

**GOODWILL INDUSTRIES**  
**BACKGROUNDER**  
**2009-2010**

**Nationally and Internationally**  
(see [www.goodwill.org](http://www.goodwill.org))

The grand total of Goodwill's currently world wide is 179 Goodwill agencies in 15 countries. 158 of those are in the United States. Here is a breakdown: 165 full members in two countries (U.S. and Canada) 14 organizations affiliated with Goodwill in 13 countries (Costa Rica, Israel, Italy, Korea, Mexico, Philippines, Panama, South Africa, Taiwan, Thailand, Uruguay, Venezuela, and Trinidad and Tobago). 7 Goodwill agencies in Canada. 165 in the U.S. and Canada

Goodwill Industries International's 21<sup>st</sup> Century initiative is the commitment of all Goodwills to collectively help 20 million individuals and their families improve their economic self-sufficiency by the year 2020. This initiative was established at our 100<sup>th</sup> Anniversary to demonstrate our desire to improve the lives of others in the 21<sup>st</sup> Century. Over 3 million workers have benefited from Goodwill's Service under the 21<sup>st</sup> Century Initiative.

**Locally**  
(see [www.scgoodwill.org](http://www.scgoodwill.org))

Goodwill Industries of Santa Cruz, Monterey and San Luis Obispo Counties began in 1928 in the City of Santa Cruz. Today we have expanded into all three counties with 15 stores, 25 Attended Donation Centers, 5 donation processing centers and 5 rehabilitation facilities.

Goodwill Industries employs over 379 people, including employment training professionals, sales personnel, donation center attendants, warehouse and distribution workers and administrators. Goodwill paid \$7.5 million dollars in wages in and \$1.9 million in employer related taxes and benefits in 2009. Goodwill Industries is an equal opportunity employer and an advocate for the Americans with Disabilities Act.

The organization is directed by a volunteer board of directors comprised of 21 business and civic leaders. The Goodwill Auxiliary is another group of volunteers comprised of 42 women and men who raised \$102,717 in 2009 to support our mission.

**Education, Training and Employment**

Shoreline Workforce Development is Goodwill Industries' education and job training division. Clients come to Goodwill with many different barriers to employment including: physical, mental health, economic and a variety of other obstacles to obtaining competitive employment. They are referred by One Stop/Workforce Investment Agencies, the State

Department of Rehabilitation, workers compensation and private insurance carriers, Department of Social Services, Employer Referrals, Regional Occupations Program- Santa Cruz self referral and others.

In 2009 Shoreline assisted 6,419 people with vocational rehabilitation services. Services included vocational evaluation and assessment, classroom skills training, on-the-job training, career counseling, post employment services and job placement.

Shoreline offers training programs in Office Skills, Computerized Bookkeeping and Accounting, Medical Front Office, Computer Applications, Culinary Arts, Cosmetology and Esthetician. Classes range from 6 weeks to 1,600 hours. Instruction is individualized with open enrollment to meet the differing needs of clients.

Because Goodwill's goal is for clients to secure employment in the competitive labor market, the organization emphasizes job search skills including resume development, successful interviewing techniques, and how to look for a job. Shoreline runs a job search workshop to help clients identify their skills and training to look for and find employment. In 2009, Goodwill placed 326 individuals in competitive employment at an average rate of \$10.86 an hour.

### **Donated Goods Program**

While each Goodwill is different, we rely on the community to donate items that can be readily sold as is. Items we are unable to sell in the condition they are donated to us become a burden and expense to the organization and divert resources from the education and training of people with barriers to employment.

In 2009, Goodwill received 349,858 donations totaling more than 6 million pounds of clothing and household items.

### **Donated Goods: Recycling**

Merchandise that wasn't sold through stores was sold on the salvage market bringing in \$665,527 while keeping 2,900 tons from entering our landfills. Items that we regularly recycle are textiles, shoes, cardboard, electronics, hard plastic and metal.

Attended Donation Centers located throughout the three counties are open 7 days a week. An attendant is always pleased to provide tax-deductible receipts upon request. People may also bring their donations to any of our stores.

Often, donors have usable large or heavy items they wish to give to Goodwill Industries. They may schedule a free home pick up by calling the Goodwill Office at 1-800-894-8440 or (805) 544-0542.

### **Revenue and Expense**

Goodwill's total revenue for 2009 was \$16,789,079 while its total expense was \$15,742,404.

There were 942,244 customer transactions at our stores in 2009 totaling \$11,050,927. . Another \$104,380 was earned through vehicle sales.

For very good reasons, Goodwill Industries is considered one of the most efficiently run nonprofit agencies. In 2009 this Goodwill allocated over 92% of its revenue to providing program services.