IMPACT
2011 COMMUNITY REPORT

Goodwill
Industries of the Southern Piedmont

inform

inspire

engage

2011 was an amazing year for Goodwill Industries of the Southern Piedmont. It was a year when evidence of our value as a social enterprise revealed itself in so many compelling ways.

When people hear the name Goodwill, they typically invoke images of dropping off unwanted clothes and household items at a donation center or maybe shopping at one of our popular retail stores. In reality, what is happening before their very eyes is the highest level of stewardship with far reaching impact for our community.

Indeed, most people do not know or understand the scope and depth of Goodwill's entrepreneurial business model and our approach to meeting the needs of individuals, families, businesses and the community. The evidence of the good works of this social enterprise known as Goodwill is in every quadrant of the community and region we serve.

The simplicity and the genius of Goodwill is how it thrives by addressing and connecting the basic needs of donors, shoppers, individuals seeking jobs and employers seeking qualified employees. This proven model provides opportunities for people to donate unwanted items and creates a marketplace for the items to be sold and converted into a currency that provides the resources to train and put people to work.

America's current economic crisis has more than tripled the number of clients seeking help from Goodwill. In the past four years, we've gone from serving around 6,000 people per year to more than 16,000. With the jobless rate still high, many unemployed and underemployed citizens need Goodwill now more than ever—many for the first time.

Our 2011 Community Report is designed to **Inform**, **Inspire** and **Engage** you and the members of our community. In these pages you will learn about the scope and amazing impact of this organization. You will be inspired by the stories of individuals who are building a brighter future for themselves and their families. And, you will be invited to continue to engage with us in our mission of Changing Lives Through the Power of Work.

Michael Elder
President & CEO

David Haggart
Chair, Board of Directors

Board of Directors

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Steve Young, *Duke Energy*

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LaRita Barber, *VP - Community Engagement*

Gary Barrett, *VP - Organizational Support Services*

Robin Carson, *VP - Business Ventures*

Paulette Griffin, *VP - Workforce Development*

Chris Jackson, *VP - Strategic Planning & Organizational Development*

Barbara Maida-Stolle, *VP - Retail*

(L) Michael Elder, President & CEO,
David Haggart, Goodwill Board of Directors, Chairman

our mission

Changing Lives Through the Power of Work

Our Vision

All people in our region have the opportunity to develop to their fullest potential through the power of work.

Our Core Values

We strive to reach our mission by applying the following core values:

- **Service:** We are passionate in making life better for individuals and for communities.
- **Integrity:** We meet the highest ethical standards and treat all people with dignity and respect.
- **Stewardship:** We are stewards of our community by being socially, financially and environmentally responsible.
- **Innovation:** We embrace continuous improvement, bold creativity and positive change.
- **Excellence:** We challenge each other to continually learn and strive for excellence.
- **Family:** We believe the family must thrive for the individual to succeed.

inform

We continue to make a tremendous impact in our community and are proud of our successes and partnerships. Our goal is to keep you informed about who we are, what we are doing and how you are making a difference.

November 2011, Goodwill Graduates

2011 IMPACT

In 2011, more than 16,000 people in our region received employment and job training services from Goodwill, and we placed more than 2,100 of those people in jobs with $18 million in projected annual earnings from those placements.

More than 60 percent of team members came to Goodwill with a prior employment barrier and earned $9 million in wages by working over 750,000 hours in 2011.

Workforce Development Services

Goodwill is a leader in providing job training and placement programs. Thanks to our generous donors and retail customers, Goodwill is able to offer employment, job training and career services for people with barriers to employment, such as welfare dependency, homelessness and lack of education or work experience, as well as those with physical, mental and emotional disabilities. Each of our job training programs and services is designed to give individuals the skills and training needed to find and keep a job.

Programs and Services

Training Programs: Occupational Skills Training
Goodwill works closely with local employers to develop in-depth programs that prepare people for careers in specific industries such as banking and customer service, hospitality and tourism and construction. Moreover, Goodwill's training programs and strong community partnerships help people prepare for employment with growth potential so they can have a sustainable future.

Job Connections
Goodwill operates or is a partner in six job resource centers located in Mecklenburg, Cabarrus, Cleveland, Gaston and Lincoln counties. The centers serve as employment resource centers for individuals needing assistance in all aspects of the job search process, including job leads, resume workshops, interview skills and career counseling.

Operation Independence
Goodwill's Operation Independence program helps bridge the gap between military veterans and civilian employment. Since its fall 2010 inception, Operation Independence, in partnership with Central Piedmont Community College (CPCC), has helped more than 160 military veterans and their family members transition into civilian careers in the Charlotte area – one of the largest veteran communities in North Carolina.

Youth Services
Goodwill provides programs geared toward supporting young adults with job skills development: Youth Job Connection, GoodGuides and WIA Youth Program.

Goodwill's Youth Job Connection is a service dedicated to providing job skills development and job search resources for Charlotte youth ages 14-21. The program also provides a one-stop shop for area employers to access a job-ready, pre-screened pool of young adults eager to work.

The GoodGuides Youth Mentoring program matches committed, caring and supportive adults with youth ages 12-17 to empower them to make positive choices and enable them to maximize their current and future potential.

Vocational Skills Training
Goodwill provides vocational services to individuals who are evaluated on work habits and abilities and then receive one-on-one training with job coaches to improve their employment skills. Many of our participants are referred by the North Carolina Division of Vocational Rehabilitation. A Goodwill job coach continues to work with participants at his or her new job to ensure that the needs of the employer are understood and met. Individuals in this program work in assembly, janitorial services, housekeeping, maintenance, packaging, fast food, warehousing, and retail operations. Employers that hire individuals with disabilities may be eligible for a tax credit.

"I am very grateful for Goodwill and have spread the word to other veterans. One person can change a life, but a team can change the world. I want to be part of that team."

- Edwin, Operation Independence graduate and Army veteran

"We want to move people forward. We want to find the spark in people and help them get their confidence back."

- Nicholas Riggins, Centralized Intake and Support Manager at Goodwill

"Goodwill gave me advice on how to be a leader and work hard. They teach you the things you need to know. If it wasn't for Goodwill, I wouldn't be here."

- Allen T. , employed with Lowe's Home Improvement in the University area, who became "employee of the month" his second month on the job

Jay Norvell, Goodwill Board of Directors, Wells Fargo

Retail

Stores
When you shop at Goodwill or donate items, your contributions are making a tremendous impact on thousands of individuals in our community.

With over 20 retail stores in the region, including a Rock Hill location relocated in fall 2011, there are plenty of opportunities to help changes lives. Our stores fund 80 percent of Goodwill and offer more than just savings. They serve as the connection between your donated items and Goodwill's job training and employment programs.

Computer Works
Goodwill's Computer Works store features a wide array of refurbished computers, printers, software and related products at affordable prices. Proceeds from the sale of the store's computers and merchandise help fund Goodwill's operations, job training and employment programs.

Goodwill Outlet
The Goodwill Outlet is the place to go to discover bargains by the pound. Located on Freedom Drive, just outside of uptown Charlotte, the Outlet features clothing, housewares, books, toys, electronics and more for as low as $1.39 per pound. Merchandise flows into the store throughout the day giving shoppers an ever changing assortment of bargains.

"Seeing the faces of the people we serve is rewarding and motivating. Our stores are not just a place to shop they provide direct employment and training for many of our clients along with funding for other specialized services."

- Barbara Maida-Stolle, VP of Retail Services for Goodwill

2011 IMPACT

In 2011, close to 1 million donations of clothing and household items were received.

2.3 million transactions in retail stores gave 9 million items of clothing and other household items a second useful life while providing great value for shoppers.

51 million pounds of clothing and other household items were diverted from area landfills.

DID YOU KNOW?

90 cents of every dollar spent at our Goodwill stores is funneled into the programs that help thousands in our community each year.

Ballantyne Goodwill Store

Goodwill Construction Services

2011 IMPACT

In 2011, 3.8 million pounds of computers and related items were recycled, generating revenue of $1.2 million.

Electronic book sales reached $1 million in the first full year.

$7 million in employment, property and sales taxes were paid by Goodwill, its team members and its retail customers.

DID YOU KNOW?

Goodwill Industries of the Southern Piedmont employs over 600 individuals, owns or leases 32 properties, and maintains 350,000 square feet of building space.

"Not only are we providing something to the business community that is of value to them, but our electronic recycling business is a paid training program for our clients."

- Robin Carson, VP of Business Ventures at Goodwill

Business Ventures

Goodwill operates several business ventures to generate additional revenue and provide hands-on training and paid employment opportunities for its clients.

Overall, these business enterprises have seen robust growth which fuels our mission and makes it possible to provide professional employment and training services, work experience opportunities and jobs for people in our community.

Through these social enterprises, we are providing competitive employment opportunities. We employ over 600 team members, over 60 percent of whom had previous barriers to employment.

Goodwill Construction Services
Goodwill Construction Services is a licensed general contractor for both commercial and residential projects in the Charlotte metropolitan area. It offers clients the opportunity to meet their construction needs while investing in the welfare and future of our community.

A notable project was the Goodwill/ Habitat ReHouse, a partnership between Goodwill and Habitat Charlotte. Both organizations teamed up to restore a foreclosed home into a model of energy efficiency for affordable housing.

www.goodwillconstructionservices.com

Electronic Books
Realizing that many books have greater value in the Internet marketplace, Goodwill started an online book business in 2011. They partner with Habitat Charlotte, Mecklenburg County Library, Classroom Central and other area agencies through Electronic Books. In its first full year, online book sales reached $1 million and Goodwill recycled an additional 77,000 books while generating paid work opportunities for people with employment barriers.

704-372-3434

GoodWork Staffing
GoodWork Staffing is another way Goodwill is helping supply area employers with a skilled workforce. It specializes in providing industrial, clerical, and management employees to a wide variety of companies and offers temporary, temp-to-hire, executive recruiting, outsourcing, direct-hire, on-site management and payroll services. The revenue generated by GoodWork Staffing placements support Goodwill's job training and employment services.

www.goodworkstaffing.com
704-332-0341

Electronic Recycling
One of Goodwill's most successful enterprises is its electronic recycling business, which has grown dramatically over the past five years. Last year, 3.8 million pounds of computers and related items were recycled, generating $1.2 million in revenue and providing significant paid work opportunities for people with employment barriers.

In addition, Goodwill and the City of Charlotte formed a partnership to recycle or refurbish the City's computers and electronic equipment. The City of Charlotte donates all electronic assets at the end of their useful life to Goodwill.

704-916-1662

inspire

We are inspired every day by the participants we serve and the opportunity to change lives through the power of work. The following are a few of the countless individuals who have excelled with Goodwill's help.

"Goodwill is a magical place. Something happens to you here. You don't go out the same. I will advise anyone to come taste it for yourself."

- Nah, Banking & Customer Service Training program graduate

Nah

Armed with her MBA and impressive credentials, Nah spent two years searching and applying for jobs to no avail. As her situation began to appear hopeless, she prayed for help. That same day, she heard about Goodwill's job training programs and was soon attending the nine-week Banking & Customer Service Training program. She says, "With my MBA, many people thought I was overqualified for the program, but I disagreed. I had plenty of knowledge and education, but I needed more practical skills for the banking industry."

Nah is now interviewing with a renewed sense of confidence, and believes she will find her dream job soon — one that incorporates both her education and the practical work skills learned through Goodwill. She's a prime example of how more and more highly educated people are choosing Goodwill to sharpen their skills and better prepare for today's workforce.

"Goodwill is a magical place," says Nah. "Something happens to you here. You don't go out the same. I will advise anyone to come taste it for yourself."

Nah

Rashad and instructor Thomas Elijah

"I never realized that hard work could be so fulfilling and give you a sense of pride. Goodwill has given me my confidence back."

- Rashad, Construction Skills Training graduate

Rashad

Rashad, a graduate of Goodwill's Occupational Skills Training program, says the best way to learn is to "close your mouth and open your ears." Before coming to Goodwill, Rashad knew he had hit the "bottom of his pit" and wanted to make a change for himself and his family, including his mother, significant other and two kids.

Rashad participated in Goodwill's six-week Construction Skills Training program, where he earned his OSHA license, forklift certification and NCCER (National Center for Construction Education Research) card.

His positive attitude and eagerness to learn made a lasting impression on his teacher, fellow students and team members at Goodwill. "Rashad came in focused, energized and motivated," says Thomas Elijah, a construction instructor with Central Piedmont Community College (CPCC) who teaches at Goodwill. "He is the success story – a model student, smart, intelligent, and a leader of his class."

"What inspired me was looking at Thomas [Elijah] and saying, 'that could be me,'" said Rashad. "Mr. Elijah is the man. He was stern, but it's what I needed. He patted you on the back saying you could do it. He said, 'I won't walk the path for you,' but he gave me direction. He made me feel like I could become a man."

Rashad was skeptical about Goodwill at first because he thought it was just a retail store, but he found that Goodwill gave him confidence to turn his life around. Says Rashad, "Goodwill is a one-stop shop. You'll get what you need but you need to be willing to put in the work."

Today, Rashad works at Zemko Supply in Fort Mill, SC where he recycles and refurbishes electronics. He is also attending a welding program at CPCC. "I never realized that hard work could be so fulfilling and give you a sense of pride. Goodwill has given me my confidence back."

Curtis

Curtis was unemployed for a year and half after he was laid off from his 18-year job as a heating and air conditioning technician. While being unemployed brought about a lot of hardships for Curtis, there was one silver lining – getting to be a stay-at-home dad. “My kids kept me alive and productive,” says Curtis, who is married with a son and twin daughters.

He credits Goodwill with giving him a support system and the drive to keep going and be successful in his job search. “After I was laid off I felt like a failure,” says Curtis. “Goodwill helped me to gain my confidence back. Now, I am prepared going into any scenario.”

After deciding on a career in the hotel and tourism industry, Curtis applied for jobs at nine local hotels. The last hotel where he interviewed referred him to Goodwill’s Hospitality & Tourism Training program. The seven-week program taught him essential skills for the hotel industry and gave him the credentials and certifications to succeed in any hotel position.

Before he graduated, Curtis found a job at the Hampton Inn in Pineville using the job search and employment skills he learned. He started at the front desk, where he learned the value of making himself approachable. His commitment to showing up early, giving 110 percent and working hard paid off, and he was promoted to Chief Engineer.

“I have been very impressed with all the candidates that Goodwill has sent to me,” says Mae Nelson, Curtis’ employer and the Hampton Inn Pineville manager. “It seems like they bring a special type of positive energy and a real willingness to work, and I think they get that in their training.”

Curtis, a Union County native, says the thing that most impressed him about the program was, “the overall willingness to help people. Goodwill brought me in, treated me like family and made me feel at home. I loved coming here every day and still keep in touch with my fellow classmates, teachers and mentors. We all support each other.”

Curtis

engage

We engage the community in Changing Lives Through the Power of Work.

Goodwill values its community partnerships and being actively engaged in making a difference in the lives of individuals and families. We take seriously our vision that all people in the region have the opportunity to develop to their fullest potential through the power of work.

Donate

Donations are the driving force to our Goodwill success. In 2011 we had a total of 16 donation drives at 9 businesses/organizations, 3 schools, 3 universities, and 1 sponsored by a neighborhood totaling 4064 donations with a record breaking drive of 1406 donations in 2 days at 2 locations.

We feature more than 10 attended donation locations and 21 retail stores to make donations easy. By donating clothing, computers, household items, furniture, and vehicle donations, you are making a direct impact on our community by supporting job training and employment programs.

Donation drives are excellent community service projects for corporations, schools, community organizations and places of worship. This is an easy opportunity to give back to the community while clearing out the clutter.

Making financial contributions through cash donations, bequeaths and other gifts, as well as volunteering your time, is another meaningful way to support our mission of using the power of work to change lives.

Community Partnerships

Our community partnerships are imperative to our mission of changing lives through the power of work. The following are some highlights from 2011:

- Goodwill - in partnership with the Foundation for the Carolinas, Jacob's Ladder Job Center and the Workforce Development Board - helped spearhead a study to more deeply examine the workforce development sector to gain more insight into what can and should be done to help disadvantaged individuals find and obtain meaningful employment.
- Through our ongoing relationship with Central Piedmont Community College, Goodwill was able to enhance our services in a range of programmatic areas to provide higher levels of educational attainment for our clients.
- Our partnership with Microsoft has not only equipped our clients, especially military veterans and their families, with access to technology to be competitive in the workplace, it has also raised the level of efficiency and proficiency of Goodwill team members who have the tools needed to do their jobs well.
- We joined forces with Habitat for Humanity Charlotte to create a unique partnership that combined the strengths of each agency to build an energy-efficient home that provided invaluable hands-on experience for students of Goodwill's Construction Training program and a new home for a deserving family.
- The City of Charlotte provided Goodwill with the opportunity to engage our city's youth in career exploration, job search skills and work experience through an alliance with the Mayor's Youth Employment Program.

"If you're looking to fill a position, Goodwill is a great organization to help you fulfill that staffing need. It's great to have people who are so passionate and who want to have a job. A majority of Goodwill staff have a very positive attitude and are happy to be here."

- Danita Dorsey, Director of Dining Services for Chartwells at UNC Charlotte

Gloria working at Chartwells

Central Piedmont Community College

Goodwill has had a long and in-depth partnership with Central Piedmont Community College (CPCC). Goodwill collaborates with CPCC on a national project to build and strengthen partnerships between Goodwill and Community Colleges and to increase the success rates of low-income individuals who desire to achieve economic self-sufficiency through education. CPCC has been an invaluable partner in our Construction Skills Training program, serving over 500 students since the program's inception. Goodwill provides recruitment, assessment, selection and on-going career development support services to students referred to CPCC's healthcare program. This pilot program has resulted in 15 student referrals per semester to the CPCC program. Goodwill has served as a GED testing site for CPCC for the past three years and introduced Fast Track day and evening classes serving 170 individuals. Goodwill and CPCC partner to address the unmet needs of returning veterans and their families and also work together to deliver services through the Veteran's Resource Center on CPCC's Central Campus. Goodwill and CPCC are also business partners. Through Goodwill's Electronic Books, CPCC's library system sells books taken out of circulation and donates unused or outdated electronics to Goodwill.

City of Charlotte

In 2011, the City of Charlotte chose Goodwill as its official electronics recycling partner, to ensure that all of the City's inoperable or outdated equipment is recycled, refurbished or disposed of in an environmentally-responsible manner. Goodwill processed nearly 3,000 electronics as a result of the partnership, and the funds that were generated help support the organization's job training and employment programs.

The City of Charlotte has also partnered with Goodwill's Youth Services program through the Mayor's Youth Employment Program (MYEP), which provides paid and unpaid internships for high school youth in the public, non-profit and private sectors. Together, the City of Charlotte and Goodwill are working toward helping set Charlotte's teenagers on a path to career and life success.

Goodwill's newest venture, Goodwill Construction Services, also received two grants from the City of Charlotte to provide both basic and intensive weatherization services for area homes. The Neighborhood Energy Challenge (NEC) grant and the Residential Energy Efficiency Improvements (REEI) grant together brought in $120,000 in revenue and provided Goodwill students with more than 3,000 training hours.

Chartwells

One of the many benefits offered by Goodwill is the ability to provide a strong workforce for regional businesses. Chartwells, which provides dining services at educational institutions including UNC Charlotte, has been an employment partner with Goodwill since 2005. The company hired approximately 36 Goodwill clients in the past three years in a variety of roles such as cooks, utility workers and dining staff. These individuals had a wide range of barriers and required intensive on-the-job training by a Goodwill Vocational Coaching Specialist. Goodwill also serves as a partner by helping with training, development and troubleshooting any problems with associates.

"If you're looking to fill a position, Goodwill is a great organization to help you fulfill that staffing need," says Danita Dorsey, Director of Dining Services for Chartwells at UNC Charlotte, who has worked with Goodwill for the past seven years. "It's great to have people who are so passionate and who want to have a job. A majority of Goodwill staff have a very positive attitude and are happy to be here."

Microsoft
Microsoft Corporation partners with Goodwill on several strategic initiatives, providing software grants and supporting workforce development. They also have employees who sit on the Goodwill Board of Directors and volunteer in activities such as the "Day of Caring."

"One of the things that has really stood out with Goodwill is that they have a vision and they have continued building improvement upon it over the years," said Reggie Isaac, senior director of the Microsoft Charlotte Campus and member of the Goodwill Board of Directors. "Goodwill is doing the right thing in workforce development by providing technology training. They are taking a holistic approach to helping people be ready for the job market especially in this economy."

The technologies given by Microsoft have impacted Goodwill and Operation Independence as a whole to ensure a viable community. The Operation Independence program is highly successful in large part because of Microsoft, which awarded Goodwill an Elevate America veterans initiative grant. The grant included $341,000 cash and $5 million in software to provide local veterans and their families with a comprehensive set of services to help them transition into civilian careers.

The program's impact has reached far beyond our region. In October 2011, the Operation Independence team was chosen as one of six veteran services programs nationwide to join Microsoft Corporation in a roundtable discussion with U.S. Senators Patty Murray and Richard Burr in Washington, D.C. The event brought together veterans, nonprofit organizations and veteran services organizations to discuss challenges veterans face when they return to the civilian workforce and how the public and private sectors can better work together to serve those veterans.

Adds Isaac, "It's great seeing how Goodwill is making a huge impact on the community and Microsoft is thrilled to be a part of this effort."

Microsoft®

Since its fall 2010 inception, Operation Independence, in partnership with Central Piedmont Community College, has helped more than 160 military veterans and their family members transition into civilian careers in the Charlotte area – one of the largest veteran communities in North Carolina.

"One of the things that has really stood out with Goodwill is that they have a vision and they have continued building improvement upon it over the years. Goodwill is doing the right thing in workforce development by providing technology training. They are taking a holistic approach to helping people be ready for the job market especially in this economy."

- Reggie Isaac, Senior Director of the Microsoft Charlotte Campus and Goodwill Board Member

Reggie Isaac

Volunteers

Champions for Good
Volunteers are the heart and soul of Goodwill, contributing their time and expertise in a variety of ways. They not only make an impact on their community, but also gain personal benefits, including opportunities for professional development training and leadership roles.

Through their contributions of hundreds of hours each year, volunteers in our Champions for Good program strengthen and enrich our organization and make it possible for us to do much more than we otherwise could.

No matter your passion, we have something you'll enjoy! Your engagement changes lives. Visit *www.goodwillsp.org/volunteers.*

Adam Zembruski
Adam got involved in Goodwill after attending the Cornerstone luncheon in spring 2011. Today, he serves as a volunteer instructor for the Hospitality and Tourism Training program.

As president of Pharos organization's Hospitality, Inc., Adam parlayed his hospitality and food service experience into an opportunity to teach Goodwill clients the ins and outs of the industry. He also helps get the word out to industry leaders on the benefits of partnering with Goodwill, which he says instills in its students the positive qualities and character attributes that he looks for when hiring someone.

"The attitudes and personalities of the people of Goodwill are infectious," says Adam, who is passionate about teaching. "They have reminded me of the responsibility we have to serve others by giving, sharing and inspiring. It's been a wonderful, fulfilling experience."

Adam Zembruski

2011 Volunteers

Ira Alexander
Steward Anderson
Michelle Armstrong
Louis Ascanio
Andre' Austin
Fonsetta Badger
Megan Barnes
Robert Bayless, Jr.
Jennifer Bingham
Fernell Black
Carla Black
Debbie Blanton
Michelle Boyd
Deon Bradley
Michael Brienza
Robin Brown
Tonja Brown
Jacqueline Butch
Kay Carwile
Allison Chalecki
Meagan Cieri
Molly Cieri
Meeka Clay
Michelle Clement
Elizabeth Cobb
Raymond Collins
Tadrieka Collins
Joshua Cooke
Ameshia Cooper
Aneshia Cooper
Wonderland Dawson
Ronald Days
Jody Dennis
Thuy Dinh
Brian Distaso
Charlene Forney
Rolston Gabriel
Cheryl Godwin
Shawn Grady
Jennifer Grant
Lonnie Hall
Myrna Hall
Althea Hardgrove
Felicia Harris
Gerry Hegele
Ted High
Jasmine Hines
April Hood
Dan Hood
Deneen Horton
Jim Houpt
Nicole Hudson
Jo Hunt
Iris Hunter
Jacqueline Jackson
Merlene James
Stephanie Johnson
Tanisha Johnson
Janelle Joyner
Beatrice Kearce
Bryan Keller
Peter Kelpin
Jeff Kennedy
John Kennedy

Timothy Kinney
Anastasia Knight
Pete Koerner
Acena Lane
Pamela Lee
Tiffany Legette
Edana Lewis
Randy Linton
Janelle Lyons
Dacia Mapp
Robert Marcy
Betty Maxwell
Courtney Mayfield
Melicia McCain
Christil McKenzie
Roslyn Meyers
Roger Meyers
Alan Morgan
Regina Morris
Christina Morrisey
Jason Murphy
Lynn Murray
Michael Navarro
Laura Ndelo
Mae Nelson
Jay Norvell
Patricia Poole-Felder
Raymond Porter
Stephen Potchatek
LaTamela Potts
Terrence Powell
Kimberly Powell
Terren Quattlebaum
Desiree Rew
Cindy Ritchie
Nicholas Riggins
Lisa Rodriguez
Kristin Rutherford
Jasmine Sams
Tewanna Sanders
Barbara Scannell
Allen Sendler
Tara Shiver
Kimberly Smalls-Gray
Cathy Smedelay-Martin
Eric Smith
Michael Steele
Krista Stepney
Nina Stywall
Melissa Swanson
Ming Tang
Lisa Thomson
Gaynelle Thornton
Edwin Vazquez
Gerita Waithe
Larenze Ware
Robert Weeks
Evangeline White
Hadassah Williams
Katrina Williams
Denise Wilson
Doneisha Wilson
Daisy Wrenn
Kapa Yang
Daniel Zacharski
Adam Zembruski

Elizabeth Cobb

"Elizabeth exudes all values we cherish at Goodwill. She has compassion and is always smiling. She really speaks to the heart of what we're all about and has helped make improvements in serving our clients."

- Laura Casoni, Director for Workforce Development, Goodwill

Elizabeth Cobb

"Every time I teach a life skills class, I leave feeling that it was the best three hours of my week," says Elizabeth, who first got involved with Goodwill through her job in 2005 and began volunteering in 2007.

Elizabeth serves as a human resources manager at Wells Fargo, an active corporate partner with Goodwill. Both organizations enjoy a mutually beneficial relationship. Wells Fargo helps place Goodwill clients and Goodwill provides the bank with a continuous candidate pool. With a 15-year background in human resources, Elizabeth brings a wealth of experience to her role as a Goodwill volunteer. In addition to volunteering throughout the year, she spent six weeks in Fall 2011 at Goodwill through the Wells Fargo Volunteer Leave Program and helped 14 people gain employment with Wells Fargo.

"It's rewarding to help people find employment," she says of her Goodwill volunteer role. "Getting the job seems like the hard part, but the reality is keeping the job is the hard part. It is why learning life skills, such as how to diffuse a difficult work situation, are so essential."

donors

Every Goodwill success story begins with a donation. By giving to Goodwill, you are doing much more than just funding and supporting our training and employment programs. You are reaching out to change someone's life.

5th Avenue Investors
A. O. Smith Water Products Company
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J. M. Acee
Aleigh Acerni
Tonya Adams
Admark Graphic Systems, Inc.
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Applied Business Services, Inc.
ARA/Charlotte Charitable Foundation
John Armistead
Andy Arnette
Frances Arnoult
Blas Arroyo
Kevin Ashley
Marlin Atkins
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James Aust
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Charles S. Bailey
Peggy Balsley
M. G. Banda
Bank of America
Bank of America Charitable Foundation
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Jeff Barber
LaRita L. Barber
Brian Barlow
William Barnes
Thomas L. Barnhardt
Barnhardt Manufacturing Company
Gary Barrett
Edwin K. Bartlett
Tiffany Bates
Charles W. Baucom
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Dawn Bayner
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James G. Beales
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Debra S. Bissette
Henry T. Black
Courtney Blakely
John W. Blanchard
Lucinda B. Blue
Jean C. Boggs
Catherine N. Bones
Myra Bonner
Billy R. Bonny
Richard B. Booth
Laura D. Bossert
Henry H. Bostic
Boulevard Company
Marilynn Bowler
Roberta Bowman
H. E. Boyles
Edward Brabazon
Roberta Bracken
Erman Bradley
Laurel Bradley
Bragg Financial Advisors, Inc
Brame Specialty Co. Inc.
Ralph Brashe
John R. Brayford
James J. Brennan
Michael A. Bridges
Elizabeth P. Britt
Jacqueline L. Brooken-Lawson
Taney O. Browder
Boyce M. Brown
George Brown
Mattie N. Brown
Wilbert Brown
Brown & Glenn Realty
Brown Brothers Harriman & Co.
Joel Bruce
Duane H. Bruch
Marilyn Brucki
Lynn S. Bryan
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Byron L. Bullard
Fred Bumgardner
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John L. Butler
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C.N. Jenkins Memorial Presbyterian Church
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Calloway Industrial Services, Inc.
Joe Camp
Cynthia Campbell
Jerry Cannon
Richard C. Canovai
Carolina Cooperative Federal Credit Union
Carolina Door Controls Inc.
Carolina HealthCare Foundation
Carolina Mall Cinemas
Carolina Panthers
Carolinas HealthCare Foundation
Patrick Carosa
Eric Carpenter
Frank W. Carpenter
Kenneth L. Carpenter
Tonya J. Carr
Herb Carroll
Jennifer Carroll
William R. Carson
Bradley S. Carter
Cleopatra Carter
Marilyn Carter
Regina K. Carwile
Laura Casellas
Francis A. Cash
Perry Cashion
Michael Cashman
Perry V. Casion
David Catchpole
Donald W. Cathey
James H. Cauble
Pamela Caywood
CBS Radio Charlotte
Central Piedmont Community College
Central United Methodist Men
Certified Auto Service
Certified Paper, Inc.
Charlotte Bobcats / Charlotte Sting
Charlotte Business Journal
Charlotte-Mecklenburg Workforce Development Board
Brad C. Cherry
Cherry, Bekaert & Holland, LLP
Ramkumar Cherukupalli
Hobart B. Cheyne
Chick-Fil-A
Childress Klein Properties, Inc
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Leslie Clay
Clayton Homes, Inc
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Cleveland County Community Development Corporation
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Richard Closner
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Coldwell Banker Commercial MECA
Jacquelyne Cole
Janice W. Coley

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Crescent Resources
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Donna Fitschen
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Forbo Siegling LLC
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Paulene Gibson
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Don Goessel
Myrtle B. Goldstein
Dawn R. Goltz
Mary J. Gommel
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Howard Gordon
James Goulding
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W S. Gray
Great Wolf Lodge
Gerald W. Green
Rex Gribble
Paulette Griffin
Griffith Real Estate Services
Rayvon Griggs
Grogan Paper & Packaging Company
William C. Grubb
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James L. Guglietta
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M. E. Haenni
R. D. Haggart
Donald Hagler
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Dale Halton
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Geraldine A. Harrell
Helen S. Harrill
Cameron Harris
Dee-Dee Harris
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Harvard Business School Association
Melanie Hause
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Stanley C. Land
Marion C. Lane
Dennis Lankford
Elizabeth C. Lankford
Daniel D. Laycock
La'Tisha D. Leach
Cindy Ledford
Cynthia Lee
Dorothy Lee
Robert G. Lendino
Leon Levine Foundation - Sandra and Leon Levine
Timothy LeVan
Alvin Levine
David Levine
Leon Levine
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Hugh B. Lewis
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Lincoln Financial Advisors
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Vince Long
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Barbara Maida-Stolle
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Masako Maxwell
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Casey McDonald
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Barbara Neidinger
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Kathy Nelson
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North Carolina Foam Industries Foundation
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Oil-Chem Research Corporation
Marc Oken
Yolanda B. Osborn
P & R Enterprises, LLC
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Joy E. Paige
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J.C. Parke
Helen M. Parker
Daniel E. Parkinson
Carol Pasour
John D. Patterson
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Richard M. Penegar
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Joseph Perret
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Piedmont Natural Gas
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Katherine Richards
Jerry Richardson
Roland J. Riddell
Leon Riddick

Nancy Ring
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Thomas Robbins
Roberta Bowman Charitable Fund
Frances Ann Robison
Tom Rochester
O.F. Roddey
Kay A. Roderick
Kevin Roeder
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Christopher Rolfe
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Marcia Rose
Donna Roseboro
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Sue A. Ruddock
Connie Russell
Ritchie Russell
Russell Finex Inc.
Bob Sage
Russell Sage
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Sam's Club
William Q. Sample
Roger Sarow
Sarstedt, Inc.
Sauza's Mexican Restaurant
Dennis Savell
Joseph Scales
Scantec Distribution
Audene Scarlett
Robert W. Schafermeyer
Schneider National Foundation
Coy L. Schultz
Jennifer B. Schwarz
Mary Score
Merideth Scott
Milfred G. Self
H. D. Sellers
Senn Dunn
Margaret Setzer
Jon M. Shannon
Marvin B. Shapiro
Walter H. Shapiro
Shaw, Inc.
Lynne Shealy
John Sherard
Linda Shipley
Shook Kelly Incorporated
David Shore
David Shuford
Caroline Siegfried
Siemens Power Generation, Inc
Marie H. Sigmon
Jon Silla
Richard P. Silton
Frances Silvus
Richard O. Simcoe
Paula Singleton
Robert C. Sink
Jim Skibbens
SLM Waste & Recycling
Sam Sloan
Barbara A. Smith
Ben Smith
Brett A. Smith
James Smith
Kent Smith
Lynda Smith
Thomas H. Smith
Jason Solomonson
Walter G. Somerville
Sonitrol Security Services
Southern Comfort of Charlotte, Inc
Southern Park Music School
Lionel Spearman
C. Brian Speas
Specialty Cash Register Co.
Robert S. Speizman
Karen A. Spiegelberg
Lisa M. Stancil
Kenneth Stancliff
R. N. Stanley
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Barbara A. Stapp
Starbucks
John Stash
Steelfab, Inc.
Louis Stephens
Liz Stethers
Kathleen M. Stewart
Stiles-Buchanan Charitable Gift Fund
H. W. Stockton
Stork Prints America, Inc.
Raymond H. Strople
Stuart Rags, Inc.
Allison Stubbs
STV/Ralph Whitehead Associates
Sheela Sukesh
Doniel N. Sutton
Otis Swords
Synergy Tooling Solutions
Syzygy, Inc
Tandem Staffing Solutions
Margaret Tart
John Tate
J. A. Taylor
Joan R. Taylor
Michael Taylor
TechSmith Corporation
TelWare Corporation
Tonda Terry
William H. Terry
The Cutting Edge Lawn & Landscape Company
The Hartford
The Joseph Group
The Leon Levine Foundation
The Lucille P. and Edward C. Giles Foundation
The Marc and Mattye Silverman Family Foundation
The McLynn Group LLC
The National Economic Development and Law Center
The Westin Charlotte
Bradford W. Thiele
Richard M. Thigpen
E. H. Thomas
Francis A. Thompson
T.J. Thompson
TIAA-CREF
Roy P. Tidman
Time Warner Cable
Rex Titus
Paula Tobar
Geraldine Toole
Lamine Toure
Trammell Crow Company
Charles L. Travis
TRG Charlotte, LLC
Mary Tribble
Tribble Creative Group
Demetrios Troupes
Truist Comprehensive Distribution
Pauline M. Tulson
Elizabeth Tumas
Frances M. Turner
United Way
Jane S. Upton
James J. Urban
Lois A. Urban
US Airways
Sarah Van Steenis
Vandever Batten, Inc.
Vanguard Group
Laura Varney
Christopher R. Vasbinder
Jean Veatch
Teresa Villamarin
Alex Vinson
Timothy S. von der Embse
Wachovia Corporation
Waffle House
Wal-Mart Foundation
Sandra C. Waldeck
Brandy Walker
Elaine Walker
Gregg Walker
Caesar Wallace
James B. Walsh
Robert C. Ward
Melissa L. Ware
Tom Warshauer
Joe and Anne Washam
Faye Washburn
Richard Washington
Ethie Watermann
Stuart G. Watkins
WCNC-TV-NBC-6
Jean Weeks
John Weigle
Ed Weisiger
Marie Welch
Wells Fargo Foundation
Jean P. West
Bonnie Wheeler
Katherine Wheeler
Donald C. Whelchel
Linda White
Owen H. Whitfield
Robin M. Whitmeyer
John C. Wiegand
Margaret R. Wiegandt
Jerry W. Wiese
Thomas W. Wilbor
Neill Wilkinson
Brant Williams
Clarence Williams
Claude B. Williams
Debbie Williams
Elise Williams
Raymond E. Williams
Richard T. Williams
Tracie Williams
Williams Design, P.A.
Charles A. Willis
Dennis Willis
Penelope Wilson
Wilson Marketing Group
Phil Winter
WLNK-FM - The Link
Simon Wojnowich
Gary Wolfe
Bettina H. Wolff
Rebecca Woods
Classie H. Worthy
Jennifer Wouters
Wray Ward
Patricia Wright
Robert M. Wright
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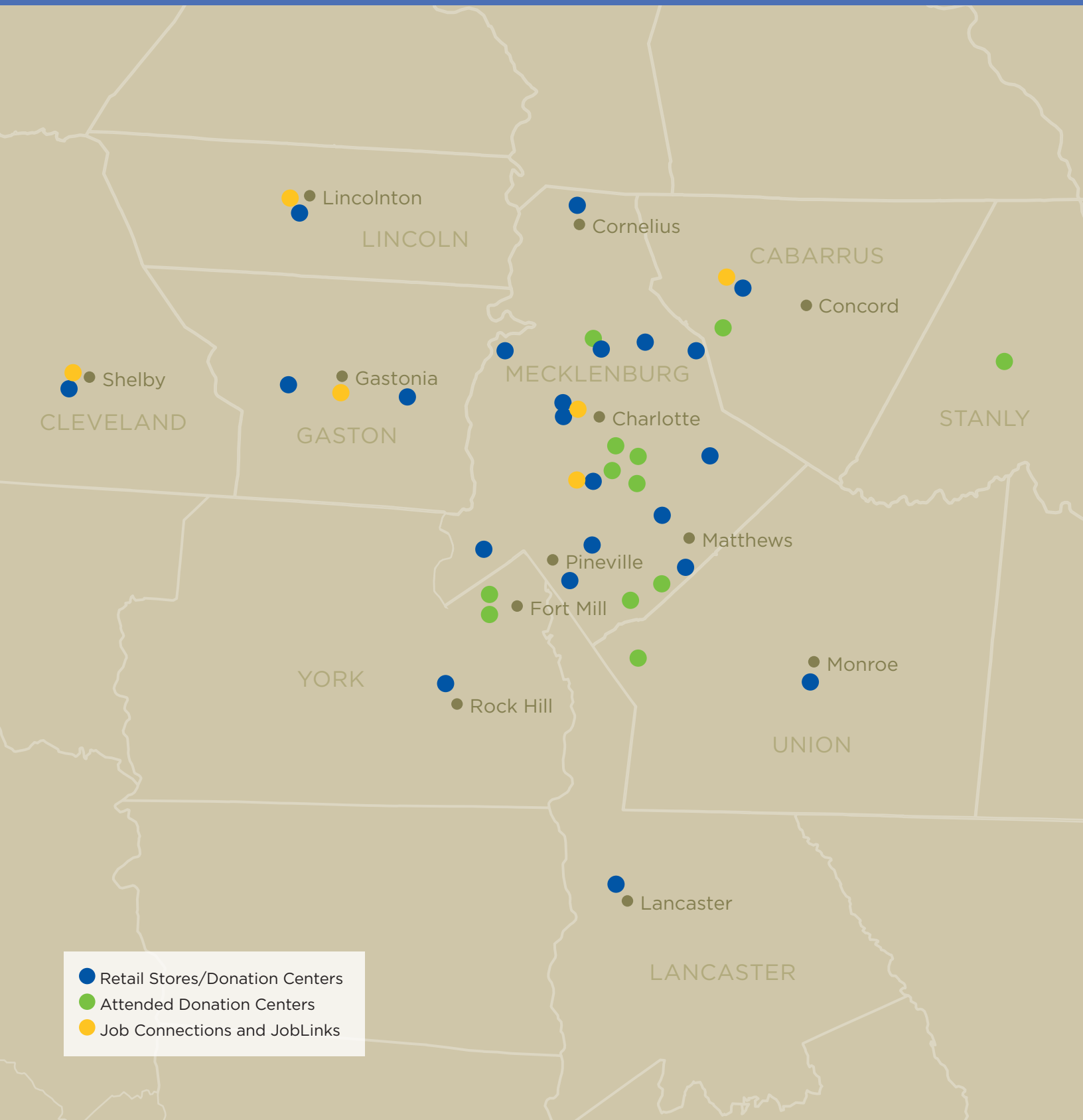
YMCA of Greater Charlotte
John A. Yorick
Robert Yudell
Zemko LLC
Romona Zetsa
W E. Zorigian

donors

areas of impact

Established in 1965, Goodwill serves people throughout the Southern Piedmont region. Goodwill has a retail store or provides services in Mecklenburg, Cabarrus, Cleveland, Gaston, Lancaster, Lincoln, Union and York counties.



RETAIL STORES/DONATION CENTERS

Albemarle Road
9305 Albemarle Road
Charlotte, NC 28227
704-567-9474

Ballantyne
16025 Lancaster Hwy.
Charlotte, NC 28277
704-414-7441

Computer Works
2913 Freedom Drive
Charlotte, NC 28208
704-916-1655

Cornelius
19710 Kunkleman Drive
Cornelius, NC 28031
704-987-1920

Freedom Drive Outlet
2901-A Freedom Drive
Charlotte, NC 28208
704-394-6017

Harris Boulevard
3710 W. W.T. Harris Blvd.
Charlotte, NC 28269
704-597-1776

Huntersville
14420 N. Statesville Road
Huntersville, NC 28078
Opening Summer 2012

Mt. Island
2905 Mt. Holly –
Huntersville Road
Charlotte, NC 28214
704-916-3344

Pineville
10118 Johnston Road
Charlotte, NC 28210
704-341-0165

Sardis Road
1909 Sardis Road North
Charlotte, NC 28270
704-841-8600

South Boulevard
6607 South Boulevard
Charlotte, NC 28217
704-552-2878

Steele Creek
12716 South Tryon Street
Charlotte, NC 28273
704-587-6183

University
1725 Harris Houston Road
Charlotte, NC 28262
704-595-9611

Weddington Road
2515 Plantation Center Drive
Matthews, NC 28105
704-814-7477

Concord
5511 Poplar Tent Road
Concord, NC 28027
704-782-0829

Dixie Village
2549 W. Franklin Boulevard
Gastonia, NC 28052
704-864-2225

Franklin Square
1004 S. Church Street
Lowell, NC 28098
704-824-1322

Lincolnton
510 Vaughn Way
Lincolnton, NC 28092
704-732-2467

Monroe
1213-B Roosevelt Blvd.
Monroe, NC 28110
704-289-3246

Shelby
445 Earl Road
Shelby, NC 28150
704-484-8553

Lancaster
1142 Highway 9 Bypass
Lancaster, SC 29721
803-313-9881

Rock Hill
1926 Mt. Gallant Road
Rock Hill, SC 29732
803-324-1831

ATTENDED DONATION CENTERS

Ballantyne Area
9121 Bryant Farms Road
(near Hawk Ridge
Elementary School)

McKee Road
4911 McKee Road
(near Providence
Road intersection)

Rama Road
1805 Rama Road
(at railroad tracks)

Mint Museum Area
2901 Randolph Road
(near Drenam Street)

SouthPark Mall
6231 Fairview Road
(between Nordstrom parking
deck and Rite Aid)

Habitat Restore
1133 N. Wendover Road

Huntersville
13123 Alexanderana Road
(Good News Home Parking
Lot; small items only please)

Concord Mills
Corner of Pitt Stop Court
and Thunder Road NW
(beside Autobell)

Waxhaw
1900 Providence Road South

Albemarle
636 NC 24/27 Bypass East
(Stanly County Plaza, across
from Ingles Grocery)

Tega Cay
1600 Gold Hill Road

Fort Mill
Near Powell Place Road
& Hwy 160

JOB CONNECTIONS AND JOBLINKS

Charlotte Job Connection
2122 Freedom Drive
Charlotte, NC 28208
704-372-3434

Concord Job Connection
5511 Poplar Tent Road
Concord, NC 28027
704-782-0837

Gastonia Job Connection
412 South Broad Street
Gastonia, NC 28054
704-916-1610

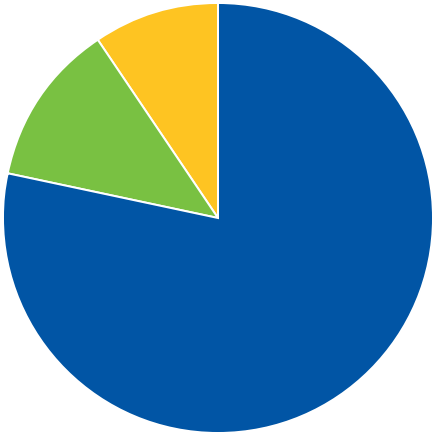
Lincolnton Job Connection
510 Vaughn Way
Lincolnton, NC 28092
704-732-6844

Charlotte Youth Job Connection
(ages 14-24)
2122 Freedom Drive
Charlotte, NC 28208
704-372-3434
www.youthjobconnection.com

Charlotte JobLink
5125-A South Blvd.
Charlotte, NC 28217
704-527-3195

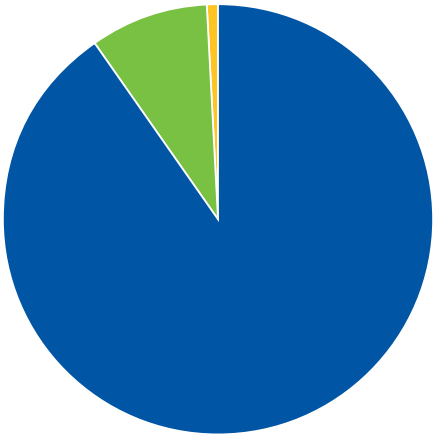
Shelby JobLink
404 East Marion Street
Shelby, NC 28150
704-480-5414

financial stewardship



Revenue Sources

- Goodwill Enterprises: 79%
- Contributions: 12.3%
- State & County Government: 9.4%
- Other: -0.6%



Expenses

- Programs: 90.4%
- Administration: 8.8%
- Fundraising: 0.8%

The organization's IRS Form 990 is available on www.goodwillsp.org or guidestar.org. In addition, financial information about the solicitor and a copy of its license are available from the North Carolina State Solicitation Licensing Branch at 1-888-830-4989. The license is not an endorsement by the State.

Statement of Financial Activity	2011	2010
Revenues		
Retail Services	32,351,987	28,890,605
Environmental Enterprises	1,084,615	685,087
GoodWork Staffing	1,689,429	991,967
Workforce Development Services	3,506,573	3,461,888
United Way	174,680	175,600
Other Contributions**	5,326,521	236,874
Other Income & Fees***	(458,767)	306,227
Total Revenue	**43,675,037**	**34,748,249**
Expenses		
Wages, Taxes & Benefits to Clients & Staff	24,502,029	22,465,504
Occupancy & Depreciation	6,494,123	6,364,509
Supplies	1,682,171	1,628,159
Other Operating Expenses	4,180,424	3,991,611
Addition To Working Capital	6,816,291	298,467
Total Expenses	**43,675,037**	**34,748,249**

*** Includes apprx. $5 million in software donation*
**** Includes $765,602 loss on retirement of donated asset*

Statement of Financial Position	2011	2010
Assets		
Cash & Short Term Investments	11,841,133	9,445,295
Accounts & Contributions Receivable	1,015,781	796,158
Inventory	2,786,597	2,487,763
Other Current Assets	367,606	336,648
Land, Building & Equipment (net)	18,297,988	13,287,439
Other Noncurrent Assets	447,860	347,214
Total Assets	**34,756,965**	**26,700,517**
Liabilities		
Current Long-Term Debt & Lease Obligations	329,692	263,625
Accounts Payable & Accruals	3,517,593	3,348,931
Long-Term Debt & Lease Obligations	6,478,841	5,486,167
Other Noncurrent Liabilities		
Total Liabilities	**10,622,165**	**9,382,007**
Net Worth (assets)	**24,134,800**	**17,318,510**
TOTAL LIABILITIES & NET WORTH	**34,756,965**	**26,700,517**

10 WAYS TO ENGAGE

1 Make a financial contribution.
Ask if your company can match your gift.

2 Volunteer.
Your time and energy play a valuable role in our mission.

3 Remember Goodwill in your estate planning. It's your life, your legacy.

4 Host a donation drive at your business or organization.

5 Join our community.

Read our blog:
wowgoodwill.com

6 Shop.
90 cents of every dollar spent in our stores is funneled into our training and employment programs.

7 Invite us to tell our story at your event, meeting, business, or church to help share how the road to employment begins at Goodwill, every day.

8 It's your world, make a difference, recycle!
Donate used computers and computer-related items at any of our 30-plus donation sites.

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