This annual report was made possible by the generosity of our 2012 Report to the Community Breakfast Sponsors:

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Dear Friends,

**Community.** Why are we here? It is that simple, for the community. Every program we offer, every service we deliver and every collaboration we seek is for the betterment of our community. In 2012, we are proud that we were able to serve more than 28,000 community members and help them gain the employment skills or independence needed to improve their lives. However, rest assured that we didn’t do it alone. Goodwill relies on so many community partners and individuals to touch the lives of this many people. It is only with YOU in the Goodwill equation that we are able to make Good Skills possible and positively impact lives in our community. **THANK YOU.** Thank you for whatever role you played, be it volunteer, material donor, financial donor, shopper, referral source, employer, ambassador or some other role. It is because of YOU that we are able to make Good Skills Possible for our Community. **Goodwill+YOU=Good Skills!**

Sincerely,

Larry Smerglia  
Chairman of the Board

Ken Weber  
President & CEO
g + YOU = A Voice
“I just wanted to be heard,” said Felicia Traylor, referring to a time in her life when she had difficulty speaking. “It was as if I had suffered a stroke, and no one could understand me.”

Faced with this sudden speech impediment, she sought medical help and ended up in speech therapy. Twenty-two years later, Felicia had regained her speech and enough self-confidence to seek help finding a job.

“I was so depressed and needed to do something to feel better, so I turned to the Bureau of Vocational Rehabilitation (BVR) to help me find work,” she said.

It was BVR that referred Felicia to Goodwill, and it was that move that changed her outlook and her life.

“I came to Goodwill for a job assessment and some other employment programming, and I ended up an employee,” she said with a smile.

Today, Felicia can be found working as a cashier at Goodwill’s Eastlake Store, where she enjoys both the customers and her fellow coworkers.

“I am always smiling now, and I look forward to interacting with my customers and fellow workers, it is what gets me through.” Felicia found her voice at Goodwill!
+ YOU = Self Confidence
Following an injury at his long-time job installing garage doors, Ernest Watson fell into a deep depression. He suffered from back and neck injuries that required him to undergo two surgeries. These surgeries took him out of the workforce for nearly six years after working 12 hour days, six to seven days a week for years.

“I was very depressed and did nothing but watch television all day long,” said Ernie, “life was slow paced and I couldn’t even support my family.”

Ernie’s life changed when he heard about the Bureau of Vocational Rehabilitation (BVR) and sought a referral to an organization that could help him get back to work. That organization was Goodwill.

“Goodwill believed in me and even convinced me I could do more than I thought,” said Ernie. “They believed in me more than I believed in myself.”

After completing a work assessment, Ernie landed a job at Goodwill’s Store in New Philadelphia. Today, he is the ‘jack of all trades’ at the store and works as a cashier, a processor and many other jobs he would have never imagined he could do.

“If I could give advice to others in a similar situation, it would be to never give up,” he said, “I found hope at Goodwill where they believed in me, and I regained my life.”
g + YOU = Family
“Goodwill helped me realize I needed to quit pointing fingers, and the staff gave me powerful examples of how I could improve,” said Jada Louis of Goodwill’s Home-Based Parenting Program.

Jada sought Goodwill’s help on his own, when he decided to fight for full custody of his three, beautiful daughters. Plagued with a past that continued to haunt him, he knew he had some improvements to make and some things to prove. He decided going through Goodwill’s Parenting Program would help him in many areas of his life.

“I knew I needed help, and I was depressed and feeling like I would never get my children back,” said Jada. “When I passed the course at Goodwill, I knew I could win.”

Today, Jada has custody of his daughters and is working towards his GED, so he can continue his education in college.

“I want to do more with my life for my daughters,” he said with a smile. “I want to make them proud… leave them a house and some money to fight over some day.”
Good Skills
“Friends of Goodwill, be dissatisfied with your work until every handicapped and unfortunate person in your community has an opportunity to develop to his fullest usefulness and enjoy a maximum of abundant living.”

- Edgar J. Helms, Founder of Goodwill Industries

For decades, we have focused on one, clearly defined way individuals can support Goodwill’s mission and as Helms said, help individuals ‘develop to [their] fullest usefulness:’ through our stores. Shopping and donating makes such a significant impact on our mission, so why wouldn’t we tout it and encourage these impactful actions?

We should and we will continue to tout shopping and donating as one way to put YOU into the Goodwill equation. However, there is another way YOU can make a difference that we have, up until now, focused on much less. How? It is simple. Join the individuals, companies and organizations in this section of our report that have made a financial contribution to Goodwill. Goodwill has the ability to turn more than just clothes into mission at work; financial contributions also are applied to help Goodwill serve the thousands of lives we touch each year.

The bottom line is that with YOU in the equation, Goodwill can help a person gain the life and employment skills they need to succeed; and with their success comes the success of many. YOU have the ability to start a chain reaction that will move people forward and move their lives in the right direction. Help us make a difference in the lives of many and TOGETHER we can build a community of individuals who are fulfilling Helms’ vision of independent living and self-sufficiency.

Make a financial contribution to Goodwill and put yourself in the equation to see how Goodwill+YOU= Good Skills!
Contributors to Our Cause

Goodwill Announces New Giving Levels

Goodwill is committed to increasing awareness around the need for financial contributions, and we are committed to appropriately recognizing individuals who believe in our mission and our work. As such, we are pleased to announce the following giving recognition levels for our financial contributors.

Edgar J. Helms Society
Our founder would have whole-heartedly supported and appreciated the generosity of our community members.
• Donors who give $5,000+ annually to Goodwill

Chairman’s Circle
Our Board of Directors and Chairman of our Board believe in our mission and the commitment it takes to make Good Skills Possible.
• Donors who give $2,500 to $4,999 annually to Goodwill

President’s Circle
Our President & CEO’s passion for Goodwill and the work we do leads the way for providing opportunities for self-sufficiency and independent living for individuals.
• Donors who give $1,000 to $2,499 annually to Goodwill

Friends of Goodwill
We believe that the friends we make along the way will help spread the word of what Goodwill is doing, with their help, to make a difference.
• Donors who give $500 to $999 annually to Goodwill

Supporters of Goodwill
We appreciate support at any level as a means to impact the lives of many and make Good Skills possible for someone in need of a hand up.
• Donors who give up to $499 annually to Goodwill

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+ YOU = Good Skills
Employers Health Coalition of Ohio, Inc.
Ms. Emma Jochum
Kelly & Visconsi Associates, LLC
Leonard Insurance Services
PNC Bank
Strang Corporation
Mr. & Mrs. Joseph F. Toot, Jr.
VIVA

**Friends of Goodwill**
- Applied Industrial Technologies
- Charles Farran Fund
- Hall, Kistler & Company LLP
- Mr. & Mrs. Mike Howard
- Ms. Martha Lottman
- Mr. Richard K. Martindale
- RJ Matthews Co
- Ms. Jill C. McQueen
- Miller Philanthropic Fund
- Mr. Charles Seifert
- Mr. & Mrs. Greg Slyman

**Supporters of Goodwill**
- Mr. & Mrs. Patrick & Maureen Ater
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- Mr. & Mrs. Michael Eberhart
- Mr. & Mrs. Cynthia & Gregg Evanoff
- Mr. Ralph Fallert
- Mr. & Mrs. Benjamin Feutz
- Mr. & Mrs. Mike Flood
- Mr. & Mrs. Stanley & Mary Friedman
- Mr. Dennis S. Fulmer
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- Ms. Jean Gillet
- Mr. & Mrs. Jim Gist
- Ms. Jean Halverson
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- Mrs. Martha Harrington
- Mr. & Mrs. Linda Heiden
- Mr. & Mrs. Richard Hershey
- Mr. & Mrs. Matthew Hinderegger
- Ms. Betty Hoffer
- Jane R. & Michael J. Horvitz Philanthropic Fund
- Mrs. Leota Hughes
- Mr. & Mrs. Kim & Shirley Jackson
- Garnell Jamison
- Jochum-Moll Foundation
- Mr. & Mrs. Robert E Johnson
- Mr. & Mrs. Michael Jones
- Dr. & Mrs. William King
- Ms. Carol Kovacs
- Mr. Erik Kraenzler
- Lamiell Funeral Home Inc.
- Mr. & Mrs. Bart & Kathy Lane
- Mr. George Lasch
- Mr. Roy S. Levenger, Sr.
- Edward A. & Catherine L. Lozick Foundation
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- Ms. Gayle L. Sherry
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- Ms. Marcia Silver
- Sisters of Charity of St Augustine Health System
- Dr. & Mrs. Niall Slater
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- Mr. & Mrs. Thomas & Alice G. Vignos
- Mr. R. Leonard Wallace
- Ms. Betsy Wells
- Mr. & Mrs. Wilbert Winold

**Thank you to all of our contributors!** If you made a financial donation in 2012 and your name has been misspelled or omitted, please call us at (800) 942-3577 ext. 1030, so we may correct our records.
In 2012, Goodwill was able to **impact the lives of 28,096 people** through the programs and services listed below, all because **YOU** put yourself into the equation.

Goodwill also diverted more than **22,075,000** pounds of donations from landfills and gave away **$147,735.31** worth of merchandise to needy families and individuals throughout a 10 county area.
Good News + Leadership Stark County = Good News
In 2012, many individuals and organizations worked to spread the message of Goodwill building Good Skills in the communities we serve. However, one organization stood out demonstrating outstanding commitment to sharing the Goodwill Story with others.

Goodwill is proud to recognize Leadership Stark County for bringing so many leaders and groups in our community to The Community Campus at Goodwill to learn more about our agency and our mission.

Thank you to our 2012 Ambassador of the Year, Leadership Stark County, for putting your organization into the equation to help us spread the Good News of Goodwill!
Pressure Fried Chicken

- Made with local chicken
- Cooked throughout the day
- Quantities of 8-piece & up

No party is too large!
Goodwill staff members work diligently to find employment and training opportunities for the individuals we serve. Throughout the course of one year they work with hundreds of employers to accomplish the ultimate goal of helping individuals build good skills and land a job. However, each year, there are a few employers that rise above the rest as going that extra mile for Goodwill program participants.

In 2012, two Buehlers’ locations in New Philadelphia, Ohio and Dover, Ohio went above and beyond to help Goodwill participants gain skills and employment opportunities. Goodwill would like to recognize these two locations as our 2012 Employers of the Year. Thank you Buehler’s New Philadelphia and Buehler’s Dover for putting your organization into the equation and making Good Skills Possible!
Community Investment

Sales (Clothing, Furniture, etc.) .............................................. $20,146,952
Mission Services ................................................................. $3,073,516
United Way Support ............................................................ $103,120
Other Support .................................................................... $1,181,523
Temporarily Restricted Donations ................................... ($1,502,384)
Release of Restricted Donations ....................................... $1,661,813
Total Community Investment ............................................. $24,664,540

Return to the Community

Wages ................................................................................. $9,894,572
Payroll Taxes & Benefits ..................................................... $2,503,251
Total Payroll Expenses ....................................................... $12,397,823
Supplies & Services Purchased........................................... $3,357,728
Telephone & Postage ........................................................... $188,785
Occupancy (Rent, Utilities, Insurance) ............................... $4,164,709
Total Operating Expenses .................................................. $7,711,221
Depreciation Expense & Capital Adjustment ....................... $833,242
Total Return to the Community .......................................... $20,942,287

* Financial statement subject to audit by Bober Markey Fedorovich.
Store Locations

Alliance
12501 State St NE
330.821.4880

Brook Park
14690 Snow Rd
216.862.2700

Canal Fulton
2254 Locust St
330.854.3453

Canton
2630 Atlantic Blvd
330.456.8020
and
4510 Tuscarawas St W
330.479.8222

Carrollton
709 Canton Rd NW
330.627.9868

Cleveland
2295 East 55th St
216.916.9999
and
13719 Lorain Rd
216.252.7780

Eastlake
33459 Vine St
440.942.6910

Garfield Heights
12650 A Rockside Rd
216.581.6320

Hartville
864 A West Maple St
330.877.7921

Massillon
2745 Indian River Rd SW
330.833.9825

Middleburg Heights
6880 Pearl Rd (behind Firestone)
440.842.7480

New Philadelphia
260 Bluebell Dr NW
330.339.5746

North Canton
950 & 954 South Main St
330.494.2464

North Olmsted
23100 Lorain Rd
440.777.4422

Weirton, WV
306 Penco Rd
304.723.5595

Wintersville
103 Main St
740.264.6000

Attended Donation Centers

Canton
2905 Whipple Ave NW (Acme)
and
408 Ninth St SW

Jackson Township Recycling
5717 Wales Ave NW

Louisville
C & B Body & Auto Service
(formerly Sypolt Chevrolet)
1704 West Main Street

North Canton
Oakwood Square Shopping Center

Mission Services Office Locations*

Canton (Corporate)
408 Ninth St SW
Canton, OH 44707
330.454.9461

Cleveland
2295 East 55th St
Cleveland, OH 44103
216.431.8300

*Please visit our website for a complete list of all Mission Service office locations.

www.goodwillgoodskills.org

Mission Statement

To improve the quality of life and employment opportunities for all people.