



**The mission
of Goodwill of
North Georgia
is to put people
to work.**

Dear friends,

Operating stores and donation centers is our business. Putting people to work is our mission. This report shows the full story of what that means and how interrelated our business and mission are.

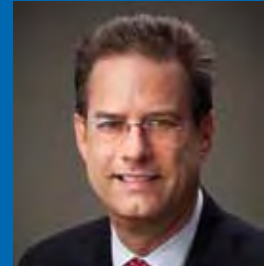
In fiscal year 2011, we operated nearly 100 locations where people could donate clothes and household goods they no longer need. By accepting these donations, we diverted millions of pounds of items from our landfills and stocked our stores with quality items for millions of shoppers in the community. We funded our mission by selling your donations in our 35 stores.

Through the services we provide, Goodwill of North Georgia helped 8,572 people find a job at an average wage of \$9.86 per hour. Some of these individuals received skills training from us to help them find employment. Others needed help connecting with hiring employers. But all of them needed to find their way out of unemployment and into the workforce—and we helped them do it.

In addition to the thousands of people we helped find work out in the community, Goodwill of North Georgia staffed 1,779 employees in 2011 making us one of the largest employers in Georgia.

As we go to print on this report, Georgia's unemployment rate is 9.7% and has surpassed the national unemployment rate of 8.5%. There is no doubt that our employment services are needed now more than ever. Through our job training and placement programs, and through our donated goods business which is increasing its locations, donors, shoppers and employees, we will continue to make an impact in the North Georgia region, but we can't do it alone.

Our successes would not be possible without your support. We thank you for helping to make our mission impactful.



Raymond W. Bishop
President



Glynn Jenkins
Board Chair

Fiscal Year 2011 Highlights



1,684,956
donations



4,817,372
shopper transactions



8,572
people who we
helped find jobs



1,779
people staffed
at our agency

Our greatest asset is you.

Many people know Goodwill for our stores and donation centers, but they may not know about our career services.

Every day, thousands of men and women face barriers that make it difficult for them to find work and earn a paycheck to support their families. Sometimes it's lack of training or education, limited job skills or a disability. But with the support of donors and shoppers like you, we break those barriers down. Goodwill gives people the tools they need to find a job.

We have been in the donated goods business since 1925. And we've been helping people with challenges learn new skills and find jobs for just as long. Over the years, our processes have evolved to match the times, but what we do—turning donations into jobs—has remained the same.

We accept your donations at more than 100 donation facilities. Once the items are inspected and sorted, they go to our selling floor for the next leg of the process. The revenue we generate from selling the items in our stores goes toward funding our mission. In fact, most of the funds used to operate our career centers comes from revenue generated in our stores. Our career centers are equipped with Internet-ready computers, phones, copiers and

when you
donate...

and when you
shop...



updated job postings. Our staff members, who are well-versed in what it takes to help jobseekers find a job, work with each person one-on-one, helping with resumes, online job-searches, interview skills and more. Goodwill's career centers have virtually every resource needed for a successful job search, and seven of our centers are conveniently located inside a Goodwill store.

Not only do our stores provide a revenue stream to support our career services, they serve as real-world, hands-on training environments for program participants from our Career Services department. This year, 749 people trained in our stores as they prepared to find permanent employment, and many of them were hired to work for Goodwill.

Some of the people who come to Goodwill for job search assistance have never had a job before or have been out of the workforce for a long time. Many of them have a disability, limited education or face some other challenge that makes it hard for them to find work. Training in our stores under the supervision of a job coach helps our program participants build their resumes and develop skills necessary in the workplace. They learn about teamwork, workplace ethics, taking initiative and more. During the training, our staff works with each participant to discover his or her strengths. Goodwill's staff highlights the strengths of our participants to hiring employers while helping them overcome their employment challenges.

The funds we generate in our stores also go toward supporting programs. These programs prepare people to work in specific trades like construction and hospitality, for example; we have programs that work with distinct groups like veterans with disabilities, Hispanic youth and single mothers.

Our business processes have many components, but our formula for success is simple: by donating and shopping you help us connect thousands of people to employment.

your actions help us...

put people
to work!



donate.



In 2011, we accepted **2.9 million** pounds of e-waste through the Dell Reconnect program. We diverted an additional **31 million** pounds of waste from landfills by selling the items to companies that can recycle or repurpose them.

When you donate gently-used items from your home or workspace, you help us put people to work and keep millions of items out of your community's landfills. This year, we opened 12 attended donation centers, bringing us to almost 60 conveniently-located facilities where people can donate. Including our stores, Goodwill operated nearly 100 donation facilities this year! We know the impact that donations can have on people, and on the environment.

People

In fiscal year 2011, we received 1,684,956 donations of clothing and household goods. When you donate to Goodwill, you help make a difference in people's lives. The items you donate stock our stores, and the proceeds from our sales support the operations of our career centers and other programs—programs designed to teach people skills and help them find employment. So the next time you're deciding what to do with your goods, think about Goodwill and the good we do. For the people we serve your donation may mean a new job, a better job, a new skill or a second chance.

Environment

Everyday, we demonstrate our commitment to environmental responsibility. Each time we are able to repurpose, recycle or salvage an item, we minimize our impact on the planet. Our employees sort donations according to quality standards we've put in place to make

sure the items placed in our retail stores are suitable for purchase. If we receive donations we cannot sell because they are damaged, soiled or do not meet our quality standards for other reasons, we sell those items to companies that can recycle or repurpose them. This keeps them out of the landfills and helps us earn revenue to support our job training programs and employment services.

Through a partnership with Dell, we offer donors an easy and responsible way to recycle their used computer equipment. We accept donations of printers, monitors, cables, modems, keyboards, mice, mobile phones and more. If it plugs into a computer, we are happy to recycle it for you. In addition, we maintained an international registration in environmental management. This registration ensures that we operate in an environmentally responsible way. Not only are we proud of the work we're doing, we know that it's sustainable too.



Judith donates to support the mission.

"It's about more than just cleaning out your closet," says Judith, longtime Goodwill shopper and donor. She's been a shopper since her college days, when it was fashionable for an art student like herself to wear the cool, one-of-a-kind looks sold in our stores.

She's always donated to Goodwill because it was convenient. "By the time I park my car the Goodwill donation attendant is already outside ready to take my donations," she says. "I don't even have to get out of the car." Once she learned how Goodwill used her donations to help others in the community, she added "impact" on the list of reasons why she's a dedicated Goodwill donor. She's happy to help make a difference.

Judith visited one of our career centers and saw first hand how Goodwill provides training for people to work in different industries. She saw how we work with people who have a harder time finding jobs due to disability, limited education and a lack of jobs. And she witnessed how after we help people find jobs, we keep up with them to make sure they maintain those jobs.

"Now I know that when I donate, it's more than just a donation." She's right. When you donate to Goodwill, you're helping us put people to work.

shop.



Welcome to the treasure hunt, where you never know what you'll find. In 2011, we served nearly five million shoppers. Who shops at Goodwill? Everyone! Treasure hunters, stylists, hobbyists, collectors, college kids and people looking to save money. Whatever your reason, Goodwill is good for you.

Whether you're looking for a nice pair of shoes, a unique piece of furniture, a good book, or what will become your favorite shirt, you won't believe the quality and bargains you'll find at Goodwill.

A constantly evolving selection of new and gently-used clothing and accessories, housewares, books, toys, electronics and furniture makes it an adventure every time you visit a Goodwill store. The items in our stores range from vintage and retro to contemporary designer brands.

If you're a first time shopper, you'll find something else that is very unique. Our stores are arranged by color rather than by size which makes it easy for you to find just what you're looking for.

Our stores are clean, brightly lit and staffed with friendly people who are proud to be making a difference.

The Goodwill stores offer jobs to residents of the communities in which they are located. And the revenue generated from store sales support our mission, which serves tens of thousands of people in North Georgia each year.

We thank the millions of people who shop in our stores. Your purchases help support our mission and makes an important difference in people's lives.



Sabrina has never been a big shopper,

but these days she finds herself in a Goodwill store almost every other weekend. Her love for Goodwill began because of her mom—another avid Goodwill shopper. Sabrina enjoys the thrill of finding a great deal, and she's thankful that shopping at Goodwill has helped her to be a more savvy business person. "I've saved at least \$2,000 by shopping at Goodwill to purchase items for my business," says Sabrina.

Sabrina owns a beauty salon, and in her shop you'll find client chairs, a coat rack, a couch, wall paintings and more—all from Goodwill. On most days, Sabrina is suited up in one of her many Goodwill finds. Her best purchase so far? "A black leather handbag." It's her everyday, go-to bag. She recommends Goodwill to anyone looking for unique, affordable clothes and household goods—not to mention items for your business. She is one of millions of people who shopped our racks this year.

In addition to being fun and cost effective, shopping at Goodwill also serves as something she and her mom can do together. They often visit our stores together for some mother-daughter bargain-hunting and bonding.

work.



This year we partnered with **4,422** employers who hired our program participants or provided training opportunities. The top industries that hire our job seekers include:

- Retail
- Healthcare
- Service
- Donated Goods
- Education
- Construction
- Facilities Maintenance
- Hospitality
- Automotive
- Security

Since our beginning, Goodwill has been about helping people help themselves. Founded on the philosophy of “a hand up, not a handout,” we provide people with skills they can use for a lifetime.

The resources we provide include training to help jobseekers learn new skills or sharpen skills they already have. Program participants get guidance in improving their communication, project management, work ethic and ability to work on a team or independently. Our goal is to give people the skills and knowledge needed to find a job and be competitive in the workforce. We provide training in the areas of healthcare, green construction, floor technology, custodial services, hospitality and many others.

Many people benefit from our skills training programs, while others need somewhere to go for computer access, job boards, help with a resume and a quiet environment for their job search. That's where our career centers come in. We operate eight of them, and they are free to the public and open six days a week. Just as the fiscal year closed out, we opened a new career center in Cartersville. During its first month of operation, the Cartersville Career Center helped 70 people find a job! This year, we served 30,165 people through our career services. Our job coaches, employment specialists,

career center staff and trainers work with each person to help them achieve their career goals. After we help our program trainees and career center visitors find employment, we maintain contact with them and the employer to make sure the job match is successful. We've grown our list of employers to more than 4,000. That's 4,000+ employers who have hired Goodwill's program graduates and career center visitors.

We also operate self-employment programs for people who want to start their own business or expand a current business. These programs help people determine business feasibility, expand business skills, develop a business plan, gain access to capital and establish a business network. This year 206 people completed Goodwill's self-employment program and they created 94 jobs for other individuals through their businesses!

We are proud of our partnerships, successes and statistics. But what we're most proud of are the people behind the numbers—the 8,572 people who defied many odds this year to find work.




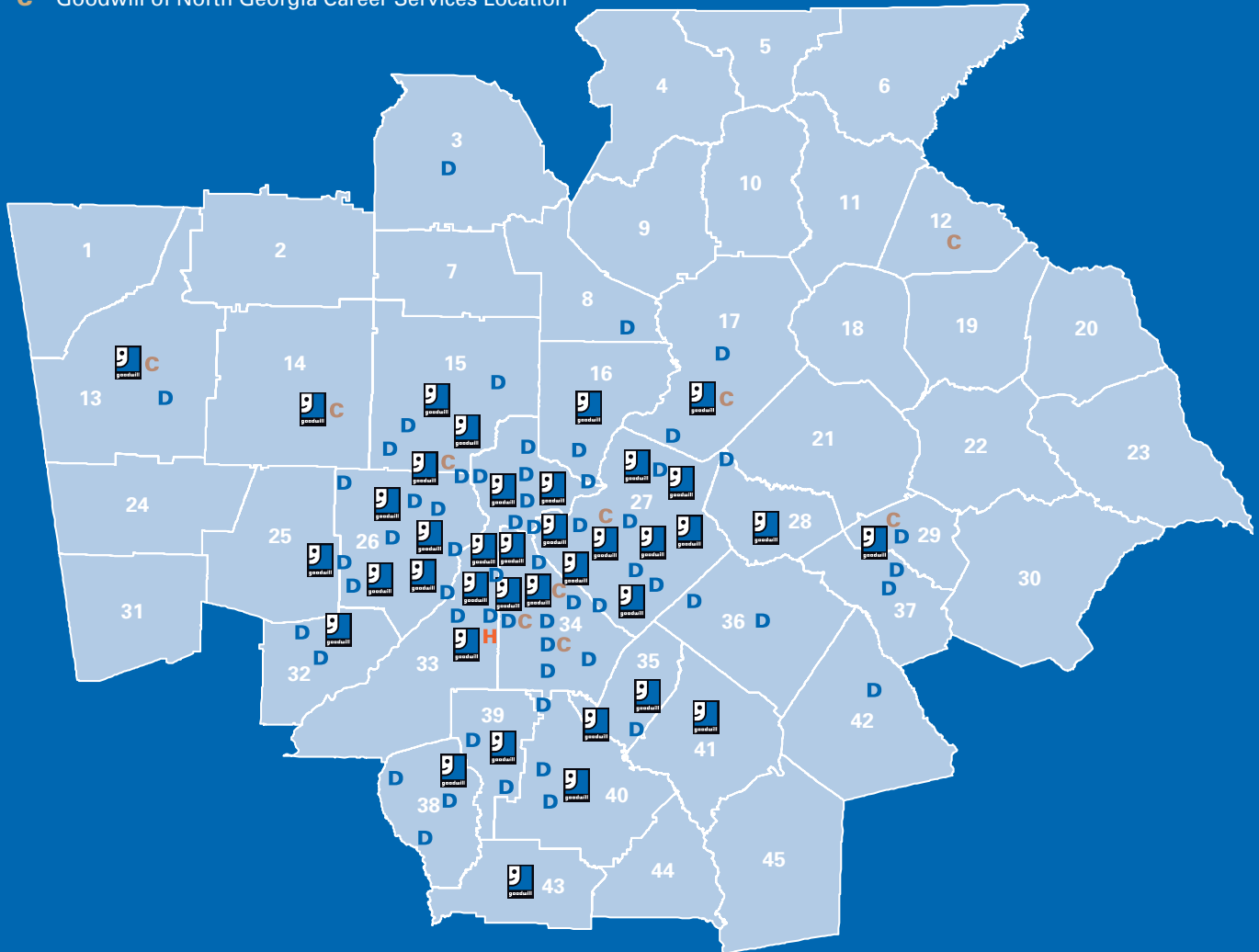
Jacson put his abilities to work.

As a groundskeeper at Zoo Atlanta, Jacson keeps the facility clean for more than 700,000 annual visitors by clearing walkways of leaves and debris, cleaning restrooms and maintaining sitting areas around the facility. Before working at the zoo, he was unemployed for three years due to a disability. "I was diagnosed with retinitis pigmentosa at a young age," he says. The condition caused his night and peripheral vision to decrease over time. In 2007, after ten years of working as a forklift operator, he had to leave his job because he was unable to perform his work safely.

In 2010, Jacson went to the Georgia Department of Labor and was referred to Goodwill where he entered the Floor Technology/ Custodial program to learn advanced cleaning techniques for all types of flooring and facilities. For six weeks, he learned how to detail-clean in an environmentally safe way. After his training, he was hired by The Royal Group—the company that cleans and maintains Zoo Atlanta. "Goodwill found me this job. All I had to do was show up to the interview and sell myself," says Jacson. During the past year, he's learned to focus more on his abilities than his disability and sends these words of encouragement to youth who've been diagnosed with a disability: "Don't let anyone convince you that you can't do anything you want to do."

Area Served

-  Goodwill of North Georgia Store
- D** Goodwill of North Georgia Donation Center
- H** Goodwill of North Georgia Headquarters
- C** Goodwill of North Georgia Career Services Location



Goodwill of North Georgia is a locally governed 501(c)(3) nonprofit corporation. We were established locally in 1925 and are a member organization of Goodwill Industries International. Our territory includes 45 counties in North Georgia:

- | | | | | | |
|---------------|--------------|----------------|--------------|-----------------|---------------|
| 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) | |

Financial Highlights

Goodwill of North Georgia Fiscal Year 2011 Financial Highlights

July 1, 2010 – June 30, 2011

Support

Contributions	\$401,000
United Way	\$300,000
Government Grants	\$4,523,000
Total Support	\$5,224,000

Revenue Generated

Store Sales	\$70,085,000
Salvage	\$5,955,000
Vocational Services Fees	\$2,074,000
Total Revenue	\$78,114,000

Total Support and Revenue	\$83,338,000
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Expenses and Reserves

Program Services	\$68,785,000
General and Administrative	\$6,573,000
Fund Raising	\$463,000
Depreciation	\$3,000,000
Interest and Financing Costs	\$997,000
Reserves and Other	\$3,520,000

Total Expenses and Reserves	\$83,338,000
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Revenue Segmentation

In 2011, we generated more than \$83,000,000 in revenue with \$70,085,000 coming from 35 retail stores. Our core business model, generating program revenue from donated goods, has a long track record of success. However, it is just one of many ways we build and fund our programs.

This year, we secured **\$5.2 million** in individual, corporate and foundation donations and grants.

We partnered with **4,422** businesses that hired our program graduates and/or provided training opportunities for them.

We provided volunteer opportunities for **158** volunteers who gave **1,426** hours of their time to support us.

We provided **738** hours of training for our employees to help them become even better leaders.

We will continue to meet new challenges and expand our mission services while remaining fiscally responsible.



Goodwill of North Georgia
2011 Income by Source

85%
revenue from
store sales

7% revenue from salvage

6% support revenue

2% vocational service fees

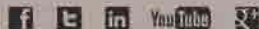
**Our mission is to
put people to work.**



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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.



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 2011.

Officers

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Vice Chair of the Board

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Secretary

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