



GOODWILL SAN ANTONIO

2014 COMMUNITY IMPACT REPORT

Serving San Antonio, Laredo,
New Braunfels, Seguin and
Surrounding Communities.



Dear Friends of Goodwill,

Reflecting on 2014, we saw a year of hopes fulfilled, on many fronts, and the promise of an even greater future!

Welcome to Goodwill Industries of San Antonio's 2014 Community Impact Report, in which we are pleased to present the agency's accomplishments during the past year.

We began serving the community nearly 70 years ago, and in 1946, Goodwill of San Antonio opened its very first store. In their first year, store sales totalled \$13,467.98. In 2014, revenues from retail operations, contracts and other sources of income totalled \$63 million. In addition, Goodwill of San Antonio operated 18 retail stores, 32 donation stations, 11 Good Careers Centers, 17 government contracts and 3 Good Careers Academies in San Antonio, Laredo, New Braunfels and Seguin.

Amid some of the most challenging economic times this country has seen, we have managed to experience tremendous growth within our core contracts and retail operations, which has allowed us to expand our impact on individuals, businesses, communities and the environment. We are advancing businesses through our recruitment and contract services as well as green business lines. We are enriching communities through education, training, youth programs and partnerships to create a positive economic impact. In 2014, we placed 2,154 people in competitive jobs and aided over 50,000 with job-related services.

Many, many thanks to those who made 2014 our most successful year yet; the Goodwill staff; its volunteers, including our Board of Directors and Advisors; donors and partners. Through your support, we look forward to an equally rewarding 2015.



Rob Glenn
Chair, Board of Directors
Goodwill Industries of San Antonio



Marla L. Jackson
President & Chief Executive Officer
Goodwill Industries of San Antonio



The Goodwill Mission

Goodwill helps change lives through the power of work.

Our mission comes to life by empowering people who want to begin, maintain or advance their careers. Together with the support of our generous community, partners and employers, Goodwill provides employment, training, educational opportunities and related services.

OUR VISION

We envision a community powered by a skilled workforce, successful businesses and a strong economy.

Our vision is to provide high quality, valued resources for career, educational and life-skill solutions that prepare individuals for success and prosperity.

OUR VALUES

Goodwill believes people are our most valuable resource.

We celebrate each person's God-given talents and unique backgrounds. Respect is measured by how we treat each other, by the contributions that flow from our diversity and by living our values – Service, Teamwork, Ethics, Passion (STEP).

THE GOODWILL MISSION

Veterans Resource & Career Center

Goodwill has a long and proud history of serving our country's Veterans and their families as they transition to civilian life.



TOP The Veterans Resource & Career Center grand opening took place on June 25, 2014.

RIGHT Representative Joaquin Castro and Councilman Ray Lopez helped Goodwill celebrate their one year partnership with Starbucks on December 15, 2014.



"In the Army, I was once told by my superior 'if you want something bad enough go get it. Go get what's yours'. Goodwill does that by providing us with the knowledge and capability to go out and get what's ours no matter what challenge may lie before us."

- Travis McCausland
Recognition Programs Associate
Goodwill Contract Services



In June 2014, we opened the Goodwill Veterans Resource and Career Center adjacent to the Bulverde Road and Loop 1604 store as a dedicated center serving Veterans and their family members. Goodwill understands the many challenges Veterans face, and they stand ready to help translate military skills into meaningful civilian work.

Services Offered

- » Job placement assistance
- » Job search and matching assistance for active military spouses
- » Assessments of military skills that transfer to civilian work
- » Résumé preparation and interview skills instruction
- » Information and enrollment support for Good Careers Academy certification programs

Major Corporate Partners

Our major corporate partners, including Starbucks and the Walmart Foundation, contribute vital funding to programs specifically designed to support the many men and women who have served and sacrificed for our country.

The Starbucks store at 8227 State Highway 151 (at Loop 410) at Westover Hills is a Starbucks Veterans Community Store, one of only two of its kind in the nation. Ten cents from every transaction at this Starbucks location helps to fund Goodwill San Antonio Veterans' programs and services here locally. This funding model creates a reliable stream of resources for Veterans' outreach initiatives and creates a space for community engagement and interaction.

A grant from the Walmart Foundation enables our **Operation: GoodJobs** program to match Veterans with employers, provide them with job search assistance, free employment placement screening and additional support services. Each participant receives a complete career assessment and an individualized professional development plan.

2014 COMMUNITY IMPACT

Veterans Support

334

Veterans and their family members received intensive services at the Goodwill Veterans Resource and Career Center

152

Veterans and their family members placed in competitive jobs

\$3.8 Million

Community Economic Impact in salaries from placement of Veterans and family members in diverse, competitive jobs annually



STARBUCKS

Walmart

© 2015 Starbucks Corporation. All rights reserved.
© 2015 Wal-Mart Stores, Inc.
All rights reserved.

THE GOODWILL MISSION

Good Careers Academy

Good Careers Academy provides certification-based training and education. Over 200 individuals each year enroll at Good Careers Academy, getting the assistance they need to fulfill their dreams and change their lives and the lives of their families.



Accreditation & Affordability

With a belief that individuals should be able to get ahead without getting in debt, tuition for Good Careers Academy is a fraction of the cost of proprietary schools. In addition, Good Careers Academy subsidizes the majority of tuition costs and also provides tuition assistance for those who qualify, making quality education and career opportunities accessible and affordable for everyone.

The Academy is proud to be accredited by both the Council on Occupational Education and the Texas Workforce Commission.



Good Careers Academy Programs

Guided by an Industry Alliance Council comprised of local business and community leaders that keep us abreast of employment trends, our curriculum focuses on high-demand career fields, with all programs designed to be completed in one year or less.

- » Administrative Assistant
- » Commercial Driver License
- » Computer Support Specialist
- » Medical Front Office/Medical Coding
- » Medical Assistant
- » Medical Secretary
- » Nurse's Aide
- » Pharmacy Technician

Upon course completion, students may be eligible to take the certification exams, as appropriate.



“As a single mother, Goodwill provided me with an affordable education that allows me to support my family in a growing career field.”

- Virginia Finster CPhT
Good Careers Academy Graduate,
Pharmacy Technician Program

2014 COMMUNITY IMPACT

Good Careers Academy

90% Placement Rate

For our Commercial Driver License (CDL) program

85% Placement Rate

For all programs exceeding current industry standards of 60%

70% Completion Rate

For all programs exceeding current industry standards of 50%

\$27.5 Million

Since 2009, the amount of combined wages earned by Good Careers Academy students, over a full year of employment following graduation



High School Partnerships

In 2014, Good Careers Academy focused on preparing youth in our community for the workforce and/or post-secondary education by offering job training programs within the high school setting. Good Careers Academy partnered with Lytle ISD to offer the Pharmacy Technician program and also partnered with Hondo ISD and North East ISD in San Antonio to offer Certified Nurse’s Aide training. Through these training programs, students gained marketable skills to position them for immediate employment upon graduation.

Job Placement

Good Careers Academy partners with trusted employers to build programs tailored to give students a competitive edge once they are ready to enter the workforce. Students participate in on-the-job internships and also receive job placement assistance upon completion. Each student has access to career coaching, résumé help, job leads, job fair opportunities and one-on-one networking.

THE GOODWILL MISSION

Good Careers Centers

Good Careers Centers are a **free** community resource providing résumé and job search assistance to help people prepare for, find and retain jobs.



"Having a CDL Class 'A' certification opens doors of opportunity. I get to live my dreams all because of Good Careers Academy."

- Martha Lugo
*Good Careers Academy Graduate,
 Commercial Driver License Program*



Good Careers Centers

In 2014, in response to the need we saw while working in partnership with the Eastside Promise Neighborhood grant, we approved the opening of our first Good Careers Center on the eastside. All 11 Good Careers Center locations offer computer technology with access to databases of available positions throughout the region. Trained team members provide career exploration assistance, and ultimately, a defined individual career development plan. In addition, Goodwill San Antonio provides coordinated coaching and support services. Assessments help evaluate underlying family needs that are often the root cause for unemployment such as lack of transportation, childcare, literacy and more.

Good Choices Portal

While finding and obtaining employment is an important step to a better life, many are challenged to sustain employment due to other life-related factors. To help individuals and families connect with organizations that provide additional services needed, Goodwill San Antonio developed our Good Choices Portal. Good Choices focuses on addressing needs and providing assistance in the areas of Work Supports, Health & Wellness, Career Progression and Financial Strengthening. This free online portal is a web-based resource with 35 community referral partners and 110 providers.



In 2014, Goodwill received a three-year accreditation from the Commission on Accreditation of Rehabilitation Facilities.

2014 COMMUNITY IMPACT

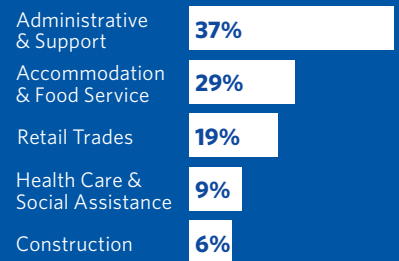
Good Careers Centers

51,605

Individuals served through our Good Careers Centers

2,154

People placed in competitive jobs in the following industries:



\$14.88

Average hourly wage

5,563

People enrolled in the Good Choices portal

THE GOODWILL MISSION

Contract Services

Goodwill Contract Services provides employment opportunities to 450 individuals, and delivers a wide variety of quality services to public and private employers.

Goodwill Contract Services

Goodwill Contract Services is recognized for having superior customer relationships, a strong management team and a quality work environment in which they consistently maintain a 100% customer satisfaction rating. As a result of this sustained performance excellence, Contract Services experienced more than 20% growth in 2014.

With over 20 years of experience, Goodwill Contract Services manages 17 contracts with the federal government and the City of San Antonio, ranging from document management to grounds maintenance.

Goodwill Contract Services is proud to employ 450 team members to include 102 Veterans, 81 of whom are service-disabled. Of the 450 team members, 87% have a significant disability.



Services Available

Document Management

Document management services to include imaging and digitization, records disposal, filing/storage/retrieval, warehousing, workflow development, temp staffing, medical transcription services and more.

Grounds Maintenance

Comprehensive commercial landscape services to include a wide range of grounds maintenance, tree/shrub care, landscaping and irrigation services. Nearly 3,900 acres are currently maintained.

Facilities Management

Facilities management services to include janitorial, flooring, HVAC and general maintenance services.



Government and Military

As a trusted contractor for the U.S. Department of Defense and Department of Veterans' Affairs, Goodwill San Antonio Contract Services has a presence on every military installation in San Antonio as well as Laughlin Air Force Base in Del Rio, Texas. The military has repeatedly recognized Goodwill San Antonio for accuracy and performance quality.

In 2014, team members in the Army medical records and Air Force medical records contracts both received outstanding performance ratings, achieving a 100 percent on-time rate while processing 168,000 medical records (Army) and 66,000 medical records (Air Force). Each record has thousands of images, adding up to 60 million images scanned every year: 33 million for the Army and 27 million for the Air Force. In addition, 83 team members were added to the Army Medical Records contract.

Public Sector

Goodwill San Antonio Contract Services is expanding into the public sector offering services such as commercial landscaping, document management and facilities management. The vision is to become a diversified organization, recognized in the community as a provider of complete business solutions that enhance the success of clients.

2014 COMMUNITY IMPACT

Contract Services

\$29 Million
Revenue generated

\$11.5 Million
Earnings for people with significant disabilities; one of the populations with the highest unemployment rate

17 Government Contracts
Providing employment opportunities for 450 individuals, 87% of whom have a significant disability

100% On-Time Rate
Processing over 230,000 medical records for the US Army and Air Force

THE GOODWILL MISSION

Donation Stations & Retail Stores

Goodwill San Antonio is a social enterprise with a unique business model. Revenue generated from the sale of donations funds training for employment, prepares youth for today's workforce, and helps Veterans transition to civilian life.

Donations

At Goodwill San Antonio, donors become job creators, and every donation becomes the valued means for funding opportunities to provide individuals with the skills and training necessary to build career paths for upwards mobility.

Partners for Good

Goodwill San Antonio provides non-profit organizations an opportunity to raise funds for their organization by hosting a Goodwill donation drive. In 2014, 37 community partners helped change lives through the power of work by participating in a "Partners for Good" donation event, including schools, clubs, sports teams and associations.

A letter from a Donor...

I want to give the guy at the Goodwill Summit Store (I believe I heard him say his name was Luis) KUDOS....I went to donate some items that belonged to my father that I have had in my car since my father passed in February....I finally thought I was ready on Monday. As I went through the baskets some were easy to put into the blue rolling bin, but when I got to his suspenders and belt...I lost it. You see, I was a daddy's girl and Hospice gave him 6 months to 1 year to live when he went home from the hospital on Christmas Eve. He was diagnosed with Pulmonary Fibrosis. Well, God was ready for him earlier than we planned. I could go on and on, but when I broke down the wonderful gentleman came and asked me if I was ok, and hugged me. He said I was making him sentimental, but he did not hesitate to offer help, to offer me time, to take a moment and share my sadness, my emptiness. It was amazing. I am not sure if he works there or is volunteering his time...but God put him in the right place and I will never forget how he made me feel....KUDOS to your team... I am a faithful Goodwill shopper, but now it will be part of my mission to assure everyone knows my experience and how something that others see as a basic donation was a truly an experience that brought me comfort and made a difference in my life...SOUNDS crazy!! But super excited we shared it together.

- Donor at the Goodwill Summit Store - May 2014



Retail Stores

Retail stores continue to provide a critical means for funding our mission as well as providing an opportunity to engage directly with the community. **Nearly 90 cents of every dollar generated from the sale of donated items within stores or online funds training programs offered through our Good Careers Academies and Good Careers Centers.**

This past year, our Retail team further enhanced the customer shopping experience by implementing new merchandising strategies, strengthening our mission messaging, and hosting multiple in-store shopping and seasonal fashion events throughout the year.

e-Commerce

2014 saw continued expansion in Goodwill San Antonio's e-commerce division. Offering shoppers a simple and convenient way to purchase books, collectibles and other unique treasures, sales through shopgoodwill.com, eBay and Amazon generated \$1.2 million.

Goodwill San Antonio sells over 45,000 books online annually via our Amazon and eBay stores. Every 11 minutes, someone purchases a book from Goodwill, which contributes to funding educational programs and services that assist people in finding better jobs and building long-term, successful careers.

2014 COMMUNITY IMPACT

Donation Stations and Retail Stores

\$32 Million

Total sales

\$1.2 Million

Online sales through shopgoodwill.com, Amazon and eBay

18

Retail stores

2.3 Million

Shopper transactions

32

Donation stations

726,678

Donor transactions



11.2 Million pounds of items recycled

Items diverted from area landfills that is Goodwill San Antonio's Ecological "Green Impact"

Partner With Us



While 2014 proved to be another transformational year for Goodwill San Antonio, we continue to move ahead to further carry out the heart of our mission – **to help change lives through the power of work.**

Through innovation and continuous improvement opportunities, we enthusiastically set our sights towards the future with the goal of expanding our workforce development programs and services to help more individuals, families and businesses reach their true and fullest potential.

Our success, however, is not achieved alone. It is only with the support of you – our donors, shoppers, volunteers, employers, and business partners that we are able to impact more than 50,000 people on an annual basis.

Partner with us to positively impact someone's future by:

Individual Contributions

- » Donate clothing and household items
- » Donate a vehicle (1-800-826-0980)
- » Donate Furniture
- » Shop at Goodwill San Antonio stores
- » Shop online at goodwillsonline.com
- » Volunteer
- » Mentor a student
- » Make a tax-deductible cash donation
- » Setup a student/Veteran scholarship fund
- » Leave a Legacy Gift in someone's memory
- » Share our mission with friends and family
- » Connect with us online at Facebook, Twitter, LinkedIn, Pinterest, and YouTube

Business Contributions

- » Provide job opportunities
- » Fund education and job training programs
- » Develop training and certification classes
- » Host a Partners for Good Donation Drive
- » Refer a job seeker
- » Hire a Good Careers Academy graduate
- » Support Veterans Services / Hire a Veteran
- » Sponsor a Goodwill San Antonio event

2014 FINANCIAL SUMMARY

The Community Investment

Sales of Donated Goods	\$31,974,396
Contract Earnings	\$27,931,850
Workforce Development and Education	\$1,609,616
United Way	\$675,720
Other	\$959,402

The Community Investment **\$63,150,984**

Goodwill Returns to the Community

Wages, Benefits and Taxes	\$39,938,045
Supplies and Services	\$7,890,781
Facility and Operating Expenses	\$9,608,043
Investment in Future Facilities and Programs	\$3,513,125
Other	\$2,200,990

The Community Returns **\$63,150,984**

2014 BOARD OF DIRECTORS

Rob Glenn

CHAIR
The Bank of San Antonio

Janelle Sykes

VICE CHAIR
C.H. Guenther & Son

Sybel Pici

IMMEDIATE PAST CHAIR
Retired / McDonald's

Janice Flynn

TREASURER, AUDIT
COMMITTEE CHAIR
Rackspace

Dr. Mary Stefl

SECRETARY
Trinity University

Justin Barbour

HR COMMITTEE CHAIR
Schmoyer Reinhard

Elizabeth Garretson

MISSION/BUSINESS
DEVELOPMENT COMMITTEE
CHAIR
USAA

Charles Lutz, III

BOARD DEVELOPMENT COMMITTEE CHAIR
Intercontinental Wealth
Advisors

John Matey

FINANCE COMMITTEE CHAIR
Broadway Bank

Matthew Burton

Valero

Dr. Ken Davis

Methodist Healthcare
System

Erin Fogarty

HOLT CAT

Barbara Gentry

Retired / USAA

Gil Gonzalez

UTSA Institute for
Economic Development

Jackie Gorman

San Antonio for Growth
on the Eastside

David Held

Endura Advisory Group

Kent Krauss

Retired / San Antonio
Business Journal

Shokare Nakpodia

The Mighty Group

Francine

Prosser-Johnson

South Texas Center
For Pediatric Care

Allan Smith

Law office of
Allan F. Smith

Renee Watson

Bexar County Small
Minority and Women
Owned Business Enterprise

2014 COMMUNITY IMPACT

Overall Impact

90¢

Nearly 90¢ of every dollar generated is spent directly on fulfilling the Goodwill mission

2,154

People placed in competitive jobs

51,605

Individuals served through our Good Careers Centers

\$17 Million

Community Economic Impact from placement of individuals in competitive jobs annually



GOODWILL HELPS CHANGE LIVES THROUGH THE POWER OF WORK

Goodwill Industries of San Antonio

406 W. Commerce, San Antonio TX 78207 • www.goodwillsa.org

Goodwill Industries of San Antonio is a Section 501(c)(3) non-profit social enterprise

