



# 2021 ANNUAL REPORT

# DRIVING CHANGE

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

# DRIVING CHANGE



## BUS RIDER

GIA Short-Term Passes All Counties



## VEHICLE AVAILABLE

GIA Short-Term Fuel Card All Counties



## VEHICLE OPS BARRIER

License/Insurance Reinstatement Support?  
Vehicle Repair Grant? (PRC Pilot)



## NO MASS TRANSIT OPTION

Connect with other transport programs?  
Ride Share? Uber/Lyft card?



## VEHICLE DESIRED

Revolving Loan Fund? Car Dealer Partnership?  
Financial Institution Partnership?



"Driving"  
Reliable  
Transportation



**Together** with our resilient team members, we were focused on driving change in 2021. We began the year with great hope for our future after receiving an amazing \$5 million gift from philanthropist MacKenzie Scott at the close of 2020. In addition, we continued to build Mission Services offerings, grow Business Services in industrial sewing and assembly, as well as have a tremendous year in Retail and Ecommerce operations. Much was achieved through teamwork, even while the pandemic continued to create an uncertain world. We again cannot find enough superlatives to share our sincere appreciation for our team members' flexibility, perseverance and dedication to Goodwill's mission and its safe operations.

We are also thankful for the more than 328,000 donors and nearly 860,000 shoppers. With their support, the agency was able to serve 11,328 people in our community with job search assistance, training and other services.

#### **Amazing Gift Driving Change Within Goodwill**

A key focus for the agency is creating a sustainable plan for the gift from Ms. Scott. We kicked off planning by engaging 76 fellow agencies and organizations to determine the top barriers to building a better life for people in our community. Three barriers kept rising to the top: filling a community resource navigator void, addressing transportation barriers and bridging the digital divide.

#### **Driving Change with Reliable Transportation Supports**

The main focus has been building reliable transportation supports. During the second quarter, we extended our Summit county current bus pass program to incorporate our entire service territory including Portage, Medina, Ashland and Richland counties. Current transportation support offerings include:

- **Individual Bus Pass Assistance:** Individuals can request bus pass vouchers for daily passes or monthly passes, limited to equivalent of one monthly pass annually.

- **Community Agency/Organization Assistance:** Agencies can complete an application for multiple passes to distribute to their clients individually.

- **Pilot Fuel Assistance Program:** Existing community partner agencies can request fuel cards for their clients.

By the end of 2021, five new agencies applied for extended bus pass services and 1,600 bus passes were distributed. In addition, nine agencies participated in the pilot fuel assistance program, receiving a total of 318 fuel cards. Along with these programs, we are exploring ideas to support vehicle operations barriers such as license or insurance reinstatement/procurement and vehicle repair or financing.

**Driving Change In 2022 & Beyond** Moving forward in 2022, our 95th year of service, we will refine our transportation supports while the Mission Services team continues to deliver traditional vocational services, youth services, employee development and virtual services to those in need. The Business Services team will look for further opportunities to expand its services in light assembly, industrial sewing and other business lines. Meanwhile, our Retail and Ecommerce teams will continue to make shopping and donating as safe as possible for all. Thank you for coming along for the ride as we continue to drive change.

Wishing all a healthy, safe and peaceful 2022!

Sincerely,

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# MISSION: Helping Individuals Prepare For, Find And

## Kevin Finds Support For Successful Reentry & Focusing On Future Instead Of Past

**Kevin** began his connection with Goodwill when he attended its Employment Readiness Assistance Program while incarcerated. Upon his release in April 2021 he was referred to the Richland County Citizen Circle, which Goodwill is the lead agency and facilitator. Kevin knew successful reentry was largely based on employment, education, and for him a home as well as transportation. Upon release, he first was living in transitional housing. During his stay, Kevin applied for a position at a local homeless shelter and was hired as a third shift monitor and case manager helping others in need of emergency shelter as well as services. In addition, while continuing to work at the shelter he found an additional second-shift position at a local manufacturer of motor vehicle parts. Now with work, he moved onto his next goals of transportation and a home. With help from the Citizen Circle, Kevin received his driver's license, car, purchased a home under a land contract and received help furnishing his home. Also to help furnish his home, he received a gift card from Goodwill's Elizabeth Clark Emergency Fund to purchase household goods and furniture. Through Kevin's determination, hope and support from the



Citizen Circle as well as Goodwill, he cannot believe how much his life has transformed. Currently, he is being trained for a supervisory position at the local manufacturing firm he is working at and is dedicated to mentoring others struggling with the social challenges of transitioning back into society.

# Retain Employment

## Work Experience Helps John Gain Skills & Prepare For Future

**John** first came to Goodwill in its high school work experience program. At that time he was working on gaining skills to prepare him for the work world after graduation. In addition to skills training during the school year, John participated in a summer youth program through Opportunities for Ohioans with Disabilities at a local grocery store. Along with this summer position, came the challenge of getting to work for John since he did not have transportation. Goodwill helped John arrange transportation, the funds to pay for it and helped teach him how to use public transportation. After his high school graduation, he was referred to Goodwill for job development services to help him find a position. John chose a goal of working in retail due to his positive summer youth program experience at the grocery store. He attended an open interview session at another branch of the same grocery store chain. John was hired on the spot as a bagger due to his experience and positive attitude. In order to ensure his success in his new role, John received job coaching services to help with orientation and job performance. Today John is doing very well in



his position and is proud of all he has achieved to date. His manager commented on John's perseverance. Next while continuing to work, John plans to attend community college to pursue a degree in early childhood education, which he also took while in high school.

## Applying Learned Work And Life Skills Helps Lichelle Reach Goals

**Lichelle** came to Goodwill to gain work experience in retail through a program called BOSS, Building Opportunities for Sustained Success, funded by the Summit County Department of Job & Family Services. The program works with youth ages 14-24 to help them grow both work and life skills, all in an effort to create independence. For Lichelle, her love of fashion and goal to someday have her own salon drew her to choose Goodwill for her work experience. While in the program, Lichelle participated in some life skills and employment readiness classes as well as grew her confidence in communicating with customers. She first worked at Goodwill's Waterloo store where she mastered all tasks in the processing area as well as the retail sales floor. She excelled at providing outstanding sales and customer service to our retail customers. Next she moved to Goodwill's boutique, where she continued to successfully apply all the skills she had mastered. Throughout her training, one of Lichelle's main goals was to obtain reliable transportation. Her determination paid off! Thanks to her hard work and dedication she was able to purchase a vehicle. We are so proud of Lichelle for successfully



applying the skills she learned at Goodwill to land a new position in housekeeping at a local hospital. Lichelle's new position provides her opportunities for additional training in the healthcare field, which is of great interest while she works on building the dream of opening her own salon one day.

# GOODWILL SERVICES AT A GLANCE

## Mission Services

Expanding reach by providing more virtual services around training, job search and resume assistance while continuing to support intensive services such as job coaching, work experience and evaluations. Whatever level of service needed, Goodwill is a safe place for those with employment barriers to build skills, gain work experience, receive job search assistance and more. This includes our focus area of building reliable transportation supports.

### CAREER/JOB SEEKER

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

### INDIVIDUALIZED

- Assessments & Adjustments
- Career Counseling
- Job Coaching, Placement & Retention
- Work Experience
- Youth Programs

## Retail Operations

Goodwill is truly grateful for both donors and shoppers. The donations we receive and sell in our stores support our mission of helping people prepare for, find and retain employment. In addition, our locations serve as a training opportunity for work experience programs.

- **\$0.92** of every dollar spent in retail funds the mission
- Stores: **14**
- Attended Donation Centers: **3**
- Outlet
- Boutique
- ShopGoodwill.com
- ebay
- eBooks



## Business Services

### Certified to ISO 9001:2015

Providing assembly/packaging and industrial sewing solutions to a list of growing firms in the automotive industry, consumer products, government agencies and many others. The team can customize a solution to fulfill needs in:

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

## Total served in 2021

**83** } VOCATIONAL EVALUATIONS,  
ASSESSMENTS & ADJUSTMENTS

**146** } YOUTH PROGRAMS

**185** } WORK EXPERIENCE  
[Training within Goodwill's Retail  
& Business Services operations]

**120** } JOB SKILLS CLASSES,  
JOB FAIRS & WORKSHOPS\*

**423** } JOB PLACEMENTS

**147** } JOB COACHING & DEVELOPMENT

**1,431** } OTHER SERVICES  
[Bus passes/fuel cards, Elizabeth  
Clark Emergency Fund gift cards  
and Radio Reading]

**8,793** } JOB SEARCH ASSISTANCE &  
EMPLOYER SERVICES [Virtual  
services, screening, testing, training,  
recruitment, outplacement, etc.]

**11,328** } TOTAL

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

Dollars redeemed  
through Elizabeth Clark  
Emergency Fund:

**\$66,259**

**142** Local businesses  
served by Goodwill's  
Business Services:

Value for 2021 jobs:

**\$7.65  
million**



# Our mission, by the numbers.

Helping individuals prepare for, find and retain employment.

Hours donated  
by volunteers:

**10,274**

## Community



## Donations

Generous donors: **328,821**

Tons of clothing  
and household  
items donated: **17,309**



## Retail Stores



Pounds of computer  
equipment recycled  
(Dell Reconnect): **93,673**

Pounds of material  
recycled & repurposed  
through salvage: **6,632,798**

## Job Training

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

**\$0.92**

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

**20,361**

## Recycle



## Outlet Store

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



Customers:

**856,451**

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## Thank you for Providing Hope & Supporting Goodwill's Mission

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### C. Allen Nichols

Akron Bar Association

### Gary L. Rickel

Retired  
CBRE

### Charles Schreckenberger, FAIA

Braun & Steidl Architects,  
a Studio of PRIME AE Group

### Kim Schreckenberger

Retired  
Akron Public Schools

### Cherie Morris Shechter

Community Volunteer Leader

### Steven B. Shechter

RWS Business Services  
Companies

### Beth Sherwood

Community Volunteer Leader

### George K. Sherwood

Retired  
B.F. Goodrich Corporation

### John L. Shulan

Shulan's Jewelers

### Jill Hinig Skapin

Retired  
Summit County Executive  
Ilene Shapiro's Office

### Stephen L. Strayer

PNC Bank

### Bishop Kevin D. Strickland, Sr.

The Church on the Hill

### Michael A. Sweeney, Esq.

Brouse McDowell

### Barry E. Thoman, CPA

Meaden & Moore, Ltd.

### Russell Vernon

Retired  
West Point Market

### Jerry H. Welty

Retired  
Welty Building Company

### Mark A. Whitlam

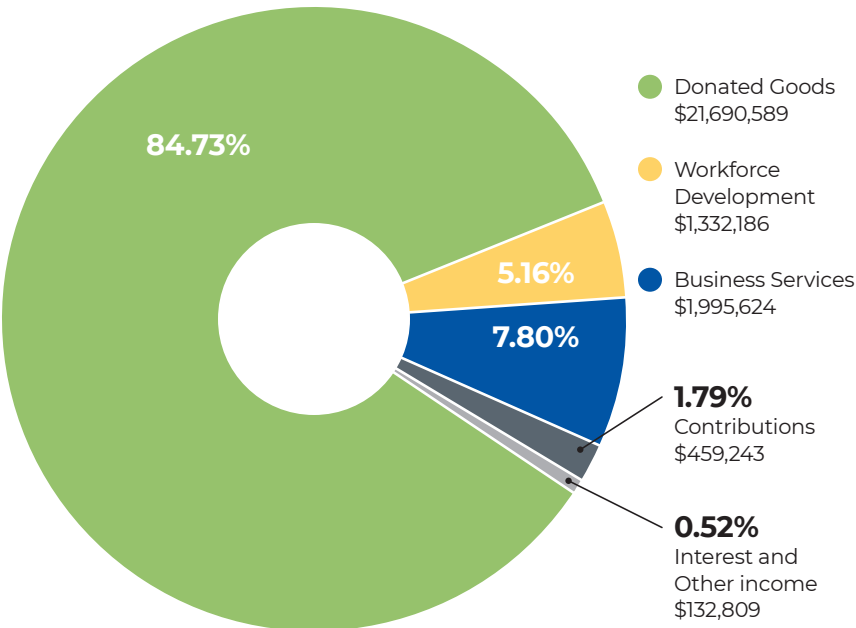
J.C. Whitlam Manufacturing Co.

### Steve D. Wilt

CAPTRUST Financial Advisors

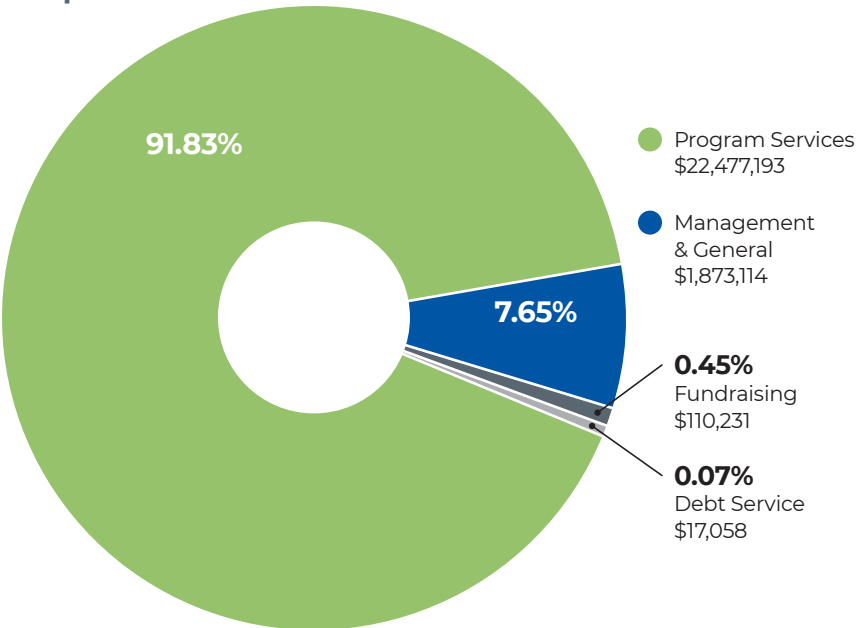
# 2021 Financials (un-audited)

## Support & Revenue



Total Support and Revenue \$25,600,450

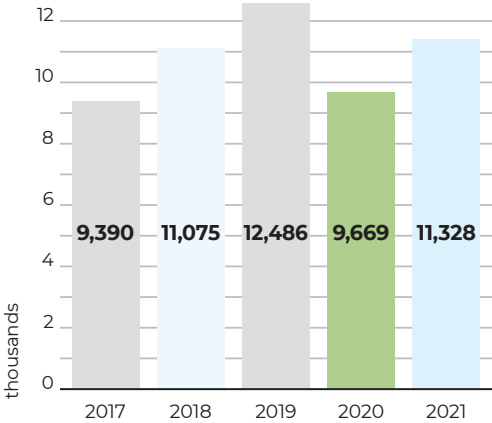
## Expenses



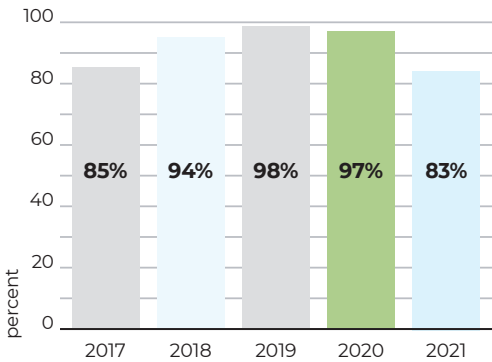
Total Expenses \$24,477,596

|   |              |
|---|--------------|
| Change in Investments .....               | \$ 982,393   |
| Change in Net Assets .....                | \$ 2,105,248 |
| Net Assets Beginning (2020 audited) ..... | \$18,242,062 |
| Net Assets Ending 2021 (unaudited) .....  | \$20,347,310 |

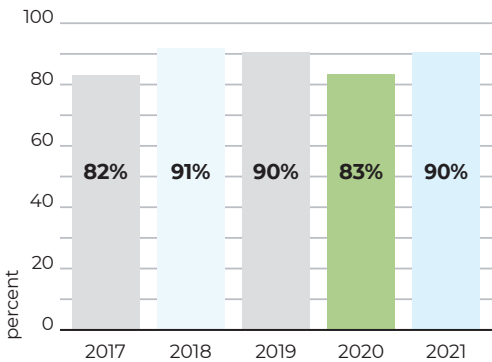
## Numbers Served



## Placement Rate



## 90-Day Retention Rate



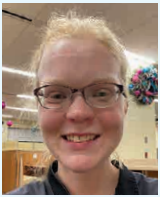
# Events and Volunteer Services

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

## Annual Meeting & Celebration of Champions

During the virtual Annual Meeting and Celebration of Champions event, Goodwill shares its service numbers and honors program champions. In 2021, we honored the achievements of 14 people.

### Celebration of Champion Honorees



Kaitlin Barnes



Lisa Barr



Kyle Brady



Cameron Chasteen



Joseph Dye



Floyd Edwards



Val Hall



Jessica Lewis



Lindsay Perruchon



Kyle Pindroh



Travis Pollock



Sunday Proctor



Brandon Utt



George Wilson

## Employee of Distinction

In 2021, 106 outstanding employees were recognized at the 20<sup>th</sup> Employee of Distinction event. 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 nominations with the highest average rankings. Congratulations to the 2021 Employee of Distinction Award Winners



Emily Bon  
Child Guidance & Family Solutions

Ben Yourkvitch  
Jobs for Ohio's Graduates

Erika Saulsberry  
Akron Metropolitan Housing Authority



Beth Ferguson, RN  
The Blick Center



Erin Mills  
Summit County Children Services

## Taste of Vintage

Goodwill, along with honorees Karen and Doug Lefton, raised more than \$100,000 at its 15th Taste of Vintage gala fundraiser. The event was attended by nearly 400 guests and paid tribute to the philanthropic efforts of Karen and Doug Lefton in the greater Akron community. Guests enjoyed silent and live auctions, as well as a showcase of fashions from the 1920s to 1990s from Goodwill's Vintage Collection.



Doug & Karen Lefton

## Volunteer Services

Goodwill would like to thank the hundreds of people and groups that spent time helping the agency. These volunteers provided 10,274 hours of service.





**DONATE STUFF.  
CREATE JOBS.**

**Auto Donations** 800-549-2580

**Donation Pick Up Service**

800-989-8428 or 330-786-2576

*blue*  
/ A GOODWILL® BOUTIQUE /

**Copley** – 3900 Medina Road

**Outlet**

**Akron** – 570 E. Waterloo Rd.

**Retail Stores/Donation Centers**

**Akron** – 570 E. Waterloo Rd.

**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** – 501 South Avenue

**Twinsburg** – 10735 Ravenna Rd.

**Wadsworth** – 170 Great Oaks Trail

## Donation Center Only Locations

**Akron** –

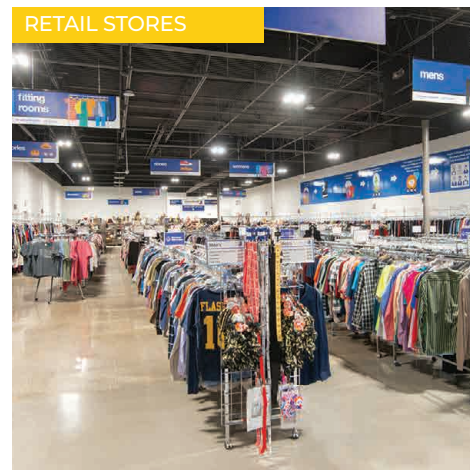
420 South Hawkins Ave.  
(Saint Sebastian Parish,  
Byrider Hall lot)

**Fairlawn** –

565 S. Cleveland Massillon Rd.  
(Grace Church parking lot)

**Hudson** –

5381 Darrow Rd.  
(Behind 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](http://www.goodwillakron.org)

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Creating Opportunities Together