The cycle of success
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Dear Friends,

Donating a bag of clothes that don’t fit anymore...buying a name-brand sweater in perfect condition, for a fraction of the price...these are the likely thoughts one would associate with Goodwill. What many don’t realize is that these experiences are just the very beginning of what we call “The Cycle of Success.”

We want you to know that the bag of clothes you donate is more than a generous, philanthropic act. It’s the basis for everything we do at Goodwill – the donation provides the merchandise that is sold, and the money raised is used to change lives. If that sounds dramatic, it’s because it is. The transformations that occur as a result of you thinking “Goodwill” when you donate or shop are remarkable indeed, and you are the one who sets this cycle of change in motion. Thank you.

This year, we invite you to start the Cycle of Success over and over again, and encourage your friends to do the same. When you do, perhaps you’ll mention Rachel, Jerome, or Jon...three people who know first-hand what the “Success” in the Cycle of Success is all about. We’d like you to meet them in the following pages.

Sincerely,

Jill McQueen
Chairman of the Board

Ken Weber
President & CEO
Rachel

ACHIEVER OF THE YEAR

Rachel Pikus had already independently achieved what we strive for at Goodwill - she held a steady job in an industry she loved, doing something she was passionate about. She was a successful and happy prep chef.

Then, she got hurt on the job. Unable to stand for long periods of time, or lift, Rachel came to a sobering realization.

“I had to change some things up...I really couldn’t find a position where my limitations were accepted. It was very difficult,” said Rachel.

Aptitude testing revealed that computer and office work came naturally to Rachel, and she was particularly strong in soft skills such as day-to-day interactions with people. That’s when her caseworker from the Bureau of Workers’ Compensation said “I know a perfect place to go.” They called Goodwill.

Soon Rachel was in Goodwill’s Work Adjustment and Computer Training programs, both administered in Goodwill offices. Though she may have never envisioned herself working in an office every day, she got more and more comfortable with the idea as new skills developed and different talents emerged.

“I’ve had to learn that it’s hard to ask for help...a lot of people have gone through it,” Rachel said. “You never know, you might find something else that you’re passionate about, and I think Goodwill helped me with that,” she continued.

Her programs complete, Rachel is now proficient in the Windows Operating System as well as Microsoft Excel, PowerPoint, and Word. She can also perform the full range of daily office tasks - including phone calls, something she learned to like more during her time with Goodwill.

“You never know, you might find something else you’re passionate about.”

-Rachel

“I’m not really big in making phone calls, but they got me more confident in doing that,” said Rachel. “It’s been wonderful here...I think this is one of the nicest places I’ve ever been.”

Most impressive of all, Rachel recently accepted a job offer using the skills she gained and the willingness she showed to make a career adjustment. Congratulations, Rachel!
Meat [meed]
-noun
An alcoholic liquor made by fermenting honey and water. Also known as “honey wine.”

With only a handful of meaderies in all of Ohio, it is unlikely that Jerome Geisinger would own one someday. But, when an interest in entrepreneurship meets the right support, “honey wine” is just a taste of the amazing results.

A non traditional college student, Jerome graduated from Kent State University around his 30th birthday with the intention of becoming a teacher. But the job market for teachers was saturated at that time, so he opted to write grants instead. During his career, Jerome worked for several non profit organizations – one of which downsized him out of a job. Unemployed, and with other challenges, Jerome began to wonder what his options were.

“When you’re looking for a job at age 55, and you walk with a cane, it’s not easy,” he said.

Jerome was considering going on disability when he heard about the self-employment program offered by the Bureau of Vocational Rehabilitation and Goodwill. Adam Karam, Business Development Specialist at Goodwill, was Jerome’s resource as he embarked on this new adventure.

“Adam has a lot of experience in business, and he owns several himself... he has been my mentor,” said Jerome.

With some experience in mead-making as a family hobby, Jerome set his mind to writing a business plan for a fully functioning meadery - using his extensive grant-writing background to his advantage.

With no shortage of permits, rules, and regulations to consider on a venture like this, Jerome found himself leaning heavily on Adam’s knowledge, persistence, and most of all, his optimism.

“Adam showed me that the disappointments in my life had caused me to be cynical about things... there were times when I didn’t believe it was going to happen...Adam still did believe it was very doable,” said Jerome. “The people who work at Goodwill are uncommonly kind and patient.”

The McAlpine Meadery is now a fully functioning family business, with Jerome’s two sons helping to run it. Visit www.mcalpinemead.com for more information; bottles of mead can be purchased through the website as well.

“The people who work at Goodwill are uncommonly kind and patient.”
-Jerome
Sometimes, what we’re looking for is hard to find – and it can be even harder to rediscover something we had, but lost.

Jon Keppel is an accomplished student, graduating from The Ohio State University in 2007 with a customized Bachelor of Fine Arts degree in Sound Art and an offer for a full academic scholarship to attend graduate school. Faced with a choice between continuing his education or finally being able to utilize his artistic talents as a full-time job, Jon chose the latter.

When his art career endeavors failed, Jon was starting to feel like he had walked away from much more than a scholarship – like he had walked away from himself.

“With the fading of my artistic calling, I lost my direction, my lust for life. That led me to a number of unhappy experiences in terms of employment,” Jon recalls.

Jon went on to battle severe depression, and those around him noticed. Through a series of conversations with friends, family, and a vocational counselor, Jon found his link to Goodwill, in the form of a referral from the Bureau of Vocational Rehabilitation (BVR). He was placed at the Goodwill Store in Canal Fulton, where he worked with a Goodwill Job Coach.

The friendly, upbeat atmosphere of the store became a welcome place to work each day. Within months, Jon was noticing important differences between this job and other positions he had while making ends meet.

“At Goodwill, I feel like I can be true to myself and my beliefs - Goodwill has taught me how to balance being me and being part of a team...this has been a personal journey, rather than to make money or to keep myself busy,” Jon said.

Jon’s journey continues, as he became a full-time employee at the store upon completing the employment-based program. The financial freedom associated with keeping a steady job has enabled Jon to indulge his creative hobbies again, and he describes feeling a definite spark when he recently put brush to canvas for the first time in a while.

“Now I’ve been in my position at Goodwill for over a year - it’s given structure to my life and I’m able to better serve my customers, my community, and myself.”
Awareness and Commitment

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 breaking down barriers to self-sufficiency for the individuals we serve.

Today, we call it the Cycle of Success, and you can choose to set that cycle in motion.

**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 twenty 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 start the Cycle of Success - make a financial contribution today, and watch a new cycle start!

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**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.

**Our mission** is to improve the quality of life and employment opportunities for all people.
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 sustain the Cycle of Success.

*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 start a cycle that will result in continuous, positive change.

*Donors who give up to $499 annually to Goodwill*

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**2014 FINANCIAL CONTRIBUTORS**

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Charles R. Jelm Charitable Foundation Inc.

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Thank you!

...TO ALL OF OUR CONTRIBUTORS!

If you made a financial
donation in 2014 and your
name has been
misspelled or omitted,
please call us at 1 (800)
942-3577 Ext. 1032 so we
may correct our records.
Thank you.
Goodwill Impact

**24,719** people in our community benefited from the Cycle of Success in 2014, using Goodwill’s programs and services to create better lives for themselves and strengthening their communities in countless ways.

These tens of thousands of individuals are undoubtedly in a better position for success than they were before. But, in 2015, we are asking ourselves...

**Could we do more?**

**What does the future of our Goodwill look like?**

The answers are becoming clear. Yes, we can do more. And that means the future of our Goodwill holds some exciting changes. Over the next several years, we intend to adjust our programs and services in a way that wraps several services and resources around one person - for many years - rather than providing single services that span weeks or months.

What does this mean? While the number of unduplicated individuals served in a year will decrease, the impact we have on the lives we touch will be dramatic and exponential. The person who comes to Goodwill for Job Development Services, for example, will be asked about their housing situation. Is it in jeopardy? Is it adequate, and safe? If the answer is no, as it commonly is, that person will also see a Goodwill Social Worker - who will more than likely discover that something like literacy or parenting classes are needed as well.

Anyone who has visited The Community Campus at Goodwill knows that “wrap-around” services at a one-stop location has always been our goal. With these impending adjustments, we hope to create momentous cycles that dramatically improve the quality of life for those living in the communities we serve.

With your support, we will be successful.
The Collaborative Partner of the Year award gives Goodwill the opportunity to express appreciation to a remarkable partner that truly embodies the spirit of the word “collaboration.” We are proud to announce that Goodwill’s 2014 Collaborative Partner of the Year is Stark County Job and Family Services. Stark JFS provides Goodwill with many opportunities to impact the lives of their clients; here are four ways Goodwill is honored to be able to help:

**WORK EXPERIENCE PROGRAM:** Provides work experience opportunities for Stark JFS clients receiving benefits. The work experience is provided at Goodwill facilities and includes classroom-based skills training. We are happy to report that 37 individuals were placed for employment in 2014 as a result of this program and our partnership with Stark JFS.

**YOUTH SUMMER EMPLOYMENT PROGRAM:** Provides paid work experience from May through October to working-age youth living in households that receive Stark JFS benefits. Over 40 different employers in the community employed 191 youth during the program in 2014, and 27 of those accepted permanent positions after the program ended.

**RIGHT PATH:** Provides a combination of classroom and job development services to non-custodial parents who are struggling with child support due to a 6-month or more gap in employment. An impressive 90 people gained employment since this program started in 2013.

**PARENT SKILLS TRAINING AND HOME BASED PARENTING PROGRAM:** Provides families with the skills and resources they need to enhance their relationships through healthy lives and homes for their children. 184 parents benefited from this program in 2014, with exponential positive effects for their families and the community.

Thank you to Stark JFS for being an integral partner in helping us impact lives in our communities!
Ambassador OF THE YEAR:
Dina Younis, of the blog “Dina’s Days”

In 2014, many individuals and organizations worked to spread the message of Goodwill’s mission in the communities we serve. However, one individual demonstrated remarkable commitment to engaging others in Goodwill and sustaining the Cycle of Success.

Goodwill is proud to recognize Dina Younis, of the local blog “Dina’s Days,” for helping to bring a new generation of customers to Goodwill - particularly those interested in “upcycling,” fashion, DIY projects, and adopting a “thrifty” mindset.

Dina’s outreach has taken many forms - she is a four-time volunteer stylist and fashion blogger at Goodwill’s annual Good Style Fashion Show; she makes guest appearances for Goodwill on local TV news features; and she regularly features Goodwill merchandise on her blog, showing how high fashion can meet low prices.

Thank you to our 2014 Ambassador of the Year, Dina Younis, for being an integral part in inviting others to join the Cycle of Success!
Employer of the Year:
Grinders Above & Beyond

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 2014, one company stood out as being a true contributor in the Cycle of Success.

Grinders Above & Beyond has been selected as Goodwill’s 2014 Employer of the Year. Specifically, the staff at the Grinders location on Whipple Avenue in Canton continuously demonstrate outstanding concern for people with disabilities and other special needs. They take affirmative action in providing vocational rehabilitation opportunities for Goodwill program participants, and in doing so, they change lives.

As we congratulate Grinders Above & Beyond, we issue 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, steps 4-6 of the Cycle of Success are completed.

Are you a business owner or decision-maker? We are relying on you to create the momentum that creates strong communities! Thank you!
Community Investment

Sales (Clothing, Furniture, etc.).................................................. $22,128,013
Mission Services........................................................................... $3,323,926
Other Support................................................................................. $519,594
Temporarily Restricted Donations................................................. ($253,964)
Release of Restricted Donations..................................................... $341,927
Total Community Investment.................................................. $26,059,496

Return to the Community

Wages........................................................................................ $12,470,558
Payroll Taxes & Benefits............................................................... $3,584,903

Total Payroll Expenses.................................................................. $16,055,461
Supplies & Services Purchased................................................... $4,915,928
Telephone & Postage...................................................................... $190,079
Occupancy (Rent, Utilities, Insurance)......................................... $4,444,393

Total Operating Expenses......................................$9,550,400
Depreciation Expense.................................................................. $1,213,833

Total Return to the Community............................................... $26,819,694

* 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
&
4510 Tuscarawas St. W
330.479.8222

CARROLLTON
709 Canton Rd. NW
330.627.9868

CLEVELAND
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

HARTVILLE
(new!)

JACKSON TOWNSHIP
7257 Fulton Dr. NW
234.348.9003

MASSILLON
2745 Indian River Rd. SW
330.833.9825

MIDDLEBURG HEIGHTS
6880 Unit 1 Pearl Rd.
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

PAINESVILLE TOWNSHIP
2175 Mentor Ave.
440.867.2716

SHAKER HEIGHTS
2720 Van Aken Blvd.
216.295.5684

WEIRTON, WV
306 Penco Rd.
304.723.5595

WINTERSVILLE
103 Main St.
740.264.6000

MISSION SERVICES
OFFICE LOCATIONS

CANTON (CORPORATE)
408 Ninth St. SW
Canton, OH 44707
330.454.9461

CLEVELAND (WEST)
6880 Pearl Rd. Unit 1
Middleburg Heights, OH 44130
1.800.942.3577

CLEVELAND (EAST)
6151 Wilson Mills Rd., Suite 120
Highland Heights, OH 44143
1.800.942.3577

NEW PHILADELPHIA
260 Bluebell Dr. NW
New Philadelphia, OH 44663
330.339.5746

WINTERSVILLE
103 Main St.
Wintersville, OH 43953
740.264.7200

ATTENDED DONATION CENTERS

CANTON
2905 Whipple Ave. NW (Acme)
&
408 Ninth St. SW
&
Jackson Township Recycling
5717 Wales Ave. NW

LOUISVILLE
C & B Body & Auto Service
(formerly Sypolt Chevrolet)
1704 West Main St.

NORTH CANTON
Oakwood Square Shopping Center
&
1540 North Main St. (Acme)

MORELAND HILLS
Village Hall
4350 S.O.M. Center Rd.

NORTH ROYALTON
6068 Royalton Rd.

PARMA
Parmatown (next to Toys R Us)

PEPPER PIKE
Landerwood Plaza (Pinetree Rd.)

ROCKY RIVER
River Plaza (Center Ridge Rd.)
Cycle of DONATING gently used items...
so people can SHOP in our stores...
RAISES the money...
that IMPROVE lives...
and EMPOWER communities!

The Goodwill Cycle of SUCCESS

Goodwill Industries of Greater Cleveland and East Central Ohio, Inc.
www.GoodwillGoodSkills.org