



## 2020 Impact Report

# The Power of Work



# Goodwill Columbus: Advancing economic mobility through the power of work.

2020 was a year like no other. With the temporary closing of our Retail stores, and Custodial, Security and Supported Living staff on the frontlines of the pandemic, Goodwill was challenged to keep our economic engine churning while providing critical services for those most in need in our community.

With courage and compassion, our team adapted during one of the most difficult periods in our history. Workforce Development pivoted to meet the ever-growing need for services by assisting clients virtually. Our Auto Auction went online, expanding its reach. Adult Day Services and Work and Community Services provided virtual educational programming to the individuals we serve throughout the pandemic.

We continued to move forward and leaned harder into our strategic goal of equipping 100,000 individuals with the tools to advance economic mobility through the power of work by 2030.

Simply put, the power of work can transform individuals, families and communities.

Special thanks to our dedicated employees and valued donors, volunteers, shoppers and community partners who help the people we serve learn, grow and advance.

Here's to a continued and brighter future.



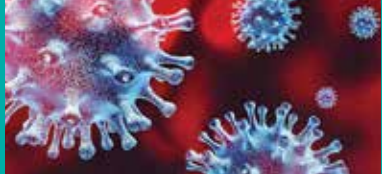
Ryan Burgess  
President & CEO



Marc Reitter  
2021 Board Chair

## The Power of Work

Goodwill  
served 2,396  
individuals  
in 2020



# Responding to COVID-19

The pandemic hit Goodwill Columbus head on, causing us to create new processes and best practices to ensure our organization's stability.

**Workforce Development** leveraged Facebook and YouTube to support job coaching and career development. Video conferencing, phone and social media sessions delivered training on resumes, interviewing, job searching, and IT, Healthcare, and Hospitality Management credentialing.

**Adult Day Services** and **Work and Community Services** engaged additional health and safety protocols following Ohio Department of Developmental Disabilities guidelines and connected with individuals at least weekly. We implemented one-on-one home services, virtual health and wellness activities and vocational and job training, and began a start-up business creating masks for the community.

**Supported Living** redefined the term "essential," providing care to 94 individuals with developmental disabilities in 50 homes. Our staff continues to provide 24-hour on-call support, medication administration, and behavior support, while vigilantly focusing on safety protocols.

**Business Services:** Our Custodial and Security teams were on the forefront of the pandemic, becoming experts on masks, pandemic cleaning and safety protocols and persevering to deliver for our clients.

**Retail and Auto Auction:** The necessary retail store closures saw a bare-bones staff covering donation doors, warehouse, and e-commerce for two months. When our stores reopened, new safety procedures like one-way aisles, masks, and lowered capacity were implemented. Our Auto Auction moved to an online platform, where the average vehicle price jumped, helping to offset some of the pandemic's blow.



More than **675**  
**individuals**  
were employed in our retail  
stores in 2020



# The Power of Work

With a goal of equipping 100,000 people with the tools to advance economic mobility by 2030, Goodwill's Workforce Development team is training individuals for in-demand professions in information technology, healthcare, hospitality and lodging and retail. In 2020, 106 individuals earned industry-recognized credentials and 281 were placed into competitive employment.

In collaboration with OhioMeansJobs, Equus, Columbus Urban League and Jewish Family Services, Goodwill provided training to 726 individuals through job workshops and placed 151 individuals into competitive employment with an average wage of \$23.45.

## Numbers Served

Adult Day Services – 335  
Work and Community Services – 152  
Supported Living – 94  
Workforce Development – 2,396

## Next Best Job Average Wage

IT – \$15.49  
Healthcare – \$13.65  
Warehouse and Education – \$14.30

## First Job Average Wage

Retail, Hospitality and Lodging – \$11.07

More than

**\$1.2 Million**

in New Wages earned by Goodwill clients thanks to our Workforce Development programs in 2020

**707,880** Hours of Service

provided to **1,670** Job Seekers by  
Goodwill Career Consultants in 2020





## Helping Our Employees Learn, Grow & Advance

With a workforce of more than 1,000 employees, Goodwill ranks as a top 100 employer in Franklin County, and the fourth largest health and human service agency in Central Ohio. Our mission of transforming the lives of individuals through the power of work is not limited to the people we serve. We apply this same commitment to the growth and development of our 1,000+ employees.

- Diversity, Equity and Inclusion - more than 50% of our internal promotions in 2020 were people of color.
- Several business units exceeded our goal of filling 50% of promotable positions with internal employees including Retail store leaders, Custodial management, Human Resources, Unarmed Security, Supported Living, Work and Community Services, and Adult Day Services.
- In 2020, nearly 22% of our total workforce had a documented disability - 413 individuals.
- More than 19% of new hires in 2020 had a documented disability.



Nearly **22%** of our total workforce in 2020 had a documented disability



More than **50%** of our promotable positions were filled internally in 2020

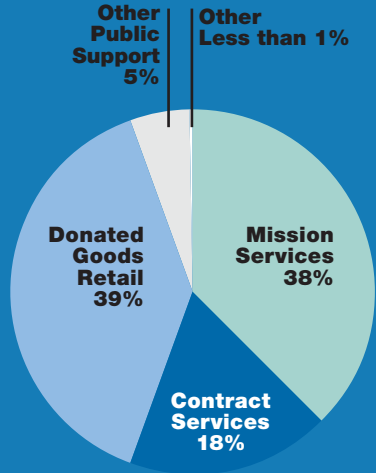


# Goodwill By the Numbers

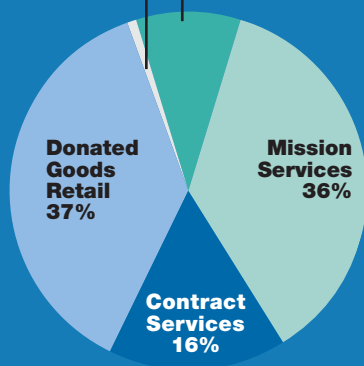
## What the Community Gave

(Audited)

|                      |                      |
|----------------------|----------------------|
| Mission Services     | \$ 19,231,240        |
| Contract Services    | \$ 9,333,463         |
| Donated Goods Retail | \$ 19,942,324        |
| Other Public Support | \$ 2,668,262         |
| Other                | \$ 105,227           |
| <b>Total</b>         | <b>\$ 51,280,516</b> |



**Fundraising** 1%  
**Administrative Support** 10%



## What Goodwill Gave Back

(Audited)

|                        |                      |
|------------------------|----------------------|
| Mission Services       | \$ 18,763,264        |
| Contract Services      | \$ 8,328,382         |
| Donated Goods Retail   | \$ 19,232,067        |
| Fundraising            | \$ 361,990           |
| Administrative Support | \$ 4,863,080         |
| <b>Total</b>           | <b>\$ 51,548,783</b> |
| <b>Net</b>             | <b>\$ (268,267)</b>  |



# Green Snapshot

Last year, nearly **6.9 million pounds** of material were diverted from local landfills thanks to Goodwill. This diversion of materials helped employ more than 675 individuals in our retail stores. All proceeds from donations and our recycling efforts are used to fund programs providing training and employment services to leverage the power of work in the Central Ohio community.



## 6.9 million pounds

diverted from local landfills in 2020 thanks to Goodwill

## Long-Time President and CEO Margie Pizzuti Retires



In March 2021, after 15 years of service, former President and CEO Margie Pizzuti retired from Goodwill Columbus. With a passion for creating Workforce Development opportunities and programs for people to obtain their first and “next best” jobs, transitioning adults with developmental disabilities from facility-based services to integrated community-based settings, and expanding donated goods retail operations, Margie guided the organization through the most significant growth in its 81-year history. We wish Margie the best in her retirement.



Opportunities for Ohioans  
with Disabilities



2020-2021

# Board of Directors

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OhioHealth

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AEP

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Nationwide

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Community Volunteer

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BakerHostetler LLP

**Non-Officer Executive  
Member:** Ken Douglas  
Epcon Communities

**Non-Officer Executive  
Member:** Melissa Laber  
Cardinal Health

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Ice Miller LLP  
Jennifer Beard  
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Community College

Andrea Darby  
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Kirk Dickerson  
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Stephanie Meredith  
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NBBJ

Kari Palmer  
KPMG

Nina Webb-Lawton  
Vorys, Sater, Seymour and  
Pease LLP

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Executive Officer

Mark Koenig  
Chief Financial Officer

Jennifer Marshall  
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Strategy

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Senior Vice President of  
Retail Operations and  
Business Services

Beth Kowalski  
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