



Impact

BECAUSE A MEANINGFUL IMPACT ON ONE PERSON'S LIFE CREATES A RIPPLE EFFECT THAT CAN LAST GENERATIONS.

Goodwill 

2015 Annual Report

The background of the entire page is a repeating pattern of simple, line-art style faces. These faces vary in gender, age, and expression, representing a diverse community. Some faces are smiling, some are neutral, and some have unique features like a crown or a mustache. The pattern is light gray and covers the entire page.

Our vision

A community where all people have the opportunity to improve their lives, build employment skills, and become the best version of themselves.

Our mission

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

Dear Friends,

Whether it's a business pursuit, a personal goal, or something that lingers on a "bucket list," we've all faced the challenge of how to measure success.

Over the past few years, our Goodwill has considered this question very seriously. What we have decided, after a thorough assessment of our communities' needs, is that we must strive for IMPACT. When we touch one life, we want to do so in a way that positively impacts the lives of others, too.

It looks something like this: Someone struggling to find a job completes a Goodwill program – or several different programs – developing a marketable skill set and confidence they may have lost. Goodwill helps them land a job, and the community is one taxpayer stronger. In many cases, an employer now has a model employee, capable of training others (*we hear all the time that Goodwill graduates make the most enthusiastic employees*). The local economy is infused with extra cash due to additional consumer spending, and a salesman at the neighborhood car dealership might earn another commission. Maybe strained relationships grow close again because an addiction issue has been addressed; perhaps a child is getting tucked into his own bed again after a period of foster care. Think of all the lives that are affected when one person is successful in a Goodwill program - the exponential effect of success. ***That's the Goodwill Impact.***

Anthony, Willem, Joe, and Radiance – whom you will meet in the following pages – are remarkable examples of this idea in action. Goodwill was able to help them become the best versions of themselves, but they're not the only ones whose lives have changed. Each of them is the epicenter of a ripple effect of positive change; in some cases, it may last for generations. That's the Goodwill Impact – join us as we resolve to bring it to every corner of the communities we serve.

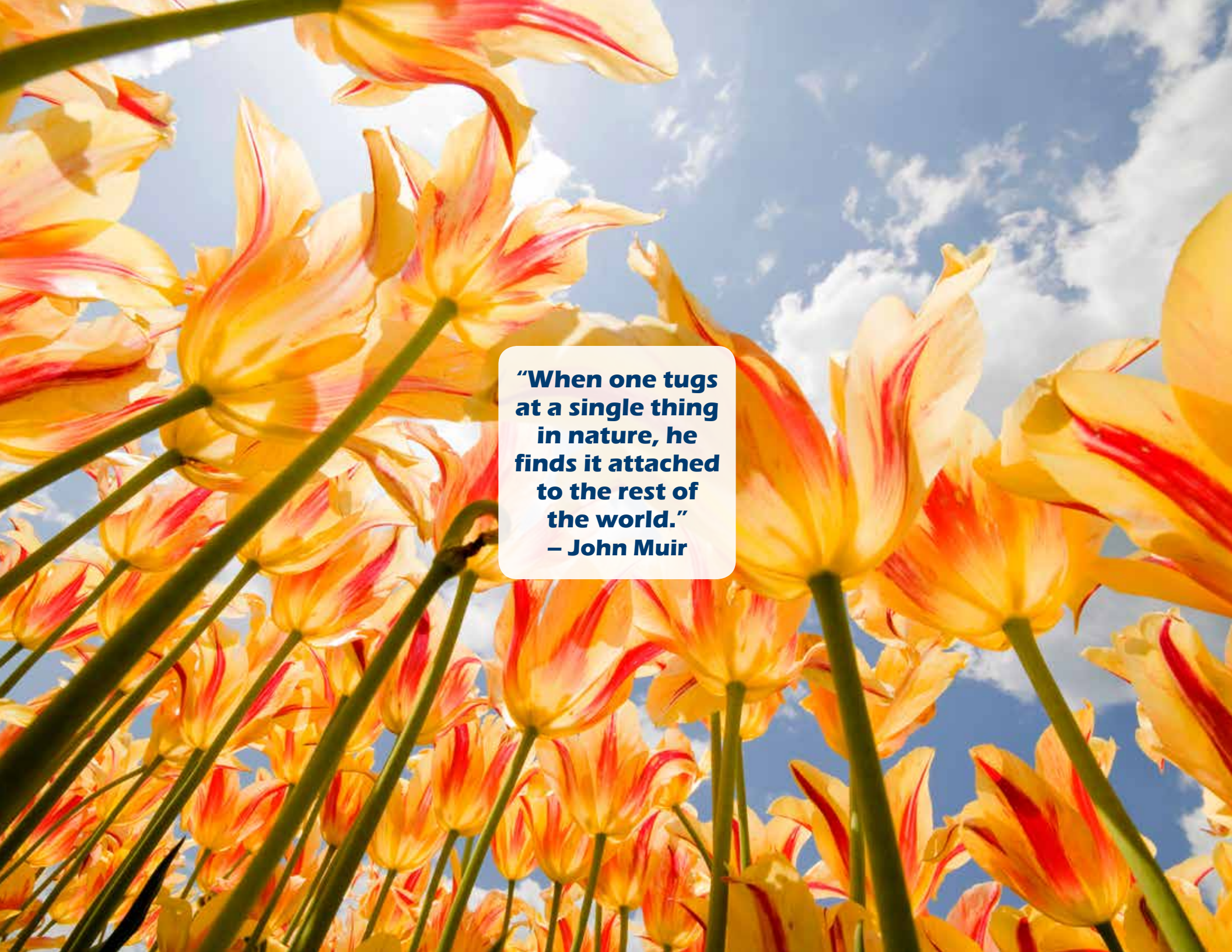
Sincerely,



Greg Luntz
Chairman of the Board



Ken Weber
President & CEO



**“When one tugs
at a single thing
in nature, he
finds it attached
to the rest of
the world.”
– John Muir**

Total Served:
15,418 people

6,221 people
received intensive services*
*services provided over an extended period
of time that address multiple needs and are
designed for long-term impact

9,197 people
received basic services

Percentage receiving intensive services: 40.3

TOTAL REVENUE: \$27,184,000

Number of material donors: 510,557

Pounds of donations collected: 20,422,280

Pounds diverted from landfills: 11.5 million

IMPACT

BY THE NUMBERS

2015

Anthony Starr: Achiever of the Year

A Marines veteran living in a picturesque all-American town, working nearby making car parts for the likes of Mercedes-Benz. Anthony Starr was a content young man, looking forward to life's next adventure. He didn't know it would be a devastating one.

"I was actually injured on the job," Anthony recalls. "I got my left arm and my right hand caught inside a press...I was badly burned." Several years of surgeries and rehabilitation followed.

Anthony did regain the use of his arm and hand, and technically, he could return to work. But something was holding him back: the thought of an eight hour work day and all of the social interaction that comes with having a job.

"He was very anxious and not self confident at all in his abilities," said Penny Martin, who facilitated Anthony's case at Goodwill.

This anxiety came from having to defend himself against assumptions other people made about his situation. He often heard things like "Oh, so did you get rich off this?"

But, Anthony was willing to do whatever it took to get used to working again. He was offered a Work Rehabilitation Program through a referral to Goodwill, and accepted the challenge. Gradually, Anthony became more comfortable around people - and learned what to say and do in situations that used to be debilitating.

"I knew that step was coming; I knew I'd have to be around people," Anthony said.

He is now part of the Maintenance Department at the Tuscarawas County Courthouse in New Philadelphia, and takes great pride in keeping the courthouse - which is listed on the National Register of Historic Places - looking nice.

"As far as my future goes, I see myself sticking with this job, and eventually retire from it...spending my life doing what I've always wanted to do - which is making my own way," Anthony said with confidence.

Despite his "I got this" exterior, Anthony's loved ones were deeply concerned about his post-injury withdrawal. Now, he's an inspiration to his family and coworkers, showing them that a few scars can't stop him from being the best version of himself. And, a beautiful old building has someone special looking after it. That's the Goodwill Impact.



Award
Winner

TUSCARAWAS
COUNTY
MAINTENANCE
DEPT.

Willem Ekels: Graduate of the Year

Willem Ekels will candidly share his weaknesses with you - a confidence that, perhaps, comes from knowing his strengths, too.

“From the very beginning, I’ve never been one to be good with time or task management,” Willem says. “It wasn’t so much the knowledge that I didn’t have. It was more so just the ability to actually succeed in a work environment.”

After an unsuccessful attempt at college, these challenges led to Willem being referred to Goodwill by the Cuyahoga County Board of Developmental Disabilities. At that time, he lacked a clear path to success in terms of a career or a self-sustaining life, and he wasn’t sure what his future might look like.

Goodwill helped change that.

“Mr. Ekels was a very bright and dedicated Goodwill participant who overcame his attendance and time management challenges to become a certified technician, receiving his A+ and Network+ certifications,” said Vince DiPio, who supervised Willem’s work at Goodwill. “Mr. Ekels also participated in the Goodwill Applied Work Experience Program, where he provided computer support to outside companies under Goodwill’s supervision.”

Through this sort of technical training, as well as “soft skills” training like “neatness and completeness,” Willem gradually learned what a full day feels like in a work environment. Then a week...and later a month. Soon, he was ready for competitive employment. He secured a job at CGB Tech Solutions, where he is thriving.

“One of the biggest advantages I have over my coworkers is that I’m thorough - I make sure I’ve done the job right 100 percent from the start,” Willem observed. “Goodwill is far more than a thrift store...it is a place where people are actually able to gain a whole new lease on life.”

Willem jokes that he’s no longer afraid of being shipped off to Canada by his mother. Plus, the local economy has gained another skilled worker, not to mention the people and businesses he helps every day by providing IT services and support. That’s the Goodwill Impact.



Award
Winner

Joe Mikes: Graduate of the Year

“I’m a recovering alcoholic.”

Joe Mikes felt he’d been branded by society as a worthless, no good, drunken alcoholic. For a long time, he did a good job living “up” to those expectations. But he knew there was more to his story - he just needed help writing a new ending.

Enter Goodwill.

“It’s a life changer. If you’re looking for a way to make a change in your life, and shed the negative things that you’re dealing with every single day; if you want to be a member of the community, to be a good role model, then this is the place I would recommend anybody to come to,” Joe said.

Joe’s sobriety is the most impressive of his list of accomplishments during his time in Goodwill programs, but it’s not the only one. He expressed a genuine interest in obtaining his Commercial Driver’s License (CDL), and with Goodwill’s help he graduated from Big Rig Truck Driving School in Massillon, Ohio with a Class A CDL.

“At that point, I started to feel some self-value, and I was actually excited to be here - to be alive,” Joe recalled.

Goodwill Employment Coordinator Ben West remembers that Joe had an air of frustration about him when he first came to Goodwill. But now, Ben sees something else.

“The level of pride that he has and the level of just gratitude with life...it’s just night and day,” Ben said.

Truck driving proved to be a good fit for Joe; he’s excelled so much that his employer asked him to help train new drivers. However, his success extends far beyond a classroom or interstate highway.

“The impact of Goodwill’s program...it gave me all the things back that I’d lost due to my lack of ability to say no to alcohol,” Joe said.

Joe’s decision to end the cycle of poverty, crime, and sadness that comes with alcoholism means that his family is whole again and holiday celebrations are complete. And, his employer has a reliable, enthusiastic employee - and trainer. That’s the Goodwill Impact.



The Community
Campus
at Goodwill

Award
Winner

Radiance Wright: Edgar J. Helms Outstanding Achiever of the Year

“I didn’t think about why, or what, or when, or how, who...it was just...I thought my son was dead.”

When Radiance Wright woke up to find a fire marshal standing over her, her first thought was “where is my son?”

He would be okay; a pot of grease inadvertently left in the oven had caused the overnight blaze. But at the hospital, Child Protective Services became involved. Radiance had been drinking heavily the night of the fire, and they determined her son Rahmir needed to leave the home.

“I missed his first birthday. So that was very hard on me,” Radiance remembers. “I was just in such a hard space at that time; I didn’t take anything seriously.”

Radiance was soon enrolled in Goodwill’s Parenting Skills Program - a program that partners with the local court system to ensure all requirements are met in order for parents to be reunited with their children when possible.

“I saw this passion in her, and this drive, but the overriding thing that was seen in her was this anger,” said Jennifer Fire, Goodwill Lead Parenting Instructor.

Over several months, and with Goodwill’s support, Radiance was able to come to terms with the root of her anger. She had moved to Ohio to be closer to Rahmir’s father, hoping the two of them would grow close. When that didn’t happen, she often found herself sulking about having to be a single mother. These feelings led to anger, which in turn, could be dulled with a coping mechanism like drinking.

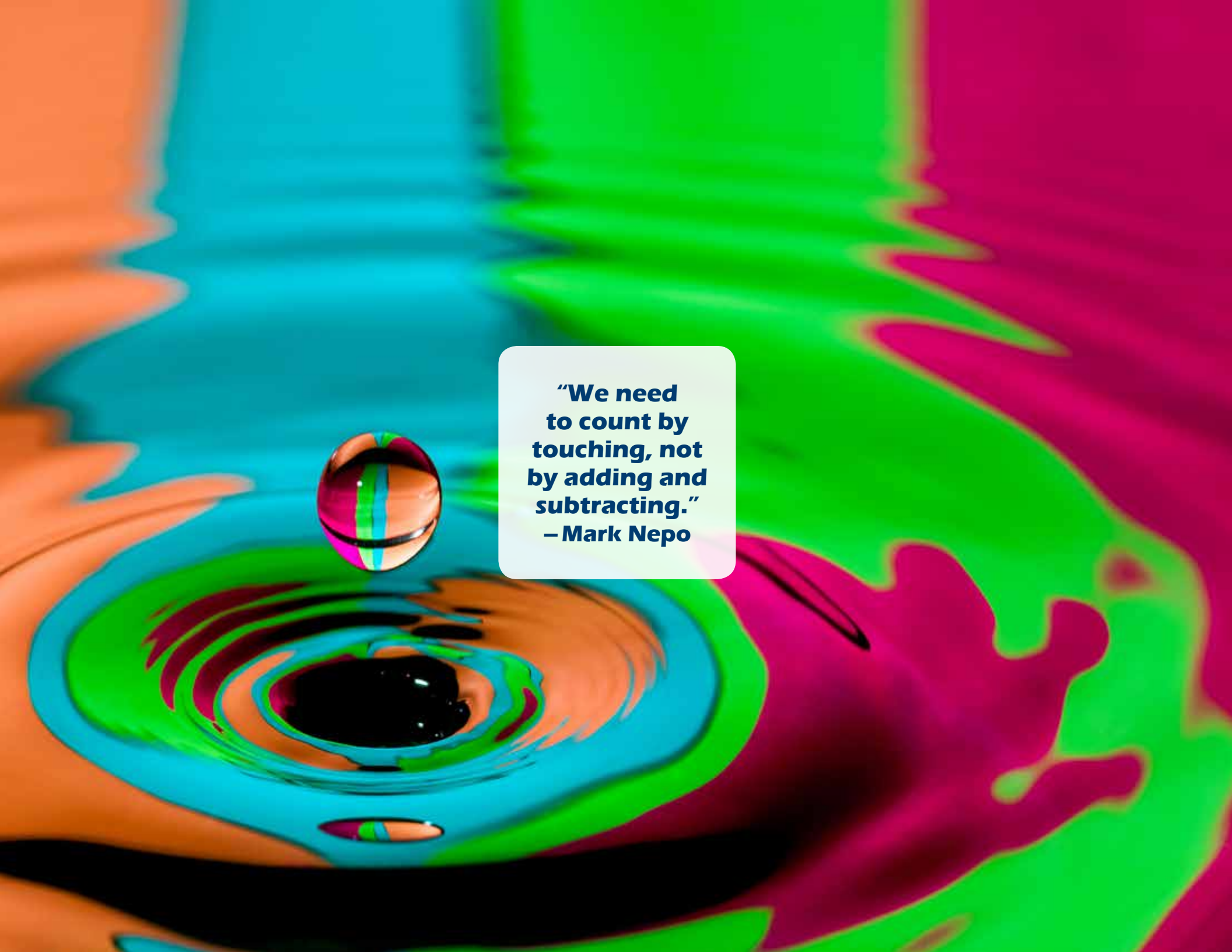
Now, Radiance knows that her feelings of frustration are something all mothers face in one form or another. “I feel like this program made me become a woman...I didn’t realize that becoming a woman comes with struggle,” she said.

After successful completion of the parenting program - and a rare 100 percent perfect score on the written test - Radiance regained custody of her son.

Radiance shared that to her, this award shows that she’s a parent. Rahmir could easily be in the system - but instead, he’s with his mother, who has a stable job, a safe home, and a support system when she needs it. That’s the Goodwill Impact.



Award
Winner

The background is a vibrant, abstract composition of colors including bright blue, green, orange, and pink. A clear glass sphere is positioned on the left side, reflecting the surrounding colors. In the center, a white rounded rectangle contains a quote in bold, dark blue text. The overall aesthetic is modern and artistic.

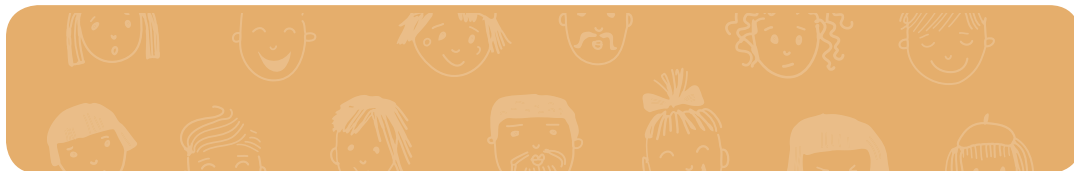
**“We need
to count by
touching, not
by adding and
subtracting.”
– Mark Nepo**

Community Investment

Sales (Clothing, Furniture, etc.).....	\$22,752,823
Mission Services.....	\$3,486,685
Other Support.....	\$1,153,263
Temporarily Restricted Donations.....	(\$129)
Release of Restricted Donations.....	\$37,624
Total Community Investment.....	\$27,430,266



Wages.....	\$12,984,947
Payroll Taxes & Benefits.....	\$3,372,108
Total Payroll Expenses.....	\$16,357,055
Supplies & Services Purchased.....	\$4,390,350
Telephone & Postage.....	\$202,635
Occupancy (Rent, Utilities, Insurance).....	\$5,181,410
Total Operating Expenses.....	\$9,774,395
Depreciation Expense.....	\$1,222,181
Total Return to the Community.....	\$27,353,631



Return to the Community

* Financial statement subject to audit by BCG & Company

Award
Winner

Kmart (Weirton): Employer of the Year



Goodwill relies on relationships with community businesses to fulfill its mission of placing people in good jobs. Kmart in Weirton, West Virginia has shown a remarkable willingness to hire people with disabilities or other special needs, provide reasonable accommodations to support them, and is committed to developing and promoting these employees for years to come. Through their efforts, Kmart has allowed several Goodwill program participants, now Kmart employees, to discover their full potential and become the best versions of themselves. Thank you, Kmart!

Services

Goodwill Mission Services Office Locations:

CORPORATE OFFICE **The Community Campus** **at Goodwill**

408 Ninth St. SW
Canton, OH 44707
Phone 330.454.9461
Fax 330.454.9465
Toll Free 800.942.3577

Goodwill Industries of Greater Cleveland and East Central Ohio proudly serves the following counties: Cuyahoga, Geauga, a portion of Lake, Stark, Carroll, Tuscarawas, Jefferson and Harrison Counties in Ohio, and Brooke and Hancock Counties in West Virginia.

CLEVELAND OFFICES

1360 East 9th St.
Cleveland, OH 44114
Toll Free: 800.942.3577
&
6880 Pearl Rd. Unit 1
Middleburg Heights, OH 44130
Toll Free: 800.942.3577

NEW PHILADELPHIA

(Tuscarawas County)
Ohio Means Jobs Building
1260 Monroe St., Suite 3
New Philadelphia, OH 44663
330.364.9777

WINTERSVILLE

(Jefferson County)
103 Main St.
Wintersville, OH 43953
740.264.7200



Award
Winner

Ohio Means Jobs: Collaborative Partner of the Year



Ohio
MEANS
Jobs®

Goodwill and Ohio Means Jobs (OMJ) both exist to help people realize their full potential through the power of work. Our shared mission, and the importance of the functions we serve in the community, make it imperative that we work together. In recent years, this collaborative relationship has reached new levels of success, and in 2015 Goodwill and OMJ teamed up to introduce the “Dream to Achieve” program. This program serves parents of children involved in SPARK (a Kindergarten readiness program offered to people living in certain zip codes). The goal of “Dream to Achieve” is to help the adults become better role models for their children by offering them employment services and general life advancement opportunities. Thank you, Ohio Means Jobs!

Nick Catanzarite: Ambassador of the Year

Award
Winner

Goodwills all over the country, including ours, are constantly educating the public about the fact that we are more than stores - and sometimes we need extra help when trying to engage important decision-makers. Nick Catanzarite was an important advocate for Goodwill in 2015, helping us spread the Goodwill message to elected officials and the business community in Cuyahoga County, specifically in the City of Strongsville. His advocacy work, negotiation on our behalf, and belief in the Goodwill model resulted in our securing a store and donation center location in Strongsville - and subsequently, a greater mission services presence there, too. Thank you, Mr. Catanzarite!



Shop & Donate

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 Tuscarawas St. W
330.479.8222

CANTON-GOODWILL OUTLET

4379 Whipple Ave. NW **New!**
234.360.8564

CARROLLTON

709 Canton Rd. NW
330.627.9868

CLEVELAND

13719 Lorain Rd.
216.252.7780
&
4071 Lee Rd, Ste. 110
216.999.7186 **New!**

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. **New!**
440.683.1602

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 SQUARE

2720 Van Aken Blvd.
216.295.5684

STRONGSVILLE

16160 Pearl Rd. **New!**
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 (Acme)
&
408 Ninth St. SW

LOUISVILLE

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

NORTH CANTON

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

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.)

Visit www.GoodwillGoodSkills.org
for information on our
home pickups program.

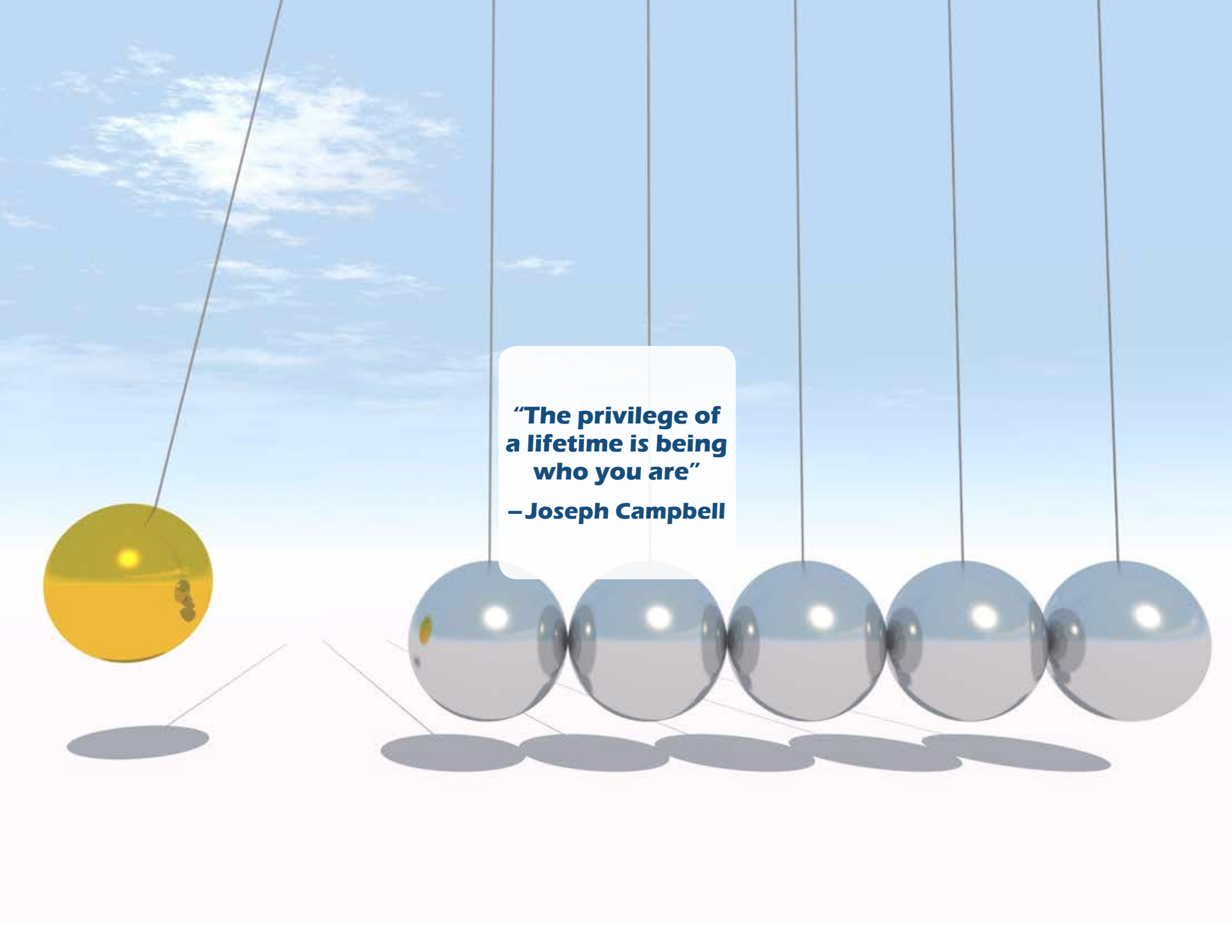
Goodwill Store News

Have you heard?

In addition to shopping in one of our beautiful, new model stores like the one pictured at right, you can shop Goodwill online! Goodwills across the country, including ours, are placing extra special and higher end items up for sale on **ShopGoodwill.com!**

Check it out today!





**“The privilege of
a lifetime is being
who you are”
– Joseph Campbell**

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 helping each other become the **best versions of ourselves**.

When one person's transformation creates a ripple effect that spreads across families, a workplace, or an entire community, we call it the **Goodwill Impact**. You can help create these ripples.

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 **24** 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 make an impact - **make a financial contribution** today, and **help create a story of success** that will have an exponential effect!

**AWARENESS
& COMMITMENT**

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 wholeheartedly 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 create lasting impact.

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 lives in a way that results in continuous, positive change.

Donors who give up to \$499 annually to Goodwill

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Harley C. & Mary Hoover Price Foundation
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may correct our records.**

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