

vocational services

GOODWILL

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

Annual Report 2006

Our Business Is Changing Lives !

vocational services

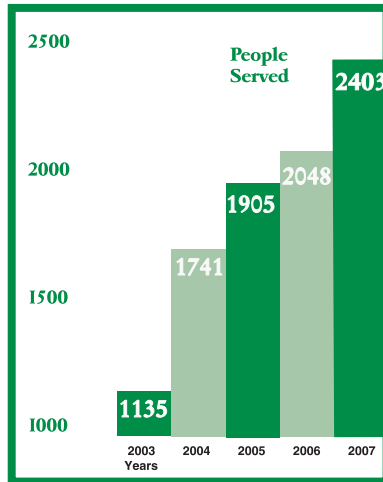
Vocational Services to People



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?

Total number of people served in 2006 hit an all-time high of 2,403, a 17.3% increase over the previous year.



What Barriers To Employment Did They Have?

Nearly 85% of our clients were on welfare, unemployed or underemployed and needed assistance or training to improve their earning power. Physical disabilities accounted for 10%, some of them due to work-related injuries. Clients with psychiatric or mental disabilities made up 4% of those we served. Less than 1% had other types of barriers.



Programs offered by Shoreline Workforce Development Services are fully accredited.

How Did They Find Us?

Career Centers brought us 55% of those we served in 2006 and 20% found us on their own. Another 9% came by way of Regional Occupational Programs (ROP) and another 9% from State of CA Department of Rehabilitation. The remainder (7%) were referred by insurance companies, private vocational counselors or county social services.

Did They Get Work?

Of those people who went through our training programs and placement services, 249 are now employed at an average wage of \$11.12/hr.

Average wages by program:

Culinary	\$ 11.43/hr.
Office Careers	\$ 12.21/hr.
Cosmetology	\$ 11.50/hr.
Esthetician	\$ 10.50/hr.
Retail Training	\$ 7.00/hr.
Salinas Career Center	\$ 11.00/hr.
Santa Cruz Career Center	\$ 10.37/hr.
Vocational Counseling	\$ 23.55/hr.
Independent Placement	\$ 7.50/hr.
Work Experience (WEX)	\$ 9.29/hr.



Office Careers Training produced employment placements, earning an average wage of \$11.12 an hour.



A complete Outcomes Report for Shoreline Workforce Development 2006 is available on their website, www.shorelineworks.org



Counselors at the Salinas Career Center offer skills assessments and facilitate On-the-Job Training placements.

Community Support

Donated Goods: Reuse

This year 371,405 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 958,492 sales transactions took place resulting in \$10,263,358 in revenue. Another \$198,709 was earned through vehicle sales.

Donated Goods: Recycling

Merchandise that wasn't sold through stores was sold on the salvage market bringing in \$512,929 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 51 member Goodwill Auxiliary volunteered thousands of hours earning \$111,218 to support our mission. They also donated \$3,500 to purchase kitchen equipment for our Culinary Arts Program.

One of the ways the Auxiliary earns revenue is through hosting events such as their Annual Goodwill Fashion Show and Luncheon. This year's theme was "Through The Looking Glass" and 170 people attended the event. All the food was prepared by Shoreline's Culinary Arts students and the clothing was selected from the Goodwill Stores.



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



Reuse and recycle is a source of revenue as well as a way to divert material from landfills.

Honor Roll

Goodwill wishes to thank all of these contributors who so generously supported us in the year 2006 with donations of \$50 or more.

Mr. James Carr Andrews	Mr. & Mrs. Homer Hayward	Mr. & Mrs. Burt Rees
Mr. & Mrs. Bob August	Mr. & Mrs. William Heiss	Mr. & Mrs. Thomas Reese
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Mr. & Mrs. George Blackstone	Mr. & Mrs. Dudley K. Hill	Dr. D. M. Scanlon
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Mr. & Mrs. Stanley T. Brett	Mrs. Dorothy Hunt	Mrs. Arline Scott
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Mr. & Mrs. William Burgstrom	Mr. & Mrs. Marvin Jensen	Seaside Company
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Ms. Carol Canaris	Greater San Jose	St. Stephen's Episcopal Church
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Freedom Associates, LLC	Mr. Larry Pearson	Mr. & Mrs. Harold G. Watts
Mr. & Mrs. Edward P. French	Mr. & Mrs. Robert Perkins	Mr. & Mrs. Kenneth Wyatt
Ms. Patricia Garvey	Ms. Susan Pierce	
Ms. Nita Gizdich	Mr. & Mrs. Harry Rasmussen	
Mr. & Mrs. Stanley Goon	James Ream	
Mr. & Mrs. John Gray	Mr. & Mrs. Rowland Rebele	
Mrs. Phyllis Green	Redtree Properties	

Financials

Revenue

PUBLIC SUPPORT:

Cash Contributions	\$ 24,824
Bequests	\$ 77,227
Goodwill Auxiliary Sales	\$ 111,218
Value of Donated Goods	\$ 3,429,690

OPERATIONS:

Sales of Merchandise	\$ 7,556,667
Fees for Services Rendered	\$ 1,609,365
Misc. Related Income	\$ 220,895
Investment Income	\$ 231,833

TOTAL REVENUE \$13,271,719

Revenue Applied To

PROGRAM SERVICES:

Wages	\$ 6,092,227
Taxes and Benefits	\$ 1,581,292
Operating Expenses	\$ 3,485,202

TOTAL PROGRAM EXPENSES \$11,158,721

ADMINISTRATION:

Wages	\$ 644,357
Taxes and Benefits	\$ 119,662
Operating Expenses	\$ 625,294

TOTAL ADMIN. EXPENSES \$ 1,389,313

TOTAL AGENCY EXPENSES \$12,558,283

SURPLUS \$ 713,436

Applied to Capital Improvements \$ 627,470

NET ADDITION TO RESERVES \$ 85,966

FINANCIAL POSITION

Current Assets	\$ 5,781,341
Property & Equipment	\$ 4,969,573
Other Assets	\$ 790,785

TOTAL ASSETS \$11,541,699
TOTAL LIABILITIES (\$ 881,694)

NET ASSETS \$10,646,955

Restricted Assets \$ 638,270

The 2006 financial records of Goodwill Industries were audited by Walters and Kondrasheff, CPA's. Audited financial information is available on our website: www.scgoodwill.org.

2006 Board of Directors

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Pete Dunan, Director of Operations, SLO
Jim Burke, Director of Operations, SLO
Jim Howley, Director of Human Resources
Joyce Jennerjohn, Administrative Secretary

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

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

Cosmetology
189 Walnut Street
Santa Cruz

Marina
249 10th Street
Marina

Salinas Career Center
1252 N. Main Street
Salinas

San Luis Obispo
880 Industrial Way
San Luis Obispo

Paso Robles
1111 Riverside Ave., Ste 401
Paso Robles

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