



Beyond Barriers

— Stories of Resilience —

Goodwill
2016 Annual Report



In Memoriam



Kenneth L. Weber

March 15, 1954 - December 12, 2016



GOODWILL'S 2016

Ambassador of the Year

President & Chief Executive Officer of our Goodwill, Kenneth L. Weber, passed away on December 12, 2016 in Canton, Ohio, after a brave battle with cancer.

The results presented in this annual report are a direct and indirect result of Ken's commitment to Goodwill, and a reflection of his love for the people we serve. His legacy lives on through our work.

Ken first joined the Goodwill movement in 1997, serving as a member of Retail Operations at Goodwill Industries of North Central Wisconsin. In 2002, he relocated to Canton, Ohio as the President and CEO of our Goodwill, Goodwill Industries of Greater Cleveland & East Central Ohio. During his 14-year tenure, Ken encouraged agency growth leading to an increase in the number of people touched by Goodwill's mission, the expansion of Goodwill's retail footprint across our 10-county territory, and the successful merger of two Goodwill organizations.

Additionally, Ken fostered the growth of more than 20 additional non-profits in the area through bringing his vision of a Community Campus to life in Canton. The Community Campus at Goodwill's purpose is to provide a "one stop shop" for people needing multiple social services. Because of the Community Campus, area non-profits have the ability to collaborate and create positive impact within our community, and residents needing help have access to many services, even with just one bus pass.

Outside of Goodwill, Ken's passion for serving others extended to his involvement with other charities and leadership organizations such as Red Treehouse, the Canton Museum of Art, the Rotary Club of Canton, the Cleveland Leadership Center, the City Club of Cleveland, and the Greater Cleveland Partnership.

Just prior to his death, Ken was awarded a high honor within the Goodwill community and was recognized as the 2017 P.J. Trevethan Award Recipient. This award honors commitment to staff development and training. The 2016 Trevethan winner and CEO of Goodwill Industries of North Georgia, Ray Bishop, presented the award to Ken via phone. Ken is also being posthumously awarded Goodwill's 2016 Ambassador of the Year Award, which recognizes remarkable advocacy efforts on Goodwill's behalf.

Through Ken's leadership, our Goodwill organization offers a unique "Beyond Great" culture. "Beyond Great" was born out of a strong desire by Ken and his senior leadership team to engage employees to think beyond just good, to great and then beyond great. This is a mindset that embraces customer service, celebration, fun, health and wellness, and striving to achieve one's dreams...all with the goal of enabling each person to become the best version of themselves.

We are thankful to have known Ken and to have been touched by his generosity and servant leadership.

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Beyond Barriers

— Stories of Resilience —

FOREWORD

To those who know Goodwill's work well; to those who are just getting introduced one way or another; to those who can relate immensely to what it means to go "Beyond Barriers"; and to those who may just be getting started on a long and challenging journey...wherever you are, let these stories meet you there.

Because as different as circumstances may be, the quality of resilience, and the pursuit of it, are always necessary in order to do things as they ought to be done - wholly, completely, and with unfettered enthusiasm.

Join us in celebration, admiration, and wonder at the work within, and thank you in advance for your continued support.

A handwritten signature in black ink that reads "Greg". The script is fluid and cursive, with the "G" being particularly large and stylized.

Greg Luntz
Chairman of the Board

A handwritten signature in black ink that reads "Anne". The script is elegant and cursive, with a prominent "A" and a long, sweeping tail on the "e".

Anne Richards
Interim President & CEO



Part I



STORIES OF RESILIENCE

Sam

Tracy

Matt



Part II



BARRIER BREAKERS

ABM

Gabe's

Cuyahoga East Vocational Education Consortium

Stark County Educational Service Center



Part III



THANK YOU

Contributors to our Cause

2016: By the Numbers

Services & Retail Location Information





Part I

Sam's

story of resilience

Samual Huff met Goodwill through the Department of Veterans Affairs—the VA referred him for a program known as “Work Adjustment,” in which job-related goals are set, strategies for getting there are created, and skills are developed.

Admittedly, Sam had some trouble getting along with others in a work environment. As he was wrapping up his military service, he left with the feeling that because of this, he was basically unemployable. As far as barriers go, that's a big one.

But, Goodwill is in the business of helping people go beyond their barriers, and welcomed Sam into the program.

“He mentioned his son, and that he wanted to be better, and do better for him,” said Tanya Clift, Goodwill Program Specialist.

Sam's program consisted of custodial duties at The Community Campus at Goodwill coupled with plenty of training time in the computer lab, located on-site. His interest in computers, along with his growing people skills, led to him becoming an important part of Goodwill's *ComputersAgain* Program. In this role, Sam helped take apart donated computers, salvage usable parts, and reassemble them into like-new computers for those in need of technology.

“It was really nice being able to see all the people come in and take that computer out, knowing that I was able to put that together for them,” Sam said.

Sam's transformation became especially apparent when he decided to shed his signature beard – which was quite full – in an effort to show just how much he had changed.

“Going into the job force, and wanting to get back into having a career...I also need to look the part,” Sam said.

His instincts were right, as he finished school and has been offered full-time employment.

2016 Graduate of the Year



Tracy's

story of resilience

Tracy Smith had been sober for about one year (after 25 years of struggling with addiction) when she began to think in terms of “the future” again. She happened to mention this shift in her spirit to someone familiar with Goodwill’s Dream to Achieve Program, which was only a pilot project then. The program brought Tracy to life, and Tracy showed Goodwill the potential of the program.

The Dream to Achieve Program provides situationally flexible, individualized services that create opportunities for people and families to become happy, whole, and self-sufficient. Each necessary step to achieving goals is identified, and barriers along the way are met with one-on-one support and solutions.

“I’d say the one thing that makes the Dream to Achieve program special is that it really is based solely on the needs of the participant...things that you want to accomplish, we’re going to help you create a plan of how to get there,” said Matt Phinney, Dream to Achieve Program Coordinator.

Tracy laid out an ambitious school and work schedule, completing her practicum at a sober living home while attending Stark State College. She remained an active Dream to Achieve participant along the way, keeping a dream journal and constantly thinking about her next steps - and how to get there. Were there still tough times? Yes. But this time, Tracy has been able to lean on the support system she built - which includes Goodwill.

What she’s doing is working, as she graduated in January 2017. Tracy plans to enroll again, this time for her master’s, while working toward one of her biggest dreams - to open a recovery center for women transitioning out of unhealthy lifestyles and looking for a reason to believe in themselves again.

“I look at my kids and...I just want to break the cycle of poverty, and the cycle of addiction; the cycle of struggling. I don’t know where me or my family would be without Goodwill and the services they’ve provided,” said Tracy. “Dream to Achieve has helped me to be able to wake up in the morning and look at myself in the mirror and know I’m doing everything I can,” she said.

2016 Achiever of the Year



Matt's

story of resilience

For some, bullying is a buzzword. For **Matt Kover**, it was a constant in his life for some time, impacting his grades and social development. So when it was time to look for a summer job, Matt was already at a significant disadvantage.

This was compounded by the fact that he had recently been moved from rural Dalton, Ohio to Canton - where he knew he essentially needed to “start over,” but didn’t necessarily know how.

This defining moment could have led Matt to choose mischief over maturity; to begin down what could have been a likely road of unemployment and lost opportunity. But that’s not Matt.

Matt knew he had untapped potential, and Goodwill knew just what to do with it. He enrolled in Goodwill’s annual Youth Summer Employment Program, which matches at-risk youth with summer job opportunities in their own backyards.

“When I heard Goodwill had offered me the job at Belden, I was so happy,” Matt said. “I can remember standing in my kitchen, getting the call...I got extremely excited. I told myself...you’re not just going to survive. You’re going to thrive,” he recalled.

Before long, Matt was doing just that. He excelled in the busy mall environment, doing things like cleaning windows, wiping tables in the food court, dusting, and being a friendly face to co-workers and bustling shoppers alike. And Goodwill Program Specialist Mariah Strong was there for it all.

“We are the support system, encouraging them to show up every day, do what needs to be done, be on time...the responsibilities that come with a job,” said Mariah.

Matt continues to successfully balance high school and work, and knows his very best days are still ahead of him.

2016 Edgar J. Helms Outstanding Achiever





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Part II

ABM: Employer of the Year



ABM is a building maintenance and facility services company with employees working at Belden Village Mall in Canton in various roles. ABM was very supportive of Goodwill's Youth Summer Employment Program in 2016, showing a steadfast belief that the right workers would come their way - and they did.

ABM is a partner to Goodwill in helping area youth discover their full potential and become the best versions of themselves. Thank you, ABM!

"ABM continued working with Goodwill's Youth Summer Employment Program even though some participants were very new to the workforce and lacked certain soft skills. ABM continued to ask for workers and would give them all the opportunity to gain permanent employment. They ended up getting a really hard worker and hired him - which is exactly what they said would happen. Thank you, ABM, for your resilience!"

 Mariah Strong, Goodwill Program Specialist

2016 Employer of the Year

Gabe's: Employer of the Year



Gabe's operates 64 retail discount stores in 10 states - and we are fortunate to have a location very close to our corporate headquarters. Gabe's has shown a commitment to a different way of thinking when it comes to reasonable accommodations, individualized scheduling, and an overall desire to see people succeed in a work environment.

Gabe's is a role model for other retail businesses looking to expand their workforce in creative ways - ways that make life richer for all. Thank you, Gabe's!

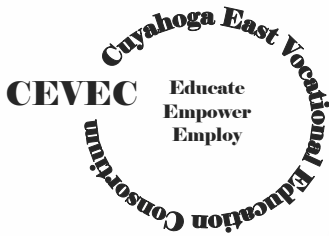
"One of the participants I placed there was told by her doctor that she could not stand for more than a couple of hours. Gabe's shortened her shift and worked with her on this, instead of cutting her hours in the hopes she would resign. Thank you, Gabe's, for thinking beyond barriers for this employee - and others."

Chris Ady, Goodwill Job Development Specialist 

2016 Employer of the Year

CEVEC: Collaborative Partner of the Year

(CUYAHOGA EAST VOCATIONAL EDUCATION CONSORTIUM)



With a mission statement like “Educate-Empower-Employ,” it is easy to see why the Cuyahoga East Vocational Educational Consortium (CEVEC) is such a valuable partner to Goodwill.

CEVEC serves students from multiple school districts, placing them in various center-based and community-based work and life skills experiences.

When a CEVEC self-audit showed that computer technology and repair was an area where they had room to grow, Goodwill was there.

The computer refurbishing, recycling, and technical training offered through Goodwill’s *ComputersAgain* program offered outstanding opportunities in these areas. Goodwill had the added benefit of being able to offer retail work experiences, too.

As a result of this partnership, 16 students work and earn a paycheck with CEVEC and Goodwill staff at the Beachwood *ComputersAgain* facility. There, they learn tasks related to computer refurbishing and information technology as well as e-waste processing - skills that are transferable to warehousing, sorting, dismantling, and scrapping. 15 students are also working and getting paid at Goodwill’s Mayfield Heights Store alongside CEVEC staff to learn the various tasks and skills necessary for pursuing a vocation in a retail environment.

CEVEC Principal, Robert Ross, notes that what makes this partnership work are the people. He observed a “let’s get this done” attitude by everyone involved, and reported that Goodwill staff were equipped with creative problem solving techniques and a focus on what is best for students.

CEVEC students also recognize and are grateful for the opportunities this partnership affords. Jack from Solon says, “What I like about *ComputersAgain* is the challenge it presents every day and the learning opportunity I have to grow and get better.” Thank you, CEVEC!

2016 Collaborative Partner of the Year

SCESC: Collaborative Partner of the Year

(STARK COUNTY EDUCATIONAL SERVICE CENTER)

The Stark County Educational Service Center (SCESC) provides educational programs, support, and services to several school districts in Stark County. Through Goodwill and the SCESC, students are offered real work experience that comes with a paycheck!



Participating students are bussed to their work site and clock in upon arrival, forming real-life work habits at every opportunity. They are assigned various tasks by Goodwill store managers throughout their shifts - working alongside one another as well as traditional employees to meet the needs of the stores. Teachers are on-site to assist with supervision and task completion. They not only have the experience of working a shift at a retail location, but build their confidence, learn transferable skills, and become invested members of the community.

This program has the dual benefit of showing Goodwill's traditional retail staff our mission statement in action. According to one Goodwill Store manager, "This program is why we are here. This is our mission." Customers also get a chance to see their local students out in the community, learning skills in hands-on ways and interacting with the local economy at a pivotal age.

Some classes have taken this program to the next level by adding budgeting and financial literacy components, so the students learn how to use their paychecks efficiently. Other groups have stressed how to use public transportation as a resource to get to and from different parts of their communities on time.

When we all work together, this is the kind of progress we can make. Thank you, SCESC!

2016 Collaborative Partner of the Year

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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*denotes deceased

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us at 1 (800) 942-3577 Ext. 4734
so we may correct our records.



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Part III

2016 BY THE NUMBERS

Community Investment

Sales (Clothing, Furniture, etc.).....	\$23,934,158
Mission Services.....	\$3,298,637
Other Support.....	\$1,782,642
Temporarily Restricted Donations.....	\$80,861
Release of Restricted Donations.....	\$153,938
Total Community Investment.....	\$29,250,236



Return to the Community

Wages.....	\$14,108,528
Payroll Taxes & Benefits.....	\$3,277,403
Total Payroll Expenses.....	\$17,385,931
Supplies & Services Purchased.....	\$5,689,865
Telephone & Postage.....	\$200,195
Occupancy (Rent, Utilities, Insurance).....	\$5,800,649
Total Operating Expenses.....	\$11,690,709
Depreciation Expense.....	\$1,509,912
Total Return to the Community.....	\$30,586,552

* Financial statement subject to audit by Sikich LLP

* Does not include gain contingency

BY THE NUMBERS

2016

In a continuing effort to redefine “success” as a longer-term, life-changing set of circumstances for our clients rather than many one-off services, your Goodwill made a significant stride in 2016. The percentage of people receiving intensive services from us increased to 49 percent. Thank you for all you do to help make this possible.

⌘ **Total number of people served:**

14,438

⌘ **Number receiving intensive services:**

7,095

WHAT ARE INTENSIVE SERVICES?

Intensive services are provided over an extended period of time, address multiple needs, and are designed for long-term impact. In 2016, we provided intensive services to 874 more clients than we did in 2015.

Goodwill's environmental impact:

Number of material donors: 517,479

Pounds of donations collected: 20,699,160

Pounds diverted from landfills: 12.6 million

Goodwill Mission Services Office Locations:

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.

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

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

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-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, Ste. 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. 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.
440.783.1168

WEIRTON, WV

306 Penco Rd.
304.723.5595

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103 Main St.
740.264.6000

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NORTH ROYALTON

6068 Royalton Rd.

PEPPER PIKE

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ROCKY RIVER

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Thank you!

2016 ANNUAL REPORT

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

www.GoodwillGoodSkills.org



Kenneth L. Weber

March 15, 1954 - December 12, 2016



GOODWILL'S 2016

Ambassador of the Year

President & Chief Executive Officer of our Goodwill, Kenneth L. Weber, passed away on December 12, 2016 in Canton, Ohio, after a brave battle with cancer.

The results presented in this annual report are a direct and indirect result of Ken's commitment to Goodwill, and a reflection of his love for the people we serve. His legacy lives on through our work.

Ken first joined the Goodwill movement in 1997, serving as a member of Retail Operations at Goodwill Industries of North Central Wisconsin. In 2002, he relocated to Canton, Ohio as the President and CEO of our Goodwill, Goodwill Industries of Greater Cleveland & East Central Ohio. During his 14-year tenure, Ken encouraged agency growth leading to an increase in the number of people touched by Goodwill's mission, the expansion of Goodwill's retail footprint across our 10-county territory, and the successful merger of two Goodwill organizations.

Additionally, Ken fostered the growth of more than 20 additional non-profits in the area through bringing his vision of a Community Campus to life in Canton. The Community Campus at Goodwill's purpose is to provide a "one stop shop" for people needing multiple social services. Because of the Community Campus, area non-profits have the ability to collaborate and create positive impact within our community, and residents needing help have access to many services, even with just one bus pass.

Outside of Goodwill, Ken's passion for serving others extended to his involvement with other charities and leadership organizations such as Red Treehouse, the Canton Museum of Art, the Rotary Club of Canton, the Cleveland Leadership Center, the City Club of Cleveland, and the Greater Cleveland Partnership.

Just prior to his death, Ken was awarded a high honor within the Goodwill community and was recognized as the 2017 P.J. Trevethan Award Recipient. This award honors commitment to staff development and training. The 2016 Trevethan winner and CEO of Goodwill Industries of North Georgia, Ray Bishop, presented the award to Ken via phone. Ken is also being posthumously awarded Goodwill's 2016 Ambassador of the Year Award, which recognizes remarkable advocacy efforts on Goodwill's behalf.

Through Ken's leadership, our Goodwill organization offers a unique "Beyond Great" culture. "Beyond Great" was born out of a strong desire by Ken and his senior leadership team to engage employees to think beyond just good, to great and then beyond great. This is a mindset that embraces customer service, celebration, fun, health and wellness, and striving to achieve one's dreams...all with the goal of enabling each person to become the best version of themselves.

We are thankful to have known Ken and to have been touched by his generosity and servant leadership.

— Thank You —

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