



MOVING



2010 Annual Report

MESSAGE

from the Mayor of Grand Rapids



Goodwill Industries remains committed to providing services that benefit the Grand Rapids community and other cities within its territory. It's important for organizations to strive for growth, sustainability, and a great impact on the community. This past year, Goodwill has done that in multiple ways.

Whether you're a shopper in a Goodwill Store, a regular donor of material goods, or an individual receiving job training, Goodwill has been in our community for you. The past year has shown growth in sustainable initiatives while continuing to serve individuals in traditional ways.

As Grand Rapids flourishes in health care, environmental causes, recycling, and the arts, Goodwill Industries utilizes these industries to better the people in our community. Goodwill is focused on programs that create opportunities for individuals to achieve self-sufficiency. The Grand Rapids area is fortunate to have an impactful non-profit organization like Goodwill as our economy, business opportunities, and families continue to grow.

-Mayor George Heartwell

MESSAGE

from the CEO

Changing Lives and Communities through the Power of Work!

Goodwill Industries of Greater Grand Rapids continued to grow and change with the community in 2010. Our donations, sales, and mission services all grew in response to community outreach and need.

We continue to participate in growing our economy. In 2010, we opened new attended donation centers in Hudsonville and Jenison. We launched construction of a new store in Rockford, and we gave our flagship 29th Street store a fresh new look! New locations mean new job opportunities as well as more support for our services.

Our 'green' effort expanded as we replaced the lighting across our facilities to save energy and cost. The trash compactor was removed from our 29th Street store as we reduced waste and grew our recycling effort. Our commitment to LEED continues with the new construction, our own recycling efforts, and our training programs in 'green' jobs expanded through our partnership with Grand Rapids Community College.

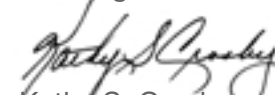
And most importantly, our service to the community grew! There were 12,039 Career Center visitors at the Hartley Center. These individuals worked with our AmeriCorps members to improve computer skills, create a resume, practice interviewing, and get other job-seeking assistance. An additional 4,291 people were active in programs and services with our professional staff as they worked to gain self-sufficiency for themselves and their families. With the assistance of Goodwill staff, 1,300 people were placed into employment.

As the year drew to a close, our Board of Directors worked with staff and stakeholders to create a new strategic plan for Goodwill. This plan is framed by the design of our community and businesses and by the dreams of our people. It sets our direction for the next several years.

Goodwill is changing with Grand Rapids! Changing...growing...and building a bridge between business and the hidden talent in our community! We are joined in the effort to assure that our community has the talent we need to build the best future possible for all.

Thank you for your continued friendship and support. By joining us in our quest, you give us the ability to deliver on our mission every day!

Best regards,


Kathy S. Crosby
President and CEO



MESSAGE

from the Board Chair



It is my pleasure to be serving as the Goodwill Industries of Greater Grand Rapids board chair for the 2010/12 term. The past year has been dedicated to strengthening our job training and placement programs in the face of economic hardships. As we consider the changing landscape of the future, Goodwill is dedicated to being an agile organization that effectively meets the needs of the communities in which we serve. As Goodwill continues to move forward, it will support individual and organizational long-term self-sufficiency by developing talent, growing financial resources and practicing environmental stewardship.

As a board member of Goodwill Industries International, I have had the privilege to work with several executives around the country. My experience at the local level has been that of progress, planning and implementation. This approach has allowed Goodwill to place 1,300 individuals with barriers to employment into local jobs during one of the toughest unemployment periods in the state's history.

On behalf of the Goodwill Industries of Greater Grand Rapids Board of Directors, I would like to thank the community, our partners, donors, and, of course, Goodwill employees for your continued support. Your dedication and drive has prepared Goodwill to provide exceptional programs and services in the years to come.

-Floyd Wilson, Junior, Board of Directors Chair

MESSAGE

from the Foundation Chair



The Foundation Trustees of Goodwill Industries of Greater Grand Rapids oversee the financial endowment that supports the organization's mission. As stewards of the endowment, the Trustees make financial decisions to ensure long-term stability.

During economic hardship, traditional funding sources may decline or disappear. The Foundation Trustees are then asked for financial support that is needed to sustain certain programs for mission-based initiatives. The Trustees make decisions to support and continue employment programs toward "changing lives and communities through the power of work".

Goodwill's training programs teach others to become self-sufficient members of our community. Through monetary donations and designated estate planning commitments, your contributions make a difference in the lives of individuals with barriers to employment. The Foundation thanks you for your support that helps individuals achieve success through meaningful employment.

-John D. Wardrop, Foundation Chair

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Fifth Third Bank

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Titan Sales and Consulting

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LEADERSHIP

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Member at Large

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Goodwill Association of Michigan
Heart of West Michigan United Way
MARO Employment and Training Association
Michigan Nonprofit Association
Talent 2025

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Commission on Accreditation of Rehabilitation Facilities

LEED
Leadership in Energy and Environmental Design

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Chief Workforce Development Officer

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Chief Financial Officer

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Chief Marketing and Communications Officer

Jennifer L. Jordan, J.D.
Chief Administrative Officer

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Kevin Eikenberry
Director of Loss Prevention and Safety

Ralf Holloman
Director of Quality Improvement and Compliance

Chris Plescher
Senior Director of Donated Goods Operations

Corey Thomas
Director of Human Resources

Jason White
Director of Information Technology

OFFICE LOCATIONS

**Big Rapids Workforce
Development Office**
110 Elm Street
Big Rapids, MI 49307
231.796.2023

Grandville Main Office
3035 Prairie Street SW
Grandville, MI 49418
616.532.4200

**Greenville Workforce
Development Office**
6756 S. Greenville Road
Greenville, MI 48838
616.225.1082

**Mount Pleasant Workforce
Development Office**
1325 S. Mission Street
Mount Pleasant, MI 48858
989.773.4785

Herkimer
319 South Division Avenue
Grand Rapids, MI 49503
616.318.1965

Hartley Center
750 First Street NW
Grand Rapids, MI 49504
616.451.8800

REACH
201 Sheldon Avenue
Grand Rapids, MI 49503
616.459.0255 ext. 254

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Quantum Leap Communications

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Price, Heneveld, Cooper, DeWitt & Litton LLP

PROGRAM HIGHLIGHTS

AmeriCorps

Goodwill was awarded a three-year AmeriCorps grant through Goodwill Industries International. There are several AmeriCorps members strategically placed throughout eight counties. Through this initiative, Goodwill's goal is to recruit volunteers to help local staff implement a range of family support services such as money management, child and adult literacy, tutoring, and mentoring for youth.

Youth

Workforce Investment Act (WIA Youth)

This program serves at-risk youth ages 14-21 living in Kent County. Participants are offered pre-employability skills, paid work experience, career exploration, educational guidance, and employment assistance.

High School Transition Program

Employability and life skills are taught in high school classrooms to students in special education. Special education students exiting school services and entering their employment/adult life receive job placement and retention assistance.

Learning Independence Through Experience (LITE)

In partnership with Grand Valley State University and Michigan Rehabilitation Services, this program serves young adults ages 18-26 who are on the autism spectrum. The program teaches skills to improve independence and self-sufficiency, especially in a workplace environment.

PROGRAM HIGHLIGHTS

Healthcare

Certified Nurse Aide Training (CNA)

The Certified Nurse Aide training course is located at Porter Hills Village. The four-week course includes 115 hours of hands-on training. This non-paid training includes classroom instruction as well as laboratory and clinical experience, while working with residents of Porter Hills Village. Agencies that commonly refer to the program are MRS, Michigan Works, and healthcare facilities that currently employ the prospective students.

Northern Area Services

Clare, Ionia, Isabella, Kent, Montcalm, and Osceola Counties

Employment Services

Workforce development services are provided with a focus on placement and sustained employment. Referrals are primarily from Community Mental Health and Michigan Rehabilitation Services.

Michigan Prisoner Re-Entry Initiative (MPRI)

Ex-offenders are referred from the In-Reach coordinator from the Department of Corrections. These participants are recently released from the prison system and have multiple barriers to employment. Services are focused on workforce development (support services are provided by the case management coordinators), and may include classes such as Employability Skills Training, Transitional Work Experience, and Occupational Skills Training, as appropriate.

Services are individualized, based on interest and need, and are provided in all counties within our service area.

PROGRAM HIGHLIGHTS

Welfare-To-Work

Jobs, Education, Training (JET)

This program serves welfare recipients who are referred by DHA (Department of Human Services). Services include case management, employability skills classes, placement services, GED preparation, Adult Basic Skills, English as a second language, support services, and life skills assistance along with independent job search.

Once and For All

This program is designed to teach self-governance as a way to exit poverty to achieve personal goals. Adult participants begin with an intensive 20 hour workshop followed by weekly skill labs to overcome real life problems. Team support continues for a year after getting a job to secure a new self-governing mindset.

REACH

This is a collaborative effort using evidence based practices involving Goodwill Industries, Pine Rest Christian Mental Health Services, Network 180, Touchstone Innovaré, and Michigan Rehabilitation Services that provides vocational services to those with severe and persistent mental illness. The participants referred to REACH are receiving services or are case managed through Touchstone Innovaré, Pine Rest, Hope Behavioral, or Gerontology Network.

VISIONS

Visions assists individuals with developmental disabilities in a variety of areas relating to job training, placement and retention. Goodwill's holistic approach ensures thorough support to individuals interested in developing or strengthening job skills employability.

PROGRAM HIGHLIGHTS

Veterans

Homeless Veterans Reintegration Program

This program focuses on veterans with barriers to employment, including lack of secure permanent housing. Individuals are referred by the local Veterans Administration, Another Homeless Vet, and walk-ins. Services may include employability skills training, transitional work experience, occupational skills training, and cognitive behavioral therapy.

Veterans Temporary Housing

Homeless veterans can receive temporary housing in partnership with Dwelling Place and the Veteran's Administration. Services, which include meal vouchers and case management, focus on life, employability skills, assistance, and training.

Disability Management

Goodwill Industries Disability Management Services serves five populations. These populations are derived from insurance carriers, private rehabilitation companies, employers' attorneys, and Michigan Rehabilitation Services. Services include work adjustment/work readiness and light duty work.

Re-Entry Program

Community Re-Entry Initiative (CRI)

This program works with individuals that may have a substance abuse problem or other barrier to employment including a criminal history. This program provides training, job seeking assistance, and employability skills.

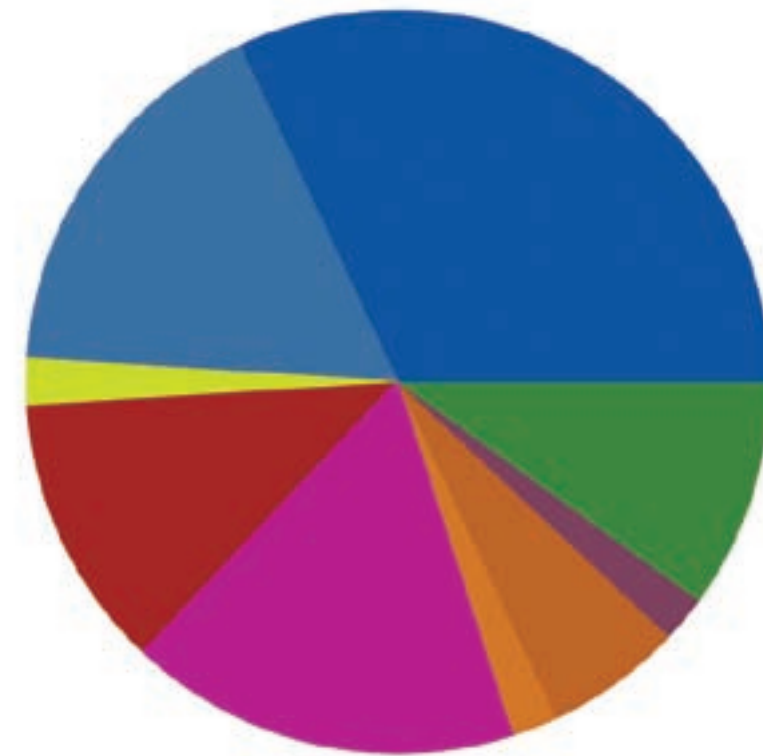
Services are individualized, based on interest and need, and are provided in all counties within our service area.



GOODWILL MAKES A DIFFERENCE

in the lives of many!

With eight counties served in the Greater Grand Rapids area, fourteen Goodwill Stores, five attended donation centers, 12,039 career center visits, and 4,291 participants served, 1,300 individuals have been placed into community employment.



**3,325,764
Clothing Items Sold**

**7,652,180
Pounds of Clothing Recycled**

**\$16,551,943
in Retail Sales**

- 32% WELFARE RECIPIENTS
- 17% OFFENDER
- 2% HOMELESSNESS
- 12% AT RISK YOUTH
- 17% DISLOCATED/DISPLACED WORKERS
- 2% DEVELOPMENTALLY DISABLED/AUTISM SPECTRUM
- 6% MENTAL ILLNESS OR EMOTIONAL DISORDER
- 2% LEARNING DISABILITY
- 10% OTHER

HEATHER'S STORY

As a single mother, Heather was determined to have a permanent home for her daughter. A friend had moved into a new Habitat home, and Heather began to hope and plan for a Habitat home of her own.

Heather was amidst the application process when the economic downturn led to the loss of her job. As the months passed, she was unable to find job placement. She became discouraged that she would be unable to pass the employment requirements for Habitat home ownership.

Heather was unaware that Habitat for Humanity of Kent County had a partnership with Goodwill Industries of Greater Grand Rapids for employment assistance referrals. Habitat referred Heather to Goodwill. Once at Goodwill, she began training through the Certified Nurse Aide (CNA) training program.

Heather loved the program, but was very nervous about taking the state exam. She credits the Goodwill CNA staff with helping her gain confidence through their time, support, and encouragement. Heather was thrilled to pass the exam and begin the search for full-time employment. Goodwill's Career Center also helped in her job search leading to a certified nurse aide position. She was once again on track to home ownership.

Today, between shifts at Saint Mary's Health Care, Heather can be found working on her house and expects to move in shortly. Goodwill's employment training has given her a new career to support her family for a promising future and a home to call her own.



TRISHA'S STORY

Tricia's story is one of how a determined individual combined with various community partners can lead to long-term employment and self-sufficiency. In early 2010, Tricia lost her job in a plastic injection factory when the economy slowed down. During that time she was also living in a domestic violence situation. Tricia was unemployed and homeless, sleeping on a friend's sofa.

Knowing she needed help, the first call she made was to United Way's 211 hotline for help. United Way referred her to the Salvation Army for an intake interview. The kindness and compassion they showed to her helped her realize that she had indeed been living in an abusive and dangerous domestic situation. She was then referred her to a YWCA shelter for abused women.

Tricia worked on finding permanent housing, which led her to her current home at the Bridge Street Place, a Dwelling Place location. The new and beautiful apartment at Bridge Street Place is located adjacent to Goodwill's Hartley Center. Looking for work on her own was unsuccessful, and she was becoming discouraged. The staff at Bridge Street Place highly recommended the Once and For All Program at Goodwill Industries.

Tricia walked over and signed herself up. "I showed up, paid attention, listened and followed directions," she stated. With the encouragement of the Goodwill staff, she felt her spirits lifting. She became aware of the poverty cycle and began to believe how gratifying work could be. She explained that the Goodwill staff "held her accountable" and changed the way she thought about herself.

The training and help that Goodwill provided led her to a job in plastic injection manufacturing. Tricia is now working full time, receiving health insurance, and looking forward to furthering her career opportunities. She credits Goodwill with changing the way she thinks about her future and believing anything is possible.



ENVIRONMENTAL SUSTAINABILITY



Goodwill Industries of Greater Grand Rapids continues to be an environmental leader through its “green” initiatives. Improvements in procedures helped create cost-saving measures for the organization this past fiscal year.

Key components in Goodwill’s recycling program include the waste reduction initiative and the electric energy reduction initiative. The recycling program not only generates additional revenue but also provides job training opportunities for individuals with barriers to employment whom we serve.

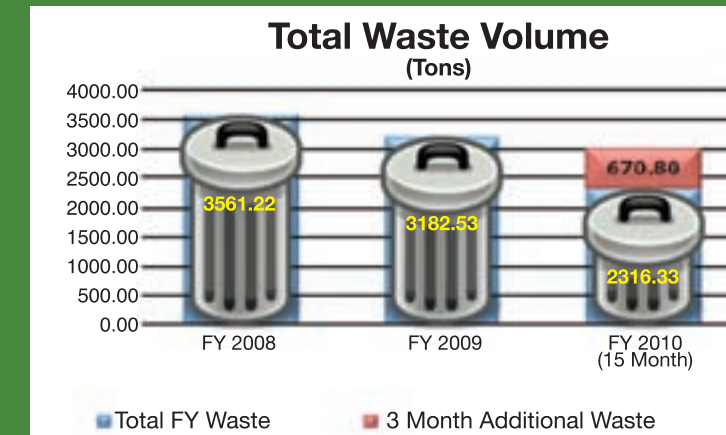


Just as there are things you ♻️, there are things you ♻️

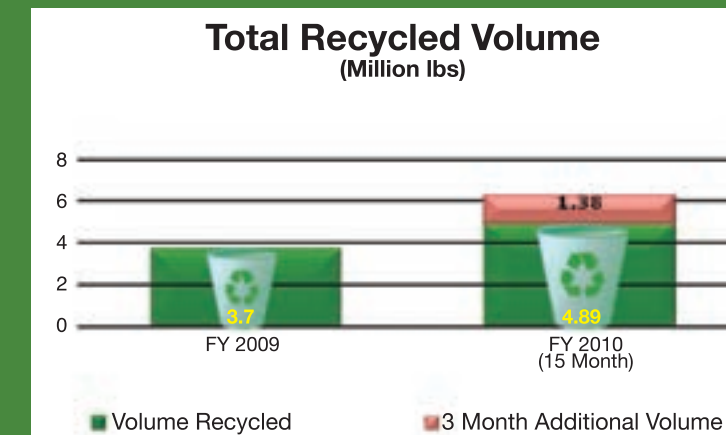
WASTE REDUCTION

The Waste Reduction Initiative made an impact on landfill reduction while providing additional recycling opportunities:

- Goodwill found new markets for some landfill-destined materials including single unmatched shoes and kitchen wares.
- Goodwill increased the number of unsold donations being recycled instead of going to landfills.
- The recycling department increased its own efficiencies within the department.



Waste volume has decreased by 35% since FY 2008 (12 month comparison)



Recycling volume has increased 32% since FY 2009 (12 month comparison)



First Goodwill LEED Certified Store Opens in Michigan

Goodwill Industries of Greater Grand Rapids, Inc. opened its first LEED Certified retail store in Standale in December, 2010. The opening marked the first Goodwill Store in Michigan and the second retail store in Michigan to be LEED Certified.

The Standale Goodwill Store features a one-of-a-kind contemporary design while following Leadership in Energy and Environmental Design (LEED) commissioned components. Guidelines were followed in building products, energy usage, water usage, and more to earn the certification.

The Standale Goodwill Store was the 14th Goodwill retail store to open in the greater Grand Rapids community. Proceeds from the store help fund Goodwill's "Once and For All" program for individuals with barriers to employment. The program is designed to teach self-governance as a way to exit poverty to achieve personal goals.

Focus groups from college and young adult shoppers helped guide the look of the store for its new design. Future store locations will have a similar look with the LEED Certified components.



2010 FINANCIAL HIGHLIGHTS

Balance Sheet

Assets.....	\$16,782,187
Liabilities.....	10,362,003
Net Assets.....	6,420,184

Revenue and Gains

Retail and Salvage Sales.....	20,799,071
Workforce Services.....	6,195,891
Community Support.....	5,740,239
Service Industries.....	1,812,836
Administrative and Other.....	843,194
Total Revenue and Gains.....	35,391,231

Expenses

Program Expenses.....	30,346,958
General and Administrative.....	4,482,255
Development.....	166,378
Total Expenses.....	34,995,591

Note: The Revenue and Expense amounts reflect 15 months of activity as we transition from a September 30 fiscal year to a calendar fiscal year.

Shop 'til you drop!

(Every purchase makes a difference...)

Store revenue helps fund job programs,
putting people with barriers to employment to work!



goodwill stores

28th Street Store

740 28th Street SW
616.538.7070

29th Street Store

3270 29th Street SE
616.975.4196

54th Street Store

5487 S. Division Avenue
616.534.1123

Alpine Store

5371 Alpine Avenue
616.647.9770

Big Rapids Store

1254 Perry Avenue
231.796.5400

Division Store

200 S. Division
616.451.2606

Goodwill Outlet Center

3075 30th Street SW
616.249.8670

Greenville Store

6772 S. Greenville Road
616.754.0277

Ionia Store

153 W. Sprague Road
616.527.4404

Jenison Store

334 Baldwin
616.667.0293

Lowell Store

11625 Fulton Street
616.897.2518

Mt. Pleasant Store

1313 S. Mission
989.773.4884

Plainfield Store

1655 4 Mile Road
616.364.6983

Rockford Store

8390 Belmont Avenue NE
Coming Spring 2011

Standale Store

4696 Lake Michigan Drive NW
616.791.1418

ATTENDED DONATION CENTERS

Caledonia Donation Center

9321 Cherry Valley Avenue
616.891.0418

Jenison Donation Center

7750 20th Avenue
616.457.0890

Cascade Donation Center

6771 Cascade Road SE
616.957.0659

Grandville Donation Center

3035 Prairie Street
616.532.4200

Hudsonville Donation Center

4676 32nd Avenue
616.662.0340

Donors

Donors

Action Fabricators
ADAC Automotive
Louis Teistler Post 47 American Legion
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Aquinas College
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Greater Ottawa County United Way
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Mr. & Mrs. Jack Greiner
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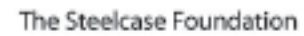
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Mr. & Mrs. Terry Seely
Mrs. Kendra A. Segovia
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Seyferth & Associates
Sharpe Collection
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Mr. & Mrs. Willard J. Smith
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Mr. & Mrs. Jerome P. Subar
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Theresa Sullivan
Mr. & Mrs. Douglas G. Taatjes

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