THE STORY
BEYOND
THE STUFF

2019 IMPACT REPORT
Goodwill®
We all have stuff.

Stuff that doesn't fit.
Stuff that we don't use anymore.
Stuff that our kids have outgrown.

What if that stuff could change lives and communities?
At Goodwill, millions of pounds of donated items reach our stores each year thanks to the generosity of donors in our community. And, like Goodwill has for more than 100 years, we sell those clothes and housewares through our network of retail stores.

It’s what happens next that is really the core of what Goodwill is all about, though. Thousands of lives are changed for the better through Goodwill’s outreach programs. People with disabilities and other barriers to employment are provided training and placement. Families are strengthened through programming and social services. And, basic needs are met in our community.

It’s not just ‘stuff’ to us...it’s what stronger communities are built on and it’s what has changed the lives of more than 16,000 people in the last year alone.

ANNE RICHARDS
President & CEO
Thank you, donors. Your monetary gift to Goodwill Industries brings meaningful change to our community.

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Stark Community Foundation
United Way of Greater Stark County
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GOODWILL
DONORS WHO GIVE UP TO $499
ANNUALLY
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United Way of Tuscarawas County
Utz Quality Foods, LLC
Jane Vignos
Patty Wackerly
Jack Warning
Curt and Stephanie Werren
Gail Selick Wittmuss

*This list does not include names of those who purchased tickets or registrations for events.
598,835
**TOTAL MATERIAL DONORS**
The number of material donors continued to grow last year at Goodwill’s 34 store locations and donations centers. Donations are processed and sold at Goodwill’s local network of stores to provide financial support to the agency’s outreach programs.

11,147,900
**POUNDS DIVERTED FROM LANDFILLS**
Goodwill continues to provide an environmentally friendly way to divert clothing, textiles and housewares from area landfills. In 2019, more than 11 million pounds of material was diverted from area landfills because of area donors and the local Goodwill system.

65,000+
**WELCOMED TO COMMUNITY CAMPUS**
The Ken Weber Community Campus at Goodwill served as a key outreach for Goodwill. Last year, more than 65,000 people were welcomed to the facility. The Campus provides shared space for 24 different non-profit organizations, including Goodwill. In 2019, expanded walk-in days and hours responded to the growing need for services in the community.

16,783
**TOTAL PEOPLE SERVED IN 2019**
Goodwill mission programs impact thousands of lives each year. Last year, the number of people served in the greater Cleveland area more than doubled as outreach programs continue to grow in that region and throughout the 10 counties served. People served by mission:

- Employment & Social Services Programs 5,584
- COMPASS Sexual Assault 3,799
- Parenting Program 133
- Children’s Book Program 1,830
- Voucher Crisis Services 5,437

34% of Goodwill staff identify as disabled or disadvantaged
FINANCIALS

Community Investment

- 86% retail sales of donated goods
- 8% mission funding
- 6% other support & donations

Return to the Community

- 87% program services
- 1% fundraising
- 4% depreciation
- 8% management & dues

Sales (clothing, furniture, etc.) $30,404,666
Mission Funding $2,883,802
Other Support $1,680,210
Temporarily Restricted Donations $(257,101)
Release of Restricted Donations $283,368
Restricted Investment Value Change $168,105

Total Community Investment $35,163,050

Investment in People Employed $19,612,262
Investment in Local Services & Supplies $7,677,961
Investment in Local Spaces (rent, utilities insurance) $7,615,740

Total Return to the Community $34,905,963

Finance statement subject to audit by Sikich LLP
WAYS TO DONATE TO Goodwill

Material donations
Donate your clothing, housewares, vehicles and financial gifts conveniently and safely with Goodwill, and change a life...for good!

Sustainable gifts
Setup a sustaining gift schedule via Goodwill’s online giving page. As a Goodwill sustained donor, you provide ongoing support that is automatically charged to your credit card each month.

Endowment
Goodwill has endowment funds with the Cleveland Foundation and Stark Community Foundation. Making a contribution to these funds provides support to Goodwill for long-term growth and future expansion of its mission.

Planned giving
Leave a legacy of hope by incorporating charitable gifts into your overall financial and estate plans.

• Naming Goodwill in your will.
• Giving Goodwill an insurance gift.
• Declaring Goodwill as beneficiary of a 401(k), 403(b) or IRA plan.
• Create a Charitable Remainder Trust.

You can also make a gift directly to Goodwill by calling 1-800-942-3577.

goodwillgoodskills.com