

# How the Goodwill Life Cycle Operates

**Donations** - Just about every Goodwill donor knows the satisfaction of cleaning out closets, sorting out things no longer wanted but still possessing value. Also, the pleasure of knowing that their donated items provide the opportunity to do some good in the world, as they find a new home with shoppers who need them and fund programs that help others in need to help themselves.



**Retail Sales** - Shoppers know they'll find department store fashions at thrift store prices at our nine Goodwill store locations. They can purchase clothing and accessories, housewares and collectibles, furniture, books and toys with the

assurance that they'll get more "stretch" from their shopping dollar and put less stress on their family budget. While they're at it, they're also doing good for the community. The revenue from their purchases helps to provide jobs, training, opportunity and hope to hundreds of individuals who are served by the programs and services of Goodwill Industries. Our shoppers keep the Goodwill life cycle going - finding what they need in our stores while helping others to find the jobs that they need in our community.

**Employment Training & Counseling** - Goodwill's staff provide vocational testing, community-based job evaluation, job readiness skills training, employment counseling and job placement for people with physical, mental and emotional disabilities. Goodwill also provides job coaches to go on the job for varied periods with clients who have more severe disabilities, and follow-up coaching as needed, for the life of the client's job.

**Job Placement & Creation** - The donations, the stores, the employment services . . . The purpose of every aspect of Goodwill is to provide opportunities for people to build independence. Our goal for each client is total integration into the community and to secure long-term employment opportunities.



Goodwill donors



Shopping for the family



Employment skills training



On the community job site

## Growing through Training Partnerships

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The final week was reserved for review, job-seeking skills training, resumes and mock interviewing.

Keys to the success of the program were the commitment, expertise and leadership provided by local Walgreens store management and staff. Store Manager David Smith of the Walgreens located at 10211 Chestnut Plaza Drive, was supportive and appreciative of the program. He stated that Walgreens benefited in a number of ways:

- Potential employees with a free look period;

- Help with store's day-to-day needs;
- Increased public awareness; and
- Improved Walgreens employees' morale and understanding of their own jobs.

Participants in the program acclaimed the training as well and cited the following benefits:

- Enhanced their current retail and customer service skills;
- Increased confidence in their knowledge and work skills;
- Increased confidence in applying for jobs and interviewing; and
- Improved marketability and employability.

Randy Wolf, Goodwill Client Services Director, stated that one of the participants is already engaged in the job search process. During employment interviews, participants can now speak of actual experience and benefit from increased confidence.

As the program grows, Goodwill hopes to expand to other Walgreens locations within northeast Indiana and to develop a model that could benefit other Goodwill organizations and Walgreens across the state and country. For more information, contact Randy Wolf at Goodwill Industries of Northeast Indiana, 260-478-7617, Ext. 19.

## Goodwill and Dell Partner for Computer Recycling

Goodwill Industries of Northeast Indiana, Inc. is partnering with Dell to recycle computer equipment. Goodwill will accept and sort donated computer equipment that will be responsibly recycled through Dell's product recycling programs.

Items that may be recycled through the RECONNECT program include:

- Computers
- Keyboards
- Printers
- Monitors
- External hard drives
- Other related hardware

It is recommended that donors remove all data from hard drives and other storage media before donating to Goodwill. Computers of any brand and condition may be donated and recycled

through the RECONNECT program.

Donations are accepted at any Goodwill retail store or donation site. For a list of northeast Indiana Goodwill drop-off sites, visit [www.reconnectpartnership.com](http://www.reconnectpartnership.com) and type in your zip code number to find the closest store.



**About Goodwill Industries of Northeast Indiana, Inc.**  
Goodwill Industries of Northeast Indiana, Inc. serves the 10 Indiana Counties of Adams, Allen, DeKalb, Huntington, Jay, Lagrange, Noble, Steuben, Wells, and Whitley. Goodwill is accredited by the Commission for Accreditation of Rehabilitation Facilities for Governance and Employment Services/Community Employment Services: Job Development, Job Supports and Job-Site Training. Goodwill is a 501 (c) (3) not-for-profit organization, qualifying for tax-deductible contributions. Visit [www.fwgoodwill.org](http://www.fwgoodwill.org) for additional information.



# Goodwill Industries Annual Report 2008-09

## Our Mission

Goodwill changes lives by providing opportunities for people to build independence.

## Our Vision

Our vision is to help build a stronger community by supporting people in achieving greater independence.

## Our Values

### RESPECT

Treat all people with dignity and respect.

### STEWARDSHIP

Honor our Goodwill heritage by being socially, financially and environmentally responsible.

### ETHICS

Strive to meet the highest ethical standards.

### LEARNING

Challenge each other to strive for excellence and to continually learn.

### INNOVATION

Embrace continuous improvement, creativity and change.

### WORK

People build independence through inclusion in the competitive workforce.

## Growing Services through Training Partnerships



Goodwill and Walgreens staff with program participant.

Goodwill continues to seek ways to grow services for clients and our partnership with Indiana Vocational Rehabilitation Services and Walgreens is just one example. By working together, we offer people with disabilities opportunities to explore careers in the retail field. Funded by Indiana Vocational Rehabilitation Services, the program offers classroom training at Goodwill and hands-on retail skills training in local Walgreens stores. Walgreens is committed to increasing the employment rate of people with disabilities who work side by side with other workers doing equal work for equal pay.

The partners designed a Customer Service and Retail Training program to assist people with disabilities in acquiring personal, social and work skills needed to secure employment at Walgreens, Goodwill, or other retail establishments, or in a related field. Goodwill's initial class of four participants was selected according to their vocational goals, preferenc-

es and desire to work in the retail field. They also met the hiring criteria established by Walgreens, Goodwill and Indiana Vocational Rehabilitation Services.

Rita Bennett-Sheirbon, Goodwill Retail Training Instructor, designed the program to consist of six weeks of classroom and hands-on training. Classroom instruction was held at the Goodwill Corporate Office and hands-on training was provided at selected Goodwill and Walgreens stores. The participants also benefited from guest speakers and field trips to other retail businesses to gain understanding of customer service, merchandising, safety and other retail processes.

Participants alternated between classroom instruction and on-site training to maximize the learning experience. The training instructor also worked one on one with participants, providing feedback and addressing areas for development.

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## Leadership Message



**President & CEO**  
**Bill Warriner**

At Goodwill Industries of Northeast Indiana, Inc. "going green" is nothing new. We've embraced that message for over 72 years. Since 1937, we've made it our business to resell, reuse, repurpose and recycle donated goods into opportunities for people who need a helping hand to become employed and build independence.

We've recycled your donations into dollars through our nine northeast Indiana Goodwill stores and ShopGoodwill.com; into jobs for workers with disabilities and/or barriers to employment; and into services that train, equip and support clients for jobs in our community, where they become contributing members of the workforce.

Goodwill closed a successful 2008 year of operation by serving 877 clients and employing 219 persons with disabilities and/or barriers to employment (73% of our workforce). We believe that gainful employment promotes dignity, respect and self-sufficiency. Our programs created \$2,251,332 in mission-related wages for people with disabilities and/or barriers to employment.

In cooperation with Indiana Vocational Rehabilitation Services, Goodwill began a new training partnership with Walgreens to help people with disabilities enter the workforce. By working together, we offer people with disabilities opportunities to explore careers in the retail field.

Goodwill and Dell also partnered to offer northeast Indiana consumers a free, convenient and environmentally responsible solution for computer recycling. Computers and their components are refurbished or demanufactured, and parts are reused or recycled responsibly.

We thank our donors, stakeholders, partners, board members and the people we have had the privilege to serve for their support of our work.



**Board President**  
**Ed Welling**

## Goodwill Board of Directors and Management Staff

### Officers

Ed Welling.....President  
Tim Manges.....Vice President  
Ann Keith.....Secretary  
Randy Warner.....Treasurer  
Doug Barrow.....Ex-Officio

### Directors

Barbara Berghoff Jay Nelson Bill Warriner  
Mike Coil Joe O'Connor Catherine Wilcox  
Dan Copeland Randy Rusk Gary Yarger  
Jackie Feller Wil Smith Steve Zacher  
Laura Maser

### Management Staff

Bill Warriner.....President/CEO  
Crystal Sears.....Vice President  
Marita Crawfis.....HR/Safety Director  
Larry Holzinger.....Finance Director  
Lori McCutcheon.....Retail/Operations Director  
Randy Wolf.....Client Services Director

**Goodwill Industries of Northeast Indiana, Inc.**  
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[www.fwgoodwill.org](http://www.fwgoodwill.org) • [www.shopgoodwill.com](http://www.shopgoodwill.com)

## 2008 Goodwill Metrics



*Donations delivered*

### Clients

Total persons served: **877**  
Number of clients provided basic services: **360**  
Number of clients provided employment services: **153**  
Number of community job placements: **43**  
Projected wages: **\$398,134**  
Wage range: **\$6 - \$17**  
Percent of clients with multiple disabilities: **45%**  
Percent of clients that report overall program satisfaction: **95%**

### Employees

Employees with employment barriers: **219**  
Percent of total workforce: **73%**  
Wages earned: **\$1,853,198**  
Total Goodwill workforce: **300**  
Number of eligible employees enrolled in Goodwill's health plan: **81%**



*Client planning for employment*



*Back to school shopping*

### Donated Goods/Retail

Number of Goodwill store purchases: **512,303**  
Number of on-line purchases: **31,670**  
Number of household and business pick-ups: **1,300**  
Number of pounds of donations recycled: **4,488,569**

### Community Impact

Total taxes paid annually by Goodwill employees: **\$969,483**  
Sales tax remitted to the State: **\$415,221**  
Program operation dollars spent in the community: **\$2,440,272**

### Administrative Analytics

Percent of operating revenue spent for programs: **89.6%**  
Management and general cost: **10.3%**  
Fundraising expense: **0.1%**  
Percent of budget self-sufficient from retail revenue: **94%**  
Average board meeting member attendance: **83%**



*Computer recycling*

## 2008 Financial Donors



### Individuals

Randy Rusk	George Friend
Mike Coil	Courtney Stabler
Bill Warriner	Marita Crawfis
Ann Keith	Cynthia Sommer
Sue Howard	Kathleen Wedler
Gary Yarger	Marsha Conner
Jackie Feller	Jessee Rupert
Peg Maginn	Lori McCutcheon
Barbara Peoples	Randy Wolf
Crystal Sears	Larry Holzinger
Nancy Schafer	David Pitcher
Myron Foster	April Northstrom
	Stephanie Custer

### Community Groups

- Hall's Restaurants
- Frank J. Smith Endowment Fund
- English Bonter Mitchell Foundation
- M.E. Raker Foundation
- Contributors to Goodwill's Bat Bucks and Flip-Flops Fundraisers
- Over 543,973 customers who shopped our Goodwill stores

### In-Kind

- Lincoln National Corporation
- Baden Gage & Schroeder
- Walgreen's
- Banana Republic
- Do-it-Best Corporation
- Macy's
- Masolite Products
- Cristoff & Cristoff
- Building Contractor's Association
- Indiana Surgical Specialties
- Staffmark
- Talbots

Additional funding for client services is provided by the Indiana Division of Disability and Rehabilitative Services.

## Statement of 2008 Support

### The Community Gave to Goodwill

Goodwill Store Sales.....	\$5,899,272
E-commerce Sales.....	\$672,086
Salvage & Recycling.....	\$492,264
Employment Services Revenue.....	\$474,029
Contributions & Grants.....	\$42,918
Miscellaneous Income.....	\$12,580
Investment Income.....	\$5,704
<b>Total Support, Revenue &amp; Gains</b>	<b>\$7,598,853</b>

### Goodwill Gave Back to the Community

Salaries & Wages.....	\$3,689,315
Facilities Occupancy Expense.....	\$1,328,749
Employee Benefits.....	\$451,275
Supplies.....	\$326,447
Payroll Taxes.....	\$323,086
Purchased Goods.....	\$312,015
Postage & Freight.....	\$216,538
Travel & Agency Vehicles.....	\$211,167
Depreciation Expense.....	\$195,015
Miscellaneous.....	\$136,502
Printing, Advertising, Publications.....	\$120,022
Membership Dues.....	\$78,949
Professional Fees.....	\$63,850
Interest Expense.....	\$60,134
Telephone & Communications.....	\$40,191
Rental & Maintenance of Equipment.....	\$25,646
Conferences & Meetings.....	\$14,717
<b>Total Expenses</b>	<b>\$7,593,618</b>
<b>Change in Net Assets from Operations</b>	<b>\$5,235</b>

Financial information excerpted from 2008 Financial Statements audited by the CPA firm of Baden Gage & Schroeder. Complete report is available upon request by calling (260) 478-7617 or (800) 666-2716. Visit [www.fwgoodwill.org](http://www.fwgoodwill.org) for copies of Goodwill's 2008 Federal Form 990 document.