

# Goodwill



90 Years of Putting People  
to Work in North Georgia

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2015 ANNUAL REPORT



## MISSION AND VISION

At Goodwill of North Georgia, our mission is a simple one: we put people to work.

Our mission is inspired by the vision of Rev. Edgar J. Helms, the Methodist minister who founded Goodwill Industries in 1902 on the southside of Boston, Massachusetts. Appalled by the conditions immigrants were faced with—a lack of jobs, food, clothing or shelter—he decided to do something about it. Helms went door to door in Boston's wealthiest districts with burlap sacks, asking for donations of clothing and household goods. He believed the goods could be refurbished and sold, with the proceeds given to the workers who helped restore those goods.

His process has evolved over the years, but his vision lives on today.

“Friends of Goodwill, be dissatisfied with your work until every person with a disability or disadvantage in your community has an opportunity to develop his fullest usefulness and enjoy a maximum of abundant living.” – Edgar J. Helms

IN 1902 REVEREND EDGAR HELMS SET IN MOTION HIS VISION FOR GOODWILL.

## A YEAR OF MILESTONES

### MESSAGE FROM THE PRESIDENT AND BOARD CHAIRMAN

Greetings,

At Goodwill of North Georgia we celebrated our 90th birthday on June 19 and we are grateful to continue to serve this community. Donations drive our mission. Thanks to our 2,536,845 donors this year, we were able to open a milestone fiftieth retail store and tenth career center. In addition to our career centers, which provide recruitment space, interview rooms and other services to local employers and job seekers, we offer intensive employment services to people with barriers to employment. Collectively we placed 16,809 North Georgia job seekers this year. We continued to make an impact in our community with our facility services, and this year we engaged customers in a charitable golf tournament to raise \$61,000 for scholarship funds to support local students with disabilities.

As we celebrate our successes we also look to the future of Goodwill. In anticipation of our strategic plan to place a record 100,000 people into jobs by 2018, we launched a capital campaign for the development of our largest career center. A flagship facility, the Decatur Career Center will address unemployment rates in the local community, showcase Goodwill's innovative programming and serve as a training hub for all Goodwill career centers.

We are 90 years old and stronger than ever at Goodwill of North Georgia. On behalf of the entire organization, we thank those whose support will help us continue our mission well into the future.

Sincerely,

Eduardo Carreras, Board Chairman  
and Raymond W. Bishop, President



BOARD CHAIRMAN EDUARDO CARRERAS (LEFT) AND  
PRESIDENT RAYMOND BISHOP (RIGHT).





## THEN AND NOW

Goodwill of North Georgia has stayed true to Edgar Helms's vision since it opened its doors in 1925, but much has evolved in 90 years. Here's a snapshot of how things have changed through the years.

**3**

**1925** - A TOTAL OF THREE GOODWILL EMPLOYEES SUPPORTED OPERATIONS IN ATLANTA.

**\$26,000**

**1944** - REBUILDING AND REFURBISHING DONATED GOODS FROM HOMES IN GREATER ATLANTA PRODUCED \$26,000 IN ANNUAL SALES.

**1**

**1945** - GOODWILL INDUSTRIES OF ATLANTA, INC. OPERATED OUT OF ONE MULTI-PURPOSE LOCATION.

**50**

**1965** - 50 PEOPLE WERE PLACED INTO JOBS WITH HELP FROM GOODWILL'S PROGRAMS AND SERVICES IN THE ATLANTA AREA.

**5**

**2005** - WE EXPANDED OUR CAREER SERVICES OFFERINGS TO INCLUDE FIVE FULL-SERVICE CAREER CENTERS.



**2,536,845**

THIS YEAR WE PROCESSED 2,536,845 DONATIONS AND PLAN TO INCREASE THAT NUMBER TO 3,675,000 BY 2018.

**53**

WITH THE ADDITION OF SIX STORES THIS YEAR WE NOW HAVE 53 RETAIL STORES IN OUR TERRITORY. BY 2018 WE PLAN TO HAVE 72 STORES.

**2,716**

WITH 2,716 EMPLOYEES SUPPORTING OUR MISSION EACH DAY, WE PLAN TO GROW TO 3,500 EMPLOYEES BY 2018.

**48,344**

THROUGH OUR CAREER CENTERS, JOB FAIRS AND TRAINING PROGRAMS WE SERVED 48,344 JOB SEEKERS THIS YEAR AND ARE PROJECTING TO SERVE 85,000 ANNUALLY BY 2018.

**16,809**

WE PUT 16,809 PEOPLE TO WORK THIS YEAR AND WILL PLACE 25,000 JOB SEEKERS ANNUALLY BY 2018.

**7,082,494**

MORE THAN 7 MILLION RETAIL TRANSACTIONS TOOK PLACE IN OUR STORES THIS YEAR.

**42,947,125**

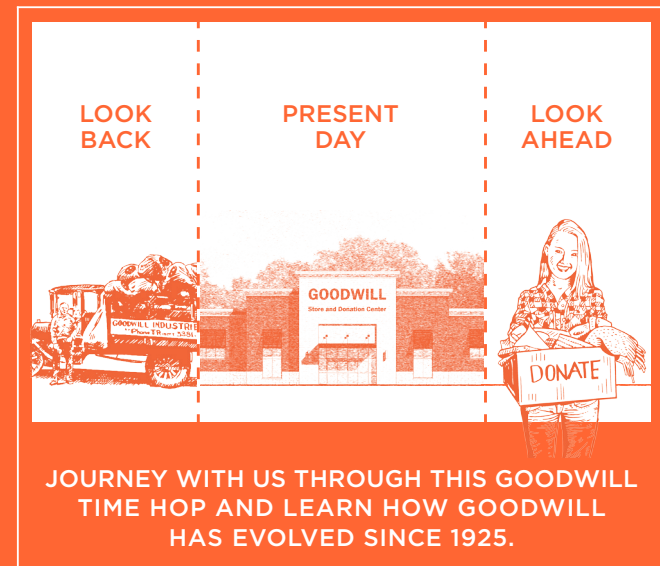
WE DIVERTED 42,947,125 LBS. OF SALVAGE MATERIALS — SUCH AS PAPER, PLASTICS, GLASS, BOOKS, TEXTILES, AND E-WASTE — FROM OUR LANDFILLS.

**59**

CONVENIENCE TO OUR DONORS CONTINUES TO BE A PRIORITY, AND WE HAVE 59 ATTENDED DONATION CENTERS THROUGHOUT OUR TERRITORY. BY 2018 WE PLAN TO ADD MORE DONATION SITES AS WE EXPAND OUR NORTH GEORGIA FOOTPRINT.

## GOODWILL OF NORTH GEORGIA: PAST, PRESENT, FUTURE

A part of the North Georgia community for 90 years, we at Goodwill of North Georgia are very proud of our history. Just as a rearview mirror in a car is smaller than the windshield looking forward, we are informed by our past but focus on our future. This report includes snapshots of where we have been historically, where we are and what we look like today, and what we hope to achieve in the future.



WHAT'S INSIDE



**DONATIONS WERE ORIGINALLY COLLECTED IN BURLAP BAGS.**

**A COMPANY-WIDE DONATION DRIVE AND COMPETITION ENCOURAGED GIVING WITH CORPORATE ENVIRONMENTS EMPLOYEES.**

**NEW TECHNOLOGY AT THE DONOR DOOR ADDS CONVENIENCE TO DONORS' EXPERIENCE.**

## LOOK BACK

### BURLAP BAGS AND GRASS-FED "ENGINES"

In 1925 burlap bags were distributed to high-income neighborhoods to be filled with unwanted clothing and household goods and collected by horse and buggy for delivery to our headquarters. Items were mended and sold at a greatly reduced price to the public. Back then we had one, central location that housed its handful of employees and a repair shop.

Today our stores and donation centers are divided into regions, and donations are processed at each location. The new system is a major departure from the horse and buggy of our first years, but the efficiency has proved its worth.

## PRESENT DAY

### DONATION DRIVES CREATE COMMUNITY GOODWILL

This year more than 15 businesses, schools and community partners hosted Goodwill donation drives, connecting us with current and potential donors in their own spaces. In 2015 donation drives brought in 5,241 donations.

Corporate Environments has been supplying office furnishings to area companies since the 1980s. The company decided to host a donation drive to help foster employee engagement. "Giving back to the community is an important part of our company culture," says Karen Hughes, owner and CEO. "Goodwill was a preferred choice because of its mission and the positive impact it has throughout our region."

Corporate Environments collected donations at the office for one month. Their drive resulted in 318 donations and \$395 in cash donations, enough to provide more than 12 days of job training for local job seekers.

## LOOK AHEAD

### THE FUTURE OF THE DONATED GOODS BUSINESS: CONVENIENCE, SPEED AND SERVICE

After 90 years in the donated goods business, we know convenience is still the number one determinant in whether or not someone will make a donation. Our Donation Tracker, a tool that allows donors to keep records of their annual donations online, is poised to undergo enhancements that improve the donor's experience and further connect them to the local impact of their contributions.

As convenience, technology and customer service converge, we look for new ways to meet donor needs while keeping our personal touch.



THE GLENWOOD FACILITY FUNCTIONED AS A WAREHOUSE, RETAIL STORE AND OFFICE SPACE.

BOYD AND COCHRAN PAUSE TO SMILE AT A STORE OPENING.

OUR GRASSLANDS STORE RECEIVED LEED CERTIFICATION IN MAY 2013.

## LOOK BACK

### GOODWILL STORES IN THE 1970S

In 1972 we led our first public fundraising drive, which would support the construction of a co-located headquarters and store on 11 acres of land on Glenwood Avenue. That year Goodwill had nine stores in operation in the Atlanta area. A 1969 sales report read, "Each of the branch stores get at least two shipments of fresh merchandise a week from the main plant... The nine stores combined employed 23 full-time people and two part-time. The total square footage was 33,800."

In 1983 Mack McGahee stepped in as our president and turned the operation around from small repair shops to the donated goods enterprise we are today.

## PRESENT DAY

### TODAY'S SHOPPERS (A.K.A "TREASURE HUNTERS")

Goodwill operates 53 retail stores in our 45-county territory, and Bessie Boyd has been to the grand openings for all but one of them. A self-proclaimed treasure hunter, she scours the racks for vintage items, unusual décor and amazing bargains.

Boyd is a regular shopper, and is even on a first-name basis with Goodwill customer service representative, Grover Cochran. "I started talking to Grover on the phone to get directions to the stores," Boyd says. "Now he's like a son; I've talked with him so much." The thrill of the hunt keeps her coming back for more, even as new stores reach areas spanning from Rome in the northwest corner to Madison in the east.

Most weeks Boyd visits our stores on Tuesdays for the senior discount. Tuesdays are especially exciting at the Boyd house because after she returns with her Goodwill haul, her husband takes her out to dinner. It's a weekly tradition she cherishes.



## LOOK AHEAD

### LEEDING THE WAY WITH NEW STORES

With every installation of a new Goodwill store or donation center, we provide a new place dedicated to keeping used goods and clothing out of Georgia's landfills. We are extending that same stewardship to the stores we build from the ground up.

Our Grasslands store in Alpharetta is LEED® Certified, and we are working toward LEED certification for new buildings in Atlanta and Decatur. The LEED (Leadership in Energy and Environmental Design) green building certification program is the nationally accepted benchmark for the design, construction and operation of environmentally-friendly buildings. As convenience and environmental stewardship play increasingly crucial roles in where customers choose to shop, we will work to accommodate both expectations in current and future stores.



GOODWILL EMPLOYEES WERE ORIGINALLY HIRED TO REPAIR DONATED GOODS.



SANTA HO AND LATRECA FLETCHER INSPECT A CIRCUIT BOARD.



COLLABORATION WITH TECHNICAL COLLEGES WILL HELP US CONTINUE SERVING JOB SEEKERS.

## LOOK BACK

### PUTTING PEOPLE TO WORK IN THE EARLY DAYS

In the early days Goodwill of Atlanta collected cast offs from affluent families. Many of the goods were damaged or broken, and they were brought to our single, central location, where we employed people to fix the items.

These Goodwill employees were the equivalent of the people our organization puts to work today, which now includes participants put to work at businesses across our territory. By 1933 our workforce grew to 14 permanent employees, many of whom were people with disabilities. In an era when things were handmade and handcrafted, we ensured we had a hand in creating jobs for North Georgians to do the work.

## PRESENT DAY

### PARTNERING TO PREPARE PEOPLE FOR HIGH-DEMAND, HIGH-WAGE CAREERS

One of our community partners is I-TECH Group, a minority-owned staffing provider that specializes in placing experienced candidates into the electronics manufacturing and repair industry. I-TECH works closely with us to prepare candidates for employment with companies across the region.

“We provide the soldering training and technical skills” says Santa Ho, business director for I-TECH Group. “Goodwill helps with job readiness skills. Our goal is that by the end of training our candidates will go straight into a job.”

By the end of the program, participants have industry-recognized credentials, on-the-job experience and soft skills training, including workplace communication and etiquette. More than half of the program’s participants were hired upon graduation.



## LOOK AHEAD

### INTEGRATING EDUCATION AND TECHNOLOGY TO MEET LOCAL EMPLOYMENT NEEDS

As demand shifts between different industries in Georgia, we are looking for innovative ways to connect job seekers to hiring employers. The need for highly skilled and educated workers has increased, and we plan to strengthen our partnerships with technical colleges and accredited certification programs to keep up with the trend.

Another reality in the economy is heightened use of technology, especially when it comes to searching for jobs. Soon, we will debut virtual career services, allowing us to bring job search assistance to a greater number of job seekers and help those we serve keep up with evolving technologies.





SINCE 1995 WE HAVE WORKED WITH VARIOUS POPULATIONS SEEKING EMPLOYMENT.

WITH A LITTLE HELP, FOSTER WAS ABLE TO LAND A NEW JOB.

THIS SKETCH DEPICTS THE CAREER CENTER PLANNED FOR OUR NEW DECATUR SITE.

## LOOK BACK

### BREAKING GROUND ON A NEW CAREER PATH

In 1995 Goodwill launched New Choices for Women, a training program for women interested in occupations considered “non-traditional” for female workers, like highway construction and maintenance. During the first 10 years, more than 500 women ages 18 to 50-plus graduated from the program and found jobs in male-dominated industries.

Today Goodwill of North Georgia continues to serve women interested in nontraditional occupations, teaching them they can build more than just buildings; they can build better lives for themselves and their families.

## PRESENT DAY

### A CAREER TRANSITION WITH GOODTRANSITIONS

Lloyd Foster was a freelance tattoo artist who was faced with major decisions after a difficult divorce. He has four children at home, ages 6 to 12, and he needed a more stable work schedule to spend quality time with his kids. Foster was referred to Goodwill of North Georgia’s GoodTransitions program, a transitional jobs program designed to help noncustodial parents find work.

“Goodwill offers you a lot of resources as far as helping you find a job,” he says. “The transitional job alleviates financial stress during your job search.”

During his training and job search, Foster connected with Westside Works, a construction training and certification program preparing residents of Atlanta’s Westside neighborhood for employment. Immediately after graduating from the program he was hired to work as Gatekeeper No. 1 for the new Atlanta Falcons stadium construction site.

“I learned to follow all my leads,” Foster says. “I’m going to try to further myself within the construction company I’m in.”

## LOOK AHEAD

### GROWING WITH THE TIMES

Between 2014 and 2018 Goodwill of North Georgia will have assisted 100,000 people in going to work. We plan to impact more people than ever before with the introduction of new career center locations each year and a broad range of virtual career services.

Goodwill will also build a career center in DeKalb County. The flagship location will serve as both a resource and a monument to the community. For as long as employment needs exist in North Georgia, Goodwill plans to refine its services for the greatest possible impact.

2015

## FINANCIAL HIGHLIGHTS

The ability to not only sustain but to grow our mission is paramount. We continue to use sound business principles and financial stewardship to help us reach our goal of placing 100,000 North Georgians into jobs by 2018.



### EXTERNAL SUPPORT



### REVENUE GENERATED



### EXPENDITURES

	SOURCE	PERCENT	FISCAL YEAR 2015 DOLLARS
EXTERNAL SUPPORT	COMMUNITY AND FOUNDATION SUPPORT		\$3,100,000
	GOVERNMENT GRANTS		\$4,700,000
	<b>TOTAL SUPPORT</b>	<b>6</b>	<b>\$7,800,000</b>
REVENUE GENERATED	STORE SALES		\$114,700,000
	SALVAGE		\$9,200,000
	VOCATIONAL SERVICES FEES		\$1,800,000
	INVESTMENT INCOME		\$1,300,000
	<b>TOTAL REVENUE</b>	<b>94</b>	<b>\$127,000,000</b>
	<b>TOTAL SUPPORT AND REVENUE</b>	<b>100</b>	<b>\$134,800,000</b>
EXPENDITURES	PROGRAM SERVICES	76	\$102,800,000
	GENERAL AND ADMINISTRATIVE	7	\$9,100,000
	FUNDRAISING	1	\$1,200,000
	DEPRECIATION	3	\$4,100,000
	FINANCING AND START-UP COSTS	1	\$1,700,000
	CAPITAL SPENDING AND RESERVES	12	\$15,900,000
	<b>TOTAL EXPENDITURES</b>	<b>100</b>	<b>\$134,800,000</b>

It takes a lot of resources to operate a growing social enterprise. As we look to serve more people than ever before in our 90-year history, we continue to count on revenue from our donated goods business to help us do so. Last year 85 cents of every dollar we earned was generated through the sale of items in our 53 stores.

There's truth in the adage, "It takes a village." With plans to expand our services and footprint at a flagship facility in Decatur, we received support from a variety of funding sources. Our salvage partners helped us divert 42,947,125 pounds of donated items from local landfills, generating more for our mission. We also received more than \$7 million in individual donations, and corporate, government and foundation grants. Thanks to our community partners and contributing foundations for helping us assist even more job seekers with barriers to employment.

Proud to have served the North Georgia community since 1925, we hope to continue our service for years to come. As we look toward the next 90 years, we promise to remain fiscally responsible and to exercise good stewardship. We thank all of our contributors for their generous support.



**FOR EVERY DOLLAR WE EARN . . .**

REVENUE FROM SALES IN OUR STORES	\$0.85
REVENUE FROM SALVAGE	\$0.07
GOVERNMENT GRANTS	\$0.04
FROM FOUNDATION SUPPORTERS/CAPITAL CAMPAIGN	\$0.02
FROM VOCATIONAL SERVICES	\$0.01
FROM INVESTMENTS	\$0.01
<b>TOTAL</b>	<b>\$1.00</b>

**A STABLE FINANCIAL FUTURE FOR GOODWILL**

**YOU'RE INVITED**

**9 WAYS YOU  
CAN HELP US  
COMMEMORATE  
90 YEARS**

We couldn't have made it to our 90th year of service without tremendous support from the community. We thank every person who has helped us set and achieve our mission and goals.

You are invited to join us in celebrating this milestone year. Here are a few things you can do to take part.

- 1 Attend a 90th birthday event.**
- 2 Visit us at [90.goodwillng.org](http://90.goodwillng.org) for all things "90."**
- 3 Read all about our history in "Donations to Vocations," our historical book.**
- 4 Contribute to our capital campaign as we work toward building a flagship facility for training and employment services.**
- 5 Donate household goods at any of our more than 100 locations across North Georgia.**
- 6 Visit a Goodwill of North Georgia store, where every purchase supports our mission to put people to work.**
- 7 Volunteer your time and talents in support of our mission.**
- 8 Share the Goodwill story with a friend.**
- 9 Hire a Goodwill program graduate.**





## HOW TO GIVE FINANCIALLY

People throughout our community are very generous when donating gently used household items and clothing. For those who would rather support our mission financially, we are grateful for your tax-deductible cash donation. Your donation will help us expand into convenient locations, offer new programs, and more — all of which helps us achieve our mission of putting people to work.

To make a financial contribution, visit us online at <http://goodwillng.org/cash-donation>.

If you would like to send a check or money order donation, you may mail it to us at the following address:

Goodwill of North Georgia  
235 Peachtree Street  
North Tower, Suite 2300  
Atlanta, GA 30303

We are grateful for your donation in any amount. Remember, when you donate to Goodwill of North Georgia, you're helping to make a long-term impact and change lives for good.





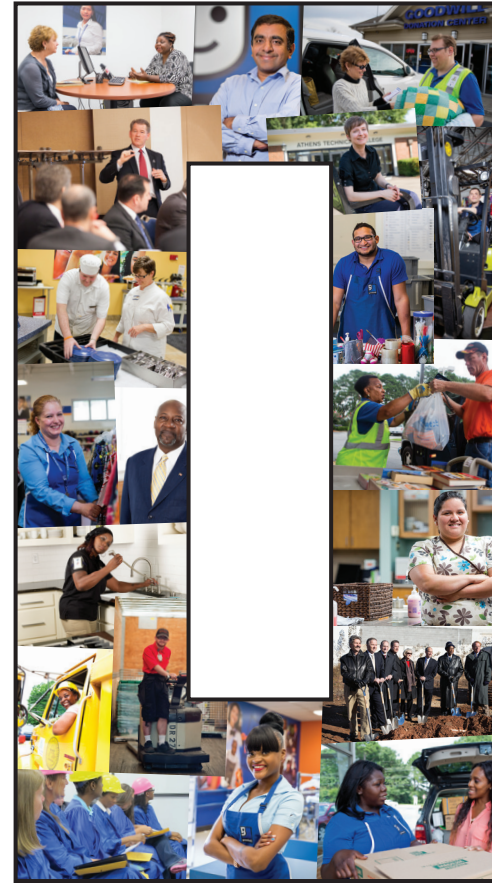
## BUY A BRICK

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Community support continues to make our mission possible. Our new, flagship facility in Decatur will include our largest career center to date, helping us expand our reach and help more North Georgians find employment. We invite you to become a “Community Builder” and leave a lasting impression at our signature facility by securing your brick or paver. Bricks will serve as tributes to our community supporters, prominently displaying the names of those who contribute to our campaign in this way.

For information on how to become a Goodwill Community Builder, email [campaign@ging.org](mailto:campaign@ging.org) with “Brick” in the subject line. To the local businesses, foundations and others who have already supported our campaign and our mission, we sincerely thank you. Together we will work to improve our community one job at a time.





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# OUR IMPACT THROUGH THE YEARS

# Goodwill of North Georgia



Goodwill of North Georgia's mission is to put people to work, and this mission is interwoven into everything we do. Established in 1925, we're organized in three main areas of business (Donor Services, Career Services, and Facility Services) to help develop and strengthen our North Georgia communities.

Goodwill Industries of Atlanta was established on June 19, 1925 and located in a small brick building at 380 Edgewood Avenue NE in Atlanta.

In 1932, we moved to the Old Dental College Building at 32 Butler Street SE in Atlanta.



**Warren Banta**  
Executive Director (1933-1958)

In 1935, headquarters moved to 388 Edgewood Avenue NE in Atlanta.

The first Goodwill of Atlanta retail store opened in 1937 to provide a valuable community service.

In 1959, we purchased a new building at 15 Courtland in Atlanta.



**Claude Whitehead**  
Executive Director (1959)



**Ted Grob, Jr.**  
Executive Director (1959-1960)



**Stephen Youngblood**  
Executive Director (1960-1973)



**James White, Jr.**  
President (1973-1978)



**Joseph Hatch, Jr.**  
President (1978-1982)



**Carroll Stern**  
President (1983)



**Mack McGahee**  
President & CEO (1983-1990)



**Raymond Bishop**  
President & CEO (1990-Present)

\$7,500  
0  
0  
3

\$25,000  
0  
0  
14

\$100,000  
0  
1  
20

\$576,000  
0  
2  
47

\$1,300,000  
50  
5  
90

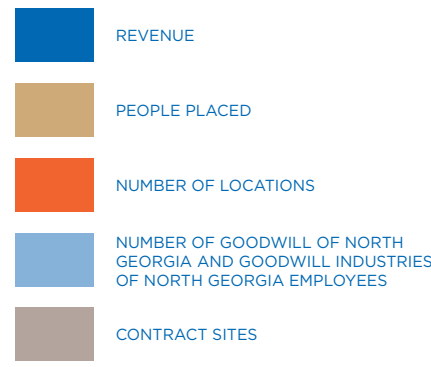
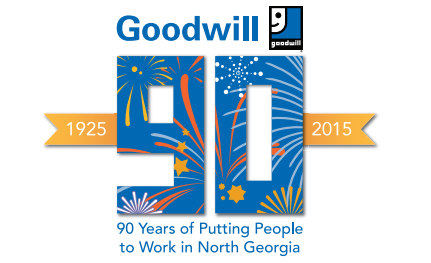
\$1,800,000  
75  
5  
112

\$4,100,000  
90  
8  
281  
1

\$10,500,000  
108  
22  
817  
4

\$39,000,000  
2,483  
42  
1,608  
7

\$134,800,000  
16,809  
113  
2,716  
8



1925 ..... 1935 ..... 1945 ..... 1955 ..... 1965 ..... 1975 ..... 1985 ..... 1995 ..... 2005 ..... 2015



# SERVING A 45-COUNTY TERRITORY

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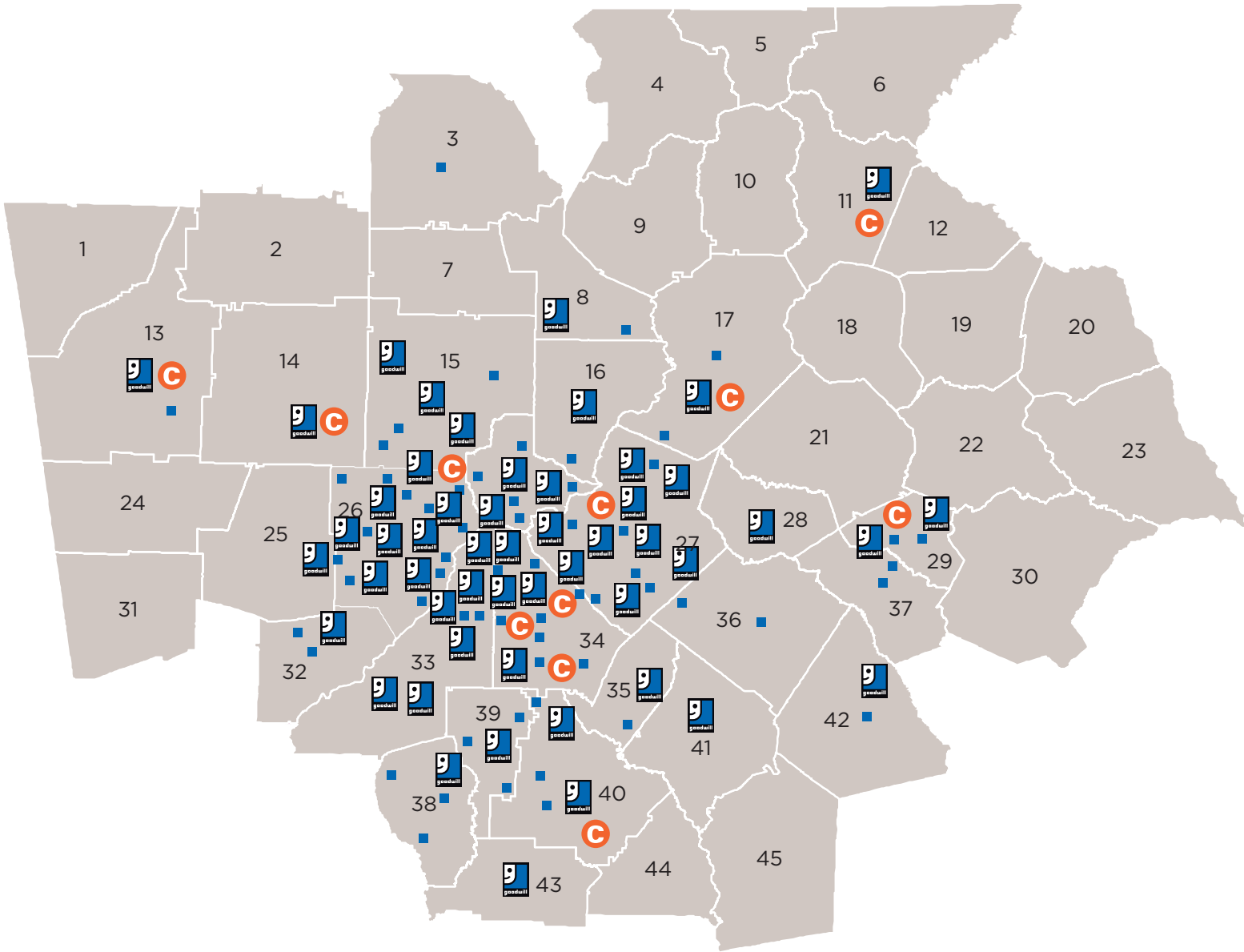


Goodwill of North Georgia is a locally governed 501(c)(3) nonprofit corporation.

We are a member organization of Goodwill Industries International, and since our establishment in 1925 in Atlanta, our territory has grown to include 45 counties in North Georgia:



18	BANKS	31	HARALSON
28	BARROW	20	HART
14	BARTOW	40	HENRY
44	BUTTS	21	JACKSON
1	CHATTOOGA	45	JASPER
15	CHEROKEE	9	LUMPKIN
29	CLARKE	22	MADISON
39	CLAYTON	42	MORGAN
26	COBB	41	NEWTON
8	DAWSON	37	OCONEE
34	DEKALB	30	OGLETHORPE
32	DOUGLAS	25	PAULDING
23	ELBERT	7	PICKENS
38	FAYETTE	24	POLK
13	FLOYD	6	RABUN
16	FORSYTH	35	ROCKDALE
19	FRANKLIN	43	SPALDING
33	FULTON	12	STEPHENS
3	GILMER	5	TOWNS
2	GORDON	4	UNION
27	GWINNETT	36	WALTON
11	HABERSHAM	10	WHITE
17	HALL		



 GOODWILL OF NORTH GEORGIA STORE

 GOODWILL OF NORTH GEORGIA CAREER SERVICE CENTER

 GOODWILL OF NORTH GEORGIA DONATION CENTER

## 2015 BOARD OF DIRECTORS AND EMERITUS COUNCIL

### OFFICERS

Eduardo Carreras	Chair
Marc Azar	Vice Chair
William Miller	Treasurer
Robert Saudek	Secretary
Richard Rushton	Chair Emeritus

### EXECUTIVE STAFF

Raymond W. Bishop	President and CEO
James R. Caponigro	VP Marketing
Cheryl R. Cornett	VP Career Services
Paul A. Jordan	VP Finance & Technology
John C. Mayfield	VP Human Resources
Scott A. Parry	VP Facility Services
Paula K. Swearingen	VP Donor Services

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Johanna W. Ellis  
Kirk Halpern  
George Kessinger  
Daniel Lindsey  
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Janine Anthony Bowen  
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Anthony Tatum

### LIFETIME MEMBER

Dr. John McNeal

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Nicholas Hoffman  
Marshia Milam Medford  
Charles Meriwether  
Tacita Mikel Scott  
E. Virginia Woodlee  
Glynn Jenkins  
John Keys  
Francesca Gary  
Daniel King  
Timothy O'Connell  
Allen Phinney



**Goodwill**  
**of North Georgia**



## 90 Years of Putting People to Work in North Georgia

Goodwill of North Georgia, a 501(c)(3) corporation, provides job training and employment services to people who are having trouble finding work, want to change careers, or start their own business. With the agency's support, Goodwill participants overcome employment hurdles caused by physical, emotional and developmental disabilities, limited job skills, poverty and other challenges. We sell donated clothing, books, furniture and household goods in stores across North Georgia, and the proceeds help fund our mission. Since 1925, your donations have been helping to change lives.

235 Peachtree Street, North Tower, Suite 2300, Atlanta, Georgia 30303 | 404.420.9900 Phone | 404.584.6672 Fax | 404.420.6673 TDD | [www.goodwillng.org](http://www.goodwillng.org)

