

Portraits of Goodwill



2012 Annual Report
to the Community



Goodwill
Southern
California

One Mission. Four Cornerstones. A Platform for Success.



Transforming Lives.

For nearly a century, Goodwill Southern California (GSC) has been *Transforming 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 transform lives through four pillars: *Empower Individuals*, *Advance Businesses*, *Enrich Communities* and *Care for the Earth*.

Goodwill is Good For Everyone.

When You Do Good, It Grows.

Nothing is more rewarding than being a part of an organization like Goodwill Southern California, where everything we do supports our mission to *Transform Lives through the Power of Work*. As we reflect on another year, it's important to recognize our accomplishments measured not just by our growing bottom line, but by the quality of our work realized through the thousands of individuals we have impacted in a positive and sustaining manner.

We are empowering individuals through education, training and access to new employment opportunities. We are advancing businesses through our recruitment and contract services and green business lines. We are enriching communities through partnerships, donation drives, youth programs and a positive economic impact.

And we are caring for the earth through repurposing used goods and recycling efforts.

We are pleased to share some of our accomplishments with you in this Annual Report, from our business successes to stories of remarkable people who have overcome unimaginable obstacles thanks to the support and services they received from Goodwill Southern California.

Goodwill staff, its volunteers (including our Boards of Directors and Advisors), shoppers, donors and partners all make up the face of this organization, and together we are making a difference in our community and the ripple effect that can be felt around the world.



Sincerely,



Craig Smith
President and CEO
Goodwill Southern California



Peter Starrett
2010-2012 Board Chair
Goodwill Southern California



David Lusk
2013-2015 Board Chair
Goodwill Southern California



There's a Brighter Future in Store.



Shop

Utter the name “Goodwill” and what leaps to mind for most people are our retail stores. There, customers discover a treasure trove of gently-used items, one-of-a-kind finds and a low-cost, high-quality shopping experience. Goodwill’s mission is largely funded by our retail operations, which benefits those served by our employment programs and services. Shopping at Goodwill also provides a responsible and resourceful way to purchase already manufactured goods and the gratification of knowing that 94 cents of every dollar spent in one of our retail stores is helping those in need throughout our community prepare for and secure sustainable employment.

Donate

Graciously donated goods are the other essential part of our mission equation that is not only good for the earth, but is beneficial to thousands of local residents, the community and the economy by providing a vital revenue stream that sustains our career-development services. Our attended donation centers accept everything from new and gently used clothing and small household appliances, to computers, cars, books, e-media, fine china and other collectibles. A donation of one bike, one coat and one DVD provides one hour of job training.

Empower

With the impact of 73 retail stores, 44 attended donation centers, three campuses, seven Career Resource Centers, three WorkSource Center, seven Youth Programs and two Veteran Employment Programs throughout Los Angeles (north of Rosecrans Ave.), Riverside and San Bernardino counties, Goodwill Southern California empowers thousands of people each year, helping them fulfill their potential and improve the lives of their families. The extensive network of practical, compassionate aid embraces not only the individuals served, but also achieves a positive impact on Goodwill Southern California shoppers and donors alike.



Joshua

Goodwill Southern California Work Activity Program Participant – *Assembly & Fulfillment*

Did You Know...

- There are now more than 100 conveniently located retail stores and donation centers, open seven days a week, that accept reusable clothing, household goods and e-waste at no cost.
- In 2012, 648 local schools and non-profit groups raised \$924,252 through GSC's donation drive program.
- 94% of the revenue from our retail stores goes towards funding programs and services that help transform lives.
- GSC accepts financial donations through our online donation form, Give at the Register program and Text to Give program, all convenient ways to donate.

Empowering Individuals to Succeed.



Through training, education, new skills acquisition and job placement services, Goodwill Southern California empowers individuals with disabilities and other vocational challenges. Individuals placed in jobs at Goodwill campuses and businesses throughout the community discover the pride of increased self-sufficiency and a new sense of purpose.

A number of career centers and programs are key to achieving this success. At our WorkSource and Career Resource Centers employers are offered customized recruitment services including assistance finding and screening prospective employees. Job seekers receive training and education to advance skills and are connected with opportunities to attain sustainable employment.

Work Activity Program

Our Work Activity Program offers individuals with disabilities on-the-job training as well as valuable life skills and opportunities for social inclusion and activities.

Personalized support, counseling and training are hallmarks of this successful program where transition to community employment is based upon individual growth and choice. Work activities may include document imaging, secure shredding, e-waste recycling, food service, custodial services, or retail production.

Veteran Employment Program

The Veteran Employment Program (VEP), helps U.S. vets overcome barriers to employment, prepare for and successfully transition to careers in the civilian workforce. The VEP offers one-on-one career counseling, employment preparation workshops, special training programs, on-the-job training opportunities, entrepreneurial assistance and access to job leads.



Michael

Goodwill Work Activity Program Participant – *e-Waste Recycling*

Did You Know...

- More than 80% of individuals with disabilities in the U.S. are unemployed. GSC is fully accredited by CARF (Commission on Accreditation of Rehabilitation Facilities).
- GSC pays for up to 200 hours of work experience for onsite training for businesses who use our recruiting services.



We Make it Our Business to Support Yours.



Goodwill Southern California helps local businesses of all sizes with a variety of key programs and services that every company needs. Utilizing our high-quality solutions is a win-win for organizations. Not only do they gain the satisfaction of aiding those in need throughout the community, they can leverage those solutions at no cost or extremely competitive rates. So every company that partners with Goodwill Southern California is able to build their own goodwill and improve their bottom line at the same time.

Job Placement Services

Identifying just the right employees can require a great deal of time and money. Goodwill Southern California provides businesses with screening and recruitment services. And, by helping candidates with skills training, education, work experience, job tools, referrals, and other services, we strengthen their qualifications and improve their on-the-job performance and retention.

Document Imaging, Secure Shredding & E-waste Recycling

Businesses can rest assured that all their sensitive information will remain secure with our National Association of Information Destruction (NAID)-certified document imaging and secure shredding services, featuring 24-hour peerless 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

Instead of hiring, managing and paying benefits to permanent housekeepers and groundskeepers, plenty of smart businesses and government agencies choose to 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, including Dollar General, High Desert Mavericks and Martin Outdoor Media.



Ronda

Goodwill Work Activity Program Participant – e-Waste Recycling

Did You Know...

“We are thrilled with the staff Goodwill placed at our organization and love what they are doing. We saved time, money and a lot of trouble by partnering with Goodwill and now we know where to turn when we need to fill positions at our company.”

*David Bloom
Executive Vice President,
Martin Outdoor Media, LLC.*



Helping People Find Jobs is Job #1.



By helping reduce unemployment through job placement and recruitment services, Goodwill Southern California enriches the local economy, creating a domino effect. Goodwill's philosophy of providing somebody with a hand-up, not a handout, is a long-term solution rather than a pricey, short-term band-aid. Placing individuals in jobs increases purchasing power, which in turn, bolsters the economy and reduces the burden on government support.

In 2012, Goodwill placed thousands of local residents in sustainable employment throughout our 30,000-square-mile territory. Combined with the additional jobs these placements generated, the ripple effect resulted in millions of dollars in wages and a positive economic impact that truly is enriching for our community. Retail stores also make an enormous impact on the local economy. Each store hires 20 to 30 people from within the surrounding community. In 2012, Goodwill retail stores provided sustainable employment for more than 2,300 individuals.



Anitra & Nicole

Goodwill Southern California Work Activity Program Participants and Good Friends –
Assembly & Fulfillment

Did You Know...

- Direct job placements in 2012 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 GSC in 2012 totaled \$412 million.
- The economic and fiscal impact generated by our operations in 2012 totaled \$200.5 million.



Happily Green Since 1916.



At Goodwill Southern California, we didn't just jump on the green bandwagon. In fact, you could say we've been driving it for the past 97 years. Our mission has always been funded by the reuse of clothing and other goods, and today that also includes document imaging, secure shredding and e-waste recycling and destruction programs, all environmentally based businesses that help improve the health of the earth and greater global community.

Last year Goodwill recycled more than 65 million pounds of electronics, paper, textiles and home goods. The focus on reusing and recycling at Goodwill translates into a decreased need for the precious resources required to manufacture new goods and a reduced need for landfills.

Goodwill has also established environmentally sound practices for our Contracts & Environmental Services department, which promotes creative ways to manage waste, including paper, plastic, glass and metal. We take pride in our role as an environmentally responsible organization and hope that others will follow in our green efforts.



Gustavo & Cheri

Goodwill Work Activity Program Participants and Good Friends – *e-Waste Recycling*

Did You Know...

- In 2012, GSC diverted 49 million pounds of textiles and home goods, 7.8 million pounds of electronics and 8.5 million pounds of paper from landfills.
- GSC hand sorts 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 2012 events.



A Night to Shine a Light on the Stars.



Goodwill Southern California wouldn't be able to do so much good in our community without the support of many amazing individuals and businesses. That's why it's important to honor and celebrate the many stars in our lives at our annual "Hope, Jobs & Futures" awards gala.

Outstanding achievers, graduates, veterans, donors and businesses are highlighted at this special event and we are pleased to share a few of their spellbinding stories of courage and triumph. Our thanks to these inspirational partners and community members who have partnered with Goodwill and/or donated their time, talent and treasures in support of our mission of Transforming Lives through the Power of Work.

Achievers of the year



William Cox

Diagnosed with a disability as an adult, William Cox had difficulties finding sustainable employment until his counselor referred him to Goodwill Southern California and provided him with the opportunity to learn vocational skills.

After joining the Work Activity Program (WAP), he was placed as a Trainee with the Computer Recycling division at the San Bernardino Campus, and after three months,

became a Retail Trainee at the Goodwill Redlands store. With his newly acquired social skills, he became a great asset to the store and the community.

Giving his life as a testimony for the positive impact of Goodwill, Cox illustrates how one's life can be transformed through the power of work. Congratulations to William Cox, Goodwill's 2013 Achiever of the Year.



Tommy Rodriguez

Fueled by a sense of hopelessness and that he did not care about his life or anyone else's, Tommy Rodriguez's destructive behavior and several poor choices led to a life of numerous prison stays.

Rodriguez enrolled in StarWORKS, a court-approved job readiness program that serves ex-offenders, and is now employed as a Technician with the Goodwill Southern California Facilities

department. In addition, he is also pursuing a Bachelor's Degree in Human Services with the goal to become a counselor.

He recently began to restore his relationship with his family and is thankful for the second chance Goodwill has offered him. We are proud to recognize Tommy Rodriguez as our Los Angeles Achiever of the Year and congratulate him on his remarkable success.



David Fong

David Fong first started as a Trainee in the Work Activity Program at the Goodwill Valley Campus. Every morning, his rehabilitation counselor and the program manager would have a talk with him to encourage him to work his shift without attempting to leave.

Despite his apprehension, Fong was able to adjust quickly and was promoted to Material Handler in just one year. As a result of much

support, he became more comfortable in his work environment and developed stronger social skills.

He currently works closely with the Production Floor Supervisors to help serve other program participants with the goal to become a Floor Supervisor himself. We congratulate David Fong for his courage and tenacity and proudly recognize him as our Valley Campus Achiever of the Year.

Graduates of the year



Candice Fedrick

Candice Fedrick is no stranger to adversity, even at the age of 22. Throughout childhood, Frederick and her eight siblings were often placed in foster care until their mother could regain custody. Despite being a single mother at the age of 18, she still was able to receive her high school diploma, but struggled soon after to financially care for her daughter and siblings.

Fedrick was informed her about the WIA Youth Program at a recruitment session and enrolled in the program in August 2012. In addition to completing the WIA program in June 2013, she is currently working part time as a Nursing Assistant with the goal to become a Registered Nurse.

Fedrick is working towards gaining full time employment so she will no longer need to rely on state aid. She remains focused on providing for her daughter and plans to reunite with her siblings, who have recently relocated to Texas.

Candice Fedrick is a true success story and she inspires everyone at Goodwill Southern California to continue to fulfill our mission to transform lives through the power of work. Congratulations Candice Fedrick, our 2013 Graduate of the Year.



Ariana Carbajal

In high school, Ariana Carbajal became homeless after her parents learned she was pregnant and asked her to leave. She moved in with her uncle and worked various part-time jobs to support herself and her child.

Carbajal overcame the struggles of teen pregnancy, homelessness, poverty, and depression so she could provide for her son and knew it was important to keep education as a priority because it would be both of them a better life. She finished high school and eventually earned an Associate's Degree in Liberal Arts and a Bachelor's Degree in Business Administration and Accounting.

In 2012, Carbajal contacted the Goodwill Central San Gabriel Valley WorkSource Center and through the National Emergency Grant program, enrolled in classes in Basic Applied Forensic Science and Crime Analysis. In December, she completed training and was employed full-time with the Los Angeles County Probation Department.

Through all her adversity, Carbajal has never given up on her education or herself and she hopes her son will learn from the example she has set. Her success is an inspiration and her perseverance has enabled her to provide a stable home for her son. Congratulations Ariana Carbajal, Goodwill Southern California's Graduate of the Year!

Veterans of the year



Adam Bode

Adam Bode served in the U.S. Navy from 2003 to 2008. He deployed to the Persian Gulf three times and completed one tour to Kandahar, Afghanistan.

When he returned home after his discharge, Bode struggled to find employment. He used the GI Bill to advance his education, completing his AS at Antelope Valley College in 2010, then transferring to CSULA to pursue his undergraduate degree. He was hospitalized several times during that period due to service related medical issues and almost dropped out of school.

During his senior year, he applied to over 100 positions. Bode says, “I was at my wits-end and my fiancé and I were a few weeks away from being homeless.” He contacted the Veteran Employment Program offices and enrolled in the

program. Shortly thereafter a Business Services Representative position opened up within the program; Bode interviewed and was offered the job. Now he works with veteran college students to help them prepare for and transition into civilian employment. Bode helps veterans avoid the pitfalls of long employment gaps during the transition from college to career when many find their resources expire, and ultimately may battle with bouts of homelessness which can further impede their ability to secure employment.

Bode’s long term ambition is to become an attorney and help advocate for veterans. Goodwill is fortunate to have such a strong role model and determined individual serving our Veteran Employment Program and we proudly recognize Bode as our Veteran of the Year.



Ruben Garza

Sgt. Ruben Garza served as a drill instructor and tactical communications specialist in the United States Army for seven years, but after his discharge from service in 1983, he found it difficult to obtain sustainable employment.

Underprepared to compete with civilian job seekers, and unsure of how to translate his military skills, he went years without a permanent job and began to give up hope. Amplifying the stress of his job instability, Garza became a single father of three children.

In October 2008, Garza was assaulted and stabbed in a robbery and underwent numerous surgeries and physical rehabilitation, which

left him unable to work. Upon his recovery, he visited his local California Employment Development Department (EDD) office where he saw a flyer for Goodwill. He attended several Goodwill funded workshops including logistics training, résumé development, interview preparation and individualized job development.

Upon completion of a logistics course, Garza was hired in the Trader Joes Distribution Center as a Warehouse Associate where he is currently employed full-time. We commend Ruben Garza for his perseverance and determination to succeed and proudly salute him as our 2013 Veteran of the Year.

2012 Financials

Selected Financial Information

A complete copy of this report from which these numbers were derived is available on our website or on request.

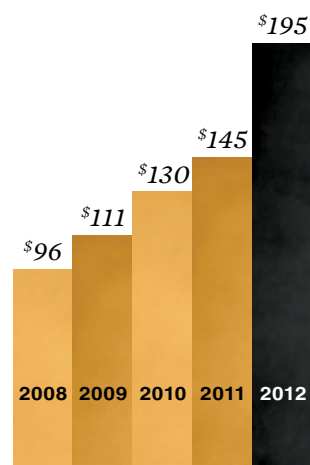
Charity Navigator, an independent charity evaluator, has awarded Goodwill Southern California its twelfth consecutive four-star ranking, the highest available to a nonprofit. In times when donors demand more accountability, transparency and quantifiable results, this ranking demonstrates that Goodwill is worthy of the public's trust, and that every hard-earned dollar gifted to us will be spent wisely. For the full report, please visit charitynavigator.com.

Income	Dollars	Percent	Expenses	Dollars	Percent
Store Sales	\$101,896,944	52.3 %	Stores	\$118,810,910	62.8 %
Merchandise Donations*	67,814,853	34.8 %	Material Handling	31,828,014	16.8 %
Salvage Sales	859,496	0.4 %	Contract Services	7,586,065	4.0 %
Contract Services	7,392,784	3.8 %	Workforce Development	19,346,028	10.2 %
Workforce Development	11,804,186	6.1 %	Fund Development	1,667,377	0.9 %
Fund Development:			General & Administrative	9,850,846	5.2 %
General	2,315,870	1.2 %		
Capital Campaign	1,215,231	0.6 %	Total Operating Expense	\$189,089,240	
Interest and Dividends	246,859	0.1 %			
Gain on Sale of Property	1,130,118	0.6 %	Change in Net Assets		
.....			from Operations	5,587,101	
Total Income	\$194,676,341		Realized and Unrealized Gains	1,474,145	
				
			Increase in Net Assets	\$7,061,246	

* In 2012 we reported the value of donated merchandise at fair value for \$67,814,853.
In 2011 we reported the value of donated merchandise at cost for \$29,621,713

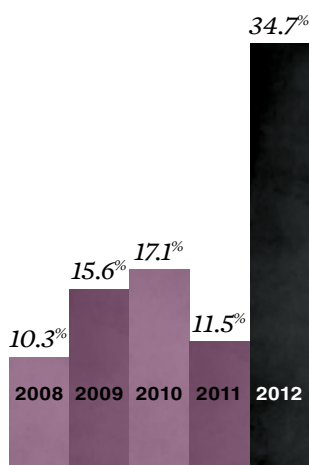
Total Revenue

in Millions of \$



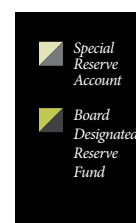
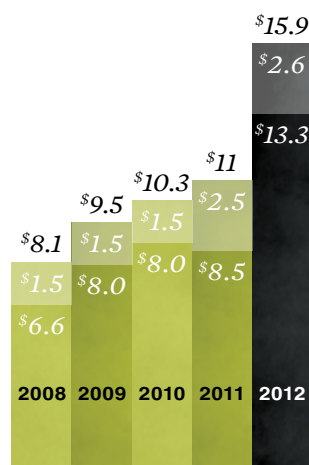
Annual Percent Increase

in Millions of \$



Financial Reserves

in Millions of \$



Top 9 Ways You Can Get Involved in Doing Good.

1. Make a financial contribution.

Give online at GoodwillSoCal.org, or call us at 323.539.2034.

2. Hire Goodwill graduates.

Let Goodwill help you pre-screen, find and retain qualified employees. Call 323.539.2000 for more information.

3. Bring your outdated electronics to any of our retail stores or attended donation centers.

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 888.4.GOODWILL or visit us at 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 anyone of more than 70 Goodwill Southern California's retail stores. Contact us at 888.4.GOODWILL or visit us online at GoodwillSoCal.org to find a location near you.

6. Consider Goodwill for your document imaging, secure shredding, custodial, landscaping or other industrial service needs.

Our diverse workforce provides excellent service at highly competitive prices. Contact us at 323.539.2113 or visit us online at GoodwillSoCal.org for more information.

7. Host a Goodwill Donation Drive Fundraiser.

Earn up to \$1,500 for every 30 bins your organization fills with acceptable new and gently used donated goods. Contact us at 323.539.2092 or visit us online at GoodwillSoCal.org for more information.

8. Host a speaker or take a tour of our facilities.

See first-hand how Goodwill Southern California transforms lives every day. Contact our Community Relations Department at (323) 539-2104 or at info@GoodwillSoCal.org.

9. Remember Goodwill in your will or trust.

Find out how you can help your family and those served by Goodwill by calling Peggy Smith, Senior Director of Major Gifts & Planned Giving 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**

Call 1.888.4.GOODWILL or visit GoodwillSoCal.org for a career center, service or retail location near you.



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California State Department of
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U.S. Department of Labor

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CSUSB College of Business and Public
Administration Business Alliance

Goodwill Industries International

Inland Action

Inland Empire Economic Partnership
(IEEP)

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National Rehabilitation Association

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We regret that space constraints limit the following list to donors of \$250+.

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