

GOODWILL INDUSTRIES
BACKGROUNDER
2008

Nationally and Internationally (see www.goodwill.org)

Goodwill's presence extends to five continents, with 170 full member organizations in four countries. In addition, there are 15 affiliate members in 13 countries.

In 2007 Goodwill organizations provided 1,113,823 people with employment and training related services. Of these, 140,287 people were placed in competitive local employment by Goodwill after completing a vocational program.

Goodwill Industries International's 21st 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 100th Anniversary to demonstrate our desire to improve the lives of others in the 21st Century. Over 3 million workers have benefited from Goodwill's Service under the 21st Century Initiative.

Locally (see 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, 4 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 \$6.7 million dollars in wages in and \$1.7 million in employer related taxes and benefits in 2007. Additionally, over \$960,000 in taxes was withheld from employee earnings. 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 20 business and civic leaders. The Goodwill Auxiliary is another group of volunteers comprised of 48 women and men who raised \$114,464 in 2007 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 2007 Shoreline assisted 2,618 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 classes in Office Skills, Computerized Bookkeeping and Accounting, Medical Front Office, Computer Applications, Culinary Arts, Cosmetology, Esthetician and Retail Readiness. 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 club to help clients maintain self-esteem during the job search. In 2007, Goodwill placed 314 individuals in competitive employment at an average rate of \$11.33 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 2007, Goodwill received 328,230 donations totaling more than 6 million pounds of clothing and household items. In the case of textiles, 97% was resold in one way or another.

That which is not saleable, we do our best to recycle. Metals, cardboard, cell phones, CRT's are recycled, mattresses are reconditioned, and clothing and shoes are sold on the salvage market.

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 2007 was \$14,223,822 while its total expense was \$13,365,581.

There were 957,496 customer transactions at our stores in 2007 totaling \$10,336,265. The Goodwill Auxiliary contributed more than \$114,000, primarily from sales at the Collectors Corner, which is a small boutique operated by the volunteers.

For very good reasons, Goodwill Industries is considered one of the most efficiently run nonprofit agencies. In 2007 this Goodwill allocated over 90% of its revenue to providing program services.