Beyond Great
2011 Annual Report

Goodwill Industries of Greater Cleveland and East Central Ohio, Inc.
We are Goodwill, and we are passionate about helping people go Beyond Great.
Dear Friends:

Beyond Great... these two words truly capture the essence of 2011 for Goodwill’s staff and Board of Directors, and they continue to remain at the heart of everything we do. Each and every day we strive to go Beyond Great for our customers, program participants, donors, partners, board members, staff, etc. It is our goal to help each person we come in contact with realize that, regardless of where they are at in their lives, they have the potential to go Beyond Great! We are passionate about providing the employment and life skills people need to succeed and go Beyond Great, and we hope that as you read this annual report, you feel that passion and see it come to life. We thank you for your support in 2011, and we look forward to another Beyond Great year in 2012.

Sincerely,

Ken Weber
President & CEO

Larry Smerglia
Chairman of the Board
“We don’t look at his disability anymore, we look at his ability,” said Theresa Jones of her son, Jacob, and what he gained from his time at Goodwill.

Jacob is almost 19 years old, and has a form of Autism that has affected his verbal skills. Despite this barrier of being non-verbal, he expanded his communication, social skills and self-confidence during his time at Goodwill...
... Jacob was able to learn many different jobs and communicate with Penny Martin, his program specialist at Goodwill, through non-verbal cues during the duration of his program. He was able to make bracelets for sale in the store; sort color tags and even has a scrapbook that Penny made for him of all the jobs and tasks he mastered.

As his mother looks at him lovingly, she is grateful for the hope and belief that Goodwill’s staff put in his abilities, to help him go from great, to beyond great.

“Goodwill gave us hope for his future plans,” said Theresa. “It truly is a place where they give individuals like Jacob opportunities.”
Helping the individuals Goodwill serves go Beyond Great is a community effort, and in 2011, there were two local companies that really went above and beyond to make a difference. Big Lots in New Philadelphia and Tozzi’s on 12th embraced the concept of helping individuals gain the skills they need to become competitively employed. Both companies regularly allowed Goodwill’s program participants the opportunity to gain work experience in their locations. In fact, there were several occasions, where a program participant did so well, they were hired. It is this Beyond Great belief in the power of work, that makes Goodwill proud to name Big Lots in New Philadelphia and Tozzi’s on 12th our 2011 Employers of the Year.
Anyone who knows Mark Demeza will tell you that he is a hard worker, always striving to reach his goals. In 2009, construction worker and computer engineering student Mark suffered a severe head injury while working on a construction site.

Determined to overcome his current obstacles, Mark battled back to health, completed his education and enrolled in Goodwill’s Computer Training program...
With help from Goodwill, Mark excelled through his training programs, achieving A+ and Network+ certifications. Throughout his certification process, Mark’s determination and hard-work did not go unnoticed among Goodwill staff members. Mark soon landed himself a computer technician position within Goodwill’s ComputersAgain program.

As graduate of the year, Mark is an inspiration to others, that with self determination and a bit of help, anyone can achieve their goals and go beyond great.
Collaboration is something that Goodwill believes in and practices every day. While we collaborated with many organizations in 2011, there are two that we want to recognize as our 2011 Collaborative Partners of the Year; Stark County Job and Family Services (JFS) and Cuyahoga County Employment and Family Services (EFS). Whether it was working with JFS on our Court-Ordered Parenting Skills Training Program or EFS on our Work Experience Program, both agencies helped us have a holistic effect on the program participant’s life. Together in 2011, we were able to help individuals be stronger in sustaining housing and employment, and in feeding, clothing and supporting their families. We look forward to a continued, collaborative relationship with both JFS and EFS, and exploring more opportunities together.
Smiling and playing with her two children, it is hard to believe that Sarah Harris would have a care in the world. However, at 27 years old, the young Mom knows what it is like to lose everything.

After losing custody of her children and landing in jail for three months, Sarah was determined to do what she had to do to get her life back.

“I landed in Goodwill’s Parenting Program, and my instructor, Amy Humrighouse, was amazing,” said Sarah, who believes Goodwill gave her the opportunity to get where she is today...
... Today, she is raising her two beautiful children. Not only did Sarah follow the plan required for regaining custody, but she signed herself up for anger-management classes, received her G.E.D. and passed her test to gain a temporary driver’s license.

And despite the hardships, through Goodwill, her loved ones and her own perseverance, Sarah is beyond great today.

“I have a great support system, especially with my Aunt, and I know that everything that has happened has made me stronger, and made me who I am today.”
In 2011, Goodwill impacted the lives of 20,270 people through the programs and services listed below.

<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEP Assistance</td>
<td>345</td>
</tr>
<tr>
<td>Audiology</td>
<td>97</td>
</tr>
<tr>
<td>Book Fair</td>
<td>558</td>
</tr>
<tr>
<td>Center for Entrepreneurial Success</td>
<td>150</td>
</tr>
<tr>
<td>Community Employment Opportunities</td>
<td>78</td>
</tr>
<tr>
<td>Community Service/Volunteers</td>
<td>418</td>
</tr>
<tr>
<td>COMPASS</td>
<td>4,407</td>
</tr>
<tr>
<td>Computer Training</td>
<td>284</td>
</tr>
<tr>
<td>Computers Again</td>
<td>427</td>
</tr>
<tr>
<td>Developmental Disabilities Services</td>
<td>64</td>
</tr>
<tr>
<td>Employment Source</td>
<td>1,764</td>
</tr>
<tr>
<td>Home-Based Parenting</td>
<td>154</td>
</tr>
<tr>
<td>Job Coaching Services</td>
<td>27</td>
</tr>
<tr>
<td>Job Development</td>
<td>129</td>
</tr>
<tr>
<td>Job Fair Attendees</td>
<td>2,549</td>
</tr>
<tr>
<td>Job Seeking Skills Training</td>
<td>10</td>
</tr>
<tr>
<td>Literacy Services</td>
<td>53</td>
</tr>
<tr>
<td>Preventative Parenting Program</td>
<td>30</td>
</tr>
<tr>
<td>Parenting Skills</td>
<td>189</td>
</tr>
<tr>
<td>Parents Anonymous®</td>
<td>109</td>
</tr>
<tr>
<td>School Programs</td>
<td>86</td>
</tr>
<tr>
<td>Situational Assessment</td>
<td>195</td>
</tr>
<tr>
<td>Social Services</td>
<td>4,023</td>
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<tr>
<td>SPEAK</td>
<td>373</td>
</tr>
<tr>
<td>Speech Therapy</td>
<td>40</td>
</tr>
<tr>
<td>Transitional Work Services</td>
<td>7</td>
</tr>
<tr>
<td>Vocational Evaluation</td>
<td>65</td>
</tr>
<tr>
<td>Voucher Recipients</td>
<td>1,794</td>
</tr>
<tr>
<td>Work Experience Program</td>
<td>734</td>
</tr>
<tr>
<td>Work Adjustment</td>
<td>107</td>
</tr>
<tr>
<td>Winter Coat Vouchers</td>
<td>1,004</td>
</tr>
</tbody>
</table>

Goodwill also diverted more than 21,500,000 pounds of donations from landfills and gave away $98,788.90 worth of merchandise to needy families and individuals throughout a 10 county area.

When you donate to Goodwill, you make Good Skills possible - thank you!
<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales (Clothing, Furniture, etc.)</td>
<td>$17,139,167</td>
</tr>
<tr>
<td>Contract Services</td>
<td>$51,762</td>
</tr>
<tr>
<td>Mission Services</td>
<td>$2,079,372</td>
</tr>
<tr>
<td>United Way Support</td>
<td>$200,256</td>
</tr>
<tr>
<td>Other Support</td>
<td>$606,536</td>
</tr>
<tr>
<td>Temporarily Restricted Donations</td>
<td>$207,099</td>
</tr>
<tr>
<td>Release of Restricted Donations</td>
<td>$1,190,421</td>
</tr>
<tr>
<td><strong>Total Community Investment</strong></td>
<td><strong>$21,474,613</strong></td>
</tr>
</tbody>
</table>

*Financial statement is subject to audit by Bober Markey Fedorovich.*
Goodwill Return to the Community

Wages.................................................................$8,415,518
Payroll Taxes & Benefits...........................................$1,964,629
Total Payroll Expenses.............................................$10,380,147
Supplies & Services Purchased.................................$3,268,689
Telephone & Postage.................................................$147,094
Occupancy (Rent, Utilities, Insurance) .......................$4,043,862
Total Operating Expenses...........................................$7,459,645
Depreciation Expense & Capital Adjustment..............$1,863,818
Total Return to the Community.................................$19,703,610
Contributors to our Cause

Deciding to make a financial contribution to Goodwill’s Annual Fund is a decision to make a positive impact on our community. On behalf of our board of directors, staff and program participants, Goodwill would like to thank the following community members, foundations and corporations for choosing to help us make an impact and further our mission in 2011. If you made a financial contribution to Goodwill in 2011 and your name is misspelled or has been omitted, please call us at (800) 942-3577 ext. 1030, so we may correct our records. Your donations make Good Skills possible!

AIM National Lease
Mr. Robert G Allerton
A Altman Company
American Electric Power Ohio
Applied Industrial Technologies
Aultman Hospital
Mr. Thomas Baker
Mr. & Mrs. Gene Barnhart
Mr. & Mrs. David T. Basso
Mr. & Mrs. Tim Beauch
Mr. & Mrs. Daniel Bernatowicz
Black McCuskey
Blue Ribbon Management Company
Bober Markey Fedorovich
Mr. John Bogniard
Ms. Marcie Bragg
Mr. John H Brannen
Brookdale Foundation
Mr. & Mrs. Bill Brown
Ms. Carol Byrd
Mr. & Mrs. Louis Calandros
Mr. & Mrs. Craig Chaffinch
Chilgo LLC
Ms. Madeline M. Cherry
Mr. & Mrs. Bob & Marjorie Cicek
Mr. & Mrs. Daryl & Joni Close
Mr. & Mrs. Eric Crump
Robert R & Gay C Cull
Family Foundation
Paul & Carol David Foundation
Day Ketterer, Ltd.
Dr. & Mrs. Dorr Dearborn
Mr. & Mrs. Gene & Joann Dechellis Jr.
Mr. Firmin Deibel
Ms. Neeltje-Anne DeKoster
Ms. Gretchen A Dennis
George H Deuble Foundation
Diebold Incorporated
Diebold Foundation
Guido & Christine Digeronimo
Family Foundation
Mr. & Mrs. Salvatore DiPietro
Ms. Peggy Earley
Mr. Gordon W East
Mr. & Mrs. Michael Eberhart
Edwards Business Equipment
Employers Health Coalition of Ohio, Inc.
Mr. & Mrs. Richard Erickson
Mr. Ralph Fallert
Charles Farran Fund
Ms. Marcia L Ferguson
Mr. & Mrs. Frank Fleischer
Samuel Fleming Charitable Trust
Mr. & Mrs. Mike Flood
Mr. & Mrs. Stanley Friedman
Ms. Judy Gardner
Ms. Gemma Giannantonio
Ms. Jean Gillet
Mr. & Mrs. Jim Gist
Mr. & Mrs. Chris Goldthorpe
Ms. Cynthia J Guest
Hall, Kistler & Company LLP
Mr. Joseph R Halter, Jr.
Mrs. Martha Harrington
Heights Libraries
Mr. & Mrs. John & Jennifer Hoffer
Mr. & Mrs. Paul Hoffer
Mr. & Mrs. Charles & Rosemarie Hoover
The Hoover Foundation
Hoover Price Foundation
Ms. Jill Horn
Judge Michael Howard
Mrs. Leota Hughes
Independent Vocational Services Inc.
Goodwill is proud to have a Board of Directors that embodies the concept of going Beyond Great! Our Board is a dedicated group of individuals who believe in the Goodwill mission and in the power of helping individuals build Good Skills. Thank you for all you do to make Goodwill Beyond Great!

Officers
Larry Smerglia (Chairman), UBS Financial Services, Inc.
Jill McQueen (First Vice-Chair), Day Ketterer Ltd.
Robert Morlan (Second Vice-Chair), FirstMerit Bank
Gregory Luntz (Treasurer), Luntz Services Corporation
Ken Douglas (Secretary), Bruner Cox, LLP

Directors
Maureen Ater, The Repository
Tim Beauch, Aultman Hospital
John Brannen, Day Ketterer Ltd.
William Bryan, The Timken Company
Eric Crump, The Timken Company
Kimberly Davenport, Shearer’s Foods
Gordon East, Gordon & Sons Logistics Consulting
Michael Eberhart, Hall, Kistler & Company, LLP
Marge Jentes, Community Volunteer
George Lemon, Community Volunteer
Roy Levenger, Community Volunteer
Betty Mabry, Community Volunteer
William Maddox, Maddox Consulting
Richard Martindale, Leonard Insurance Services
Marcas Miles, Employers Health
Sarah Richards, PNC
Dennis Ritzel, Darone Financial Services, Inc.
Mark Thurin, Thurin Furniture Repair
Donna Williams, Donna Williams Select One Insurance, LLC
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

Shaker Heights
2720 Van Aken Blvd
216.295.5684

Wintersville
103 Main St
740.264.6000

Attended Donation Centers

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

Euclid
Shore Center Plaza

Jackson Township Recycling
5717 Wales Ave NW

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

North Canton
Oakwood Square Shopping Center
and
1540 North Main St (Acme)

Parma
Parmatown (next to Toys R Us)

Pepper Pike
Landerwood Plaza (Pepper Pike)

Rocky River
River Plaza (Center Ridge Rd)

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 list of all Mission Service office locations.
www.goodwillgoodskills.org

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