

rise

Goodwill

2017 IMPACT REPORT





We
rise
by lifting
others.
robert ingersoll

Last year, the Annual Report included a touching tribute to Ken Weber, our President and CEO who had passed away at the end of 2016. Also in 2016, your Goodwill experienced a devastating warehouse fire where thousands of pounds of donated goods were lost. It was a tough time and either of these situations could have sent our organization reeling.

From that loss, from that sadness, though, we 'rise.'

The theme of 'rise' for this publication seems only fitting as 2017 was a year that we were able to rise up to overcome these challenges but also rise to meet the needs of our community.

Every day, we rise.

Every day, our participants rise to better themselves and their families. At Goodwill, we rise to meet the needs of our program participants and our customers. Every day, Goodwill and our partners rise to make our community a better place.

Thank you for your continued support of Goodwill Industries of Greater Cleveland and East Central Ohio. With your help, we will continue to rise and make a greater impact well into the future!



Anne Richards
President &
Chief Executive Officer

2017 Goodwill Industries of Greater Cleveland and East Central Ohio Leadership

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Ellen McCarthy *Director of Human Resources*



Richard McCully
**Goodwill Industries of Greater
Cleveland and East Central Ohio
2017 Achiever of the Year**

rise and stand tall

Richard McCully always wanted to work. He says his family has a "knack" for working. And having spina bifida was not a big enough reason not to continue that tradition.

He began in a Goodwill store setting, like many program participants do – but for Richard, that was only a training ground. His goal was employment out in the community.

"It was great to see him expand his mindset that he could do more," said Crystal Page, Goodwill Case Manager.

According to Richard, his challenges are "little things" that he would never allow to interfere with his ability to make his own living and be independent.

"You have to go forth, pursue your opportunities," he said.

Goodwill Job Development Specialists, who work with local businesses to establish accommodation-friendly work environments, helped Richard apply for, secure and be successful at Giant Eagle as a cashier – where he still works today.

"These programs are so important for people out in the community who are seeking employment...they need more than just one person on their team," said Crystal. Standing up for what you want can be hard – but definitely worth it.





rise and be heard

When Donzell Cooper reported for his first day at *ComputersAgain*, Goodwill's computer refurbishing program, he was remarkably quiet. He also lacked computer skills.

He started by getting to know the equipment – soon he was cleaning mice and keyboards. By demonstrating that he could successfully complete tasks like these, he gained confidence in himself and began to stand out among his peers. Program supervisors guided him to the next step – working with customers interested in purchasing the computers.


"I was a bit nervous...it challenged me to improve my soft skills and speaking louder to people," Donzell said. After working with Goodwill for a couple of years, he landed a job at an Amazon fulfillment and distribution center. Donzell uses his newly learned skills and confidence at his new job where he works in the scanning and shipping department.

"The *ComputersAgain* Program is run just like an employer would run a business. Participants are held accountable for attendance, punctuality, reliability...how they get along with their coworkers. The goal is that when they transition to employment, they're successful," said Vince Di Pio, Program Specialist.

For Donzell, it's not so much about speaking louder anymore – it's about living louder.

Donzell Cooper
Goodwill Industries of
Greater Cleveland and
East Central Ohio
2017 Graduate of the Year





Tionna Clark
Goodwill Industries of
Greater Cleveland and
East Central Ohio
**2017 Edgar J. Helms
Outstanding Achiever**

rise

Where do I go now? What's the next step? What's out there for me?

These are the questions Tionna Clark was asking herself when she moved to Canton. For a young mother who dropped out of high school, the answers weren't clear. But the desire was.

"I always wanted to be in the medical field," she said. Before she could even think about pursuing her goals, Tionna had to take care of the typical day-to-day challenges that come with being a working parent – child care being her biggest barrier.

"She had a lot of things she wanted to get done, but she wasn't sure how to go about it," said Mariah Aubihl, Young Adult Specialist.

Mariah connected Tionna with resources that helped her get familiar with Canton, childcare options included. Goodwill also successfully advocated for Tionna to receive a Workforce Initiative Association scholarship through Ohio Means Jobs. Soon she was walking through the doors of Larock Healthcare Academy for patient care technician training.

"I cried – I'm here," Tionna said, remembering the first time she stepped foot in Larock.

With Mariah as her steadfast supporter, Tionna is looking forward to earning her GED and career day at her son's school – where one day she hopes to share stories about being an RN.

with purpose





Hilton Hotel Downtown Cleveland opened its doors for business and hospitality in 2016 and quickly integrated itself into the Cleveland fold. The hotel is attached to the Cleveland Convention Center and includes 600 rooms and suites for guests, a fashionable terrace restaurant, Lake Erie views, and is located within close proximity to some of the city's best attractions.

A trailblazer in the Cleveland market, Hilton Hotel Downtown Cleveland has partnered with Goodwill to pilot an employment program. From this joint partnership, Goodwill participants have gained valuable experience in housekeeping and laundering services, and Hilton has added new employees.



Dutch Valley Restaurant, part of the Dutchman Hospitality Group, has shown a commitment to working with and hiring individuals with disabilities. Dutch Valley values its employees and wants to see them thrive. "They want to work with people who want to work," said Richard Hendrix, Goodwill Job Coach. "If you're willing to work, Dutch Valley will make it so you can."

Restaurant management worked with Goodwill participants, making reasonable accommodations and welcoming them into their culture and work family.

Dutch Valley has already hired two Goodwill participants and enthusiastically welcomes working with Goodwill and our program participants in the future.



With more than 9,700 retail locations in 49 states across America, it's no secret that CVS Health is synonymous with strengthening communities. CVS Health anchors itself in driving corporate social responsibility and championing health.

True to its values and mission, CVS rolled out its "Mock Store Training" program in 2016 – a program specifically designed to help train and hire people with disabilities. One of the CVS mock store sites is located at The Ken Weber Community Campus at Goodwill in Stark County, Ohio.

The mock store features equipment and merchandise typical of a CVS location. The week-long retail training program involves program participants learning how to operate a register, stock shelves, accurately interpret retail planograms and gain customer service techniques. Participants run through a highly-interactive training curriculum, including role playing customer service opportunities with Goodwill trainers. Participants who complete the program are welcomed to apply for employment at CVS, and Goodwill helps guide participants through the application process.

As a result of this newly formed partnership, one participant has already graduated into a pharmacy tech training at the CVS Twinsburg facility. Goodwill commends CVS for its commitment to bettering our communities through employment training program opportunities.

**2017 Ken Weber
Servant Leadership
Award**

Tina McDade



The Ken Weber Servant Leadership Award recognizes one Goodwill employee who has demonstrated tremendous servant leadership within the Goodwill family and has a genuine 'Beyond Great' spirit as embodied by Goodwill's past CEO, Ken Weber. Stark County Retail District Manager Tina McDade is the inaugural recipient of this annual award.

"Tina sees the person in the employee and nurtures them," Mary Moriarty, Vice President of Retail Operations said. "They feel better about themselves and have stability in their lives and strive to become a better version of themselves. She has helped them be successful not only at work, but in life."

**2017 Donor of the Year
Hoover Price Foundation**



For the first time, Goodwill of Greater Cleveland and East Central Ohio is recognizing an outstanding donor or donor organization. The Donor of the Year award recognizes a remarkable dedication to bettering our community through philanthropy by an individual, family, trust or other entity.

This inaugural year, Goodwill is proud to honor the Harley C. and Mary Hoover Price Foundation. Decades ago, the Hoovers had the foresight to make planned gifts to local organizations that were doing the work they so believed in. Today, Goodwill is a beneficiary of their desire to promote healthier and happier communities, and we are forever grateful for the trust that has been placed in our organization.

3 amazing things donors made possible

1

Helped in times of heartbreak

COMPASS, an affiliate of Goodwill, provides 24/7/365 on-call advocacy services to sexual assault victims to help overcome barriers, gain confidence and build a better future.

2

Encouraged and promoted healing

Goodwill's Parenting Skills Training Program offers parents a chance to reunite with their children and mend relationships.

3

Supplied hope when it was needed most

Job Placement Services are at the heart of Goodwill's mission, showing individuals that if they want to work, they can – and we're here to help them.



turn for complete donor list

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thank you donors.



580,324 material donors helped
impact **11,935** lives
and save more than
12 million
pounds of waste

retail review

580,324 material donors
23,212,960 pounds of donations collected
12.3 million pounds diverted from landfills

At 32 stores and donation centers, Goodwill Industries of Greater Cleveland and East Central Ohio collected more than 23 million pounds of donations from 580,324 donors. As a result, more than 12.3 million pounds of waste was diverted from our area landfills.

Purchases made through Goodwill stores are the very best way to reuse and recycle goods from our community. As a result, consumers are making a dramatic impact on their carbon and water footprints. It's estimated that more than 400 gallons of water are used to produce the cotton for just one t-shirt. Reusing and recycling textiles helps to dramatically lessen our water footprint here in Northeast Ohio and beyond.

community investment

Sales (clothing, furniture, etc.)	\$ 26,999,289
Mission Services	\$ 2,612,997
Other Support	\$ 1,014,685
Temporarily Restricted Donations	\$ (277,573)
Release of Restricted Donations	\$ 284,623
Total Community Investment	\$30,634,021

mission impact

11,935 people served
7,169 people receiving intensive services

Goodwill's outreach to the community is vast. From computer skills training to parent support groups to wraparound services like Dream to Achieve, Goodwill is dedicated to improving the quality of life and employment opportunities for all people.

Goodwill continues its efforts to redefine 'success' by focusing on intensive services which are provided over an extended period of time, address multiple needs and are designed for long-term impact.

Goodwill reaches beyond its direct service programs to raise up other systems in the community, as well. The Ken Weber Community Campus at Goodwill, for example, is home to Goodwill's corporate offices and 17 other non-profit organizations that provide shared services to the community. In 2017, more than 60,000 people visited the Campus.

return to community

Wages	\$ 14,084,003
Payroll Taxes & Benefits	\$ 3,728,950
Total	\$ 17,812,953
Supplies & Services Purchased	\$ 6,139,411
Telephone & Postage	\$ 212,339
Occupancy (rent, utilities, insurance)	\$ 6,063,078
Total	\$ 12,414,828
Depreciation Expense	\$ 1,518,649
Total Return to the Community	\$ 31,746,430

Financial statement subject to audit by Sikich LLP. Does not include gain contingency.

Office Locations

CORPORATE OFFICE
The Ken Weber Community
Campus at Goodwill
408 Ninth St. SW
Canton, OH 44707
330.454.9461 / 1.800.942.3577

CLEVELAND OFFICE
6880 Pearl Rd., Unit 1
Middleburg Heights, OH 44130
1.800.942.3577

TUSCARAWAS COUNTY OFFICE
Ohio Mean Jobs Building
1260 Monroe St., Suite 3
New Philadelphia, OH 44663
330.364.9777

JEFFERSON COUNTY OFFICE
103 Main St.
Wintersville, OH 43953
740.264.7200

Store/Donation Center 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 W. Tuscarawas St.
330.479.8222

CANTON OUTLET
4379 Whipple Ave. NW
234.360.8564

CARROLLTON
709 Canton Rd. NW
330.627.9868

CLEVELAND
13719 Lorain Rd.
216.252.7780
&
4071 Lee Rd. Suite 110
216.999.7186

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

JACKSON TOWNSHIP
7257 Fulton Dr. NW
234.348.9003

MASSILLON
2745 Indian River Rd. SW
330.833.9825

MAYFIELD HEIGHTS
6605 Mayfield Rd.
440.683.1602

MIDDLEBURG HEIGHTS
6880 Unit 1 Pearl Rd.
440.842.7480

NEW PHILADELPHIA
260 Bluebell Dr.
330.339.5746

NORTH CANTON
950 South Main St.
330.494.2464
New location opening Spring 2018
1240 North Main St.

NORTH OLMSTED
23100 Lorain Rd.
440.777.4422

PAINESVILLE TOWNSHIP
2175 Mentor Ave.
440.867.2716

SHAKER SQUARE
2720 Van Aken Blvd.
216.295.5684

STRONGSVILLE
16160 Pearl Rd.
440.783.1168

WEIRTON, WV
306 Penco Rd.
304.723.5595

WINTERSVILLE
103 Main St.
740.264.6000

Attended Donation Centers

CANTON
2905 Whipple Ave. NW
and 408 Ninth St. SW

LOUISVILLE
1704 West Main St.

NORTH CANTON
1540 North Main St.

NORTH ROYALTON
6068 Royalton Rd.

PEPPER PIKE
Landerwood Plaza

ROCKY RIVER
River Plaza Center Ridge Rd.

*Home pickups available in
select areas. Visit
GoodwillGoodskills.org for
more information*

2018 REPORT TO THE COMMUNITY BREAKFAST SPONSORS

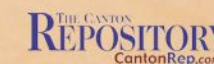


Larry Smerglia, Senior V.P.



Private Wealth Management

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