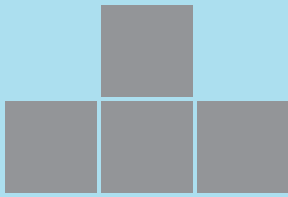


ALIGNING TRADITION AND NEW DIRECTION

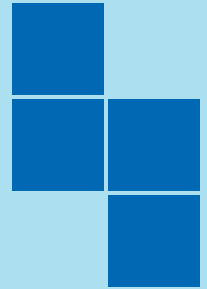
2018
ANNUAL REPORT



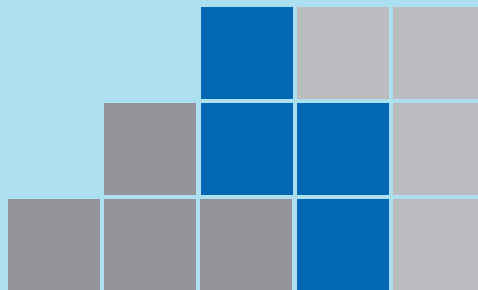


A visionary's 1925 solution to community need.

**A process connecting
donated goods to career services.**



An expanding and ever-changing landscape.

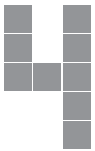


Viewed separately, the components comprising Goodwill of North Georgia are seemingly disparate. However, they all come together as vital parts of an evolving social enterprise with a 93-year old foundation. In the following pages you will see how the organization aligns tradition and new direction.

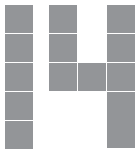


What's Inside

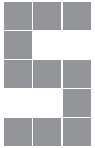
Goodwill of North Georgia Annual Report Fiscal Year 2018: July 1, 2017 – June 30, 2018



Connecting Legacy with Innovation
*Message from the President
and Board Chair*



A Perfect Match
Success Story Spotlight



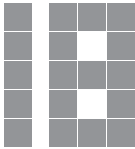
Piece by Piece
Highlights from FY18



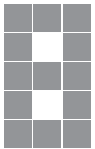
Everything in its Place
*Facility Services
Employee Spotlight*



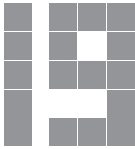
Every Piece In Alignment
A Closer Look at Our Mission



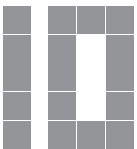
A Complete Picture
by the Numbers
Financial Highlights



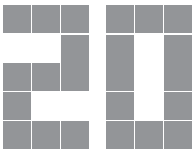
Familiar Pieces, New Vision
Donor Spotlight



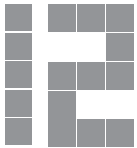
For Every Dollar We Earn...



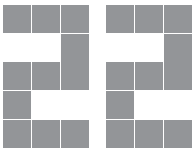
Finding the Right Fit
Shopper Spotlight



Where the Pieces Fall
Territory Map



Sourcing the Right Skills
for the Right Jobs
Employer Spotlight



2018 Board and Executive Staff

Connecting Legacy With Innovation

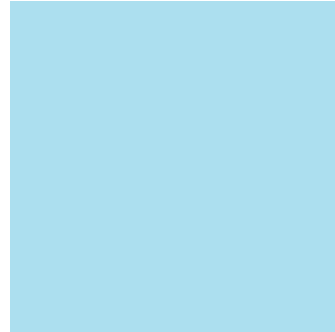
A Message from the President and Board Chair

Since its humble beginnings in 1925, Goodwill of North Georgia (then Goodwill Industries of Atlanta) has balanced a commitment to its mission and founding principles with an ever-changing landscape. In 2018 our organization finds itself in a similar position. This fiscal year has been one of auditing our progress, dreaming of our future impact and remembering the values and vision that make Goodwill a household name for many and a major player in community development. In short, this has been a year of alignment.

In October of 2017 immediate past President and CEO Raymond W. Bishop retired nearly three successful decades of service to our organization. As I address you with Board Chair Marc Azar, I am committed to aligning my vision for an innovative future with the united leadership of our board.

This year was a major milestone for Goodwill as it marks the final year of our organization's 2018 plan, which launched in our fiscal year 2014. One of the main tenants of that plan was to assist 100,000 people in going to work within its five-year time span. We are proud to say we exceeded that goal and connected 101,454 people to jobs. As we enter a new strategic plan to take Goodwill into 2023, we will continue building upon our rich history in today's fast-paced, high-tech times. Another area of focus will be employee engagement. In 2018 a team of 2,865 employees at Goodwill of North Georgia and Goodwill Industries of North Georgia helped us serve 50,872 job seekers, open two retail stores and process nearly three million donations in our 45-county territory. Our work isn't possible without a strong team, from our frontlines to our executive leadership.

To our supporters, long-term and new, thank you for aligning your own actions with our mission to put people to



Left: Keith T. Parker, President

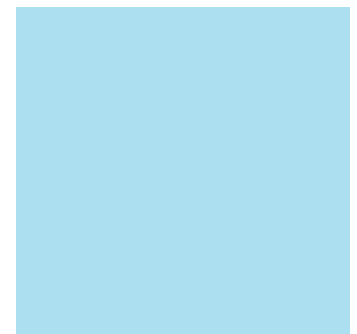
Right: Marc Azar, Board Chair



work. Whether you donate to us, shop with us, help train and employ our job seekers or serve as ambassadors for our brand, your contributions are critical to our success. Especially for those of you who have been longtime supporters, we want to assure you that even as our organization realigns for a successful future, our core is unwavering. We are delighted to continue to serve you and the North Georgia community for many years to come.

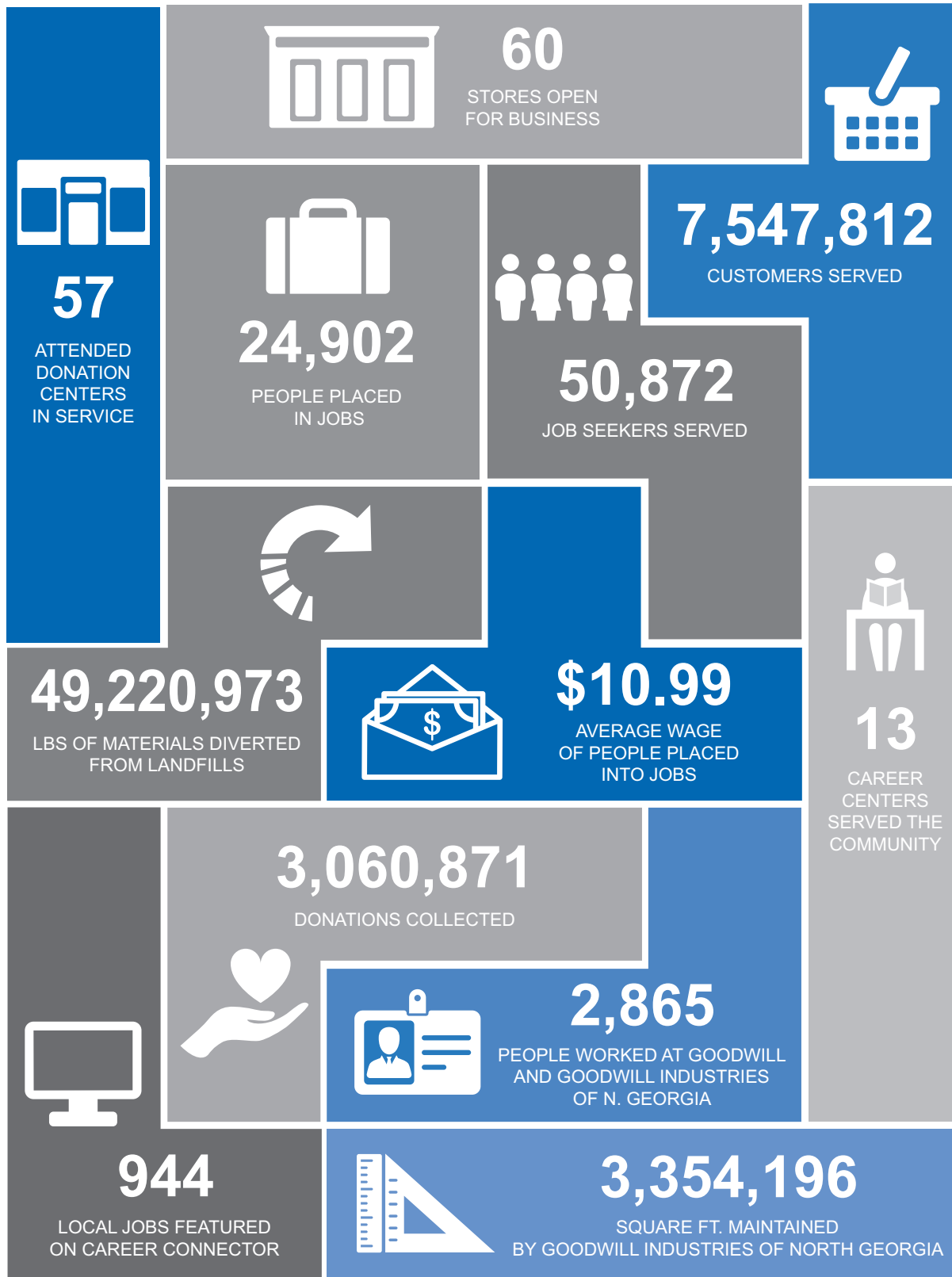
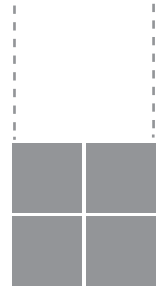
Sincerely,

Keith T. Parker, President & CEO and Marc Azar, Board Chair



Piece By Piece

Highlights from Fiscal Year 2018



Every Piece In Alignment



Every day seemingly unrelated actions take place, ultimately aligning in support for Goodwill of North Georgia's mission to put people to work. Clearing the clutter from your closet. Shopping in our stores for one-of-a-kind treasures. Making cash contributions. Telling a friend or neighbor about Goodwill's career services. Combined, these activities allow us to provide job training and employment services to more than 50,000 North Georgians each year.

Many of the people essential to the success of our mission are unaware of their role in the bigger picture. For example, if you donate to one of the more than 100 locations where you can bring us clothing, furniture and other household items, you may not know your donations become part of the unique inventory that fills our stores. Another thing you may not know is that inside each bag or box you donate is a contribution to Goodwill programs and services for local job seekers, many of whom have one or more barriers to employment.

Donors are a big piece of the Goodwill puzzle, but the picture is incomplete without shoppers. Whether you're a fashionista seeking high-end brands on a budget, a book connoisseur on the hunt for a new page-turner or a shopper who knows saving a dollar just makes sense, Goodwill stores are for you. Our 60 stores are full of quality merchandise at bargain prices. You can fill your cart to the brim and head to the register guilt-free. In fact, you should feel great about every purchase you make in our stores. The money you spend helps fund our mission, and last year gave more than 24,000 North Georgians the chance to earn a living. Each dollar you spend with us creates more self-sufficient, working families.

Employment is the centerpiece of everything we do. We make it our business to understand the North Georgia job market, and we keep an eye on emerging and growing industries as well as the skills workers will need to be successful in them. Through 11 job training programs designed to prepare job seekers for fields like highway construction, customer service, welding and hospitality, we help people including youth, veterans and people with disabilities overcome specific employment challenges.

Our puzzle would also be incomplete without more than 5,000 employer partners who provide real-world training opportunities for Goodwill program participants and come to us when they need to hire motivated, dependable and reliable employees. Our team of professionals works to place each job seeker in a job that's just right for them. Having connections with local businesses is critical to our success. When someone lands their dream job or an employer hires their ideal candidate, we know our pieces are in alignment, making a positive impact on our economy.

Opposite page: Tyeisha Marshall (pictured), graduate of Goodwill of North Georgia's Welding program, now has a career in welding, thanks in large part to support from Goodwill's donors and shoppers.



**When you
donate,**

**and when
you shop,**

**your
actions
help us**

**put people
to work.**



“I always buy the items with the intent to donate them back to Goodwill once the movie is done.”



*This page: Jason Winn donates props from a shoot.
Opposite page: Winn directs a short film.*



FAMILIAR PIECES, NEW VISION

Donor Spotlight

A good puzzle can get a lot of use. Whether a family favorite or a holiday classic, the puzzle pieces come together and break apart repeatedly, with familiar pieces shaping new gatherings and experiences. For Jason Winn, a local independent film director and producer, donating to Goodwill works the same way. “I always buy the items with the intent to donate them back to Goodwill once the movie is done,” he says. Winn is an advocate of using donated goods to set the scene in his films, whether as set props or costumes. Any time a project wraps he makes sure to pay it forward by donating the items he used on set back to a local Goodwill. Winn hopes every set piece he donates will fulfill a new, great purpose for someone else.

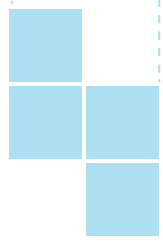
Lately Winn has been a regular at Goodwill donor doors. Nicknamed “the new Hollywood,” Atlanta is a top prospect city for the film industry, and Winn has seen an increase

in local projects lead to an increase in donations from the films he produces.

He chooses Goodwill because supporting the local community is important to him. He believes the impact the nonprofit has on the local economy is an extension of the impact he is making there with his films. “Filming and producing movies has a tremendous impact on our local community,” he says. From job openings to venue rentals, the movie business fuels the economy in myriad ways. “Ultimately, I feel that Goodwill does a lot of good in our community. And I know my donations help fund the programs that provide others with opportunities to work.”

As his sets and scripts come together, Winn knows where one piece of his film productions will always fit: a donor door at a Goodwill near him.





Finding The Right Fit Shopper Spotlight

Puzzlers know the deep satisfaction of placing the final piece into place, lines and edges in perfect alignment, ultimately yielding a completed picture. On May 16, 2018, it wasn't puzzle pieces that aligned, but career opportunities between avid thrift shopper and Georgia State University public relations student Kiara Henry, and Goodwill of North Georgia's marketing team.

Henry was at Goodwill's Decatur store that fateful morning volunteering as a model for a FOX 5 "Bargains with Bruner" media segment on teaching new graduates how to dress professionally on a budget. Already a Goodwill enthusiast, Henry identified with the segment, sharing that for college students, creating professional wardrobes after graduation is daunting. "I wanted to share with everyone that Goodwill is the place to go to become career-ready," she says. "When I was in the market for interview attire, department stores would cost nearly \$200 for a suit. I did not want to choose between affording a text book or professional attire. I discovered that Goodwill has the same brands but doesn't break my college budget." After filming wrapped, Henry left the store with a couple of new, professional looks and a new professional contact. Between shots she met Goodwill's director of public relations, Summer Dunham.

Dunham, who knew her colleagues on the marketing team were actively searching for a summer intern, quickly recommended Henry as a candidate. "I was so impressed with Kiara," Dunham says. "She carried herself well on and off camera, and when I learned she was a PR major I immediately told her about our internship." Later that week, Henry followed up and applied. Between her coursework and her life-long love of thrift shopping, she was a natural fit for the position.

On her first day reporting as an intern Henry was clad head-to-toe in Goodwill finds. "I wasn't exaggerating when I shared in my interview that most of my closet is filled with clothing from Goodwill," she laughs. A ready-made advocate for the brand, Henry brought high energy and multiple ideas engaging different audiences – especially college-age youth – in all things Goodwill. For two months she worked closely with the marketing team on a variety of communications and promotional projects. For both parties, it was a seamless fit.





This page: Kiara Henry (pictured) exits Goodwill's Decatur store with shopping bags full of thrifted, professional clothing.

Opposite page: Henry spots some great in-store finds to feature on Goodwill's social media channels.



“I wanted to share with everyone that Goodwill is the place to go to become career-ready.”





“When I think about our company's core values and our mission - one being, to serve our community and to be good stewards of our community - our relationship and partnership with Goodwill has helped us serve, and accomplish that core mission.”

This page: Hiram Harris give a motivational speech to Goodwill's 2018 northeast region program graduates.

Opposite page: Hiram Harris (pictured) is continuous improvement manager for Eaton Corporation's Athens Supercharger plant.

Sourcing The Right Skills For The Right Jobs

Employer Spotlight

At Goodwill of North Georgia, employees experience an exhilarating feeling when a job seeker matches his or her skills to the hiring needs of local companies. One way that happens is through employer partnerships, where Goodwill connects with organizations in the community to provide on-the-job training in competitive work environments for different industries.

Eaton Corporation in Athens, Georgia, is one of the employers Goodwill works with to make this happen. An automotive manufacturing plant, Eaton Corporation's Supercharger facility employs more than 350 people. Already a significant player in Athens-Clarke County and its surrounding areas, the plant further extends its economic impact by offering its facility as a job training site for Goodwill program participants. The partnership is a good fit for both organizations. For Goodwill, program participants interested in manufacturing careers can get directly-relevant training and hands-on experience for their résumés. At the same time Eaton Corporation gains a talent pipeline of people trained at their own facility who are eligible for hire upon completion of their training and internships.

"At Eaton Corporation we've had this partnership with Goodwill going on four years," says Hiram Harris, continuous improvement manager for the Athens Supercharger plant. "Over those four years, we've had roughly 30 [Goodwill] interns who have interned at our facility, and we've hired 10 of those folks to work in our facility."

Harris and his team allow multiple Goodwill program participants to train simultaneously at their facility. Taking the partnership a step further, they also provide valuable feedback when each internship ends so that Goodwill and its program graduates understand how to meet the needs and expectations of hiring companies. "When I think about our company's core values and our mission – one being, to serve our community and to be good stewards of our community – our relationship and partnership with Goodwill has helped us serve, and accomplish that core mission," Harris says. Helping to connect workers with bright careers, Eaton Corporation is a critical piece in the workforce puzzle.





A Perfect Match

Success Story Spotlight

Kelly Ngu walks into a sterile lab each day to organize and sanitize hospital equipment for global medical accounts. She immediately gets to work, navigating her dazzlingly clean space with confidence and ease. But interviewing is a completely different story. When she was applying for jobs, the anxiety of the job interview paralyzed her time and time again. For Ngu, Goodwill of North Georgia's Workforce Development program was a game changer.

After graduating from high school, Ngu was referred to Goodwill by her Vocational Rehabilitation counselor. She received a work evaluation, and worked in Goodwill's Oakwood store for work adjustment training. "Kelly had a great résumé that showed all of her work and school accomplishments," says Carol Griffin, employment specialist at Goodwill. "She had several interviews but was not able to land the positions because she was so quiet and shy."

For three years Griffin and Ngu worked together on helping employers see in an interview what her Goodwill colleagues and career services staff knew to be true – that she is a hard worker, team player and deeply dedicated. A perfect job match came by way of Global Resources International (GRI). GRI is a contract manufacturer specializing in the design, development, manufacture, sterilization, and distribution of products for healthcare and industrial markets. "Goodwill helped me get the job I have today," says Ngu. "Going to the career center really helped me with my interviewing skills."

Excited to play a major role in the pipeline for medical care, Ngu nailed her interview and loves her job. "Working in the sterile room is the best part of my job because we get to wear lab coats and build packs for our clients," she smiles. After nine-months of part-time work she was promoted to a full-time employee, and her manager speaks highly of her performance. Worth all the effort it took to get her there, Ngu's new job is a perfect fit.



“Going to the career center really helped me with my interviewing skills.”



This page: Kelly Ngu (pictured) records shipment data for packaged medical supplies at a Global Resources International (GRI) warehouse.

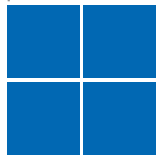
Opposite page: A self-proclaimed highlight of her job, working in a GRI sterile room requires special attire and cleanliness measure for Ngu and her colleagues.



This page: Benny Smith prepares for deep cleaning with a floor scrubber.

Opposite page: Smith is very attentive with his work, and meticulously inspects countertops for spills and crumbs.

“Back then they helped me. Now they are my peers and I’m able to give back and help them, too.”



Everything In Its Place

Facility Services Employee Spotlight

“Benny, please come to the front,” says a voice over the intercom at Goodwill’s Decatur headquarters. Benny Smith, lead custodian at the facility, is used to hearing his name over the system. He is often called on for help, which makes him feel good. “When you’re not needed your life loses purpose – you fade away,” he says.

Years ago, when Smith struggled with a drug and alcohol addiction, he ran the risk of fading away. “It got to the point where having a job was secondary and drugs [had] become my primary focus over everything.” His addiction eventually led him to a life of crime and homelessness, but even as he went through these frightening experiences, he always prayed for a way out. “In the middle of the madness I kept praying and asking myself, ‘how do I get help?’”

His prayers were answered in a courtroom one day after a judge referred him to a substance abuse program. The judge noticed that the crimes Smith committed all revolved around his addiction. Believing that Smith could find a way out

of his situation if he eliminated his dependence on drugs, the judge gave Smith the option of getting clean or eventually doing jail time.

Smith has been drug-free for more than sixteen years now. He completed Goodwill’s Floor Tech/Custodial program and is now a lead custodian at the Decatur career center. He helps maintain more than 90,000 square feet of space there, and he is well-known and beloved by staff. His colleagues know they can count on Smith to help them keep everything in its rightful place.

Smith is proud to work alongside some of the very people who helped him reposition to get his life back in order. “Back then they helped me. Now they are my peers and I’m able to give back and help them, too.” For this reason, when he hears his name called on the intercom, he eagerly walks to the front – grateful for an opportunity to assist someone – grateful to be needed.





A Complete Picture By The Numbers

Financial Highlights

Goodwill is a large organization with many moving parts. One way we keep tabs on all the pieces in our puzzle is through a balanced budget. Support from our growing donated goods retail business, individual donors, and corporate, government and foundational grants, sustains our mission. Mission is at the heart of all we do at Goodwill, and a balanced budget is integral to our ability to continue making an impact in our local community.

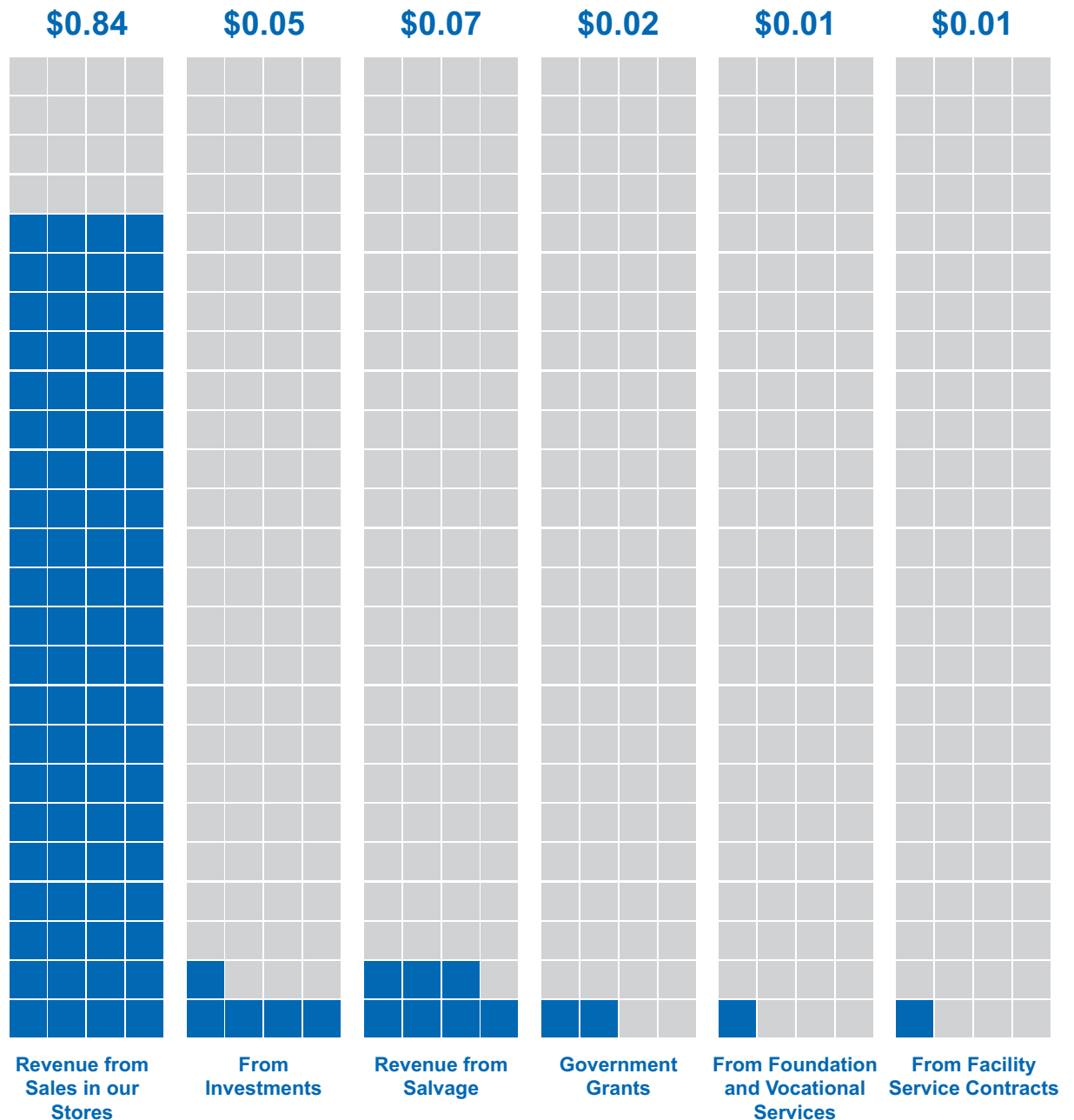
SOURCE	FY2018 Percent	FY2018 Dollars	FY2017 Percent	FY2017 Dollars
REVENUE GENERATED AND EXTERNAL SUPPORT				
Community and Foundation Support		\$1,034,000		\$597,000
Federal Government Grants		\$3,671,000		\$3,998,000
State Vocational Services Fees		\$447,000		\$911,000
Store Sales		\$123,947,000		\$120,582,000
Salvage		\$9,976,000		\$9,216,000
Investment Income		\$8,033,000		\$12,637,000
Facility Services Contracts		\$622,000		\$580,000
Total Revenue and Support	100	\$147,730,000	100	\$148,521,000
EXPENDITURES				
Program Services	82	\$121,486,000	78	\$115,717,000
General and Administrative	7	\$10,267,000	7	\$10,722,000
Fundraising	1	\$1,378,000	1	\$886,000
Depreciation	4	\$5,872,000	3	\$5,219,000
Financing and Start-up Costs	1	\$1,661,000	1	\$1,859,000
Capital Spending and Reserves	5	\$7,066,000	10	\$14,118,000
Total Expenditures	100	\$147,730,000	100	\$148,521,000

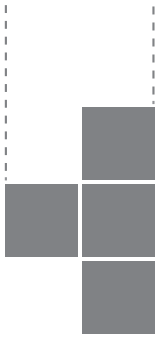


For Every Dollar We Earn...

Revenue Stream Overview

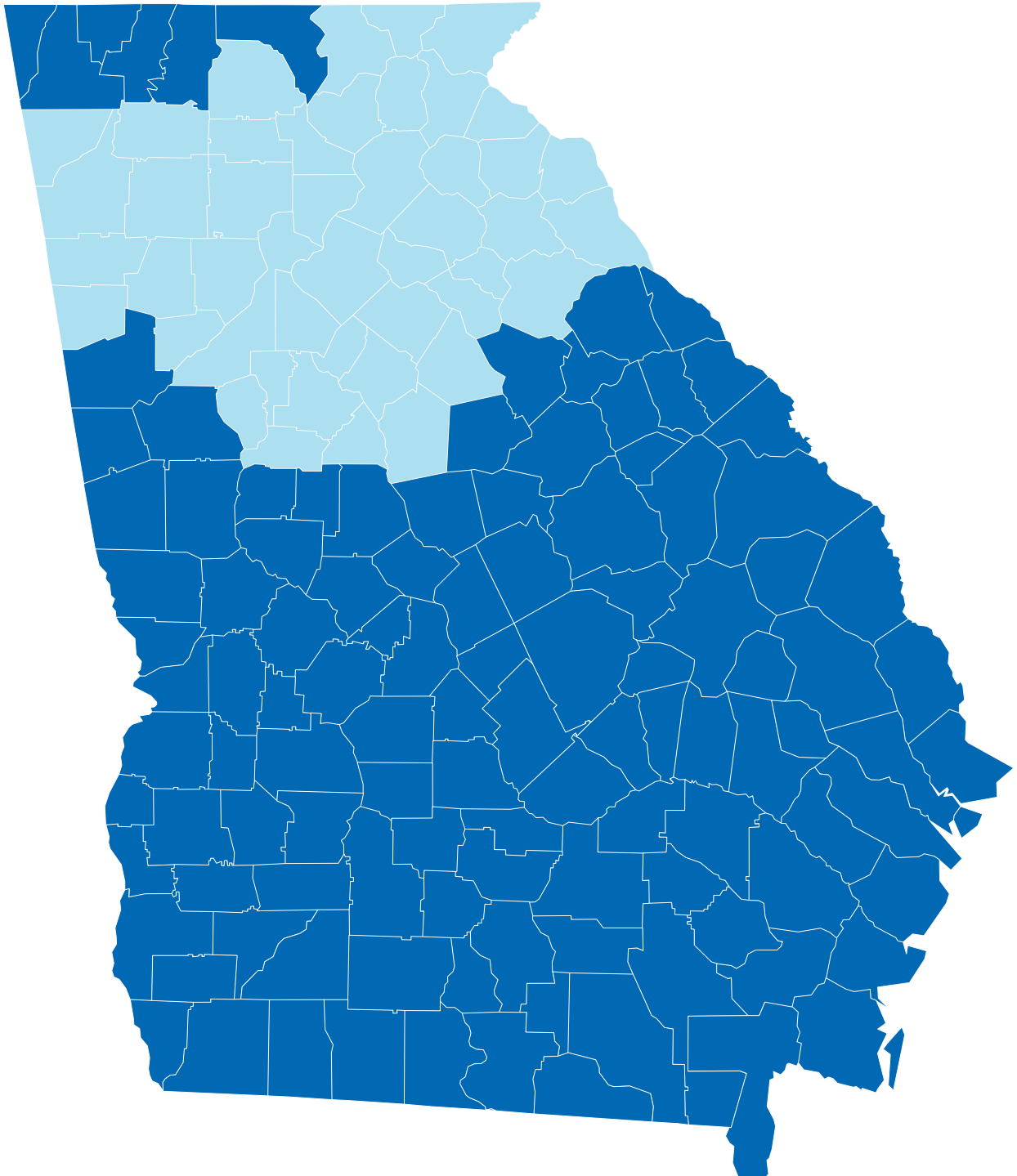
It takes a lot of resources to support a growing social enterprise. Revenue from our stores, grants and the community allow us to serve a record number of job seekers.

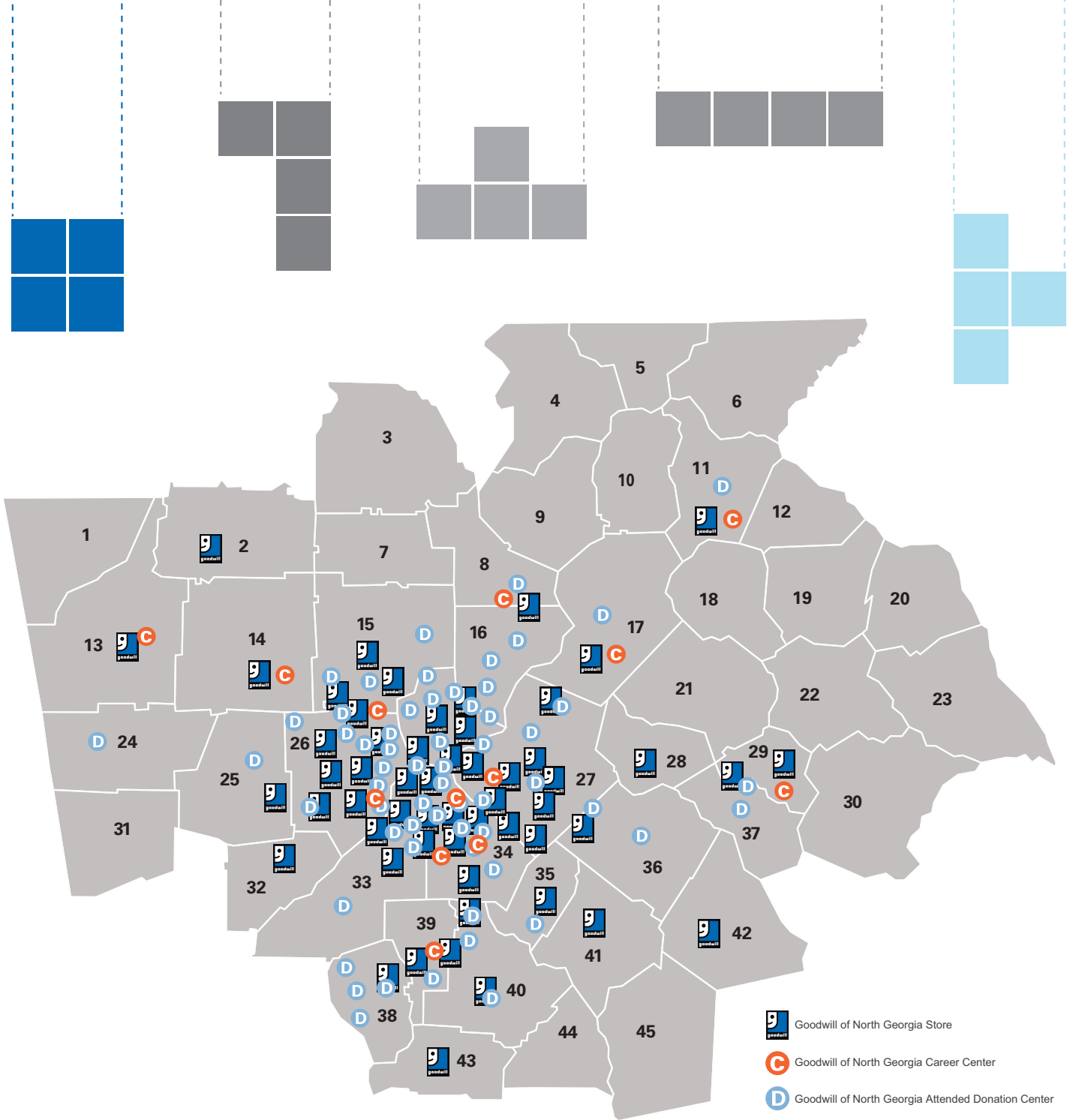




Where The Pieces Fall

Our Territory





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



Board Of Directors And Executive Staff

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 2018.

Officers

Marc Azar, Chair

Janine Anthony Bowen, Vice Chair

Timothy "Tim" O'Connell, Treasurer

Anthony "Tony" Tatum, Secretary

Directors

Richard "Rick" Byrd

Eduardo "Ed" Carreras, Chair Emeritus

Johanna Ellis Reisinger

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 and CEO

Elaine Armstrong, Vice President, Marketing

Jenny Taylor, Vice President, Career Services

Paul Jordan, Vice President, Finance and I.T.

Angela Staup, Vice President, Human Resources

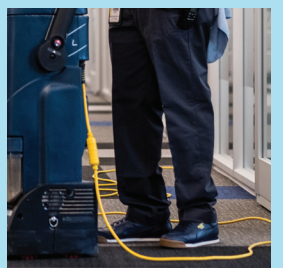
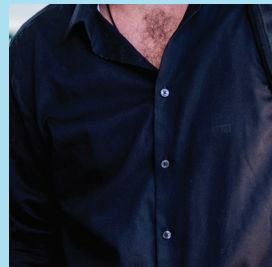
Scott Parry, Vice President, Facility Services

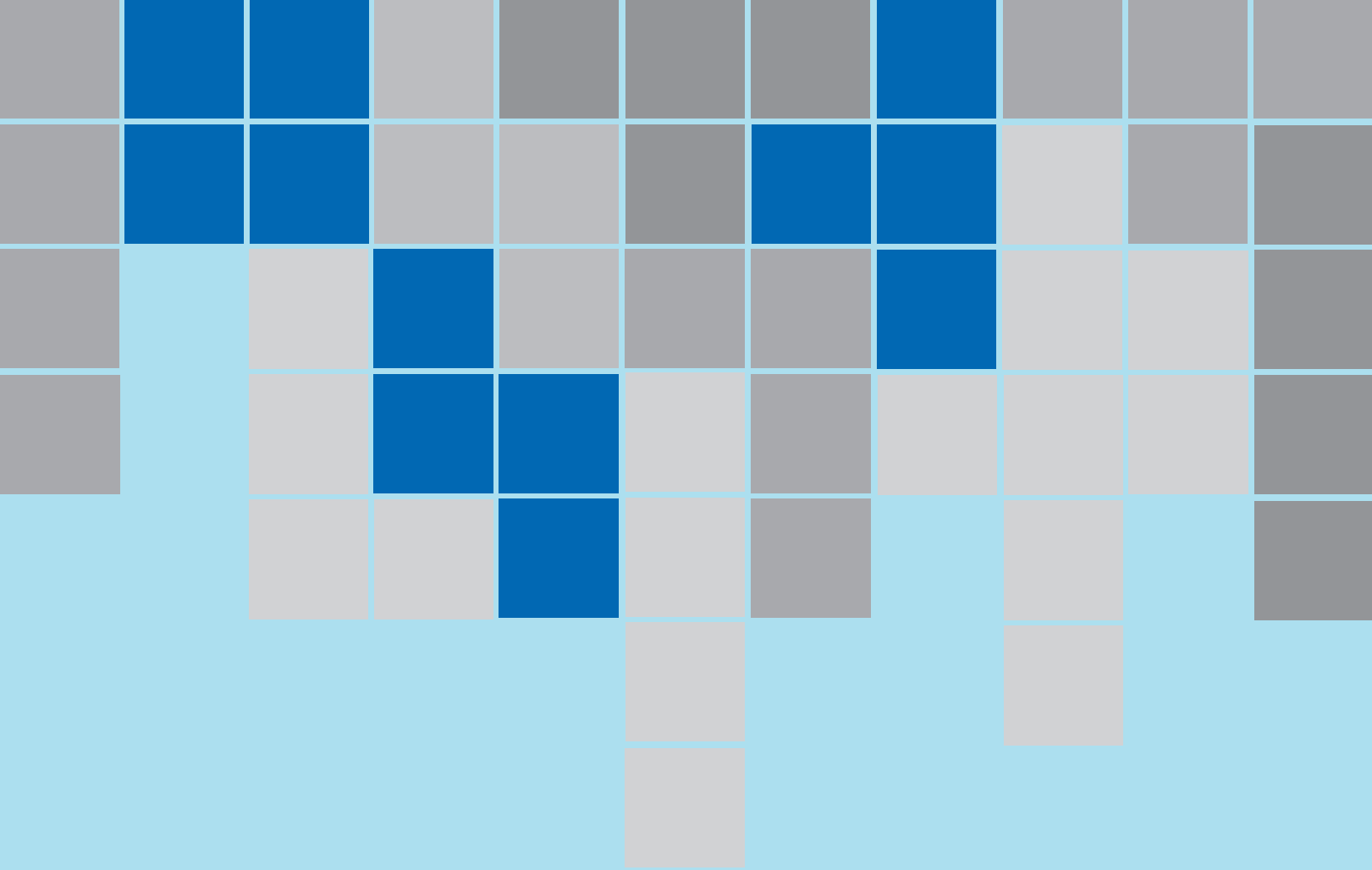
*Dell McKinney, Vice President, Donor Services

*Mariángela "Bonnie" Corales, General Counsel & Vice President, Legal Affairs & Compliance

**Dell McKinney and Mariángela "Bonnie" Corales officially joined Goodwill's team in fiscal year 2019.*

Thank you for your
support of our mission
to put people to work.
None of this is
possible without you!





Goodwill of North Georgia



2201 Lawrenceville Highway,
Suite 300
Decatur, GA 30033
404.420.9900 Phone
404.584.6672 Fax
404.420.6673 TDD
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.