

GOODWILL

of Santa Cruz, Monterey and
San Luis Obispo Counties, Inc.

Annual Report 2008

Our Business Is Changing Lives!

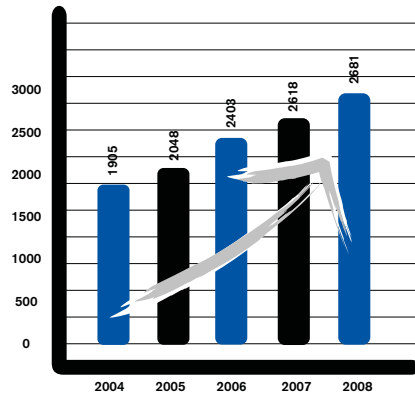
Vocational Services to People

Shoreline Workforce Development Services — the education, training and employment division of Goodwill Industries provides comprehensive vocational rehabilitation services for people who need assistance to achieve their full employment potential.



How Many People Did We Help?

The number of people Goodwill serves continues to grow annually. In 2008 Shoreline Workforce Development Services served 2,681 people in need of vocational services.



Shoreline Workforce Development Services offers a variety of services and training programs including a school of Cosmetology.

What Barriers To Employment Did They Have?

Most clients who came to Goodwill through the Santa Cruz One-Stop Career Center (49%) were of Latino descent (48%) and female. Most were in need due to being on public aid or were unemployed or underemployed (74%). The majority of clients fall into the age range of 17-44 years old.

Honor Roll

Goodwill wishes to thank all of these contributors who so generously supported us in the year 2008 with donations of \$50 or more.

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|-------------------------------------|-------------------------------|----------------------------------|
| Mr & Mrs. Abeloe | Mr. & Mrs. George Gruner | Mr. & Mrs. Burt Rees |
| American Assoc. of University Women | Ms. Beverly Gurries | Ms. Corinna Rees |
| Mrs. Colleen August | Mr. Mark Hannah | Mr. & Mrs. Thomas Reese |
| Mr. Ralph Bailey | Ms. Atha Jane Haywood | Mr. & Mrs. Elio Rodoni |
| Mr. & Mrs. Jack Bassett | Mr. & Mrs. William Heiss | Mr. & Mrs. Mark James |
| Mr. Carl Blackstone | Mr. & Mrs. Steve Henigman | Dr. D. M. Scanlon |
| Mrs. Marjorie Bourret | Ms. Jeanne Herrick | Mr. & Mrs. Frank J. Schmetz, Jr. |
| Ms. Leslie Bowker | Mr. & Mrs. Dudley K. Hill | Mr. Kenneth Schwartz |
| Mr. & Mrs. Barry J. Bowman | Mrs. Helen Hoffman | Seaside Company |
| Mr. & Mrs. Alan C. Brown | Mr. & Mrs. Ben Irons | Mrs. Barbara Shields |
| Mr. & Mrs. William Burgstrom | Ms. Margaret Ivy | Dr. David A. South |
| Ms. M. Gay Byington | Mr. & Mrs. R.G. Kann, Jr. | Mr. Lee Spencer |
| Mrs. Norman W. Calkins | Mrs. Ruth G. Kelly | Mr. & Mrs. John G. Stel |
| Ms. Carol Canaris | Dr. & Mrs. Robert Kennedy | Mr. Wilbur Strom |
| Mrs. Lucille Canepa | Mr. & Mrs. David Kiff | Sun Shops |
| Ms. Betty Joyce Capurro | Mr. Milton Klassen | Supercuts |
| Mr. & Mrs. Truman Chaffin | Mr. Michael J. Knight | Surf City Advanced Toastmasters |
| Ms. Winifred Chandler | Mr. Harvey Kraftzack | Mrs. Rosie Takamune |
| Mr. & Mrs. Carl Cliff | Mrs. Marjorie Love | Mr. Richard Talmadge |
| Mr. & Mrs. John T. Collins, II | Ms. Kathy Meidl | Mr. & Mrs. Harold Thomas |
| Mr. & Mrs. A. W. Cooper | Ms. Jo Ellen Moore | Mr. Michael O' Tierney |
| Mr. Gordon Cumming | BGen. & Mrs. Glenn Muggleberg | Mr. & Mrs. Gordon A. Tillson |
| Mr. Wallace Dale | Mr. & Mrs. Don Mungai | Dr. Fred Tomlinson |
| Dr. Alex Darocy | Mr. & Mrs. George Nelson | Mr. & Mrs. Joe Torres |
| Mrs. Virginia Davies | Mr. & Mrs. Harvey Nickelson | Ms. Ellen Tyler |
| Mr. Allan Dow | Mr. & Mrs. Louie Paolino | Women's Council of Realtors |
| Dr. Bruce Dunn | Mr. & Mrs. Michael J Paul | Santa Cruz Chapter |
| Mr. & Mrs. Travers Durkee | Mr. Larry Pearson | Ms. Rachel Wedeen |
| Mrs. Elaine Ewen | Mr. & Mrs. Robert Perkins | Ms. Julia B. Wilson |
| Mr. James Farrar | Mr. & Mrs. William Perkins | Women's Investment Network |
| Captain & Mrs. Cyrus Fitton | Ms. Susan Pierce | Mrs. Lorette Wood |
| Mr. & Mrs. James Franks | Mr. & Mrs. Harry Rasmussen | Mr. & Mrs. Kenneth Wyatt |
| Ms. Nita Gizdich | Mr. James Ream | Mr. G.E. Young, Jr. |
| Mr. & Mrs. John Gray | Mr. & Mrs. Rowland Rebele | |
| Mrs. Phyllis A. Green | Redtree Properties | |

Community Support

Donated Goods: Reuse

This year 341,244 donations were made to Goodwill. These donations generated over 6 million pounds of product. From those donations we processed the best merchandise for our stores where 898,203 sales transactions took place resulting in \$10,471,977 in revenue. Another \$161,863 was earned through vehicle sales.

Donated Goods: Recycling

Merchandise that wasn't sold through stores was sold on the salvage market bringing in \$831,564 while keeping millions of pounds from entering our landfills. Items that we regularly recycle are textiles, shoes, cardboard, T.V.'s, monitors, cell phones and metal.

Volunteers

The 52 member Goodwill Auxiliary volunteered thousands of hours earning \$111,062 to support our mission. They also donated \$2500 to go directly to Vocational Services.

The Auxiliary earns revenue through special sales and events such as their Annual Silver Sale in September and a Fashion Show in August. They hold two large jewelry sales each year as well as operate a boutique called the Collectors Corner, located in the Santa Cruz Goodwill Store. The Goodwill Auxiliary always welcomes new members of any gender or age. For more information on how to join, visit sgoodwill.org



Goodwill offers jewelry in stores and at special sales at a fraction of the cost.



The Goodwill Auxiliary raises thousand of dollars a year through events like their Annual Fashion Show.

How Did They Find Us?

Career Centers brought us 54% of those we served in 2008 and 28% found us on their own. Another 6% came by way of the State of CA Department of Rehabilitation and 6% from Regional Occupational Programs (ROP). The remaining 6% were referred by insurance companies, private vocational counselors or county social services.

Did They Get Work?

Of those, 377 were put in competitive jobs averaging an hourly wage of \$11.25.

Average wages by program:

Culinary	\$ 10.89/hr.
Office Careers	\$ 14.15/hr.
Cosmetology	\$ 10.81/hr.
Esthetician	\$ 16.66/hr.
Retail Training	\$ 9.49/hr.
Salinas Career Center	\$ 13.33/hr.
Santa Cruz Career Center	\$ 10.27/hr.
Work Experience (WEX)	\$ 10.15/hr.



A complete Outcomes Report for Shoreline Workforce Development 2008 is available on their website, www.shorelineworks.org



The Santa Cruz Shoreline Career Center helps people with job search and into employment.

Financials

Revenue

PUBLIC SUPPORT:

Cash Contributions	\$	23,721
Goodwill Auxiliary Sales	\$	111,062
Value of Donated Goods	\$	3,136,250

OPERATIONS:

Sales of Merchandise	\$	8,949,441
Fees for Services Rendered	\$	1,961,769
Misc. Related Income	\$	1,283,352
Investment Income	\$	70,111

TOTAL REVENUE \$ 15,536,006

Revenue Applied To

PROGRAM SERVICES:

Wages	\$	7,352,949
Taxes and Benefits	\$	1,517,845
Operating Expenses	\$	4,274,766

TOTAL PROGRAM EXPENSES \$ 13,145,560

ADMINISTRATION:

Wages	\$	791,768
Taxes and Benefits	\$	142,185
Operating Expenses	\$	1,088,861

TOTAL ADMIN. EXPENSES \$ 2,022,814

TOTAL AGENCY EXPENSES \$ 15,168,374

SURPLUS \$ 367,632

Applied to Capital Improvements \$ 376,632

FINANCIAL POSITION

Current Assets	\$	8,509,088
Property & Equipment	\$	8,439,182
Other Assets	\$	<u>406,582</u>

TOTAL ASSETS \$ 17,354,852

Current Liabilities	\$	957,041
Long-Term Liabilities	\$	4,524,983
TOTAL LIABILITIES	\$	<u>5,482,024</u>

NET ASSETS \$ 11,872,828

Restricted Net Assets	\$	892,327
Unrestricted Net Assets	\$	10,980,501

The 2008 financial records of Goodwill Industries were audited by Walters and Kondrasheff, CPAs. Audited financial information is available on our website: www.scgoodwill.org.

2008 Board of Directors

Mark Hannah, Chair
Feliz Robles, Immediate Past Chair
Jason R. Book, Vice Chair
Wally Dale, Treasurer
Gene Bassett, Secretary
Bruce Dunn, M.D.
Nita Gizdich
Maggie Ivy
Terry Sullivan

Michael J Paul
Jess Brown
Greg Findley
Ceil Cirillo
Sue Farrar
Greg Findley
Natalie Heer
Julia Jackson

Sal Jimenez
Bob McKenzie
Jane McKenzie
Marshall Miller
Lou Paolino
Burt Rees
Matthew Thompson
Joe Torres

Senior Staff

Michael J Paul, President & CEO
Lenne W. Bennett, Sr. Vice President of Operations
John T. Collins II, Sr. Vice President of Vocational Services

Nick Andrews, Director of Finance
Jim Burke, Director of Operations, SLO
Jim Howley, Director of Human Resources

Goodwill Offices

Santa Cruz Corporate Office
350 Encinal Street
Santa Cruz
(831) 423-8611

San Luis Obispo Division Office
880 Industrial Way
San Luis Obispo
(805) 544-0542

Store Locations

Santa Cruz
204 Union Street
Santa Cruz

Goodwill Bookstore
& Information Center
815 Soquel Ave.
Santa Cruz

Capitola
1550 41st Ave.
Capitola

Scotts Valley
103 Whispering Pines
Scotts Valley

Watsonville
470 Main Street
Watsonville

Salinas
708 E. Alisal Street
Salinas

Sherwood Gardens
1045 N. Main Street
Salinas

Seaside
729 Broadway Ave.
Seaside

Monterey
571 Lighthouse Ave.
Monterey

Bargain Outlet
392 Pioneer Street
Santa Cruz

Atascadero
8310 El Camino Real #A
Atascadero

Grover Beach
1628 Grand Ave.
Grover Beach

Paso Robles
1020 Park Street
Paso Robles

San Luis Obispo
15 S. Higuera Street
San Luis Obispo

Outlet
880 Industrial Way
San Luis Obispo

Vocational Centers

Santa Cruz
350 Encinal Street
Santa Cruz

Shoreline School of Cosmetology
189 Walnut Ave.
Santa Cruz

Marina Campus
and Conference Center
249 10th Street
Marina

Salinas Career Center
1252 N. Main Street
Salinas

San Luis Obispo
880 Industrial Way
San Luis Obispo

For more information
visit one of our websites:
www.scgoodwill.org
www.shorelineworks.org