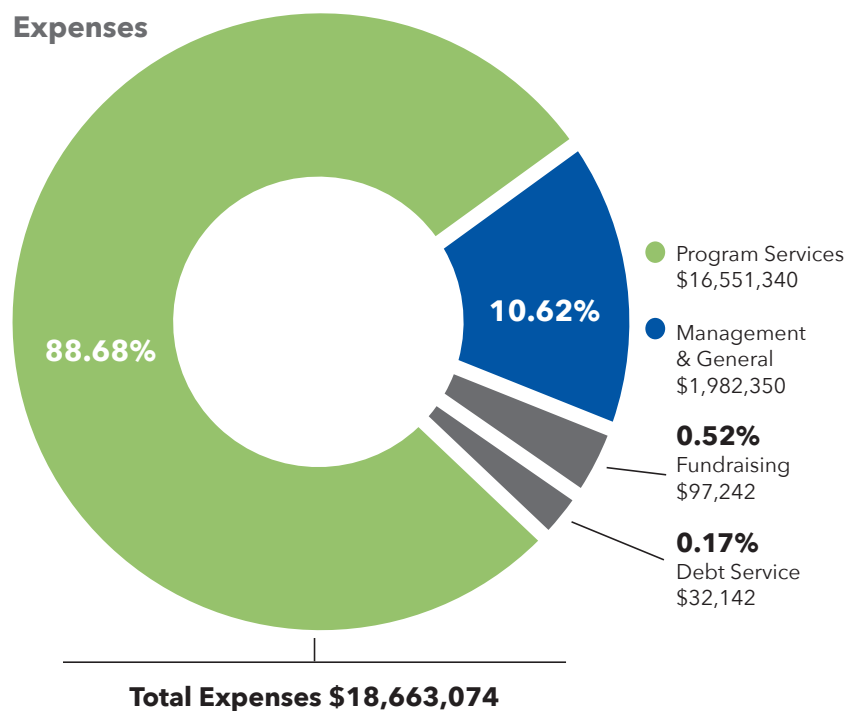
Numbers Served



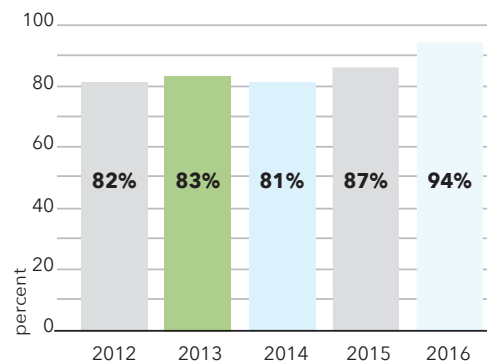
Placement Rate



Expenses



90-Day Retention Rate



Change in Investments	\$314,358
Change in Net Assets	(\$841,825)
Net Assets Beginning 2016	\$12,838,655
Net Assets Ending 2016	\$11,996,830

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 event, Goodwill shares its service numbers with the community and honors program champions. In 2016 the event was attended by nearly 200 people and honored the achievements of 14 individuals.

Goodwill Week

The first full week in May is officially called Goodwill Week to help raise awareness of Goodwill's mission. During the week, people participated in events including a Report to Community Breakfast & Agency Tour, special Customer Loyalty Days, Thrift Night Out and Craft Night Out events.

Employee of Distinction Luncheon

In 2016, 60 outstanding employees from 26 area organizations were recognized at the Employee of Distinction Awards Luncheon. The event provides employers a cost-effective way to publicly recognize outstanding employees. Nominations for the Employee of Distinction Award are reviewed based on quality of work, dedication to the business, and extraordinary efforts with the honor going to the top individuals with the highest average rankings.

Taste of Vintage

Honorary Event Chairs, Chuck and Corrine Tennent, raised more than \$90,000 at the 11th annual Taste of Vintage gala fundraiser. The event was attended by nearly 600 guests and honored the philanthropic efforts of Thom and Lisa Mandel in the greater Akron community. During the event, guests enjoyed food tastings offered by a variety of restaurants and specialty businesses, silent and live auctions, as well as a showcase of fashions from the early 1900s to 1990s from Goodwill's Vintage Collection.

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 the agency. These volunteers provided 29,020 hours of service.

2017 Event Calendar

Annual Meeting and Celebration of Champions: March 23

Event Chairs: Dr. Pleas R. Chambers III and Andrea Chambers

Goodwill Week: May 8 - 13

Employee of Distinction Luncheon: September 6

Event Chairs: Todd Caruthers and Kara Hanzie

Taste of Vintage: November 16



Top: Celebration of Champion honorees after the Annual Meeting. Front row, left to right: Earnesha Brooks, Selena Rodriguez, Joan Hinkle, Ashley Wilson, Sherry Condos, Shirley Jones. Back row, left to right: Charliese Spaulding, Michelle McCormick, Barbara Clevenger, Jewell Whitmore, Jennifer Leatherbarrow, Jerry Justice, Robin Montisano. Not photographed: Jazzlyn Yeagle.

Middle: Employee of Distinction Award Winners. Seated left to right: Denise Ronk, Community Support Services, Inc.; Marvelle Ramsey, Community Support Services, Inc.; Stacey Custer, Guild Guidance & Family Solutions. Standing left to right after Akron RubberDucks' Webster: Jennifer Walls, Firestone High School, Akron Public Schools; Jeff Sturmi, Akron Municipal Court.

Bottom: Thom & Lisa Mandel.



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Ashland - 1611 Claremont Ave.

Brunswick - 1733 Pearl Rd.

Cuyahoga Falls - 1725 State Rd.

Kent/Ravenna - 2528 State Route 59

Lakemore - 1500 Canton Rd.

Mansfield/LexMall - 1280 Lexington Ave.

Medina - 3500 Medina Rd.

Northfield - 10333 Northfield Rd.

Ontario - 2154 W. Fourth St.

Streetsboro - 1703 State Route 303

Tallmadge - 75 Midway Plaza

Twinsburg - 10735 Ravenna Rd.

Wadsworth - 170 Great Oaks Trail

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)



Goodwill 
Serving Summit, Portage, Medina,
Ashland & Richland Counties

570 East Waterloo Road • Akron, OH 44319

Tel: 330.724.6995 • Toll Free: 800.989.8428 • www.goodwillakron.org

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