Because a meaningful impact on one person’s life creates a ripple effect that can last generations.
Our vision
A community where all people have the opportunity to improve their lives, build employment skills, and become the best version of themselves.

Our mission
To improve the quality of life and employment opportunities for all people.
Dear Friends,

Whether it’s a business pursuit, a personal goal, or something that lingers on a “bucket list,” we’ve all faced the challenge of how to measure success.

Over the past few years, our Goodwill has considered this question very seriously. What we have decided, after a thorough assessment of our communities’ needs, is that we must strive for IMPACT. When we touch one life, we want to do so in a way that positively impacts the lives of others, too.

It looks something like this: Someone struggling to find a job completes a Goodwill program – or several different programs – developing a marketable skill set and confidence they may have lost. Goodwill helps them land a job, and the community is one taxpayer stronger. In many cases, an employer now has a model employee, capable of training others (we hear all the time that Goodwill graduates make the most enthusiastic employees). The local economy is infused with extra cash due to additional consumer spending, and a salesman at the neighborhood car dealership might earn another commission. Maybe strained relationships grow close again because an addiction issue has been addressed; perhaps a child is getting tucked into his own bed again after a period of foster care. Think of all the lives that are affected when one person is successful in a Goodwill program - the exponential effect of success. That’s the Goodwill Impact.

Anthony, Willem, Joe, and Radiance – whom you will meet in the following pages – are remarkable examples of this idea in action. Goodwill was able to help them become the best versions of themselves, but they’re not the only ones whose lives have changed. Each of them is the epicenter of a ripple effect of positive change; in some cases, it may last for generations. That’s the Goodwill Impact – join us as we resolve to bring it to every corner of the communities we serve.

Sincerely,

Greg
Greg Luntz
Chairman of the Board

Ken
Ken Weber
President & CEO
“When one tugs at a single thing in nature, he finds it attached to the rest of the world.”

– John Muir
Total Served: 15,418 people

6,221 people received intensive services*
*services provided over an extended period of time that address multiple needs and are designed for long-term impact

9,197 people received basic services

Percentage receiving intensive services: 40.3

Total Revenue: $27,184,000

Number of material donors: 510,557

Pounds of donations collected: 20,422,280

Pounds diverted from landfills: 11.5 million
A Marines veteran living in a picturesque all-American town, working nearby making car parts for the likes of Mercedes-Benz. Anthony Starr was a content young man, looking forward to life’s next adventure. He didn’t know it would be a devastating one.

“I was actually injured on the job,” Anthony recalls. “I got my left arm and my right hand caught inside a press...I was badly burned.” Several years of surgeries and rehabilitation followed.

Anthony did regain the use of his arm and hand, and technically, he could return to work. But something was holding him back: the thought of an eight hour work day and all of the social interaction that comes with having a job.

“He was very anxious and not self confident at all in his abilities,” said Penny Martin, who facilitated Anthony’s case at Goodwill.

This anxiety came from having to defend himself against assumptions other people made about his situation. He often heard things like “Oh, so did you get rich off this?”

But, Anthony was willing to do whatever it took to get used to working again. He was offered a Work Rehabilitation Program through a referral to Goodwill, and accepted the challenge. Gradually, Anthony became more comfortable around people - and learned what to say and do in situations that used to be debilitating.

“I knew that step was coming; I knew I’d have to be around people,” Anthony said.

He is now part of the Maintenance Department at the Tuscarawas County Courthouse in New Philadelphia, and takes great pride in keeping the courthouse - which is listed on the National Register of Historic Places - looking nice.

“As far as my future goes, I see myself sticking with this job, and eventually retire from it...spending my life doing what I’ve always wanted to do - which is making my own way,” Anthony said with confidence.

Despite his “I got this” exterior, Anthony’s loved ones were deeply concerned about his post-injury withdrawal. Now, he’s an inspiration to his family and coworkers, showing them that a few scars can’t stop him from being the best version of himself. And, a beautiful old building has someone special looking after it. That’s the Goodwill Impact.
Willem Ekels: Graduate of the Year

Willem Ekels will candidly share his weaknesses with you - a confidence that, perhaps, comes from knowing his strengths, too.

“From the very beginning, I’ve never been one to be good with time or task management,” Willem says. “It wasn’t so much the knowledge that I didn’t have. It was more so just the ability to actually succeed in a work environment.”

After an unsuccessful attempt at college, these challenges led to Willem being referred to Goodwill by the Cuyahoga County Board of Developmental Disabilities. At that time, he lacked a clear path to success in terms of a career or a self-sustaining life, and he wasn’t sure what his future might look like.

Goodwill helped change that.

“Mr. Ekels was a very bright and dedicated Goodwill participant who overcame his attendance and time management challenges to become a certified technician, receiving his A+ and Network+ certifications,” said Vince DiPio, who supervised Willem’s work at Goodwill. “Mr. Ekels also participated in the Goodwill Applied Work Experience Program, where he provided computer support to outside companies under Goodwill’s supervision.”

Through this sort of technical training, as well as “soft skills” training like “neatness and completeness,” Willem gradually learned what a full day feels like in a work environment. Then a week...and later a month. Soon, he was ready for competitive employment. He secured a job at CGB Tech Solutions, where he is thriving.

“One of the biggest advantages I have over my coworkers is that I’m thorough - I make sure I’ve done the job right 100 percent from the start,” Willem observed. “Goodwill is far more than a thrift store...it is a place where people are actually able to gain a whole new lease on life.”

Willem jokes that he’s no longer afraid of being shipped off to Canada by his mother. Plus, the local economy has gained another skilled worker, not to mention the people and businesses he helps every day by providing IT services and support. That’s the Goodwill Impact.
Joe Mikes: Graduate of the Year

“I’m a recovering alcoholic.”

Joe Mikes felt he’d been branded by society as a worthless, no good, drunken alcoholic. For a long time, he did a good job living “up” to those expectations. But he knew there was more to his story - he just needed help writing a new ending.

Enter Goodwill.

“It’s a life changer. If you’re looking for a way to make a change in your life, and shed the negative things that you’re dealing with every single day; if you want to be a member of the community, to be a good role model, then this is the place I would recommend anybody to come to,” Joe said.

Joe’s sobriety is the most impressive of his list of accomplishments during his time in Goodwill programs, but it’s not the only one. He expressed a genuine interest in obtaining his Commercial Driver’s License (CDL), and with Goodwill’s help he graduated from Big Rig Truck Driving School in Massillon, Ohio with a Class A CDL.

“At that point, I started to feel some self-value, and I was actually excited to be here - to be alive,” Joe recalled.

Goodwill Employment Coordinator Ben West remembers that Joe had an air of frustration about him when he first came to Goodwill. But now, Ben sees something else.

“The level of pride that he has and the level of just gratitude with life...it’s just night and day,” Ben said.

Truck driving proved to be a good fit for Joe; he’s excelled so much that his employer asked him to help train new drivers. However, his success extends far beyond a classroom or interstate highway.

“The impact of Goodwill’s program...it gave me all the things back that I’d lost due to my lack of ability to say no to alcohol,” Joe said.

Joe’s decision to end the cycle of poverty, crime, and sadness that comes with alcoholism means that his family is whole again and holiday celebrations are complete. And, his employer has a reliable, enthusiastic employee - and trainer. That’s the Goodwill Impact.
Radiance Wright: Edgar J. Helms Outstanding Achiever of the Year

“I didn’t think about why, or what, or when, or how, who...it was just...I thought my son was dead.”

When Radiance Wright woke up to find a fire marshal standing over her, her first thought was “where is my son?”

He would be okay; a pot of grease inadvertently left in the oven had caused the overnight blaze. But at the hospital, Child Protective Services became involved. Radiance had been drinking heavily the night of the fire, and they determined her son Rahmir needed to leave the home.

“I missed his first birthday. So that was very hard on me,” Radiance remembers. “I was just in such a hard space at that time; I didn’t take anything seriously.”

Radiance was soon enrolled in Goodwill’s Parenting Skills Program - a program that partners with the local court system to ensure all requirements are met in order for parents to be reunited with their children when possible.

“I saw this passion in her, and this drive, but the overriding thing that was seen in her was this anger,” said Jennifer Fire, Goodwill Lead Parenting Instructor.

Over several months, and with Goodwill’s support, Radiance was able to come to terms with the root of her anger. She had moved to Ohio to be closer to Rahmir’s father, hoping the two of them would grow close. When that didn’t happen, she often found herself sulking about having to be a single mother. These feelings led to anger, which in turn, could be dulled with a coping mechanism like drinking.

Now, Radiance knows that her feelings of frustration are something all mothers face in one form or another. “I feel like this program made me become a woman...I didn’t realize that becoming a woman comes with struggle,” she said.

After successful completion of the parenting program - and a rare 100 percent perfect score on the written test - Radiance regained custody of her son.

Radiance shared that to her, this award shows that she’s a parent. Rahmir could easily be in the system - but instead, he’s with his mother, who has a stable job, a safe home, and a support system when she needs it.

That’s the Goodwill Impact.
“We need to count by touching, not by adding and subtracting.”
– Mark Nepo
Community Investment

Sales (Clothing, Furniture, etc.) $22,752,823
Mission Services $3,486,685
Other Support $1,153,263
Temporarily Restricted Donations ($129)
Release of Restricted Donations $37,624
Total Community Investment $27,430,266

Wages $12,984,947
Payroll Taxes & Benefits $3,372,108
Total Payroll Expenses $16,357,055
Supplies & Services Purchased $4,390,350
Telephone & Postage $202,635
Occupancy (Rent, Utilities, Insurance) $5,181,410
Total Operating Expenses $9,774,395
Depreciation Expense $1,222,181
Total Return to the Community $27,353,631

* Financial statement subject to audit by BCG & Company
Kmart (Weirton): Employer of the Year

Goodwill relies on relationships with community businesses to fulfill its mission of placing people in good jobs. Kmart in Weirton, West Virginia has shown a remarkable willingness to hire people with disabilities or other special needs, provide reasonable accommodations to support them, and is committed to developing and promoting these employees for years to come. Through their efforts, Kmart has allowed several Goodwill program participants, now Kmart employees, to discover their full potential and become the best versions of themselves. Thank you, Kmart!
Goodwill Industries of Greater Cleveland and East Central Ohio proudly serves the following counties:
Cuyahoga, Geauga, a portion of Lake, Stark, Carroll, Tuscarawas, Jefferson and Harrison Counties in Ohio, and Brooke and Hancock Counties in West Virginia.
Goodwill and Ohio Means Jobs (OMJ) both exist to help people realize their full potential through the power of work. Our shared mission, and the importance of the functions we serve in the community, make it imperative that we work together. In recent years, this collaborative relationship has reached new levels of success, and in 2015 Goodwill and OMJ teamed up to introduce the “Dream to Achieve” program. This program serves parents of children involved in SPARK (a Kindergarten readiness program offered to people living in certain zip codes). The goal of “Dream to Achieve” is to help the adults become better role models for their children by offering them employment services and general life advancement opportunities. Thank you, Ohio Means Jobs!
Nick Catanzarite: Ambassador of the Year

Goodwills all over the country, including ours, are constantly educating the public about the fact that we are more than stores - and sometimes we need extra help when trying to engage important decision-makers. Nick Catanzarite was an important advocate for Goodwill in 2015, helping us spread the Goodwill message to elected officials and the business community in Cuyahoga County, specifically in the City of Strongsville. His advocacy work, negotiation on our behalf, and belief in the Goodwill model resulted in our securing a store and donation center location in Strongsville - and subsequently, a greater mission services presence there, too. Thank you, Mr. Catanzarite!
<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALLIANCE</td>
<td>12501 State St. NE</td>
<td>330.821.4880</td>
</tr>
<tr>
<td>BROOK PARK</td>
<td>14690 Snow Rd.</td>
<td>216.862.2700</td>
</tr>
<tr>
<td>CANAL FULTON</td>
<td>2254 Locust St.</td>
<td>330.854.3453</td>
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<tr>
<td>CANTON</td>
<td>2630 Atlantic Blvd.</td>
<td>330.456.8020</td>
</tr>
<tr>
<td></td>
<td>&amp; 4510 Tuscarawas St. W</td>
<td>330.479.8222</td>
</tr>
<tr>
<td>CANTON-GOODWILL OUTLET</td>
<td>4379 Whipple Ave. NW</td>
<td>234.360.8564</td>
</tr>
<tr>
<td>CARROLLTON</td>
<td>709 Canton Rd. NW</td>
<td>330.627.9868</td>
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<tr>
<td>CLEVELAND</td>
<td>13719 Lorain Rd.</td>
<td>216.252.7780</td>
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<tr>
<td></td>
<td>&amp; 4071 Lee Rd, Ste. 110</td>
<td>216.999.7186</td>
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<tr>
<td>EASTLAKE</td>
<td>33459 Vine St.</td>
<td>440.942.6910</td>
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<tr>
<td>GARFIELD HEIGHTS</td>
<td>12650 A Rockside Rd.</td>
<td>216.581.6320</td>
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<tr>
<td>HARTVILLE</td>
<td>864 A West Maple St.</td>
<td>330.877.7921</td>
</tr>
<tr>
<td>JACKSON TOWNSHIP</td>
<td>7257 Fulton Dr. NW</td>
<td>234.348.9003</td>
</tr>
<tr>
<td>MASSILLON</td>
<td>2745 Indian River Rd. SW</td>
<td>330.833.9825</td>
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<tr>
<td>MAYFIELD HEIGHTS</td>
<td>6605 Mayfield Rd.</td>
<td>440.683.1602</td>
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<tr>
<td>MIDDLEBURG HEIGHTS</td>
<td>6880 Unit 1 Pearl Rd.</td>
<td>440.842.7480</td>
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<tr>
<td>NEW PHILADELPHIA</td>
<td>260 Bluebell Dr. NW</td>
<td>330.339.5746</td>
</tr>
<tr>
<td>NORTH CANTON</td>
<td>950 &amp; 954 South Main St.</td>
<td>330.494.2464</td>
</tr>
<tr>
<td>NORTH OLMSTED</td>
<td>23100 Lorain Rd.</td>
<td>440.777.4422</td>
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<tr>
<td>PAINESVILLE TOWNSHIP</td>
<td>2175 Mentor Ave.</td>
<td>440.867.2716</td>
</tr>
<tr>
<td>SHAKER SQUARE</td>
<td>2720 Van Aken Blvd.</td>
<td>216.295.5684</td>
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<tr>
<td>STRONGSVILLE</td>
<td>16160 Pearl Rd.</td>
<td>440.783.1168</td>
</tr>
<tr>
<td>WINTERSVILLE</td>
<td>103 Main St.</td>
<td>740.264.6000</td>
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<tr>
<td>CANTON</td>
<td>2905 Whipple Ave. NW</td>
<td>408 Ninth St. SW</td>
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<tr>
<td>LOUISVILLE</td>
<td>C &amp; B Body &amp; Auto Service</td>
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<td></td>
<td>(formerly Sypolt Chevrolet)</td>
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<tr>
<td></td>
<td>1704 West Main St.</td>
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<tr>
<td>NORTH CANTON</td>
<td>Oakwood Square Shopping Center</td>
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<td></td>
<td>&amp; 1540 North Main St. (Acme)</td>
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<tr>
<td>NORTH ROYALTON</td>
<td>6068 Royalton Rd.</td>
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<tr>
<td>PARMA</td>
<td>Parmatown (next to Toys “R” Us)</td>
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<tr>
<td>PEPPER PIKE</td>
<td>Landerwood Plaza (Pinetree Rd.)</td>
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<tr>
<td>ROCKY RIVER</td>
<td>River Plaza (Center Ridge Rd.)</td>
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Visit www.GoodwillGoodSkills.org for information on our home pickups program.
In addition to shopping in one of our beautiful, new model stores like the one pictured at right, you can shop Goodwill online! Goodwills across the country, including ours, are placing extra special and higher end items up for sale on ShopGoodwill.com!

Check it out today!
“The privilege of a lifetime is being who you are”
– Joseph Campbell
Edgar J. Helms, the founder of Goodwill, began the organization on the belief that every individual has a role to play in creating vibrant, thriving communities. Your Goodwill still exists on that very foundational belief - the idea that we all benefit from helping each other become the best versions of ourselves.

When one person’s transformation creates a ripple effect that spreads across families, a workplace, or an entire community, we call it the Goodwill Impact. You can help create these ripples.

How? With a donation.

Goodwill thrives on your donations of gently used clothing, household wares, furniture, and the like. These donations have been the steadfast engine that powers our services for nearly 100 years, and we will always rely on them. However, you can also make an impact today by joining the individuals, companies and organizations in this section of our report that have made a financial contribution to Goodwill.

Why are financial contributions important? Because while we have 24 ongoing fundraisers (our stores), there are things that can unexpectedly impact a store’s performance (think Ohio winters). During those times, we rely on complementary funds, such as financial contributions, to keep services at a steady and predictable pace.

There is more than one way to make an impact - make a financial contribution today, and help create a story of success that will have an exponential effect!
Contributors to Our Cause

Goodwill is committed to increasing awareness around the need for financial contributions and appropriately recognizing individuals who support our mission and work in this way.

Edgar J. Helms Society
Our founder would have wholeheartedly 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 create lasting impact.

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 spread the word of what Goodwill is doing, and together, we will 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 lives in a way that results in continuous, positive change.

Donors who give up to $499 annually to Goodwill

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