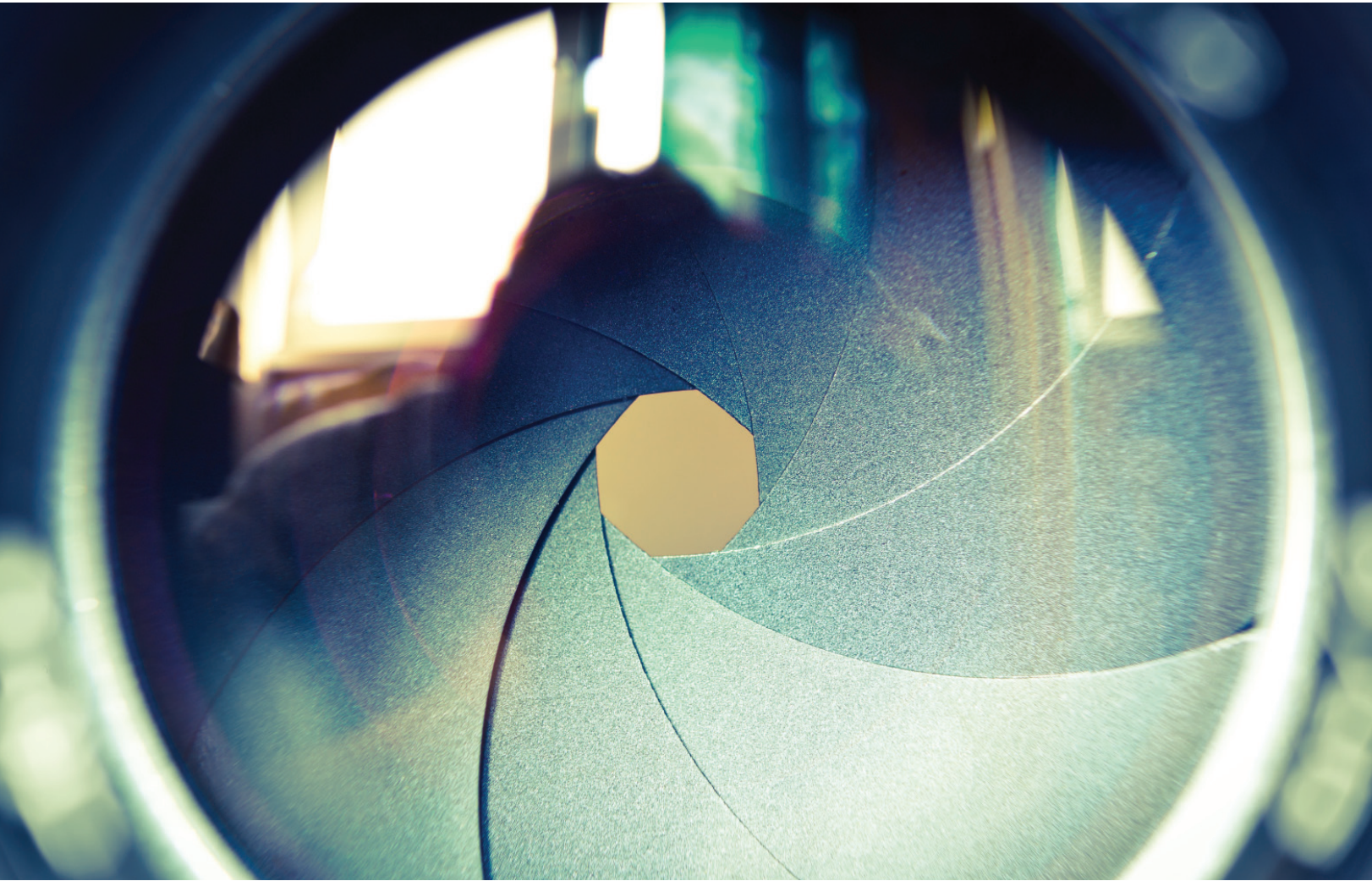


# FY17 ANNUAL REPORT Snapshot





# SNAPSHOT

NOUN | SNAP·SHOT | \ 'SNAP-, SHÄT \

1: AN IMPRESSION OR VIEW OF SOMETHING BRIEF OR TRANSITORY

## GOODWILL OF NORTH GEORGIA ANNUAL REPORT FISCAL YEAR 2017: **JULY 1, 2016 – JUNE 30, 2017**

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# MESSAGE FROM THE PRESIDENT AND BOARD CHAIRMAN

## A Snapshot of 2017

DEAR FRIENDS,

Fiscal year 2017 was an interesting year at Goodwill of North Georgia. We enjoyed our first full year in our new Decatur facility, which houses the only two-story career center in our territory. Out of this flagship space we placed 1,304 people into jobs. Additionally, we debuted a career center of a new kind: Career Connector, our virtual career services. CareerConnector.org allows us to meet people where they are and extend job resources beyond brick-and-mortar locations into people's living rooms. Collectively, we put 24,188 people to work this fiscal year. Our goal was to have 23,000 job placements. Not only did we exceed our goal, but we did so in a fiscal year that ended in an economy classified as being at full employment. We believe our mission is as important as ever. In a market with a low unemployment rate, we understand that many of the people Goodwill is serving are those who need the most assistance in finding jobs.

Critical to supporting our mission successes is revenue generated by our donated goods retail stores. Last fiscal year showed some unprecedented changes in the retail environment. Rapidly changing technologies



Keith T. Parker, President\*

and consumer preferences have significantly disrupted the retail industry. In the face of the recent uncertainty of retail, employees across our organization really stepped up to handle these challenges. In fact, as an organization we not only overcame retail instability last year, but we managed to grow our annual donations to nearly three million. Our organization added two new retail stores, and we continue to prioritize convenience for our donors and shoppers. With 58 attended donation centers (ADCs) and 59 stores in our territory, we are increasing our presence in North Georgia to meet our customers' needs.

This is an exciting time for Goodwill. Even in a strong economy our work is not done until our founder, Rev. Edgar J. Helms, has his vision realized, and every person who desires to work can



Marc Azar, Board Chairman

do so. It is now more than ever that those who are the most difficult to place into jobs will need support from organizations like ours in order to realize their potential, independence and worth.

To the donors, shoppers, employers and community partners who support us, we sincerely thank you. None of our success is possible without you. It is our hope that you will continue to join us on our mission to put people to work.

Sincerely,

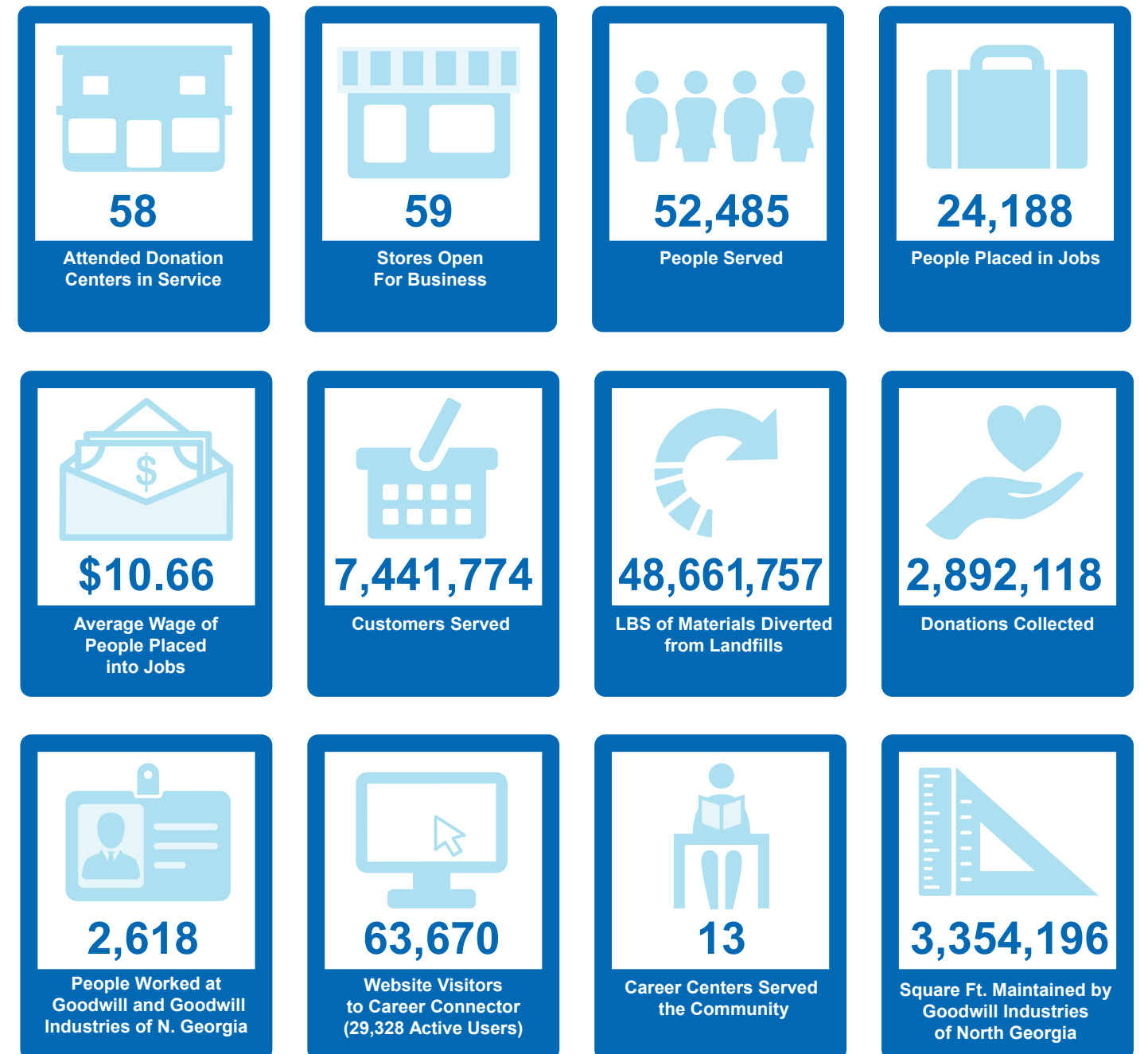
Keith T. Parker and Marc Azar

\*Keith T. Parker took the helm as president and CEO for Goodwill of North Georgia following Ray Bishop's retirement in October 2017.

# A PICTURE OF GOODWILL BY THE NUMBERS

## Highlights from Fiscal Year 2017

Our organization hit new benchmarks in fiscal year 2017, reaching our highest number of people served and placed to date, and expanding our presence in donated goods and retail spaces. Here's a picture of our progress.



# WIDE ANGLE, TIGHT FOCUS:



## A Closer Look At Our Mission

Over the years Goodwill of North Georgia has kept a tight focus on our mission to put people to work. But the bigger picture shows that none of our work is possible without help from our community. Through the support of our donors, shoppers, employers and community partners our mission comes to life. Each year, millions of donors visit donation centers with bags full of gently used clothes and household items. These donations are processed and sold at stores throughout North Georgia. Millions of shoppers fill the stores searching for unique finds at affordable prices.

Excited by the thrill of the hunt, Goodwill shoppers often find vintage treasures and even new items with the tags still attached. Revenue generated from the stores is directly

reinvested into the mission, and last year, and gave more than 24,000 North Georgians the chance to break through the barriers of unemployment.

Goodwill's 13 career centers are vital for the widespread impact of the mission to North Georgians. As a free and open resource for local employers and job seekers, Goodwill career centers are equipped with computers, job readiness workshops and classes, hiring events and knowledgeable career coaches. By offering enrollment into numerous skills training and industry certification programs, Goodwill provides individuals with the tools they need to enter and thrive in the workforce.

**When you DONATE  
and when you SHOP,  
your ACTIONS  
help us to put  
people to WORK.**

# DONOR SPOTLIGHT:

## Developing Donors

Picture this: two children in a nuclear family living in metropolitan Atlanta – three-year-old Ruby Dunham and six-year-old Jaxton Dunham. In photographs the children look like any other siblings, Ruby in pink and Jaxton in a superhero t-shirt. What sets them apart is the children already have a deeply ingrained drive to give.

It's not unusual to find Ruby playing "Goodwill" at home. When her bedroom or playroom is messy, she finds a box and fills it with items she no longer needs. She thoughtfully looks through her clothes, shoes and toys, and if something is meant for a baby – as Ruby is now a big girl – she places it in the box. "It's time to donate this for someone else," she proudly explains.

Down the hall, Jaxton has a more difficult time parting with his toys. He decides that superheroes are staying but Disney toys are ready for a new home. "Actually, I still kind of like Buzz Lightyear," he mumbles as he grabs Buzz and places him back on his shelf. Jaxton eventually gathers a few toys and his mom quickly fills up his box with piles of school uniforms, jeans and pajamas that no longer fit but are still in great shape.

Donating items to Goodwill is a common way to keep things organized in the Dunham household, where Ruby and Jaxton have been tagging along with their parents on monthly trips to Goodwill for as long as they can remember. Once their donations are made, the family visits the inside of the store to scout for new treasures. Much of Jaxton and Ruby's clothing comes from Goodwill, along with much of Ruby's bedroom décor and many of their books and toys.

Growing up in a household that always has a Goodwill donation box ready for unneeded items, Ruby and Jaxton understand there is good



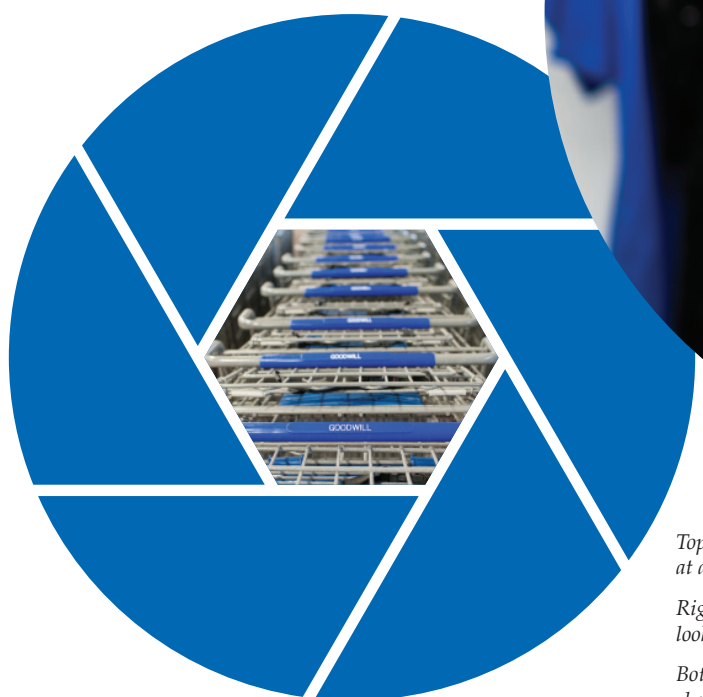
in Goodwill. While they might not understand the mission of Goodwill to its fullest extent, they do understand the importance of giving new life to items they no longer need. Was a little boy already playing army with Jaxton's recently donated bag of toy soldiers? Did a young girl snatch up Ruby's favorite princess dress that she recently outgrew? Little do they know, they are giving a second chance for their items to be used, as well as an opportunity for someone to find work.

Their parents have been lifelong donors to the nonprofit and gladly support the mission, but their reasons for donating are simpler: it helps keep things clean at home and begins to teach their young children about giving back. When cluttered closets give way to boxes brimming with donations, the beauty is the Dunham kids are already making their way into a bigger picture.

*Opposite page, top: Jaxton Dunham grins as he decides to hang on to Buzz Lightyear for a while longer.*

*Opposite page, center: As pictured in the donation box, Goodwill accepts a variety of donated goods, from books to clothing and shoes.*

*Above: Ruby Dunham adds a tutu she has outgrown to a growing collection of Goodwill donations.*



*Top: Influential blogger and thrift shop mastermind Keren Charles makes a purchase at a Goodwill store.*  
*Right: Snapping a quick photo for her blog and social media channels, Charles captures looks that are simultaneously trendy and thrifted.*  
*Bottom: Shopping carts are a must for Charles when she enters Goodwill because she rarely leaves a store empty-handed.*

# SHOPPER SPOTLIGHT:

## Capturing A Movement



With a keen eye for fashion and a passion for Goodwill, trend-setter Keren Charles has turned her love for thrift shopping into an Atlanta-based movement. With more than 30,000 followers, her Atlanta Thrifting group embraces the idea that thrift shopping is not just fun, but fashionable and wallet friendly. Through the group, members are able to connect with other shoppers both online and in-person, with monthly events where shopping at Goodwill is often the focal point.

Inspired at a young age by her mother’s love for fashion, Goodwill has been part of Charles’s life since she was a little girl. They would shop together for unique looks and vintage items while sticking to a modest budget. “Through my mother, I learned the joy of thrift shopping and how to create fashionable wardrobes without over-spending,” says Charles.

For Charles, shopping at Goodwill isn’t just fun, it’s therapeutic. “A seasoned thrift shopper understands that state of euphoria upon finding that memorable item,” she says. “I have so many favorite finds from Goodwill and I love knowing that my purchases are helping the community – it’s a win-win!” Simply scroll through Charles’s Instagram photos to see the evidence. Nearly every featured look calls out a thrifted item or two.

Whether she’s wearing her Diane Von Furstenberg wrap dress, purchased from Goodwill’s Lawrenceville store for less than \$7 (and also worn by Princess Kate), or toting her Louis Vuitton purse, scored at the Johns Creek Store for \$5, Charles is always dressed impeccably. It’s not uncommon for strangers to ask her for fashion advice, which led her to start a blog on thrifting and fashion. Sharing her Goodwill finds to her followers on social media and running her own business as a style consultant has enabled Charles to turn her love for fashion into more than just a hobby.

“I love shopping at Goodwill, because I know that I can find quality items at budget friendly prices. The stores are always clean, neatly organized and easy to navigate,” says Charles. “I like knowing that my purchases support their mission of putting people to work.”

Whether supporting that mission with her shopping cart, selfie-stick or a bus full of eager thrifting followers, Charles knows she can feel good about every Goodwill visit.

“I have so many favorite finds from Goodwill and I love knowing that my purchases are helping the community – it’s a win-win!”

# INTO THE DARKROOM:

## Preparing Participants For Picture-Perfect Careers

### Scanfil | Employer Feature



“Some of the newer manufacturing lines that we have added to the business require a higher level of skill that we weren’t finding through our normal avenues of recruiting.”

As in the days of film photography’s prominence, development is a critical part of the process in readying job seekers for competitive employment. Much like film is developed in darkrooms, Goodwill’s program participants develop their skills in a controlled environment before they are work-ready.

Local employers are an essential factor in this process. Employers provide Goodwill program participants with competitive work environments for hands-on training, and support job seeker development in a variety of ways, including temp-to-hire positions. They also offer insight into what their hiring needs are and how Goodwill can help prepare job seekers to meet those needs.

Scanfil is an international contract manufacturer and system supplier,

as well as an employer partner that helps make Goodwill’s mission possible. In a rapidly changing technology industry, Scanfil needs their employees to be adaptable and dependable. Goodwill’s Electronics Assembly and Soldering program has helped create a pipeline of job-ready candidates for Scanfil. The nonprofit’s program graduates have both the technical skills and the soft skills – such as effective communication – that they need to be successful on the job.

“Some of the newer manufacturing lines that we have added to the business require a higher level of skill that we weren’t finding through our normal avenues of recruiting,” says Orlando Martinez, managing director for Scanfil. “Goodwill has been a great fit to meet that need. Not just the technical skills, but the soft skills that

they are learning before they come into the workplace are a huge plus.”

Many Goodwill program graduates have had the opportunity to earn a permanent spot on the Scanfil team following successful introductory periods on the various assembly and soldering stations. “We have had a great success rate with the candidates that were brought in and have hired several as permanent employees,” says Martinez. A growing company in an in-demand industry, Scanfil adds value to Goodwill by offering its program graduates positions with high starting wages and career advancement opportunities. The collaboration is a picture-perfect example of how talent development can make a lasting impact.



Above: Shylah Reginer (left), Orlando Martinez (center) and Roxanna Flores (right) work with Goodwill to meet their hiring needs at Scanfil in Buford, Georgia.

Left: Roxanna Flores supervises Tossapop Strickland, a Goodwill program graduate and Scanfil employee.

Opposite page: This close up shows soldering in action on a circuit board.

SUCCESS STORY:

# JONATHON CLARK

## Reframing: Making A New Career Path

It happened in a flash. While studying special education at the University of Georgia, Jonathon Clark's life took an unexpected turn. Clark had a brain aneurysm that ruptured, and resulted in a stroke. He survived the incident, but was left with limited mobility and some traumatic brain damage. At that point he had to find a new path for his career.

Clark sought assistance from Georgia Vocational Rehabilitation and was referred to Goodwill of North Georgia's Workforce Development program. "When I met with Goodwill, the most helpful thing for me was all the various job leads," he says. "Otherwise I wouldn't even know where to look or how to apply for jobs." Though Clark is unable to drive himself, his Goodwill job coach, Cassandra Wimberly, helped with transportation assistance to and from job fairs and training.

During his job search, Wimberly also helped him fill out applications and prepare for interviews. Her encouragement helped fuel his confidence to nail his interviews, and he was quickly hired as a cashier at a Walmart Neighborhood Market in Marietta. "He completed the training portion of the program and he came home with this sense of purpose," says Mary Clark, Jonathon's mother. "When he got the phone call [from Walmart] he hung up the phone and goes, 'Mom, I got the job! I got a job!' We had a big celebration."

Clark's natural ability to engage with customers and his quick wit made him an instant hit with his new employer. His job coach checked in with him 30, 60, 90, 120 and 180 days after his start date and enjoyed her visits with him because of his optimism. "I've never visited or spoken with him where he wasn't positive or upbeat. He is truly a pleasure," Wimberly says.

One of the last faces customers see before they leave the store, Clark wants to make a positive lasting impression. If customers are happy when they leave, they are more likely to come back and to spread the word to their friends. Clark's manager has also noticed his initiative and exceptional service. "The job is going really well," Clark says. "I'm approaching the two year mark [with the company]. I'm so happy with my job I'm hoping to see what kind of mobility I have if I stay there."

When Clark was recovering from his life-changing injury in 2014, he was told he may never walk again. That didn't stand in the way of Clark pursuing a career. "Jonathon



is awesome," says Wimberly. As a proud job coach, she is grateful to see the opportunities Clark is embracing and the positive impact he will continue to have on those around him. A perfect example of what can happen when life brings unexpected change, Clark illustrates how a bit of re-framing makes the composition work.

*Top: After a life-changing medical incident, Jonathon Clark enrolled in Goodwill's Workforce Development program, which helped him adjust to a new reality and reimagine his career goals.*

*Opposite page, top: Clark far surpassed doctors' predictions that he may never walk again following his stroke and is now a cashier at Walmart Neighborhood Market.*

*Opposite page, bottom: Customer service comes naturally to Clark. He is one of the top cashiers at his store and is looking into options for growing his career there.*

“When I met with Goodwill, the most helpful thing for me was all the various job leads.” – Jonathon Clark







# FACILITY SERVICES SPOTLIGHT: ARBAI ABDI

## Finding The Light

At its most base level, photography is the art and practice of creating a lasting image by recording light. For Arbai Abdi, custodian for Goodwill Industries of North Georgia, light seems to radiate from her smile. She glows in a metaphorical sense, but before her confidence and radiant smile could shine, she had to overcome her share of darkness.



Originally from Jamame, Somalia, Abdi sought refuge from the Somali Civil War in 1990. She made it to a refugee camp in Kenya, and in 2004 she transitioned to Atlanta, Georgia with assistance from the International Organization for Migration (IOM), but not before experiencing much loss. In the chaos of the move she lost her parents and two oldest daughters. When she made it to Atlanta she found herself in a completely foreign land, where everything from the language to kitchen appliances were different from what she had known in Africa. After staying with a host family to learn some basics about life in western culture she was ready to take on the next challenge standing in the way of independence for her and her family: finding a job.

IOM referred Abdi to Goodwill of North Georgia's New Choices for New Americans program, where she enrolled in floor tech/custodial training for eight weeks. She received hands-on training for how to work with different chemicals and equipment, different techniques and best practices for cleaning large buildings and even learned how to operate industrial equipment like floor buffers and carpet scrubbers. "After eight weeks, I finished [the program]," Abdi says. "After two days, I got a call [from Goodwill]. 'Arbai, you have a job.'" Hired as a full-time custodian for Goodwill Industries of North Georgia, she is now in her twelfth year with the organization.

Abdi stays busy at work. Goodwill employees and customers may spot her working the floor scrubber, dusting the racks and shelves on the store's sales floor and emptying large trash bins. She continues to learn new skills and steadily improve her English. Not only does she do an exceptional job

maintaining her buildings, she is a role model for her colleagues because of her great customer service. Many regular shoppers at Goodwill's Decatur store know Abdi by name. Her warm greeting is part of the store experience, and it is something other employees have come to expect when working in the buildings she cleans.

"[I did not] speak English, [I got] help from Goodwill. [I did not] have a job, [I got] help from Goodwill. Work is not easy. [Getting a] job is not easy. [But I got] help from Goodwill," she says. "Goodwill now supports me. Thank you, Goodwill."

After a long journey Abdi is now a fixture at Goodwill's Decatur facilities and in her community. Finally she is in an environment where her light is free to shine.

*Opposite page, top: Arbai Abdi maintains Goodwill of North Georgia's Decatur facility with precision and care.*

*Opposite page, bottom: While enrolled in Goodwill's Floor Technician and Custodial Training program, Abdi learned to use specific types of cloth for nearly every surface she cleans.*

*Bottom: Abdi always arrives to work with a ready smile.*

“Work is not easy. [Getting a] job is not easy. [But I got] help from Goodwill,” she says. “Goodwill now supports me. Thank you, Goodwill.”





# TIMELESS

Goodwill of North Georgia has several employees who have dedicated more than 20 years of their careers to our organization and our mission. They have remained with the company through different economic times, times of growth and times of change. There are famous photographs that are considered timeless – images whose powerful meanings and emotional evocations have spanned decades and even centuries. Similarly, our most tenured employees have remained steadfast in their service, even as they have experienced movement in their personal and professional development over the years. These employees exemplify what it means to grow with an organization, and we would like to congratulate and thank them for their dedication and commitment in support of our mission to put people to work.

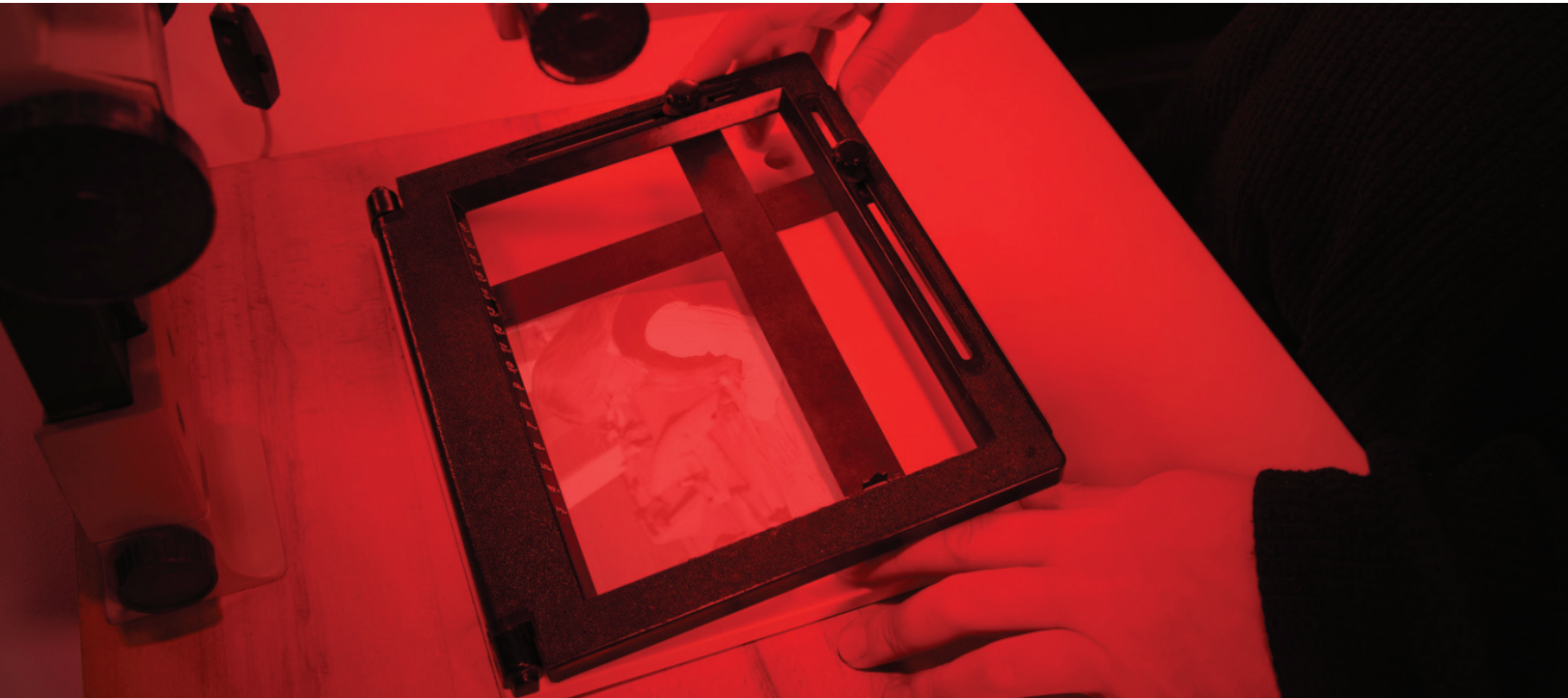
FIRST NAME	LAST NAME	YEARS OF SERVICE
Ramon	Hudson	21
Emanuel	Pruitt	21
Helen	Robinson	21
Lisa	Smith	21
Angela	Wayte	21
Rickey	Ballard	22
Ladonna	Boswell	22
Sherry	Burns	22
Darnell	Champion	22
Ana	Giron	22
Wanda	Grissom	22
Keith	Kennedy	22
Joseph	Smith	22
Cornelius	Usher	22
Carnetha	Breedlove	23
Arwen	Love	23
JoAnn	McLean	23
Paula	Swearingen	23
Quinton	Irvin	24
Teresa	Mayer	24
Angela	Staup	24
Sanford	Montgomery	25
James	Hudgins	26
Reginald	Walker	26
Corrie	West	26
Craig	Williams	26
Nathan	Fink	28
Raymond	Bishop	27
Gloria	Darden	32
Thomas	Robinson	32
Kelvin	Ponder Sr.	33
Jerry	Goodwin	35
Terrence	Craven	36
Douglas	Broughton	38
Richard	King	39
Michael	Feagler	44

# A BALANCED PICTURE

## Financial Highlights

In photography there are many different ways to achieve balance. There is white balance, the rule of thirds, and even balance in light exposure in an image. As in photography, balance is at play at Goodwill in a number of different ways. A critical area of balance for our organization is in our budgets. Support from our growing donated goods retail business, area recyclers, individual donors, and corporate, government and foundational grants, sustains our mission. Mission is the focal point of all that we do at Goodwill, but balance is an integral part of our ability to continue making an impact in our local community.

SOURCE	FY2017 Percent	FY2017 Dollars	FY2016 Percent	FY2016 Dollars
<b>EXTERNAL SUPPORT</b>				
Community and Foundation Support		\$597,000		\$1,131,000
Government Grants		\$3,998,000		\$3,377,000
<b>Total Support</b>	<b>3</b>	<b>\$4,595,000</b>	<b>3</b>	<b>\$4,508,000</b>
<b>REVENUE GENERATED</b>				
Store Sales		\$120,582,000		\$121,390,000
Salvage		\$9,216,000		\$7,576,000
Vocational Services Fees		\$911,000		\$1,313,000
Investment		\$12,637,000		(\$1,511,000)
Facility Services Contracts		\$580,000		\$592,000
<b>Total Revenue</b>	<b>97</b>	<b>\$143,926,000</b>	<b>97</b>	<b>\$129,360,000</b>
<b>Total Revenue and Support</b>	<b>100</b>	<b>\$148,521,000</b>	<b>100</b>	<b>\$133,868,000</b>
<b>EXPENDITURES</b>				
Program Services	78	\$115,717,000	72	\$96,164,000
General and Administrative	7	\$10,722,000	8	\$10,352,000
Fundraising	1	\$886,000	1	\$1,050,000
Depreciation	3	\$5,219,000	3	\$4,713,000
Financing and Start-up Costs	1	\$1,859,000	1	\$1,376,000
Capital Spending and Reserves	10	\$14,118,000	15	\$20,213,000
<b>Total Expenditures</b>	<b>100</b>	<b>\$148,521,000</b>	<b>100</b>	<b>\$133,868,000</b>



# INVESTING IN THE BIGGER PICTURE

Darkroom work can be tricky – it requires a series of chemical baths, as well as precision in timing, temperature and agitation. When done right, developed photographs are lasting reminders of fond memories, decorative pieces of art or even platforms for social commentary. The end product is worth the investment.

In some ways, Goodwill can be likened to developing film. A time-tested nonprofit, our organization is dependent on many factors that must come together in order for us to fulfill our mission. One of those factors is financial support for our career services, buildings and operations.

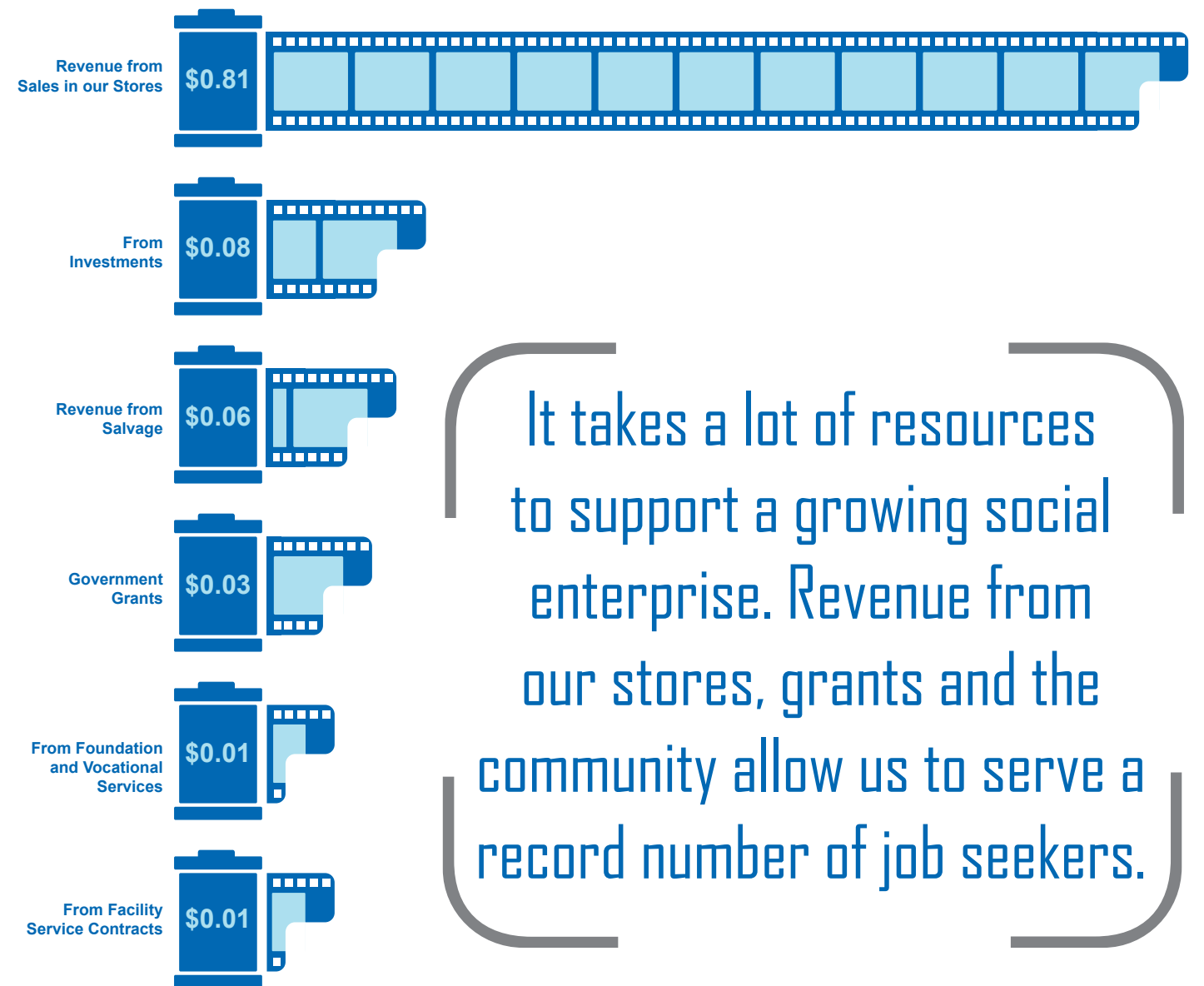
Every dollar makes a difference in the overall impact we have on the community we serve.

Last year 81 cents of every dollar we earned was generated in our donated goods retail stores. The driving revenue engine for our organization, Goodwill stores processed 2,892,118 donations last year, generating \$120,582,000 in sales. Additional support from our facility services contracts factored in, as well as generous support from a variety of funding sources, including recyclers, individual donors, corporate, government and foundational grants. Special thanks goes to United Way of Greater Atlanta, The Goizueta Foundation, The Marcus Foundation,

Gap Foundation, The Atlanta Women’s Foundation, Atlanta CareerRise, and McKinsey Social Initiative for their generous support.

To all who have had a hand in the support and success of our mission, we sincerely thank you. With your continued support we will continue to develop stronger communities and create even more Goodwill in the North Georgia region.

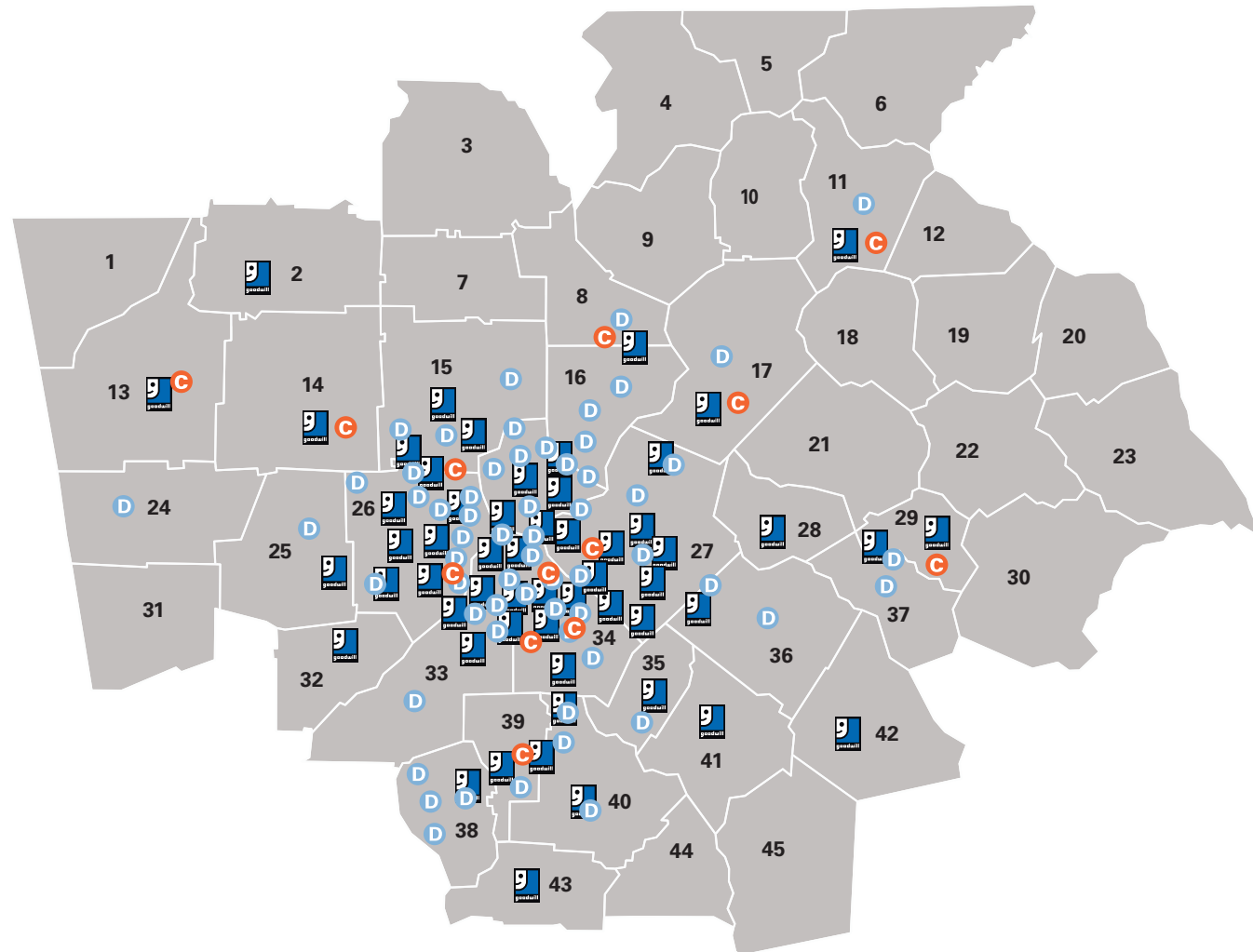
# FOR EVERY DOLLAR WE EARN...



It takes a lot of resources to support a growing social enterprise. Revenue from our stores, grants and the community allow us to serve a record number of job seekers.

# A LOOK AT OUR TERRITORY

Goodwill of North Georgia is a locally governed 501(c)(3) nonprofit corporation. We are a member organization of Goodwill Industries International. Since planting our roots in 1925 in Atlanta, our territory has expanded across 45 counties in North Georgia:



Goodwill of North Georgia Store  
 Goodwill of North Georgia Career Center  
 Goodwill of North Georgia Attended Donation Center

- |               |              |                |              |                 |               |
|---------------|--------------|----------------|--------------|-----------------|---------------|
| Banks (18)    | Cobb (26)    | Franklin (19)  | Hart (20)    | Oconee (37)     | Stephens (12) |
| Barrow (28)   | Dawson (8)   | Fulton (33)    | Henry (40)   | Oglethorpe (30) | Towns (5)     |
| Bartow (14)   | Dekalb (34)  | Gilmer (3)     | Jackson (21) | Paulding (25)   | Union (4)     |
| Butts (44)    | Douglas (32) | Gordon (2)     | Jasper (45)  | Pickens (7)     | Walton (36)   |
| Chattooga (1) | Elbert (23)  | Gwinnett (27)  | Lumpkin (9)  | Polk (24)       | White (10)    |
| Cherokee (15) | Fayette (38) | Habersham (11) | Madison (22) | Rabun (6)       |               |
| Clarke (29)   | Floyd (13)   | Hall (17)      | Morgan (42)  | Rockdale (35)   |               |
| Clayton (39)  | Forsyth (16) | Haralson (31)  | Newton (41)  | Spalding (43)   |               |

# 2017 BOARD OF DIRECTORS AND EMERITUS COUNCIL

Goodwill is grateful to its volunteer board members for their commitment to our organization, their wise counsel and their invaluable time given during fiscal year 2017.

## Officers

- Marc Azar, Chair
- Janine Anthony Bowen, Vice Chair
- Timothy "Tim" O'Connell, Treasurer
- Anthony "Tony" Tatum, Secretary

## Directors

- Keith T. Parker, President and CEO\*
- Richard "Rick" Byrd
- Eduardo "Ed" Carreras, Chair Emeritus
- Johanna Ellis
- Lew Fader
- Daniel "Dan" King
- Kirk Halpern
- B. Aubrey Harrell
- Mark Hoffman
- Glynn Jenkins
- George Kessinger
- Dr. John McNeal, Jr., Lifetime Member
- Charles Meriwether
- Allen Phinney
- Paula Tkac

## Executive Staff

- Keith T. Parker, President\*
- Elaine Armstrong, Vice President, Marketing
- Cheryl Cornett, Vice President, Career Services
- Paul Jordan, Vice President, Finance and I.T.
- Angela Staup, Vice President, Human Resources
- Scott Parry, Vice President, Facility Services
- Paula Swearingen, Vice President, Donor Services

\*Keith Parker took the helm as president and CEO for Goodwill of North Georgia following Ray Bishop's retirement in October 2017.



# FY17 ANNUAL REPORT: Snapshot

## Goodwill of North Georgia



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[www.goodwillng.org](http://www.goodwillng.org)

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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.