Imagine the possibilities...

Our vision is for a community where all people have the opportunity to improve their lives, build employment skills and become the best version of themselves.
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Thank you.

This annual report was made possible by the generosity of our 2013 Report to the Community Breakfast sponsors:

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Dear Friends,

When someone turns to Goodwill for help, we don’t see what they can’t do; we see the possibilities of what they could do. We consider it our job to help each person we serve become the best version of themselves. In 2013, we helped more than 28,000 individuals realize their fullest potential. That could mean learning to live independently, finding hope that had been lost, or being successful in a career that just months ago seemed unimaginable. And we couldn’t do any of this without your help and support. The communities we serve have the most generous people! Thank you for your material donations and purchases at our stores – they truly are making Good Skills possible. Thank you for your financial contributions and for spreading the word that Goodwill does great things for people! You are creating possibilities for tens of thousands – thank you!

Sincerely,

Jill McQueen
Chairman of the Board

Ken Weber
President & CEO
“I looked forward to getting up in the morning and going to training at the Goodwill Cleveland facility every day – it was beautiful.”

“Once I got started, I was proud of myself,” said Willie Walker Gibson of his experience at Goodwill in the Computer Training and Employment Programs.

Pride was not a feeling Willie, a recovering addict, was used to experiencing in recent years. “Before I got clean and found Goodwill, life was unbearable; I couldn’t stand myself,” he said. It was after going through therapy and meetings to get and stay clean that Willie turned to the Veterans Administration for job training, and they referred him to Goodwill.

“The Goodwill staff was so patient with me, and showed me so many things on the computer – they gave me Good Skills,” he said with a smile. “I looked forward to getting up in the morning and going to training at the Goodwill Cleveland facility every day – it was beautiful.”

With a newfound understanding of the technology that is now so important to securing employment, Willie was able to learn and progress quickly in the program. He showed a thirst for knowledge and a dedication to doing the hard work.

Willie took the skills and work ethic he gained at Goodwill, and took it a step further: he enrolled in college. While his goal is to work in the hospitality industry, he is currently enjoying his Spanish, Algebra and mostly, his Journalism classes. Most importantly, he sees the possibilities that lie before him in life now.

“My family is so happy, so proud of me, and they are happy with the road I have chosen,” said Willie, adding “They see the light shining in me, and I am not depressed anymore - I want to say ‘thank you’ to Goodwill.”
Seeing the possibilities in life can feel *impossible* when every lead ends with a “no thank you.” This was the case for Ed Cundiff, who found himself unemployed after his brother-in-law passed away. Ed had worked as a carpenter for his brother-in-law’s business and didn’t know where to turn when it closed. Many might think this is not an impossible situation, but for Ed, he fought a battle that most don’t – his deafness.

“He had a hard time finding a job; people don’t want to hire a deaf person,” said Ed’s daughter, Tina Cundiff. “I was so grateful when he turned to Goodwill, and they went through all the steps to help him succeed.”

Ed did find hope and possibility in Goodwill. Goodwill staff members worked with him to help him search for a company that would appreciate his abilities.

“It can be done - don’t let your disabilities hold you back,” Tina said, adding that her father couldn’t be happier with his current job.

Ed has been working for Big Lots in Tuscarawas County for two years now, thanks to Goodwill. The store employees alert him that they need him through a pager that vibrates.

“My favorite thing about Big Lots is that they ask me to do anything, and it feels good that I can accomplish it,” Ed signed with a smile on his face.

“I am so proud that he never gave up, and that he found such a great outcome through Goodwill,” said Tina beaming with pride.
Sometimes it takes someone believing in you before you can believe in yourself. Amanda Rutherford knows the truth behind this statement and the possibilities that are unlocked with a little support.

“I knew how to take care of my kids, but these women at Goodwill’s Parenting Program, they encouraged me and were there for whatever I needed that day,” said Amanda, who found herself needing the program after losing custody of her three children.

How did she get there? After her second child was stillborn, Amanda fell into a deep depression and the father of her children turned to drugs. It was then that he became abusive, and Amanda, lost in the medication prescribed for her depression, became just that - lost.

“I didn’t understand how I got there, but I alienated everyone who cared about me. I didn’t want them to know what was going on,” said Amanda, who even went through Goodwill’s Program with her children’s father, hoping they could work it out together and be reunited as a family.

The program helped make Amanda strong. Strong enough that when they were supposed to regain custody, and she found him using again, she left with nothing and never looked back.

“I called my caseworker and told her the kids couldn’t come home to that situation,” she said. “I worked day and night to get to a place where I could get them back on my own.”

Today, Amanda and her three children live in a nice home, in a nice community, and she is in a serious, healthy relationship with another man.

“Goodwill’s Parenting Program staff didn’t know me, but they were interested in me and my success, which helped me believe I could regain my support system and make it.”
Awareness & Commitment

Goodwill’s Founder, Edgar J. Helms, began the organization on the belief that we are all people of possibility. Today, YOUR Goodwill still exists on that very foundational belief - the idea that with YOUR support, all things are possible for the people we serve.

There are many ways that YOUR support helps make Good Skills possible. Shopping and donating make a significant impact on our mission, and we encourage and appeal to you to continue to offer this strong support. 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 individuals whose lives we touch each year.

The bottom line is that YOUR financial contributions will help Goodwill continue to show people that it is their ability that counts, and that opens up endless possibilities for them. YOU have the ability to support a mission that puts people to work, provides people with the skills they need to succeed, creates opportunities for personal advancement and more.

Help us make a difference in the lives of many and together we can build a community of individuals who are fulfilling Helms’ vision and focusing on the possibilities in their lives.

“It is ability, not disability, that counts.”
EDGAR J. HELMS, FOUNDER OF GOODWILL INDUSTRIES
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 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 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 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

Your donations to Goodwill make Good Skills possible for people right here in our community. Thank you!

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TO ALL OF OUR CONTRIBUTORS!

If you made a financial donation in 2013 and your name has been misspelled or omitted, please call us at (800) 942-3577 Ext. 1030 so we may correct our records.

*Denotes deceased
28,118 people in our community imagined new possibilities for themselves in 2013, using Goodwill’s Programs and Services to create better lives today and more promising futures tomorrow.

<table>
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<th>Service</th>
<th>Count</th>
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<td>AEP / 1,037</td>
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<td>Active Parenting Now / 32</td>
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<td>Career Exploration/Career Counseling / 4</td>
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<td>School Programs / 75</td>
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<td>WEP / 1,708</td>
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<td><strong>Total</strong> / 28,118*</td>
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*unduplicated

During 2013, Goodwill received 370 referrals for Job Development services. On average, it took Goodwill Mission Services staff 7 days to begin services. Goodwill staff placed 275 individuals in community employment in an average of 37 days. The individuals placed earned an average hourly wage of $8.03 and worked an average of 27 hours per week. Seven percent reported benefits were available at hire, and 11% reported benefits were available after 90 days of employment. Goodwill Mission Services staff also helped 3,460 individuals connect with hiring employers at our job fairs!

Goodwill also diverted more than 21,225,486 pounds of donations from landfills and gave away $132,759 worth of merchandise to needy families and individuals throughout a 10 county area.
Each year the staff and Board of Goodwill select a Collaborative Partner of the Year. This award gives Goodwill the opportunity to express appreciation to one organization that exemplifies the true meaning of the word “collaboration.” The decision is always difficult, because Goodwill partners with so many worthwhile organizations and groups. However, in 2013, one organization stood out as going above and beyond to collaborate.

The Sisters of Charity Foundation of Canton’s ongoing outreach for collaboration with Goodwill Industries and The Community Campus has merited the organization’s selection as Goodwill’s 2013 Collaborative Partner of the Year.

The Foundation sought out Goodwill to help create efficiencies in the non-profit sector, offered a grant to help our Fund Development staff gain new skills and knowledge, brought several groups through to see the Campus and learn about Goodwill’s mission and more. In 2013, The Sisters of Charity partnered on many levels with Goodwill to create possibilities for people and nonprofits – thank you!
Goodwill works with many companies throughout the year to provide training and employment opportunities for our program participants. Each year we recognize one of these companies for believing in our organization and in our people. In 2013, one company stood out as truly recognizing the possibilities in our program participants.

BASEC Management, Inc. DBA Wendy’s has been selected as Goodwill’s 2013 Employer of the Year for demonstrating outstanding concern for people with disabilities and other special needs and for taking affirmative action in providing opportunities for vocational rehabilitation through Goodwill.

As we congratulate Wendy’s, we are issuing a call to like-minded local business owners and people of influence to consider working with Goodwill the next time you have a staffing need. When these needs are met through Goodwill, lives are changed. Consider the possibility!
**Community Investment**

Sales (Clothing, Furniture, etc.) ........................................... $20,895,390
Mission Services .................................................................... $3,877,141
Other Support ...................................................................... $840,645
Temporarily Restricted Donations .................................... ($647,292)
Release of Restricted Donations ........................................ $844,853
**Total Community Investment** .................................. $25,810,737

**Return to the Community**

Wages ...................................................................................... $11,562,588
Payroll Taxes & Benefits ...................................................... $2,832,610
**Total Payroll Expenses** ............................................... $14,395,198
Supplies & Services Purchased ........................................... $5,091,732
Telephone & Postage .......................................................... $200,667
Occupancy (Rent, Utilities, Insurance) ......................... $4,181,254
**Total Operating Expenses** ............................................ $9,473,653
Depreciation Expense .......................................................... $878,382
**Total Return to the Community** ................................. $24,747,233

* Financial statement subject to audit by Bober Markey Fedorovich.*
Our mission is to improve the quality of life and employment opportunities for all people.
10 ways to help

1. Make a financial contribution
2. Consider planned giving
3. Donate underused electronics
4. Donate gently used clothing
5. Shop at our stores
6. Attend our annual Fashion Show
7. Hold a donation drive
8. Tour the Community Campus in Canton
9. Tell business owners about the value of hiring Goodwill program participants
10. Invite three friends to the Report to the Community Breakfast next year!