

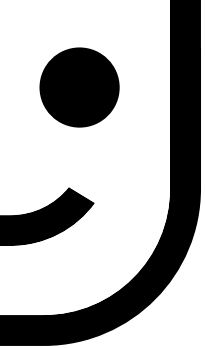


# Good For Everyone.

The 2011 Annual Report  
to the Community



**Goodwill**  
Southern  
California



**Goodwill** is  
Good for **individuals.**  
Good for **businesses.**  
Good for your **community.**  
Good for the **planet.**

### **Our Mission**

For nearly a century, Goodwill Southern California has *Transformed Lives through the Power of Work*, serving individuals with disabilities and other vocational challenges, as well as businesses, by providing education, training, work experience and job placement services.

Today, the mission remains firmly intact, though broader in scope. Goodwill Southern California's multifaceted efforts *Empower Individuals, Advance Businesses, Enrich Communities and Care for the Earth*.

**Goodwill is Good For Everyone.**

## Thank you for your strong WILL in contributing to our success.

*A look back and a firm direction for the future as Doug Barr retires after 17 years, and Craig Smith assumes the position of Goodwill Southern California President and CEO*

This year's annual report offers a condensed yet focused view of the strides we've made as an organization over the past year, as well as a glimpse into future plans for continued growth in support of transforming lives through the power of work. We are struck by the enduring importance of our mission, the magnitude of our impact in our three-county territory, the challenges that still lie ahead and our capacity to make the necessary adjustments to effectively meet these challenges.

With 2011 unemployment in LA County over 12%, and in the Inland Empire between 14-15%, there are few causes of greater importance to the economic and social health of our region than helping folks get educated, trained, and placed in jobs. Over the past 17 years, we have grown our enterprise from serving 1,845 job seekers to serving 107,802, including over 7,000 businesses; from placing 160 into community jobs to 9,596; from a staff of 961 to one of 2,300; from 3 employment service locations to 27; from 20 stores to 70; and from total revenues of \$23.2 million to \$144.6 million. Financial reserves have also risen from \$2.2 million to \$11.5 million. While we are glad to see many companies and organizations join in efforts to increase environmental awareness over the past few years, Goodwill has been "green" since 1916. And in 2011 we continued this tradition by diverting over 53.6 million pounds of textiles, electronics, and paper from landfills.

In measuring our economic impact on the communities we serve, last year the combined impact of our job placements throughout the community totaled \$412 million. By dividing this number by the total Workforce & Career Development department expenses, we see that the investment of \$1.00 in workforce development resulted in \$23.61 of economic output – quite a return on investment!

New challenges lie ahead. We still have a national population of 12.5 million Americans who cannot find work, and at the same time we have 3 million job vacancies for which we cannot find qualified applicants. This "skills gap" must be closed and our sixth strategic plan will position us to do just that, by investing heavily in skills training.

We are very optimistic about Goodwill's ability to adapt in order to meet these challenges. We have a diverse, competent and passionate Board which wants to make a difference, a talented staff under the proven and creative leadership of Craig Smith as he assumes the role of President and CEO, and an increasingly supportive community which believes in our ability to deliver life-changing results.

While together we have much to be proud of, it is imperative that we heed our founder's admonition to "be dissatisfied" until all have reached their potential through the power of work. We consider it a privilege to be a member of the Goodwill family and many, many thanks to those who made 2011 our most successful year yet: the Goodwill staff; its volunteers, including our Boards of Directors and Advisors; donors; and partners. Through your support, we look forward to an equally rewarding 2012.



Douglas H. Barr  
President and CEO, Retired  
Goodwill Southern California



Peter Starrett  
2011-2012 Board Chair  
Goodwill Southern California



Craig Smith  
President and CEO  
Goodwill Southern California



# Love Where You Shop.



## Did You Know...

- Your purchases help individuals with disabilities and other vocational disadvantages prepare for and secure sustainable employment.
- 93% of every dollar we earn supports our mission.
- Retail revenues contributed \$174 million to Workforce and Career Development in 2011, an increase of 12.1% over 2010.
- Retail stores are restocked with nearly 2,000 items every day, offering shoppers a fresh selection of merchandise every time they shop.
- More than 1,200 people throughout Southern California are employed by our retail division.
- We opened seven new stores and remodeled seven existing stores in 2011.

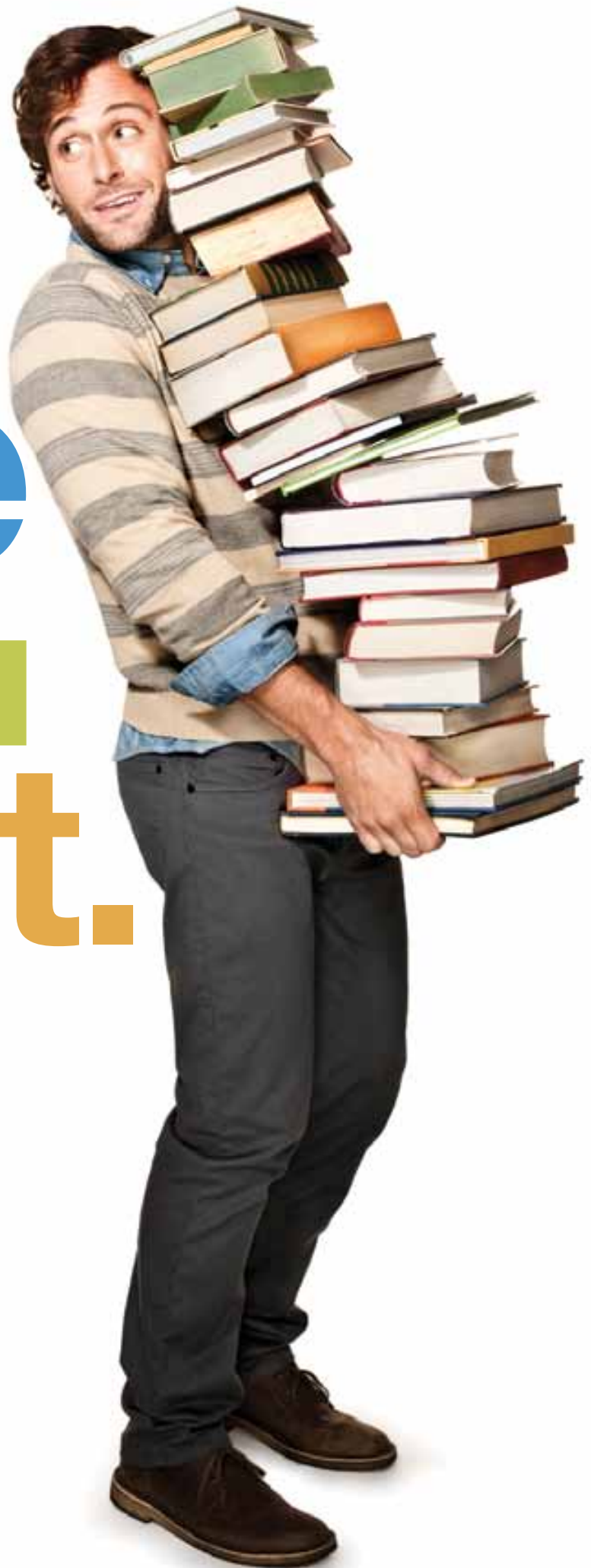
## A Treasure Hunter's Paradise

Vintage watches. Designer handbags. Espresso makers. Hip, retro armchairs. These are the kinds of deeply discounted, one-of-a-kind finds that savvy shoppers enjoy hunting for at Goodwill Southern California stores. Today's shoppers especially love to create trendy, individual looks for their homes and themselves using the unique items they purchase at Goodwill — the perfect antidote to the sameness of big box stores.

But Goodwill Southern California's new and gently used clothing, books, household goods, furnishings and electronics do far more than help out the style-savvy and families on a budget. The profits we earn from retail sales account for the greatest financial contribution to our mission. Every purchase helps fund job training and placement programs for individuals with disabilities and other vocational disadvantages. In fact, 93% of every dollar we earn supports our mission.

Goodwill Southern California stores continue to draw shoppers because of their high-quality and well-organized merchandise, clean and bright environments, continuous flow of new inventory and convenient locations. Goodwill also has a strong presence on Amazon.com where shoppers can find thousands of new and classic books and e-media, 24/7 from the convenience of their own home.

We  
Love  
What You  
Don't.



## Donations That Change Lives

So much of our mission is funded through retail sales, which are dependent on the donation of new and gently used items to fill our stores. Last year, Southern California supported our efforts with a record-setting 2.1 million donations. Donors did their part and we do ours by offering easy access to centers and friendly donation attendants who help unload items and provide receipts for use in preparing taxes. We accept everything from clothing and small household appliances to computers, books, e-media, cars, fine china, art and other collectibles in good or new condition.

### Did You Know...

- In 2011, we received 2.1 million donations from generous community members who helped divert more than 53 million pounds of usable goods from landfills by donating to Goodwill Southern California.
- Goodwill Southern California has 44 conveniently located Attended Donation Centers and all of our retail stores accept donations of new and gently used goods.
- A donation of one bike, one coat and one DVD provides one hour of job training.
- E-waste and vehicle donations are a highly efficient, no-cost and hassle-free way to help Goodwill Southern California, and dispose of an unwanted item that can be safely resold or recycled.
- In 2011, Goodwill Southern California distributed more than \$750,000 to local schools, athletic organizations and other non-profit community groups through our Donation Drive Fundraiser program.
- We opened two new Attended Donation Centers and remodeled four existing centers in 2011.

# A Better World, One Life at a Time.

 107,802

## Did You Know...

- In 2011, we provided training and job placement services to 107,802\* individuals with disabilities and vocational disadvantages throughout the community, and helped place 9,596 of these people in new jobs.
- Last year, Goodwill Southern California placed 1,335 youth in year-round and summer employment.
- Goodwill Southern California is fully accredited by CARF (Commission on Accreditation of Rehabilitation Facilities).
- 49% of Goodwill Southern California's staff is comprised of individuals with disabilities.

\*Including 7,140 Business Encounters.



## The People We Serve

Every article of clothing, home good, secure shredding and e-waste recycling service we sell enables us to achieve our mission goal of transforming lives through the power of work. Our clients' challenges range from physical and mental disabilities to other vocational obstacles, such as a teen who lacks work experience or a senior whose job has been outsourced. Aided by training, education, new skills acquisition and job placement, our program participants discover the pride of increased self-sufficiency and a new sense of purpose. Some clients feel a clear sense of belonging and integration with the broader community for the first time in their lives, whether they find work at Goodwill Southern California or at a local business.

At our WorkSource and Job Service Centers, we provide individuals with no-cost assistance, including resume development, interview coaching, skills training and referral to advanced education courses. Their families are uplifted as well by access to assistive services and resources such as health care, childcare, public transportation vouchers and a broad palette of practical aids that help prepare them for the workforce and enable them to get back on their own two feet. In 2011, 21,296 job seekers and 2,939 businesses were served in the Inland Empire alone, nearly quadrupling the number from 2009. And, 3,196 of these program participants, found sustainable employment throughout the community.

# Win-Win Solutions For All.

## Did You Know...

- 7,140 businesses used our no-cost recruiting services in 2011.
- We offer the most secure shredding service in the business, as well as e-waste recycling, custodial and landscaping care, all of which help employ more than 160 individuals with disabilities.
- 95% of our custodial and landscaping customers are government agencies, which seek contractors that create jobs for people with disabilities.
- The Commander of the 61st Air Base presented Goodwill Southern California with a medal of excellence for our commissary services.
- Our contract services division contributed \$829,343 to our workforce community development programs in 2011, up from \$32,000 in 2009.

## Helping Businesses Achieve Their Goals

The flip side of helping people find employment is helping employers find the staff and business services they need, including secure shredding, e-waste recycling, custodial and landscaping care. More and more businesses are taking advantage of Goodwill Southern California's high-quality solutions, at no cost or at extremely competitive rates, which benefit companies' bottom lines while delivering the satisfaction of aiding those in need throughout their community.

## Job Placement Services

Finding the right employees can take a great deal of time and money. Goodwill Southern California's four WorkSource Centers, 23 Job Service sites and 18 onsite Placement Service Representatives provide businesses with free screening and recruitment services. And by helping candidates with skills training, education, work experience, job tools and referrals to other assistive services, we strengthen candidates' qualifications and improve their on-the-job performance and retention.

In 2011, **2,939** businesses  
were served in the Inland Empire through  
Goodwill Southern California's **job placement**  
services.

## Benefits to Businesses

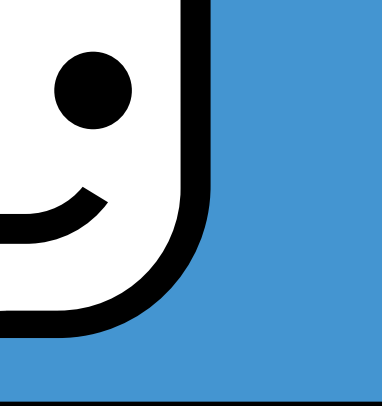
- Goodwill screens potential employees and refers them for best-fit positions.
- Goodwill works with each individual to prepare them for the workforce by developing resume writing, interview training, work place etiquette and soft skills training, one-on-one interactions, mentoring and more.
- Goodwill pays up to 200 hours of work experience for onsite training at businesses who use our recruiting services.
- Goodwill pays for drug testing and background screening.

## Secure Shredding & E-waste Disposal

Businesses can rest assured that their sensitive information will remain secure with our National Association of Information Destruction (NAID)-certified shredding, featuring 24-hour security, GPS tracking, employee background checks and direct transportation to a paper mill located within the U.S. A state-authorized collector of e-waste, Goodwill Southern California also offers businesses a secure, eco-friendly way to dispose of outdated, damaged and sensitive electronic data and equipment.

## Custodial & Landscaping Services

Rather than hire, manage and pay benefits to permanent housekeepers and groundskeepers, businesses and government agencies use Goodwill Southern California's top-quality custodial and landscaping services. Performed by extensively trained individuals with disabilities and other vocational disadvantages, our services come with the highest recommendations from clients.



Goodwill  
**Shines**  
in Your  
Community.



## Did You Know...

- Direct job placements in 2011 resulted in \$88.2 million in wages.
- Every dollar invested in job creation returned an additional \$23.61 in economic benefit to the community and state of California.
- The economic and fiscal impact of community placements facilitated by Goodwill Southern California in 2011 totaled \$412 million.
- The economic and fiscal impact generated by our operations in 2011 totaled \$200.5 million.
- Goodwill Southern California was awarded with Charity Navigator's highest, four-star rating for the 11th consecutive year and was designated a top-rated job training and placement non-profit by GreatNonprofits.com.
- Goodwill Southern California was awarded the 2011 Large Nonprofit Organization of the year by the Los Angeles Business Journal.

## Uplifting the Local Economy

Goodwill Southern California's philosophy of providing people with a choice, not charity, is a long-term solution that boosts the local economy. Placing individuals in jobs increases workforce purchasing power, which in turn bolsters the economy, and reduces the burden on government support services for the unemployed. In 2011, this was illustrated by the 9,596 people placed in sustainable employment throughout our 30,000 square-mile territory of Los Angeles (north of Rosecrans Avenue), Riverside and San Bernardino counties. The ripple effect of those jobs, combined with the additional 928 jobs these placements generated, resulted in \$163.4 million in wages and a positive economic impact of \$412.1 million.

Retail stores provide another huge boon to the local economy. Typically, these stores hire 20-30 people from within their surrounding community. In 2011, Goodwill Southern California retail positions, combined with an additional 468 jobs created indirectly or induced by these jobs, resulted in a total of \$52.5 million in wages, and an economic impact of \$136.7 million. These stores also provide the community with an economical way to purchase needed goods, especially important in challenging times.



Everyday is  
**Earth Day**  
at Goodwill.

In 2011,  
our environmental services recycled  
**8.1 million pounds** of paper  
**products** (the equivalent of 68,820 trees)  
and **7.3 million pounds** of electronics in 2011.

## Did You Know...

- In 2011, Goodwill Southern California recycled 37.8 million pounds of textiles and home goods.
- Our environmental services recycled 8.1 million pounds of paper products (the equivalent of 68,820 trees) and 7.3 million pounds of electronics in 2011.
- We hand-sort our paper products, keeping them free of contaminants and, therefore, more recyclable and valuable for reuse.
- More than 49,000 pounds of e-waste was collected and recycled from Earth Day 2011 events.

## As the nation's #1 recycler, we've been green since '16.

At Goodwill, we've been green since 1916. Our mission has always been funded by the reuse of clothing and other goods, and now includes the recycling of paper and electronics, all of which improve the health and well-being of the global community.

Goodwill Southern California's emphasis on reusing and recycling translates into decreased use of precious resources to manufacture new goods and a reduced need for landfills. Nearly 99% of all unsold textiles are recycled or resold at auction.

Unlike our competitors, Goodwill Southern California dismantles and degausses all e-waste components, enabling the resale of memories and recycling of all metals. Toxic cathode ray tubes are sent to authorized handlers instead of landfills. Goodwill has also established environmentally sound practices for our Contracts & Environmental Services department, which keep everyone mindful of ways to creatively deal with waste, whether paper, plastic, glass or metal.

# Hope, Jobs and Futures. 2011

## Building Futures, Transforming Lives

It's the night we all look forward to, when our mission comes vividly to life as we celebrate moving stories of courage and achievement. Our annual Hope, Jobs & Futures event celebrates those who truly embody the spirit of Goodwill Southern California, including outstanding achievers, graduates, donors and businesses. These inspirational achievers and community members demonstrate the transformative power of work, partner with Goodwill, and/or donate their time, talent and treasures in support of our mission.

A new award category: Veteran Participant of the Year, was added to recognize accomplished participants of Goodwill Southern California's Veteran Employment Program (VEP). The VEP offers one-on-one career counseling and access to employment preparation courses, educational and technical skills classes, and work tools; all aimed at assisting veterans find sustainable employment so that they may advance beyond their military careers. Run by a team of qualified and dedicated veterans, the VEP has assisted more than 6,000 service men and women since its inception in June 2011.

The Veteran Participant of the Year award honors an outstanding veteran who exhibits courage, honor and determination, and demonstrates qualities that inspire those around him or her to never quit. This award is especially meaningful as it is inspired by Lieutenant Commander Jonas Kelsall, a highly decorated plank owner of the Elite Navy Seal Team 7, who was killed along with 16 other members of his command in Afghanistan, when their Chinook Helicopter was shot down by enemy fire on August 6, 2011. His mother, Teri Kelsall, served Goodwill as Vice President of Work Force and Career Development for nine years before retiring in 2011. Thanks to the generosity of two anonymous donors from our Board of Directors, a cash gift for the honorable recipients of this award will be endowed for the next 20 years.

We hope you enjoy the following stories highlighting all of the 2011 Hope, Jobs & Futures award winners and find them as inspiring as we do.





## Hector Sanchez, Jr.

Hector Sanchez's choices as a teenager eventually led him to a life of crime. His lack of experience and felony conviction made it difficult for him to find employment. He finally found a job working as a warehouseman and forklift operator, but he was laid off in September of 2009. At that time, Hector was a single parent raising two children and decided, if he was going to be a good father and provider for his family, he needed a dramatic change.

Hector came to the Central San Gabriel Valley WorkSource Center looking to begin a new career path, and with the guidance of his Career Counselor, chose to pursue training as a phlebotomist. Eligible for services under the WIA Adult Program, he enrolled at the Computer Institute of Technology in November 2010 where he excelled in all areas and received his certificate of

completion in December. According to his Career Counselor, Hector demonstrated confidence, determination and dedication.

Hector utilized the research tools at the WorkSource Center to conduct his job search. He secured an interview with Global Cardio Care, Inc. and was offered the Onsite Emergency Medical EECF Technician position in April 2011. He has since received two promotions and is expected to be promoted to Lead Technician. To gain further experience, Hector volunteers in the emergency room at Queen of the Valley Hospital.

Hector's children have been his greatest source of inspiration and motivation to succeed. He recently married and plans to continue on his chosen career path in the medical field.



## Steven Davis

Steven Davis is a recent addition to the Goodwill Southern California family after being referred to Supported Employment from the Department of Rehabilitation. He was a diligent worker at Brunswick in Upland, California, for seven years before he suffered a severe seizure and moved back into his parent's home.

Being a mature worker and having disabilities makes it much harder to find employment, but Steven desired to reenter the workforce. He remained active in his hunt for employment and he succeeded after three years.

After job training with one organization, Steven's hopes for employment were dashed when he discovered a permanent position was not available to him. He was tenacious and continued to take

initiative in working with his counselors to find sustainable employment.

His persistence and diligence paid off when he landed a position at a Goodwill Retail Store in Moreno Valley in October 2011. Steven proved to be a personable and hard working employee and continues to show concern for both doing the job right and making his supervisors proud.

Steven, a member of Toastmasters, has spoken in several elementary school districts about mental retardation and related challenges. He is an experienced bowler, a basketball fan and is active in his community. For his hard work and commitment to Goodwill, and his admirable work in educating individuals within the community, we proudly congratulate Steven Davis.

# Graduates of the year



## Linda Schulenberg

Linda Schulenberg is the epitome of Goodwill Southern California's mission in action. Linda inspires everyone at Goodwill Southern California to continue to fulfill the mission "Transforming lives through the power of work."

Linda came to the Goodwill Job Service Center in August of 2009 looking for work. Through the process of creating her resume and searching for employment, Linda developed a personal relationship with the staff in Victorville who learned that she had been living in a homeless shelter. She moved to the High Desert after being offered a job opportunity, but those arrangements fell through. Linda found herself without an income or a place to live in a region hit hard by unemployment and with little opportunity or money.

Linda showed great determination in her search for employment, and she graduated from Project AYUDA, a senior employment-training program and partner to the Victorville Job Service Center. She felt so much a part of the work taking place that she started volunteering in the office. She says that at Goodwill, "I wasn't just a number," and that "the staff always had my best interests at heart."

We are very proud to share that Linda became sustainably employed in November of 2011 with the Victor Elementary School District as a Program Leader for Think Together, an organization that runs after school programs. We're thrilled to see her hard work pay off and congratulate her many successes with Goodwill Southern California.



## Berta G. Saravia

As a youth, Berta came to the U.S. where her mother raised her. She was an A+ student and married her high school sweetheart. However, after a few years of marriage, her relationship became abusive, and though she grappled with the decision, Berta left with her two young children in hopes of creating a safer more secure future for her family. Berta struggled bitterly to make a living and, eventually, she and her children found themselves homeless.

Fortunately, a referral placed her with the Central San Gabriel Valley WorkSource Center where she was

immediately connected with a team of caring individuals who helped Berta find housing and enrolled her in a security guard training course. Berta successfully completed her training and received her certified Guard Card. Now, she works for a private security firm and is able to provide for her family. Her children are happy, healthy, secure and thriving in a stable home with a bright future, just as Berta dreamed they would be.



## Jose Vidal

Jose Vidal served in the Persian Gulf for nearly three years before his honorable discharge from the United States Navy in 1992. After his release from service, Jose found it difficult to obtain permanent employment. With a family of six to support, he enrolled with a temporary agency to take any job opportunities available.

Jose grew-up in Los Angeles and it was easy to reconnect with those from his past – those who made their way committing street crimes, something Jose was regrettably familiar with. After suffering the highs and lows of erratic employment, ultimately, Jose reverted back to a life of crime and wound up in jail. In 2007, after violating his terms of probation more than once, he turned himself into officials and requested rehabilitation.

Determined to be a responsible parent, Jose went to work as a lead in a commercial kitchen, but in May 2010, he was unemployed once again. This time, Jose resolved to carve a better path and secure a career that offered long-term opportunities. He was referred to the Goodwill Southern California Veteran Employment Program and felt as if his career counselors truly understood his needs and challenges. He was placed in a 16-week accounting program, to capitalize on his natural abilities in math, and graduated in January 2012. In February, he was offered a position as a Job Developer.

“Others can also succeed where they may have failed if they present themselves properly and commit to doing things differently,” said Jose.



## Wiley Adams

“It’s not easy,” Wiley Adams says of his job as an Eligibility Worker for the Los Angeles County Department of Child and Family Services. Wiley, who currently serves more than 20 in-need residents of Los Angeles County, realizes that while his occupation is not without stress, neither was the path he took to attain it – but both the journey and the outcome are paying off.

Wiley served in the Air Force until his honorable discharge in 1981. The physical disabilities he suffered from his military career, and his lack of employment training, made securing a civilian job challenging. During his two-year journey to find sustainable employment, he joined a recovery program at the Los Angeles Department of Veterans Affairs.

His case manager at the VA put him in touch with the team at Goodwill Southern

California’s Metro North WorkSource Center. Wiley’s Program Manager in turn connected him with various supportive services that helped him prepare for permanent employment.

“I didn’t have the resources or the access to the things I needed to get employed,” remarked Wiley. “When I started using the computers in Metro North’s resource room, my opportunities began to open up.”

Thanks in part to the guidance he received from Goodwill and others, Wiley’s self-described “insecurities” were replaced with a feeling of empowerment. Now, after two arduous years looking for sustainable work, Wiley is helping others transform their lives through his position with Los Angeles County. “Goodwill provided me with access to services, to jobs, and to my future,” said Wiley.

# The Power of One.



When it comes to offering a hand-up, versus a handout, the earlier the better, to keep young lives on track. Goodwill Southern California's Youth Programs help guide youth on their way to becoming self-sufficient and productive adults. At Goodwill Southern California Youth Centers, we provide at-risk youth with leadership training, work-based mentoring, internships and paid-work experience, as well as basic education, educational competency classes, tutoring and recreational activities.

## Program Services

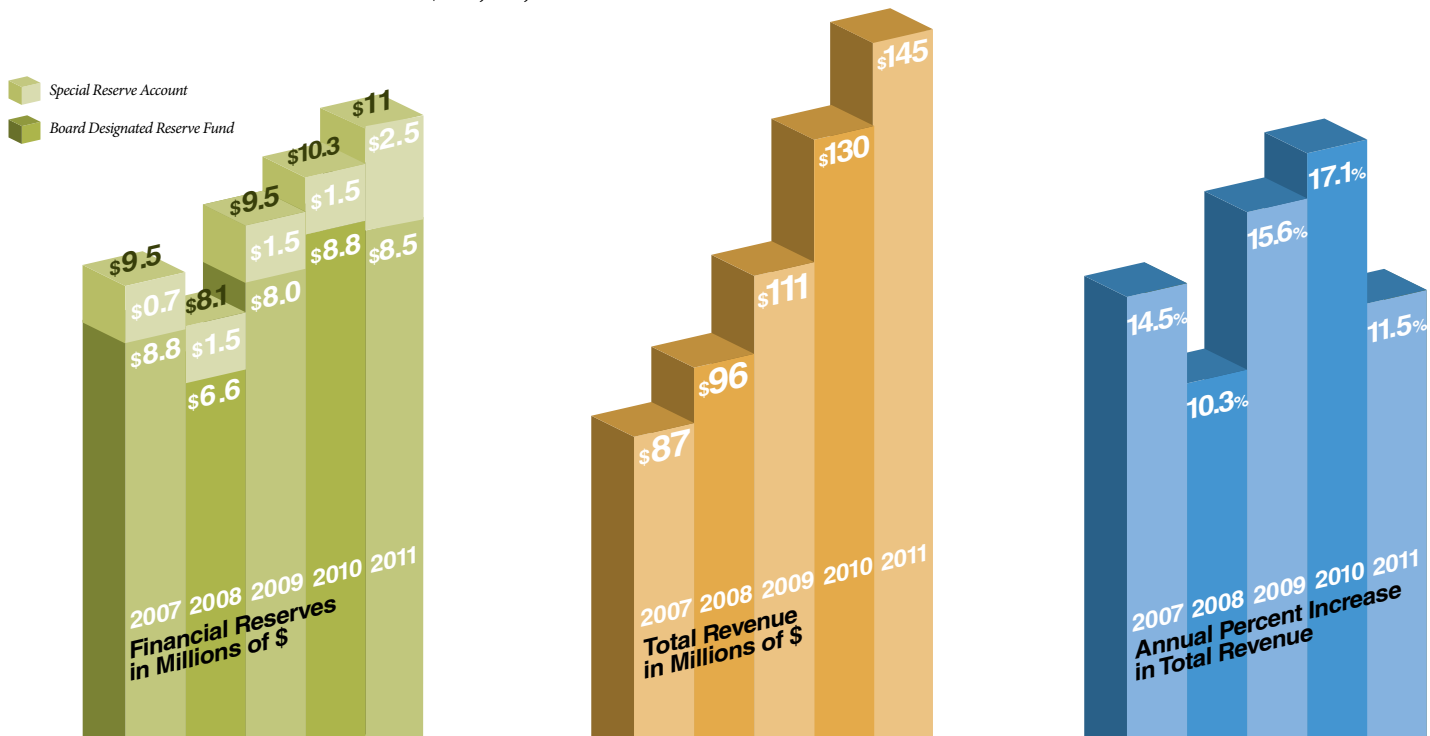
Offered in collaboration with various community organizations, such as El Centro de Ayuda, East L.A. Skills Center, Los Angeles Conservation Corps, ESCALERA Program and Girls Today Women Tomorrow:

- Individual needs assessment and strategy development
- Ongoing case/client management
- Educational services
- Employment preparation training
- Vocational training
- Mentoring
- Leadership development

# 2011 Financials

In 2011, Charity Navigator, an independent charity evaluator, awarded Goodwill Southern California its 10<sup>th</sup> consecutive four-star ranking, the highest available to a nonprofit. In times when donors demand more accountability, transparency and quantifiable results, this ranking demonstrates that Goodwill is worthy of the public's trust, and that every hard-earned dollar given to us will be spent wisely. For the full report, please visit [charitynavigator.com](http://charitynavigator.com).

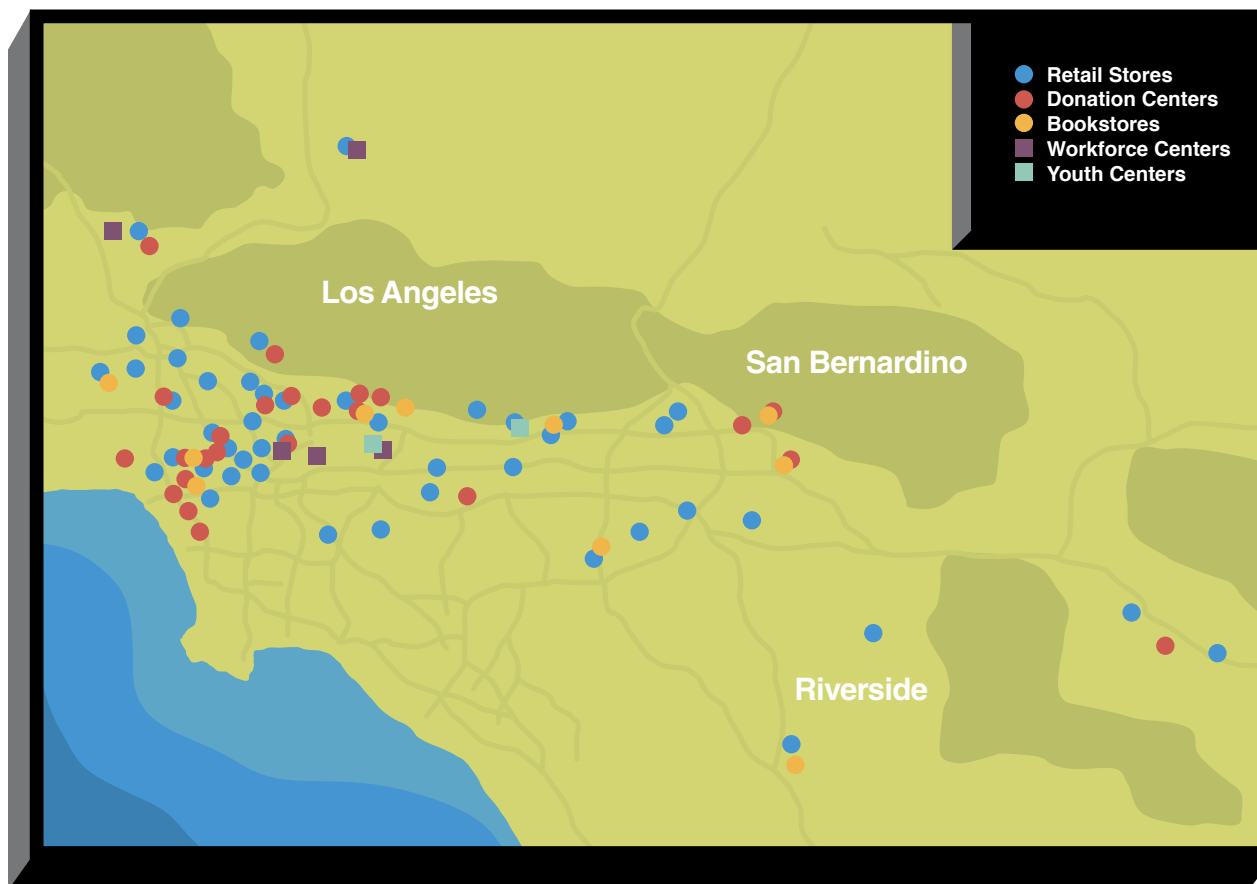
Income	Dollars	Percent	Expenses	Dollars	Percent
Store sales	\$87,887,673	60.8 %	Stores	\$74,237,333	53.8 %
Merchandise donations	29,621,713	20.5 %	Materials collection & processing	28,335,816	20.5 %
Salvage sales	1,430,162	1 %	Contract Services	7,739,470	5.6 %
Contract Services	7,629,122	5.3 %	Workforce Development	17,447,680	12.6 %
Workforce Development	12,219,274	8.5 %	Cafeteria	561,448	0.4 %
Cafeteria receipts	295,790	0.2 %	Fund development	1,561,847	1.1 %
Fund development:			General & Administrative	8,190,828	5.9 %
General	3,740,148	2.6 %	Interest and other	23,683	0.02 %
Capital Campaign	1,939,338	1.3 %			
Gain (loss) marketable securities	(451,478)	-0.3 %	<b>Total Operating Expense</b>	<b>\$138,098,105</b>	<b>100 %</b>
Gain (loss) on assets held by trustees	(110,483)	-0.07 %	<b>Increase in Net Assets</b>	<b>\$6,458,572</b>	
(Loss) of sale of property, plant and equipment	(83,030)	-0.06 %			
In-Kind Donations	104,432	0.07 %			
Interest and Dividends	172,814	0.12 %			
Miscellaneous other	161,202	0.11 %			
<b>Total Income</b>	<b>\$144,556,677</b>	<b>100 %</b>			



# How you can help Goodwill Southern California be Good for Everyone

- 1** Make a financial contribution. Submit your contribution in the envelope enclosed, give online at [goodwillsocal.org](http://goodwillsocal.org), or call us at (323) 539-2034.
- 2** Hire Goodwill graduates. Last year, we placed more than 9,500 job seekers into community employment. Let Goodwill help you pre-screen and find qualified employees. Call (323) 539-2000 for more information.
- 3** Bring your outdated electronics to any of our retail stores or attended donation centers. Help us protect the environment while helping people with disabilities gain competitive skills and transform their lives. Call 1-888-4GOODWILL or visit us at [goodwillsocal.org](http://goodwillsocal.org) to find a location near you.
- 4** Choose Goodwill when donating your gently used items. Before donating, please consider if you would give these items to your family or friends. We accept items in sellable condition only. Also, help us keep unsafe items out of stores by refraining from donating products that have been recalled, banned or do not meet current safety standards.
- 5** Shop in our retail stores. Fabulous fashions, home goods and one-of-a-kind treasures can be found at any of Goodwill Southern California's 70 retail stores. Call 1-888-4GOODWILL or visit us at [goodwillsocal.org](http://goodwillsocal.org) to find a location near you.
- 6** Consider Goodwill for your secure shredding, custodial, landscaping or other industrial services needs. Our diverse workforce provides excellent service at highly competitive prices. To find out more, email [shredding@goodwillsocal.org](mailto:shredding@goodwillsocal.org) or [isd@goodwillsocal.org](mailto:isd@goodwillsocal.org).
- 7** Host a Goodwill Donation Drive Fundraiser and earn up to \$1,500 for each trailer your organization fills with new and gently used donated goods. Contact us at [donationdrive@goodwillsocal.org](mailto:donationdrive@goodwillsocal.org) or (323) 539-2092 to learn more.
- 8** Attend a Goodwill special event. Our Golf Classic takes place on Friday, September 28, 2012. For more information, sponsorship opportunities and reservations, please call Camille Guerrero at (323) 539-2185 or visit our website at [goodwillsocal.org](http://goodwillsocal.org), for details and listings of our other events.
- 9** Host a speaker or take a tour of our facilities. See first hand how Goodwill Southern California transforms lives on a daily basis. Contact our Community Relations Department at (323) 223-1211 or at [info@goodwillsocal.org](mailto:info@goodwillsocal.org).
- 10** Remember Goodwill in your estate planning. Find out how you can give to Goodwill by calling Peggy Smith, Senior Director of Gift Planning, at (323) 539-2031.
- 11** Remember Goodwill in your will or trust. Find out how you can help your family and the individuals Goodwill serves by calling Peggy Smith, Senior Director of Gift Planning, at (323) 539-2031.

# We're in your neighborhood



## Goodwill Campus Locations

342 N. San Fernando Road  
Los Angeles, CA 90031

14565 Lanark Street  
Panorama City, CA 91402

8120 Palm Lane  
San Bernardino, CA 92410

Goodwill Southern California (GSC) currently operates more than 100 locations throughout the counties of Los Angeles (north of Rosecrans Avenue.), Riverside and San Bernardino.

Call 1.888.4.GOODWILL or visit [goodwillsoocal.org](http://goodwillsoocal.org) for a service or retail location near you.



## 2011 GOVERNANCE

### *Honorary Board of Directors*

CHARLES F. AXELSON, CPA  
Cal State Poly & Lawry's Foods Inc. (ret)

JACK K. BRYANT, CE

DONALD W. CROCKER  
JER Partners, (ret)

HERBERT D. EAGLE  
Transamerica Occidental Life (ret)

EARL LESTZ  
Paramount Pictures Corp. (ret)

ALDEN D. MCKELVEY  
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Los Angeles Trade-Technical College (ret)

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