



INCLUSION
COMMUNITY
OPPORTUNITY



2018 ANNUAL REPORT



**Goodwill
Southern
California**

20
18

EVERYONE HAS
UNIQUE TALENTS.

EVERYONE HAS
SOMETHING
IMPORTANT AND
MEANINGFUL
TO CONTRIBUTE.

Recent research shows that only 20% of a person's health depends on the healthcare services they receive. The number one factor in determining good health is stable employment. That makes sense given everyone's needs for clothing, healthy food, proper shelter and, most importantly, peace of mind in knowing you can provide for yourself and your family. These essential foundations precede good health.

The basics of life, including work, are particularly important for those we serve - people with barriers to employment. Work as a building block is the focus of our *Tapping the Talents of Unique Populations* initiative. It is our belief that everyone in our community has value, everyone has talent, and if we thoughtfully and creatively work together, we can put that talent to work and change our community in doing so.

Our *Tapping the Talents of Unique Populations* initiative aims to improve employment mobility and economic stability for communities that have been underserved and marginalized, but which offer untapped talent and potential. These communities include individuals with disabilities, disconnected youth, military veterans, people formerly incarcerated, and our neighbors without homes.

At Goodwill Southern California we utilize our vast social enterprise of stores, donation centers, and employment programs to help people in need establish and maintain those vital, stabilizing foundations.

Our generous community helps us accomplish our mission every day by shopping and donating at our stores and donation centers, through financial support, and by sharing the important work we do by word of mouth and on social media.

We thank all of our supporters and our dedicated Goodwill team for working together to propel this initiative forward over the past year and into the years ahead.



Patrick McClenahan
President and CEO



Donald T. Crumrine
Board Chair



GLEN LADSON

OVERCOMING THE ODDS

Valedictorian and proud marching band member Glen Ladson graduated high school in 2011, with a 4.2 GPA and several scholarship opportunities. Unfortunately, he found himself in a situation that required self-defense. He protected himself as best he could but his legal services did not.

Glen was sentenced to seven years in prison. Good behavior cut his sentence to six years and eight months. Upon leaving prison, he received a flyer for HealthRIGHT 360, a reentry program that provides vocational training and classes, including life skills and anger management, to help with the transition out of prison.

HealthRIGHT connected Glen to Goodwill Southern California (GSC) where he enrolled in a three-week janitorial program and completed 300 hours of on-the-job training. On his last day of training, a GSC representative asked about his experience and, subsequently, offered Glen a job.

Glen is a Program Assistant for LA:RISE, helping other members of the reentry population through transitional programs. Every intake group is special to him because he sat in the exact same seat. Because of his experience, Glen cares deeply about helping others transition onward.

LA: RISE

Goodwill Southern California is proud to participate in the LA: RISE program, which creates an employer-driven pathway integrating public, private, non-profit, and educational systems to support individuals on their way to full-time employment. Social enterprises provide supportive work environments that offer on-the-job training and skill development for hard-to-serve populations.



Excitement and pride of accomplishment were palpable during the graduation ceremony of LA: RISE participants.



DEAF CAREER SERVICES

INCLUSION & OPPORTUNITY

Goodwill Southern California's Deaf Career Services addresses barriers to employment and provides job opportunities or referrals to improve skill sets. We coordinate and collaborate with partners who recognize the unique skills, talents, and experience offered by the deaf and hard-of-hearing community.

Our services help the deaf and hard-of-hearing enter the workforce and obtain sustainable employment. Our goal is to empower participants with training and education so they may achieve their maximum potential through increased independence, productivity, and workplace integration.

Assisted technology is available and used on a daily basis, including video phones with operators, available 24/7, who can translate sign language into spoken words and vice versa.

Employment Services Provided Include:

Career Assessment

Work Experience for Practical Application

Job Placement Services

Internships and Networking Opportunities

Communication Technology Provided at Place of Employment

Employment Preparation Services



LARENCE CHON

THANK YOU FOR YOUR SERVICE

In 2007, Larence returned home from military service in Iraq. He went on many job interviews. Employers said “Thank you for your service.” None of them called him back. Feeling that there were no job opportunities for him in civilian life, Larence decided to re-enlist.

During his second deployment with the Army, Larence served as a medic. Larence’s unit depended on him. In combat, Larence kept his team safe in a chaotic environment but it did not come without personal consequences. Larence was hit by multiple Improvised Explosive Devices. However, he was committed to his unit. Although Larence struggled with pain from shrapnel in his body and multiple concussions, he ensured his team made it home safely.

The work took a toll on Larence’s body. He had four discs removed and replaced in his back, suffered two cracked vertebrae, a reconstructed left foot, and years of physical and emotional rehabilitation. Honorably discharged and sent home because of his injuries, Larence once again began a job search.



The Department of Veteran Affairs referred Larence to Goodwill Southern California to participate in our Veteran Work Assessment Program. After spending three months with us, he found a job working for Goodwill SoCal. Today Larence supports his veteran brothers and sisters by taking care of them during their reentry into civilian life.

“Goodwill helps veterans with everything they need,” says Larence. “They help you with training, job placement, clothing, and transportation.”

Goodwill takes pride supporting our nation’s veterans. Larence sacrificed for the sake of his country every day while on the battlefield. He now helps other veterans the way Goodwill helped him.



MEET FAVIOLA

PROVIDING FOR HER FAMILY

Faviola, single mother of three, was unemployed and homeless with minimal education. “It was very hard on my children, especially on my oldest, because he knew he didn’t have a home,” said Faviola. The family hit rock bottom. Living with no car, limited food and water, Faviola was discouraged because employers wanted applicants with either experience or education.

In November 2017, Faviola made the decision to provide a better life for her family. She saw a Facebook post for Goodwill Southern California’s Victorville Youth Services Program and contacted Goodwill.

The Goodwill team helped Faviola with supportive services for her children, transportation, and education to become a Certified Nursing Assistant (CNA). The team provided her with support and encouragement to have confidence that she would succeed.

“Since my first day, I felt at home. Goodwill took care of everything,” said Faviola. “There are no words to describe what Goodwill SoCal has done for me.”

Now Faviola is not only working full-time, but she is also going back to school to become a Registered Nurse. Despite being a full-time mom, full-time CNA, and a full-time student, Faviola still keeps in close contact with the Victorville Goodwill team. Faviola is planning to graduate with her Associate’s degree in nursing by Fall 2019.

“There are no words to describe what Goodwill SoCal has done for me.”



DIRECT TO GARMENT PRINTING

SKILLS TRAINING

In 2018, GSC introduced a new employment training opportunity for program participants with disabilities and disadvantages. Our Direct to Garment Printing department offers skills training and paid, hands-on work experience in digital apparel printing.

Participants learn the garment printing process from start to finish including working with computer software to upload designs, pretreating garments to prepare them for the printing process, using a heat press to dry garments, positioning, printing, curing and packaging. Participants take pride in the finished products that are printed for a variety of customers throughout Southern California.

The ultimate goal of course, is to help our participants develop skills that will take them beyond GSC and into sustainable employment in the community.





“ It speaks well that these universities, during a very busy week, took the time to fit a public service project into their schedule. ”

- Patrick McClenahan, President and CEO of Goodwill Southern California



TEAM UP 4 GOODWILL

In December 2018, GSC hosted a “Team Up 4 Goodwill” Public Service Event with the 2019 Rose Bowl teams at our Community Enrichment Center in Atwater Village. University leadership, students, cheerleaders, bands, and alumni volunteers from The Ohio State University and The University of Washington

worked side by side on a joint service project assisting with a donation drive, participating in an art project with program participants and sorting, organizing and preparing merchandise for sale at GSC’s retail and outlet stores. These fierce on-the-field competitors teamed up to Do Good for our community in an event we hope will become an annual tradition!

INNOVATIVE PARTNERSHIP CREATES JOBS, TRANSFORMS LIVES

Goodwill Southern California (GSC) and Kaiser Permanente have joined forces to provide good jobs for people with barriers to employment. The collaboration is part of Kaiser Permanente Southern California's High Impact Hiring initiative to attract and retain excellent workers while expanding opportunities for people who experience barriers to employment in under-resourced communities that Kaiser serves.

Kaiser Permanente Southern California is working to improve the upstream economic conditions that impact health. Creating jobs can lead to better economic security so individuals and families can meet their basic needs for health and well-being, from accessing quality health care to buying nutritious food.

In January 2018, GSC began helping Kaiser Permanente match work-ready individuals with entry-level positions at Kaiser in Fontana, Ontario, and Riverside medical centers. These positions in housekeeping, the appointment center, and food and nutrition services are critical to delivering safe, quality care and ensuring hospital operational efficiency. The jobs previously exceeded a 50% turnover rate. The partnership is showing remarkable results, filling over 90 positions with a retention rate of approximately 90%.

"Kaiser Permanente's High Impact Hiring program is a great example of how a mission-driven organization can truly step up and improve lives," said Patrick McClenahan, President and CEO of GSC. "I challenge other employers to follow Kaiser's lead and join us in making good jobs available to those who need a hand up, and an opportunity."

Other Kaiser Permanente Southern California medical centers are now pursuing similar high impact hiring collaborations with community-based organizations like Goodwill.



GSC's Tapping the Talents of Unique Populations Forum in Ontario, September 2018, brought community leaders together to discuss the importance of partnerships in strengthening the local workforce economy.



Sections reprinted from a Kaiser Permanente article printed 4/29/19.



GSC President and CEO, Patrick McClenahan, Los Angeles County Supervisor, Hilda Solis, and other dignitaries celebrate the grand opening of the East San Gabriel Valley AJCC.

Photo Credit: County of Los Angeles

ONE-STOP-SHOP

On May 10, 2018, hundreds gathered for the ribbon cutting and grand opening of the East San Gabriel Valley America's Job Center of California (AJCC). The AJCC opened at the Hacienda La Puente Unified School District at their Adult Education Willow Campus. The AJCC, operated by Goodwill Southern California, is a one-stop-shop for workforce services.

The East San Gabriel Valley AJCC provides job seekers with assistance in assessing skills, finding job opportunities, help preparing a resume, accessing academic support and more. This is the first AJCC in Los Angeles County to open on a school district facility.

"We strive to enhance the dignity and quality of life of individuals and families through education and skill training. We are proud to be the operator of this AJCC which will help build the skills and career goals of many individuals," said Patrick McClenahan.

OUR SOCIAL ENTERPRISE IN ACTION

86 STORES



43



ATTENDED
DONATION CENTERS

18M

SHOPPERS PER YEAR



3,000

EMPLOYEES



100M

POUNDS OF REUSABLE
OR RECYCLABLE GOODS
DIVERTED FROM
LANDFILLS ANNUALLY



19

BOOK STORES



102

YEARS AT WORK IN
OUR COMMUNITIES



FALL IS THE SEASON OF GOODWILL

AUTUMN GIVING CAMPAIGN



Goodwill Southern California (GSC) launched the Season of Goodwill giving campaign in the fall of 2018, to promote the various ways the public can support our mission of Transforming Lives Through the Power of Work.

Most people know Goodwill as a great place to donate gently used clothing, furniture and home goods. However, many are unaware there are various other ways to help fund our employment programs and services for people with disabilities and disadvantages.

For over 100 years, GSC has improved our local community, training and placing thousands into sustainable jobs. The Season of Goodwill serves as a reminder for the community-at-large how we all benefit from an active and healthy workforce, because we all deserve to benefit from a thriving economy.

The organization hosted a series of local events, giving initiatives, tours, and community building exercises to reach out and raise awareness of the GOOD that Goodwill SoCal does every day!

Text **FALL**
to 707070

to support our
employment
programs and make
a tax deductible
donation*



Donate
your **Vehicle**

call (800) 898-8285
to learn more or for
FREE pick-up

FALL IS THE
SEASON
of **GOODWILL**

Donate
your **Goods**

visit us online at
GoodwillSoCal.org
to find your nearest
donation center



Plan your
Legacy

contact us at
(323) 539-2110 or
legacy@goodwillsoocal.org
to learn about planned
giving opportunities

2018

FINANCIALS

Goodwill Southern California is grateful to all donors who made a financial or in-kind contribution in 2018. Your support enables us to Transform Lives Through the Power of Work.

Selected Financial Information. A complete copy of the report from which these numbers were derived is available on our website or on request.

(\$000s)

Income

Retail Services (Note 1)	208,049
Workforce Development (WCD)	13,033
Contract Services	7,817
Fund Development	7,760
Other (including gain on sale of property)	1,020
Interest and Dividends	509
Total Income	\$238,188

Note 1: Retail Service Income includes the fair value of donated goods of \$83.1M.

Expenses

Retail Services (Note 2)	197,420
Workforce Development	19,866
Contract Services	7,667
Total Program Services	224,953
Management and General	9,734
Fundraising	2,441
Total Expenses	\$237,127

Realized and Unrealized Gains	(1,056)
Change in Net Assets	4

Note 2: Retail Service Expenses includes the fair value of donated goods of \$81.6M.



HOW IT WORKS:

Your donated goods are sold in our stores. This revenue provides the support needed to operate our mission-integrated social enterprise of more than 80 retail stores, 19 book stores, and more than 40 donation centers, including the employment of more than 3,000 employees.

In addition, this funding (along with individual donations, foundation and government grants) supports our talented and passionate Workforce and Career Development team. This team operates eight centers that provide program services including job counseling, training, placement and coaching.

These programs are particularly impactful for those in our community with the greatest barriers to employment and truly Transform Lives Through the Power of Work.

This is all made possible with your generous donations.

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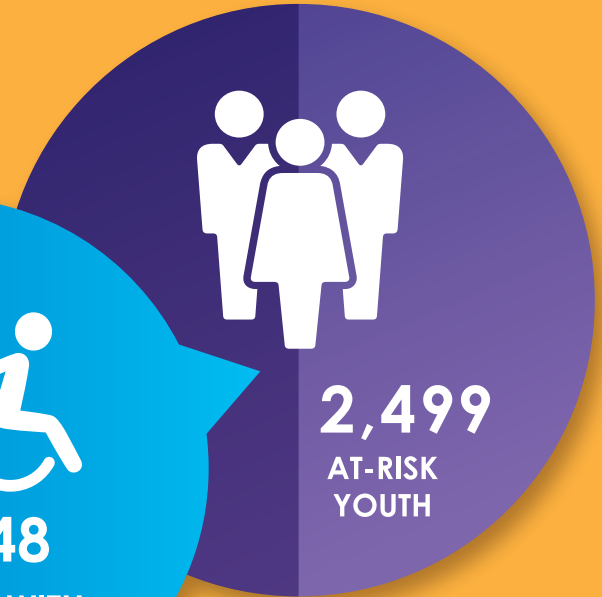
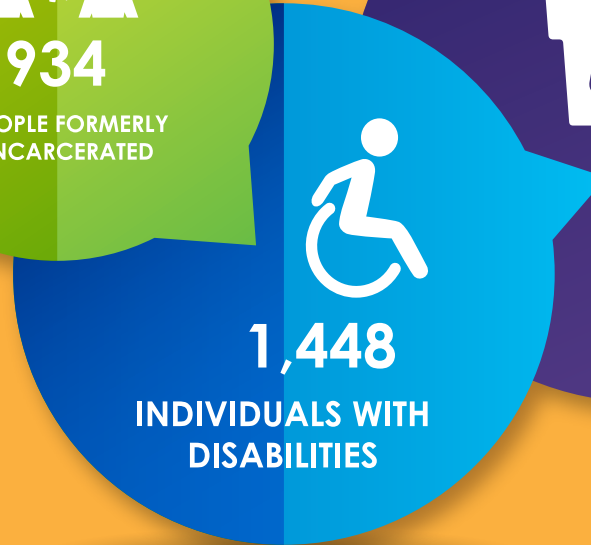
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Executive Vice President, Studley

STEPHEN R. WATT
Wells Fargo Bank (ret)

2018: BY THE NUMBERS

18,149

INDIVIDUALS SERVED



In addition to the groups listed, Goodwill Southern California also works with unemployed and underemployed individuals, immigrant communities, and individuals with limited English proficiency.

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

For a retail store, outlet store, book store, attended donation center, employment center, youth center or secure shredding nearest you, please call or visit us online at GoodwillSoCal.org.

Toll free | 888.4.GOODWILL or 888.446.6394 Local | 323.223.1211



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