

## 2017 Community Report

**ASHLEY** (TEAM MEMBER): "Having a business mentor is important to me, and I have that here. I've been learning a lot from my manager and other leaders at Goodwill." **SANIQUE** (CLIENT): "My quality of life is so very great now." **ROCHELLE** (TEAM MEMBER): "I love my customers. I also love the people I work for. All around, you couldn't ask for a better group of people." **STEVE** (CLIENT): "It's people like Rohan that make businesses grow." **ROHAN** (CLIENT): "You just have to work hard, be diligent and persistent. Never give up, and aim high for what you want. That's what I've accomplished and learned from Goodwill." **MONIQUE** (VOLUNTEER): "When you take pride in your work, you build your self-esteem and as others see that, you are dependable." **STANLEY** (CLIENT): "I am so grateful that Goodwill helped me." **TEENICE** (CLIENT): "I learned a lot through the training programs. Goodwill helped my confidence." **CHRISTOPHER** (CLIENT): "Goodwill made a positive impact on my life." **ROBERT** (CLIENT): "If it wasn't for Goodwill and that team, my life would be a broken piece. Goodwill has been a turning point in my life." **DAVID** (CLIENT): "Goodwill helped me learn things and helped me learn things I never would have learned otherwise." **CALVIN** (CLIENT): "Goodwill has helped me – working with people, learning how a business works, and it's validating to be able to bring home a paycheck." **LORENZO** (CLIENT): "Goodwill made an excellent impact on my life. It led the way for me to do the things I'm doing now. It always be thankful for going to Goodwill." **FERRIS** (VOLUNTEER): "It's a tremendous feeling to know that I have the opportunity to make a positive difference in the lives of others, just by giving a small amount of myself." **ADELE** (CLIENT): "I really don't think I can express how much my coach here has supported me in reaching my goals. We have been working on my communication and I can say I have my VOICE! I'm able to speak and express how I feel. My coach has supported me during my tragedy, she made me aware of just how strong I've become. I really appreciate all that she has done and shown me." **RAVI** (CLIENT): "I learned map reading, framing, wall framing, drywall, and mathematics for construction. After the course, I got my NCER and OSHA 10 certificates. This is a milestone for me, for my family and for my life." **DERRICK** (TEAM MEMBER): "I feel like a leader since I've been working here for a year. I always try to show management that I can do my job in a timely manner, show great customer service, and be considerate of people's needs all along with the things they don't have." **ADELIN** (CLIENT): "Goodwill was a great start and the stepping stone I needed to find a job and will be doing what I'm doing today." **JORDON** (CLIENT): "Goodwill helped get me in front of the right people and helped me gain confidence in myself." **SHONEL** (CLIENT): "With CLC's support, I've become an example of what we can do here we come from does not determine our ability to excel in school and beyond." **JASON** (CLIENT): "Five years from now, moving forward with a purpose, there's nothing that will be able to stop me." **CLIENT**: "Goodwill works. I have a newfound respect for myself. I know Goodwill is here to help me. I don't realize the extent. Everything is here and it's free. This is what I need and let them know what I want." **SANDRA** (CLIENT): "I not only received employment, but I also received a job that was meaningful, and I am able to support my family." **TOM** (DONOR): "Our mission is to improve the human condition by creating employment, measurable and life-changing impact through the Carolinian Goodwill. We believe that by continuing to support Goodwill, we can have a positive impact that can come from serving the whole individual." **ERIN** (VOLUNTEER): "What I most like about volunteering at Goodwill are the possibilities. I feel Goodwill has an openness to new ideas and partnerships that will help improve social capital and economic mobility in our communities. They don't place limits on their efforts. They constantly look for ways to be the difference." **LINDA** (AUTHOR & GUEST SPEAKER): "The work that Goodwill is doing at the Goodwill Opportunity Campus should be happening all over the country. It is a model that I wish we could see more of." **HYRUM** (TEAM MEMBER): "Goodwill gave me an opportunity when I didn't have one. They gave me an avenue to become the person I am today – a leader I didn't know I could be."

**Goodwill**  
Industries of the Southern Piedmont



**OUR VISION:**

**ALL PEOPLE  
IN OUR REGION  
HAVE THE OPPORTUNITY  
TO DEVELOP TO THEIR  
FULLEST  
POTENTIAL  
THROUGH**



**FAMILY-SUSTAINING  
EMPLOYMENT.**

**OUR VALUES:**



**RISES**

to reach its mission by demonstrating these

**CORE VALUES**

**Respect**

We value the contributions of every individual.

**Integrity**

We meet the highest ethical standards.

**Service**

We make life better for individuals, families and communities.

**Excellence**

We embrace continuous improvement, bold creativity and positive change.

**Stewardship**

We are stewards of our community by being socially, financially and environmentally responsible.

# DEAR GOODWILL FRIENDS & FAMILY,

We are in a time of significant change. There is a lot to celebrate, but also a lot to be concerned about. It is often hard to know what to expect for our community, our country and even our world.

But there are a few things we know for sure.

**What we know for sure is...** we have unwavering confidence in Goodwill and our team members' dedication to improving our community.

**What we know for sure is...** overcoming the obstacles that hold people back is complex. Being ranked 50th out of 50 major cities for economic mobility proves that the people we serve in our community face major challenges to climb up that economic ladder and the services we provide are critical to helping them achieve their goals.

**What we know for sure is...** we are a progressive, evolving organization equipped to tackle the issues that affect the people we serve and create positive change in our community.

Our vision is to provide access to the best opportunities to help all people in our region achieve family-sustaining employment and we have a plan with four areas of focus to help advance this vision.

**WE WILL** be a place where people want to work – an employer that takes care of team members, encourages teamwork, listens and provides opportunity to grow.

**WE WILL** focus on providing the most impactful services to help individuals make transformative change for themselves and their families.

**WE WILL** be determined in our pursuit of different businesses and philanthropic support to fund our mission.

**WE WILL** demonstrate great stewardship to maximize our impact.

With hard work, being good to others, taking every opportunity to learn and grow, and with teamwork and shared vision, we will continue to make positive change in this community.

**Work Works Here at Goodwill Industries of the Southern Piedmont!**

Sincerely,

**Chris Jackson** & **Sara Garces-Roselli**  
*President & CEO* *Board Chair*



## 2017 STRATEGIC THEMES FAMILY-SUSTAINING EMPLOYMENT

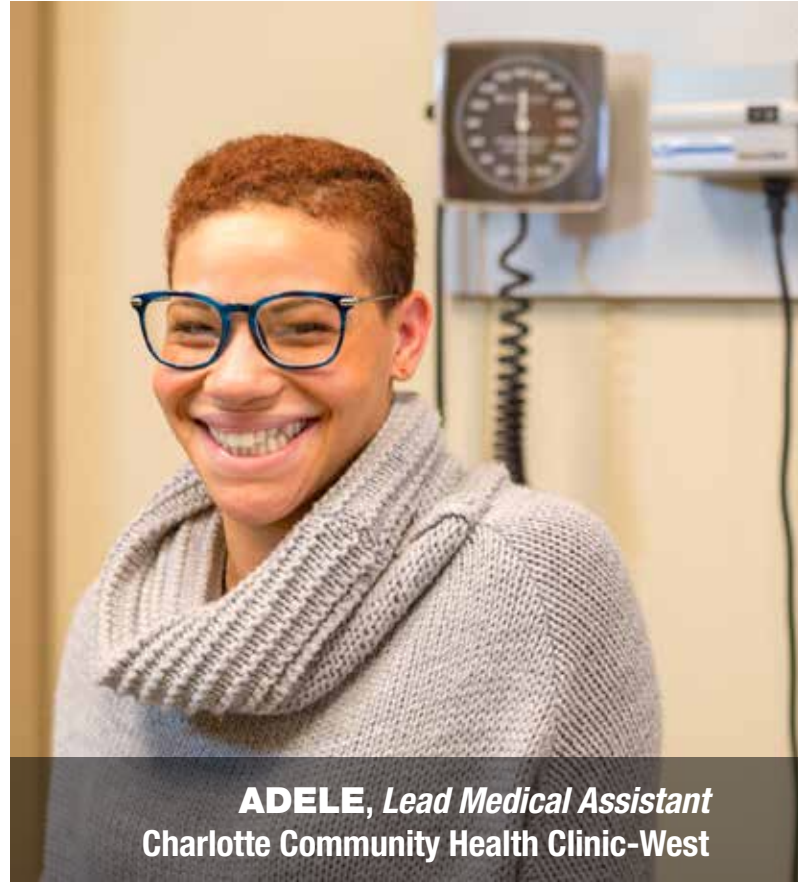


## Adele: Working with Partners to Find Stability and Positivity

In June, Goodwill launched a one-of-a-kind pilot program as part of an enhanced service delivery model — the Economic Mobility Collaborative (EMC). While many programs focused on self-sufficiency aim for short-term outcomes, years of research have taught Goodwill that the journey to stability requires long-term support. That's why the EMC focuses on participants and their families, coaching them through the challenges that arise as they strive to become independent. The programs focus on five key areas: health and well-being, family and individual stability, financial preparedness, skills development and career progression, knowing that instability in any one area can compromise future success.

The EMC program connects participants to integrated services with partners including The Center for Community Transitions, Charlotte Family Housing, Crisis Assistance Ministry, Habitat for Humanity, Common Wealth Charlotte, Charlotte Metro Credit Union, Women Executives and Charlotte Community Health Clinic - West. These services, offered to program participants and their families, provide formal and informal resources, expand social networks and ensure priority access to expertise.

Adele is a member of the very first cohort of the EMC. She came to the program through Charlotte Community Health Clinic (CCHC), received support from Common Wealth Charlotte and has secured family-sustaining employment with CCHC. ●



**ADELE, Lead Medical Assistant**  
Charlotte Community Health Clinic-West

### Below is Adele's story, in her own words:

**March 2018**

Hello! My name is Adele and I was REBORN on June 10, 2017 by the EMC. The EMC has helped me a lot within the nine months I've been a part of the cohort. Wow...nine months ago I didn't have my own voice, no goals, just really trying to find my way. When I came into the EMC, I saw a big opportunity for me to grow, and to set and reach my goals. Since being in the cohort, I have seen the growth within myself, and so many others have seen it as well. Recently, tragedy happened to me. I lost my boyfriend. I can honestly say nine months ago I probably would not have been able to handle it the way I have, but I know that during this time God was preparing for me whatever he had in store. I realized that the EMC has provided opportunity for not just me, but for my entire family to be better. There's nothing more important to me than my daughter. There is nothing in the world I wouldn't do to keep that smile on her face and never have her worry.

Common Wealth Charlotte has really helped me with budgeting and saving. I have a savings account, and I put money in there each pay period. The best thing about all this is...I have not touched the money I put in there! Yyyyy!!

I was able to get my daughter into the Renaissance West Development School - she loves it and they are very awesome with the kids. The EMC was instrumental in helping me get her in there and I'm so grateful.

I really don't think I can express how much my coach Natasha has supported me in reaching my goals! We have been working on my communication and I can say I have my OWN VOICE! I'm able to speak and express how I feel. My coach has supported me during my tragedy; she made me aware of just how strong I've become. I really appreciate all that she has done and shown me.

The Basic Needs Navigator helped me get everything ready to start school to become a Registered Nurse. I'm looking forward to starting school in August 2018!

**I just really want to say with all my heart - I love EMC and everyone in it. They have helped me grow into the WONDER WOMAN I am today!!**

Thank you,  
**Adele**

# Integrated Services are Put to Work at Goodwill Opportunity Campus

Since June 2016, Goodwill has strategically partnered with community-leading organizations to provide wraparound services for clients under one roof in the Leon Levine Opportunity Center on the Goodwill Opportunity Campus.

**Below shows their impact at the Goodwill Opportunity Campus in 2017.**



Number of unique patients receiving medical, dental and behavioral services: **1,768**

Number of medical, dental and behavioral health visits: **4,777**



Number of clients served: **2,000**

Number of clients who opened a bank account: **938**



Number of members served: **1,374**

Number of new loans granted to members: **469**



Number of Goodwill clients served: **523**

Percent of clients served who were successfully reintegrated into society and not re-arrested: **97%**

## Leon Levine Challenge Grant Allows Economic Mobility Work to Expand

Early learnings from the Economic Mobility Collaborative (EMC) show that participants are beginning to form new habits, turning limiting beliefs to unlimited possibilities, and making choices that create lasting change for themselves and their families. This model is informing how Goodwill is making the greatest difference in supporting people and their families as they achieve stability at home and at work.

The Leon Levine Foundation is providing a \$350,000 push forward to help Goodwill expand the EMC to three operational cohorts, impacting up to 75 individuals and their families in 2018.

This effort requires a total investment of \$1.1 million into this program that could create systemic change in the Charlotte region. The Foundation has provided an initial \$100,000; with the remaining \$250,000 given when Goodwill raises the outstanding funds.

**You can contribute to support the expansion of the Economic Mobility Collaborative program at [goodwillsp.org/donate](http://goodwillsp.org/donate)**



*“Our mission is to improve the human condition by creating permanent, measurable and life-changing impact throughout the Carolinas. Goodwill is working to do just that by examining the lasting impact that can come from serving the whole individual.”*

- Tom Lawrence, Executive Director of The Leon Levine Foundation



## Ravi: Working to Build a Career Through Project P.I.E.C.E.



**RAVI**

*Painter, JRK Residential Group*

“Project P.I.E.C.E. has been very helpful and very useful for my new career,” says Ravi, with a big smile beneath his even bigger mustache.

In 2011, Ravi left his home in India with nothing but \$100 in his pocket. He was looking for a career to replace the odd jobs he was picking up to pay the bills. Now, he’s a maintenance technician for an apartment community in Charlotte. When we asked Ravi what he wanted to say about Project P.I.E.C.E., he told us the only thing to say is “thank you.” Ravi was one of a select group of people chosen to participate in Project P.I.E.C.E., which stands for the Partnership for Inclusive Employment and Career Excellence. Goodwill partners with the City of Charlotte’s Economic Development Division and Urban League of Central Carolinas to sponsor this workforce development program to provide skills training and supportive services to help people obtain and keep a job in a high-demand field.

In addition to completing a seven-week course in residential and commercial construction, Ravi received industry-rec-

ognized credentials, mentoring, coaching and job search support. “I learned map reading, framing, wall framing, dry wall and mathematics for construction. After the course, I got my NCCER and OSHA-10 certificates,” he said. “This was a milestone for me, for my family and for my life.”

Now, he’s a guest lecturer in the very same class. The pay increase that came with his new career has helped Ravi feel stable and secure. As a result, his son was able to stop working at his part-time job to focus on school full-time. He’ll be graduating soon with a degree in mechanical engineering.

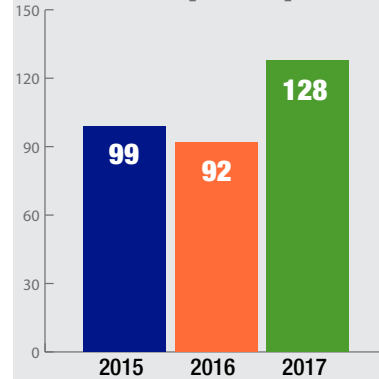
“I believe that if I’m hungry and you give me food, you’re making my day. But if I’m hungry for skills, for opportunity, for career development and you provide that then you are making not only mine, but my family’s life,” he said. “This is very important because to change anyone’s life... that’s a very difficult task. By providing this opportunity, Project P.I.E.C.E. and Goodwill changed my life and that is very important.” ●

## Career Leadership Academy for Youth Works to Create Future Leaders

Goodwill's Career Leadership Academy for Youth (CLAY) program is designed to work with high school youth and emerging adults ages 14-21 who are interested in personal growth, career exploration and academic success. The goal of the program is to engage participants in transformative relationships that will stay with them through postsecondary education.

The program helps them become fully-prepared adults with the ability to secure family-sustaining employment through services such as academic coaching, leadership and life skills development, career preparation, horizon-broadening experiences and vocational coaching. ●

# of CLAY participants



Percent of CLAY participants who graduated high school in 2017:



Number of high school graduates in CLAY who enrolled in post-secondary education in 2017:



## Google.org and Goodwill Work Together to Improve Access to Tech

Late in 2017, Goodwill Industries International and Google.org joined together to create the Digital Career Accelerator<sup>SM</sup>, funded by a \$10 million grant from Google.org. This initiative aims to enhance digital skills for more than one million people in the U.S. by 2021.

Goodwill Industries of the Southern Piedmont is one of 11 community-based Goodwills to be recognized as a Digital Change Agent and receive a \$300,000 grant – the top award.

The grant will be used to broaden the technology courses offered by Goodwill University, which previously offered mainly basic computer literacy for those living in the digital divide and productivity tools courses for middle-skills jobs. With these additional funds, Goodwill is expanding its advanced digital skills offerings to provide new trainings for entry into IT industry jobs to individuals who qualify, free of charge.

The new trainings will add a focus on A+ certification/help-desk support, cloud technology, Salesforce and web development. Students will also receive case management, resume building and interview preparation, as well as job placement and retention assistance.

Over the next three years, these new courses will be delivered to more than 825 eligible individuals in the Charlotte region, most of whom will graduate with industry-recognized credentials.

This grant will also allow Goodwill to reach more than 15,000 people over three years with information on digital skills and training on basic digital literacy. This includes access to online aptitude tests and digital career exploration in addition to basic training in internet safety, keyboarding, email and other introductory skills. ●



## Vernicee: Seizing Career Opportunities with Confidence

For many job seekers wanting to transition from temporary to full-time employment, the process can be frustrating and difficult to navigate. Vernicee worked the same two temporary jobs for four years, but longed for the stability and growth opportunities that come with full-time employment. Despite applying to full-time jobs every week, she hadn't found a way to get her foot in the door.

One day while searching online for a full-time position, Vernicee came across Goodwill's website. She was excited to learn the job training programs and employment services that Goodwill offers are free of charge!

She came to Goodwill and was welcomed by a team of people ready and willing to help her reach her career goals. A team member in the Job Resource Center met with Vernicee, learned about her skills and interests, and then referred her to Goodwill's Customer, Administrative and Business Services training program. After completing the program, Vernicee enrolled in Goodwill's Microsoft Office Specialist - Word certification program.

"I learned a lot through the training programs at Goodwill," Vernicee said. "I learned how to dress professionally and how to brand myself. I received help with my resume and learned a lot about what to say and not say during job interviews. And I gained confidence in myself and practiced my elevator speech."

The knowledge, skills and confidence that Vernicee gained through these training programs laid a solid foundation for her future. But they also opened an unexpected door. One day shortly after she completed her training, Vernicee's instructor called her and asked if she would be willing to participate in a

short video with Gene Woods, president and CEO of Atrium Health. Gene was going to be at the Goodwill Opportunity Campus to record a video and speak at an event, and he wanted to spotlight a Goodwill client in the video with him.

Having recently learned about self-branding and seizing opportunities, Vernicee met Gene, spoke professionally about her career journey and showed him her resume and Microsoft Office Specialist certificate. Vernicee's initiative made a great first impression, and a few weeks later, she followed up like he had asked. Soon after that, Vernicee was hired full-time as a patient account representative with Atrium Health.

Vernicee is thrilled about the opportunities both Goodwill and Atrium Health have provided her. She is excelling in her new position, finding opportunities for growth around every corner, and full-time employment has given her a new outlook on life.

"God has used Goodwill to open so many doors for me, and my life has changed dramatically," Vernicee said. "When I came to Goodwill, little did I know that I would be standing in front of the CEO of a major organization and that it would lead to a full-time job for me. I was just trying to get some extra training!"

Vernicee has set a new list of long-term goals which includes getting certified in medical billing and coding, a training she has started.

"Goodwill is an opportunity. I encourage everyone to take advantage of what it offers. Why not better yourself and educate yourself as much as you can? You never know what doors it will open," she said. ●

### Q&A WITH VERNICEE'S SUPERVISOR, GLENN

**Q: What were some of your first impressions of Vernicee?**

A: She was a very prepared person. We put her on several projects to start, and she showed right away to be a quick learner and very flexible. She had that presence that said she was ready.

**Q: How prepared for a career was Vernicee when she came to you?**

A: She was clearly used to someone saying to her, "Present yourself strong, be confident." Goodwill had already given her that initial skillset, and we were able to tag in. We can teach people the job, but we can't teach people how to have character, and Vernicee had character from day one.

**Q: How have you seen Vernicee grow as an employee and person since hiring her?**

A: Public speaking and having confidence in her appearance were areas of growth for Vernicee. We sat down and made a

plan – "In so many weeks, I'm going to buy my first suit," she said. In the meantime, I told her, "Let's put you in front of people and do something that makes you uncomfortable." Recently, she led the icebreaker activity and shared some learnings about her own professional development at our monthly departmental meeting. After the meeting, my manager said to Vernicee, "If public speaking was a problem for you before, it surely is not now." And since our first conversation about her areas for growth, Vernicee has bought a couple of suits.

**Q: How has Vernicee inspired you?**

A: If I had to choose one thing about Vernicee that has inspired me the most, it's her tenacity. I love her tenacity – the tenacity to say, "I'm just going to do it until I get it done." She's a finisher. It takes a truly motivated individual to take on all she's taking on and to do it gracefully.





**VERNICEE**

*Patient Account Representative,  
Atrium Health*

**GLENN**

*Supervisor-Billing & Support Services,  
Atrium Health*

## Rohan: Continuing to Give 110% Every Day at Work

In 2011, Rohan walked into a plasma center to earn some cash. It was a routine occurrence – every week, he'd settle into the sanitary pleather seats for nearly two hours as the machine would whirr and beep while it sorted out his plasma from his blood cells. Then, he'd walk out the door with \$30 to \$40 in his pocket – enough for some groceries or maybe a pizza, with a little leftover for bus fare.

Luckily, this time was different. As he was sitting with the IV lines hanging from his arms, he had to get real with himself. "I was thinking, why don't I have a job yet? It must be something I'm doing or not doing. I should go to Goodwill," he said. He knew about Goodwill's employment services, and one day later, Rohan was meeting with a career development specialist. "That feels like a lifetime ago," Rohan says as he sits down at his desk. "A lot has changed since then," he said.

Rohan now not only has a car and a full refrigerator, he also has a salaried position, health benefits and a 401(k), not to mention a wife a seven-month-old daughter and two-year-old son.

After completing the Construction Skills Training program, Rohan found a part-time position through GoodWork Staffing at Anita Goodesign, an embroidery company. He was supposed to be packaging thousands of CDs each day, but Rohan knew if he pushed himself, he could demonstrate his value to the company. Instead of the 1,000 CDs he was asked to pack, Rohan regularly wrapped between 2,000 and 4,000 in one day.

"I just figured if I could give 110% in everything I do, in every way, then they'd notice me," he said. And owners Steve and Aundrea Wilson did notice – almost immediately.

"He was always on time, a smile on his face, went above and beyond," Aundrea said. So, when Rohan approached her and asked for more opportunities, it was easy to say yes.

"He approached me and said 'I have a little bit of an art background, I would like to grow with the company, I want to be more than just someone in the shipping department,'" Aundrea said. "He started at the lowest position we have, and now he has a career," she said.

Rohan spent nine months dedicated to learning about embroidery – from various threads to styles and types of fabrics. He worked through the ranks to become a professional art digitizer, using his drawing abilities to turn beautiful patterns into easy-to-follow templates for customers. He is one of only four digitizers in the company – it's a valuable and highly specialized skill.



"He has a skill I can't hire. It's not a skill you learn in design school or college or have on your resume. You need to be trained in the process and understand it from design to the end product," said Steve. "It's people like Rohan that make businesses grow."



**ROHAN**  
*Embroidery Digitizer, Anita Goodesign*

Rohan confessed this is the first job he's ever had where he doesn't wish for Friday to come sooner.

He's happy in his work, and in his life, and now he's looking toward the future – learning about stocks and planning long-term investments to ensure his son and daughter are set up for success. He's saving to buy their first home.

"When I look back at where I was five years ago, I realize I can do more and be more," he said. "There are opportunities for continued growth. You just have to work hard, be diligent and persistent. Never give up, and aim high for what you want. That's what I've accomplished and learned from Goodwill." ●



## Goodwill Puts People in the Southern Piedmont to Work!

# 91%

of people who come to Goodwill are here for job assistance, our most utilized service.

# 3,389

career-ready Goodwill Industries of the Southern Piedmont clients secured employment in 2017.

Clients served:

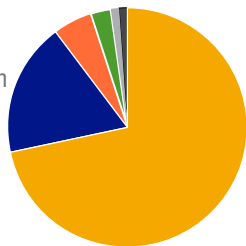
# 12,663

First-time clients:

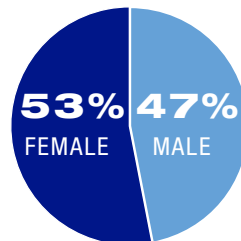
# 62%

Ethnicity:

- 72% - Black/African-American
- 18% - White/Caucasian
- 5% - Hispanic
- 3% - 2+ ethnicities
- 1% - Asian
- 1% - Other



Gender:



Yearly household income below \$10,000:

# 70%

Without stable housing:

# 18%

Unemployed for more than one year:

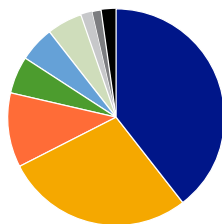
# 35%

With a criminal record:

# 34%

Education Level Before Coming to Goodwill:

- 39% - High School Diploma
- 28% - No High School Diploma
- 11% - GED
- 6% - Some College
- 5% - Associate's Degree
- 5% - Bachelor's Degree
- 2% - Post Grad
- 1% - Other
- 2% - Current High School Student



Number of industry-recognized certifications awarded to Goodwill U graduates:

# 542



# WORKING UP THE L A D D E R

**MAR. 2016** – **NAMED** Store Manager at the Ballantyne Goodwill store  
(CURRENT)

**FEB. 2015** – **PROMOTED** to Store Manager at the Albemarle Road Goodwill store

**DEC. 2014** – **PROMOTED** to Assistant Store Manager at the Lancaster Goodwill store

**OCT. 2014** – **BEGAN** as trainer in Goodwill's School of Retail

**JAN. 2014** – **MOVED** to Lead Worker at the Lancaster Goodwill store

**APR. 2013** – **PROMOTED** to Lead Worker at the the Monroe Goodwill store

**DEC. 2011** – **HIRED** as Donation Processor at Ballantyne Goodwill store

**THE CAREER PROGRESSION OF  
HYRUM TIMMONS,**  
Store Manager at the Ballantyne Goodwill Store



*“Goodwill gave me an opportunity when I didn’t have one. They gave me an avenue to become the person I am today – a leader I didn’t know I could be.”*

## GOODWILL RETAIL



Number of customers:

**2,707,000**

Material donor visits:

**1,140,945**

Number of clients who had paid work experience through transitional jobs\*:

**418**

Total revenue:

**\$42,160,957**

## FOOD SERVICES & CATERING



Number of people served at Community Table Bistro and event spaces:

**105,310**

Total revenue:

**\$800,886**

## GOODWORK STAFFING



Average number of businesses who employ GoodWork Staffing employees every week:

**65**

Average number of individuals placed on assignments every week:

**400**

Number of individuals who were hired permanently by business:

**209**

Total revenue:

**\$9,569,041**



## GOODWILL RECYCLING



Pounds of e-waste donations collected and recycled:

**1,100,000**

Number of clients who had paid work experience through transitional jobs\*:

**55**

Total revenue:

**\$812,699**

## GOODWILL CONSTRUCTION SERVICES



Number of residential and commercial construction projects completed:

**39**

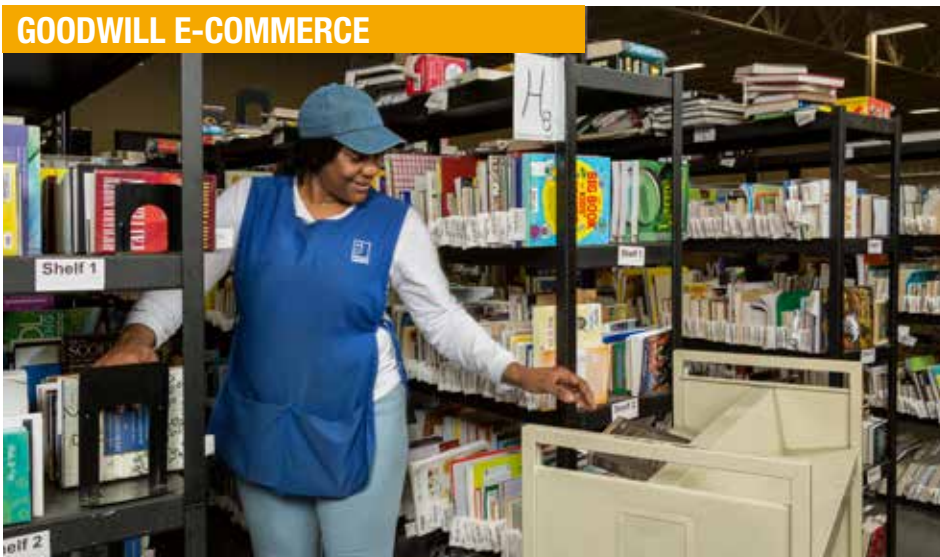
Number of clients who gained hands-on experience on residential and commercial projects:

**27**

Total revenue:

**\$2,122,042**

## GOODWILL E-COMMERCE



Number of Goodwill items sold (ShopGoodwill, eBay, e-books):

**107,387**

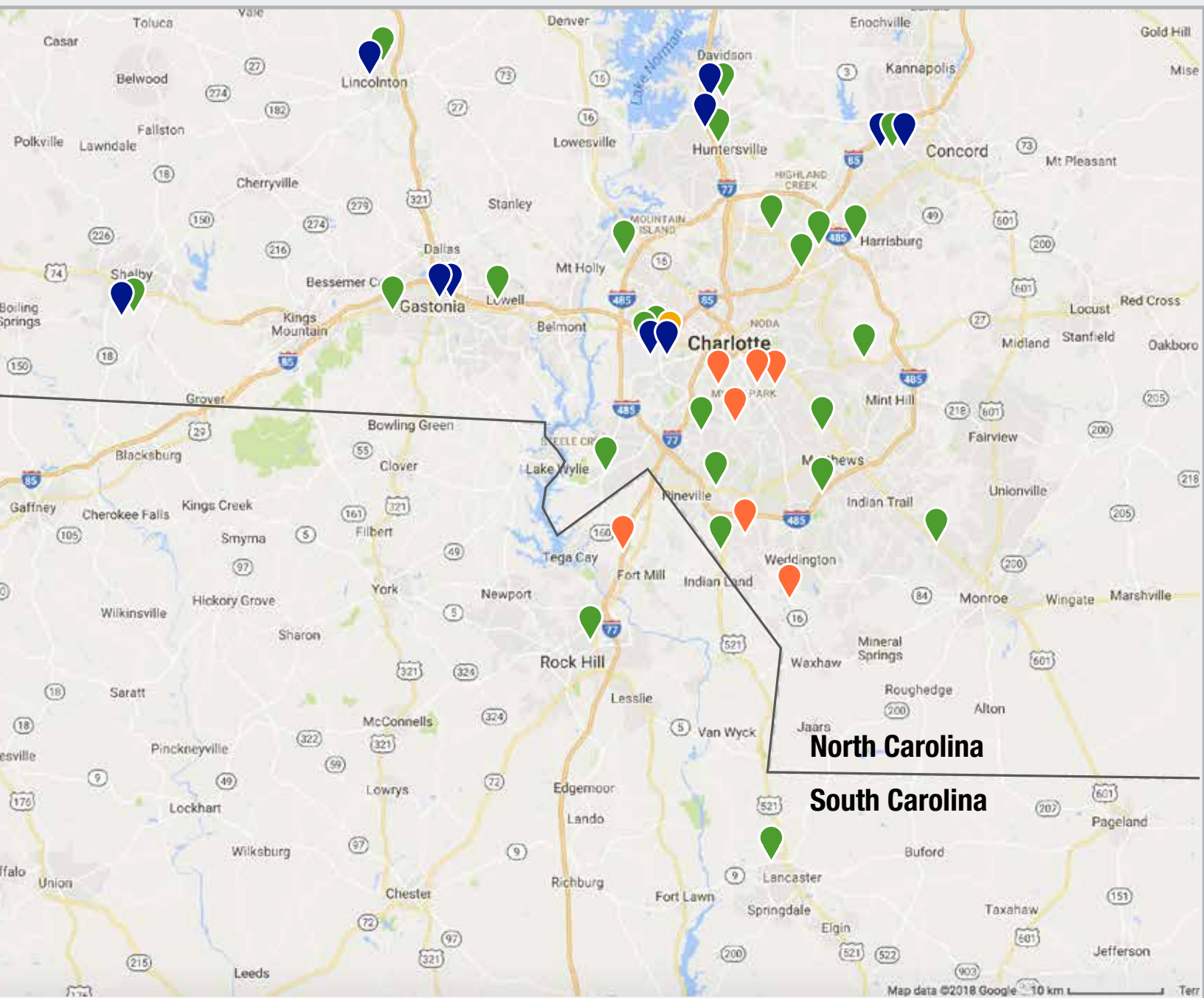
Number of clients who had paid work experience through transitional jobs\*:

**46**

Total revenue:

**\$1,859,494**

\* Goodwill's transitional work program provides paid on-the-job training opportunities to individuals with minimal or no work experience upon completion of job readiness training. Participants receive hands-on experience at Goodwill's retail and administrative locations that will help them transition into the competitive work environment.



Retail Stores with Convenient Donation Drop-off

**24**

Community Service Sites  
(*Job Connections, Job Resource Centers, GoodWork Staffing offices and appointment-only locations*)

**10**

Assisted Donation Drop-off Trailers

**7**

Food Services Locations

**1**



## MECKLENBURG CO., NC

### **\*ADA JENKINS CENTER:**

**(828) 429-2585**

212 Gamble St., Davidson, NC 28036

### **ALBEMARLE ROAD:**

**(704) 567-9474**

9305 Albemarle Rd., Charlotte, NC 28227

### **BALLANTYNE:**

**(704) 414-7441**

16025 Lancaster Hwy., Charlotte, NC 28277

### **COMMUNITY TABLE BISTRO:**

**(980) 636-1000**

5301 Wilkinson Blvd., Charlotte, NC 28208

### **BRYANT FARMS ROAD:**

9121 Bryant Farms Rd., Charlotte, NC 28277

### **CORNELIUS:**

**(704) 987-1920**

19710 Kunkleman Dr., Cornelius, NC 28031

### **FAIRVIEW ROAD:**

6231 Fairview Rd., Charlotte, NC 28210

### **GOODWORK STAFFING:**

**(704) 332-0278**

5301 Wilkinson Blvd., Charlotte, NC 28208

### **GW (SPECIALTY STORE):**

**(980)-636-1235**

5301 Wilkinson Blvd., Charlotte, NC 28208

### **HARRIS BOULEVARD:**

**(704) 597-1776**

3710 W. W.T. Harris Blvd., Charlotte, NC 28269

### **HUNTERSVILLE:**

**(704) 875-6076**

14420 N. Statesville Rd., Huntersville, NC 28078

### **JOB RESOURCE CENTER**

**(704) 372-3434**

5301 Wilkinson Blvd., Charlotte, NC 28208

### **MATTHEWS: (704) 814-7477**

2515 Plantation Center Dr., Matthews, NC 28105

### **MT. ISLAND:**

**(704) 916-3344**

2905 Mt. Holly-Huntersville Rd., Charlotte, NC 28214

### **\*NEIGHBORHOOD C.A.R.E. CENTER**

**(704) 330-3266**

19711 Smith Circle, Cornelius, NC 28031

### **PARK ROAD:**

2226 Park Rd., Charlotte, NC 28203

### **PINEVILLE:**

**(704) 341-0165**

10124 Johnston Rd., Charlotte, NC 28210

### **RANDOLPH ROAD:**

2901 Randolph Rd., Charlotte, NC 28211

### **SARDIS ROAD:**

**(704) 841-8600**

1909 Sardis Rd., North Charlotte, NC 28270

### **SECOND EDITIONS: OUTLET STORE:**

**(704) 394-6017**

5301 Wilkinson Blvd., Charlotte, NC 28208

### **SOUTH BOULEVARD:**

**(704) 552-2878**

6607 South Blvd., Charlotte, NC 28217

### **STEELE CREEK:**

**(704) 587-6183**

12716 South Tryon St., Charlotte, NC 28273

### **THE GRID: POWERED BY GOODWILL:**

**(704) 916-1655**

9605 North Tryon St., Charlotte, NC 28262

### **UNIVERSITY:**

**(704) 595-9611**

1725 Harris Houston Rd., Charlotte, NC 28262

### **UNIVERSITY POINTE:**

**(980) 636-1233**

5808 University Pointe Blvd., Charlotte, NC 28262

### **WENDOVER ROAD:**

1133 N Wendover Rd., Charlotte, NC 28211

## CABARRUS CO., NC:

### **CONCORD:**

**(704) 782-0829**

5511 Poplar Tent Rd., Concord, NC 28027

### **GOODWORK STAFFING:**

**(980) 636-1201**

5511 Poplar Tent Rd., Concord, NC 28027  
(inside the Goodwill store)

### **JOB CONNECTION:**

**(803) 620-3805**

5511 Poplar Tent Rd., Concord, NC 28027  
(inside the Goodwill store)

## CLEVELAND CO., NC:

### **SHELBY:**

**(704) 484-8553**

445 Earl Rd., Shelby, NC 28150

### **\*NC WORKS CAREER CENTER:**

**(828) 429-2585**

404 East Marion St., Shelby, NC 28150

## GASTON CO., NC

### **DIXIE VILLAGE:**

**(704) 864-2225**

2549 W. Franklin Blvd., Gastonia, NC 28052

### **FRANKLIN SQUARE:**

**(704) 824-1322**

1004 S. Church St., Lowell, NC 28098

### **GOODWORK STAFFING:**

**(704) 830-1408**

116 Armstrong St., Gastonia, NC 28054

### **JOB CONNECTION:**

**(704) 916-1610**

116 Armstrong St., Gastonia, NC 28054

## LINCOLN CO., NC

### **LINCOLNTON:**

**(704) 732-2467**

510 Vaughn Way, Lincolnton, NC 28092

### **\*NC WORKS CAREER CENTER:**

**(828) 429-2585**

529 North Aspen St., Lincolnton, NC 28092

## UNION CO., NC

### **MONROE:**

**(704) 289-3246**

4109 West Highway 74, Monroe, NC 28110

### **WAXHAW:**

1900 Providence Rd. S, Waxhaw, NC 28173

## LANCASTER CO., SC

### **LANCASTER:**

**(803) 313-9881**

1142 Highway 9 Bypass Lancaster, SC 29721

## YORK CO., SC

### **FORT MILL:**

1600 Gold Hill Rd., Fort Mill, SC 29708

### **ROCK HILL:**

**(803) 324-1831**

1926 Mt. Gallant Rd., Rock Hill, SC 29732

*\*Please call for appointment.*

## Terrence: Giving Back and Working to Uplift Others in Our Community

**T**errence Powell is the embodiment of dedication. He has worked for Wells Fargo for 25 years and has been a volunteer with Goodwill's Champions for Good for more than 10! In that time, Terrence has assisted with resume writing and mock interviews, participated in panels for CLAY and served on focus groups for Goodwill University.

"Growing up, it was always instilled in me by my parents to give back and work to uplift those around you," Terrence said. "Charlotte is a city of great opportunity, but also a city with a great need for people to serve and mentor others. It's a tremendous feeling to know that I can make a positive difference in the lives of others just by giving a small amount of myself." ●



*Terrence is pictured speaking at Goodwill University's IT Ready Employer Panel.*

## Erin: Helping Job Seekers Prepare for Employment Opportunities



*Erin is pictured ready to help local job seekers prepare for their interviews.*

**E**rin Smith was immediately drawn to the passion and energy in the Leon Levine Opportunity Center, and knew that she could make an impact as a volunteer. Erin works in community development banking at a national bank and has invited her colleagues for tours at the Leon Levine Opportunity Center. She has also participated in mock interviews and events at Goodwill.

"What I most like about volunteering at Goodwill are the possibilities," she said. "I feel Goodwill has an openness to new ideas and partnerships that will help improve social capital and economic mobility in our communities. They don't place limits on their efforts. They constantly look for ways to be the difference." ●

## Angela: Energized by Goodwill University Students' Enthusiasm to Grow

**A**ngela Smith's vast experience makes a difference in the lives of Goodwill University students every month as she leads classes in the Customer, Administrative and Business Services training (CABS) program.

"Each class brings a diverse group of individuals with their own stories and struggles. I have made it my promise to them that we will cover what is needed in class, but we will also take time to answer questions about job seeking, resumes, interviewing and building self-esteem to get them where they need to be," she said. "It is in those connections that I truly feel that I am serving." ●



*Angela is pictured leading a class in the CABS program.*

## 2017 Volunteers and Interns

Goodwill's programs and services are enriched by the generosity, passion, commitment and dedication of our volunteers and interns. Thank you for donating your time and talents in support of our mission.

**CHAMPIONS  
FOR GOOD**

Goodwill®Industries of the Southern Piedmont  
Volunteer & Internship Program

### **Volunteers:**


Sylvia Bivins  
Josh Bowlin  
John Burke  
Njoie Cook  
Kariyona Craighead  
Raylene Cromwell  
Morgan Dozier  
Mary Jane Ellington  
Garnett Ferrell  
Alicia Frank  
Jessica Gibson  
Mallory Harding  
Aileen Harris  
Petra Hinds-Wilson  
Angela Henry  
Austin Higley

Horatio Hodge  
Glynis Holloway  
Jo Hunt  
Verna Huntley-Alexander  
Angelica Hurtado  
Jacqueline Johnson  
Gary Kroll  
Edward Lampe  
Charles Mandizha  
Basil Mensah  
Tchernavia Montgomery  
William Montgomery  
Thomas Murach  
Michelle Murchison  
Matthew Murphy  
Mae Nelson  
Jason Perry

Terence Powell  
Noremi Scarpotti  
Rick Sears  
Allen Sendler  
Karine Simonyants  
F. Jo Singleton  
Angela Smith  
Erin Smith  
Alexa Steverson  
Monique Stubbs-Hall  
Harry Tatum  
Stephani Thachik  
DeLisse' Thomas  
Petra Hinds-Wilson  
Jonathan Young  
Dan Zacharski

### **Interns:**

Paris Bazley  
Tina Black  
Brittany Brown  
Chreyll Cox  
Arabia Deablo  
Lily Duvall  
Chakra El  
Patricia Johnson  
Olivia Kauffman  
Roslyn Kinard  
Clarence Mbamalu  
Dorcas Olajide



### **Special thanks to the volunteers and organizations that helped us grow our urban garden:**

ATD Charlotte  
Bank of America  
CliftonLarsonAllen LLP  
Jack & Jill of America  
The Olde Mecklenburg Brewery (pictured)  
Providence Day School  
SnapAV



## Carolina Panthers Make Large Donation of Furniture to Goodwill

The Carolina Panthers made a substantial furniture donation to Goodwill Industries of the Southern Piedmont. The NFL team donated furniture from the stadium’s club level and common areas, which saw a major renovation during the team’s offseason. Proceeds from the sale generated \$40,000 to support Goodwill’s mission.

“The Carolina Panthers are pleased to provide this furniture donation to Goodwill Industries of the Southern Piedmont,” said Riley Fields, director of community relations for the Carolina Panthers. “Knowing the donation will serve our community by providing resources to Goodwill that will assist job training and other employment opportunities means a great deal.” ●



## Piedmont Natural Gas Donates Vehicle and Funding



Piedmont Natural Gas donated a vehicle to support Goodwill’s construction services program and provided grant funding to support the Economic Mobility Collaborative pilot program.

“Piedmont Natural Gas is proud to call this city our home, and we’re focused on supporting organizations like Goodwill that create workforce development opportunities within our community. This organization offers a lot more than just retail and provides opportunities for our neighbors to improve their lives. We hope our support enables Goodwill to continue their important work in creating workforce development opportunities, one of the important steps along the path of decreasing poverty levels within our city.” said Barbara Ashford, director of community relations. ●

## PNC Foundation Makes a Generous Donation to the Play N’ Learn Center

PNC Foundation made a generous donation to the Play N’ Learn Center as part of its “Grow Up Great” commitment to early childhood development in our community. The grant will provide educational curriculum and operational support for children ages 0-5 served in the Play N’ Learn Center – which offers high quality, short-term, supervised child care for parents receiving services at the Goodwill Opportunity Campus whose primary child care support may have fallen through.

Parents and children have access to the evidence-based Triple P – Positive Parenting Program. Supports include training activities and a give-away library to emphasize the importance of early literacy.

Goodwill is proud to partner with PNC Foundation to offer this much-needed service to our clients and their families! ●



(L-R) Barbara Bascom, director of client & community relations for PNC Bank and Weston Andress, regional president of Western Carolina for PNC Bank.



## 2017 Donors

We recognize and thank the following individuals, foundations and corporate donors who made gifts and pledges in 2017 to support the mission, services and programs provided at Goodwill Industries of the Southern Piedmont.

### \$100,000+

Google.org  
The Leon Levine Foundation  
United Way of Central Carolinas

### \$75,000 – \$99,999

Bank of America Foundation

### \$50,000 – \$74,999

Wells Fargo

### \$25,000 – \$49,999

Bank of the Ozarks

### \$5,000 – \$24,999

AT&T North Carolina  
BB&T  
Colliers International  
Amy Levine-Dawson & Alfred Dawson  
Duke Energy/Piedmont Natural Gas  
Helen Eggers  
Karen York & Michael Elder\*  
Elevation Church  
Fifth Third Bank  
PNC Foundation  
SunTrust Bank  
TEGNA Foundation  
Kilby & Michael Watson\*

### Up to \$4,999

ADP  
Margaret & Steven Aldridge  
Ruth Allenye  
Kenneth B. Amann Charitable Fund  
Blas Arroyo\*  
Ruth & Bill Baker\*  
LaRita & Sam Barber  
Gary Barrett

Michael Benfield  
Billy Bonny  
V. Randolph Brown & Sons  
Ronnie Bryant  
J. Douglas Buchanan  
Robin Carson  
Lesley Chambless  
Thomas E. Collins  
Clayton S. Curry, Jr.  
Edmund Driggs  
Julie Drinkhahn  
Carol Duncan  
Denise & Bruce Ertell  
Abel Garcia  
Betty Anne Haley  
Laura Hampton  
John Hamrick  
Louis Hawkins  
Jami Herzberg  
Thomas Higgins  
Kathy & Ben Hill  
Thurman Hill, Jr.  
Anne & Godknows Ibekwe  
Renee & Chris Jackson  
Barbara & George Kaye  
Kimberly & Jonathan Lindman  
Lee Armstrong Lumpkin & Mike Lumpkin\*  
Barbara Maida-Stolle  
John McCann\*  
Raquel Lynch & Ken Mooneyham  
Sean C. Mullen  
Pam & Nate Myers  
William Myers  
Norkett Store Fixtures & Supply, Inc.  
Jay Norvell, III  
Patricia Platts

Jay Potter  
Boyang Qin  
Mr. Rednecheck  
George Retsios  
Brad Richardson  
Shell Richardson  
Brandi M. Riggins  
Linda & Patrick Robinson  
George Rohe  
Sara Garces & Dan Roselli\*  
Ross Stores, Inc.  
Carlos Sanchez  
Schneider National Foundation  
Sara & Dean Sellers\*  
Stephen Sellers  
Renee Alexander Sherrod  
Caroline & Bob Sink  
Harry Smith  
Harry Tatum  
Joan Taylor  
William Toole  
Jean Veatch  
Cherise Walker  
Karla Walker  
Debra & Gary Watt  
Regina & Nick Wharton  
Chris & Michael Wiggins  
Kimberly Wright

*\*Denotes Founding Member of Elder's Circle*

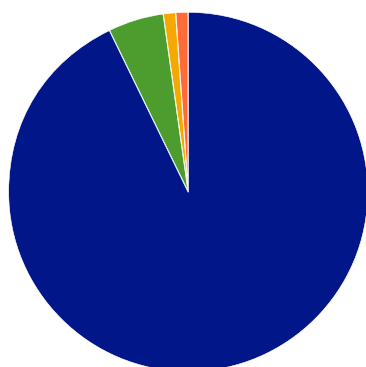
### Elder's Circle is named in honor of former Goodwill President & CEO Michael Elder.

Michael devoted over 41 years of his life to Goodwill Industries of the Southern Piedmont with a focus on creating opportunities for individuals and families with significant obstacles to employment.

Goodwill extends a special thank you to the 2017 Elder's Circle Founding Members who, through their financial commitment, continue Michael's legacy of excellence.

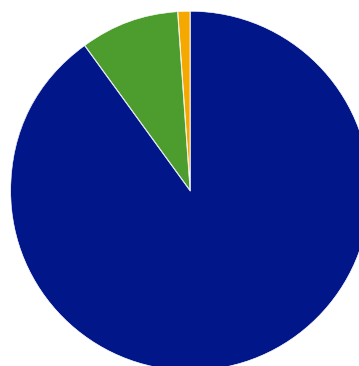
Please contact [Julie.Drinkhahn@goodwillsp.org](mailto:Julie.Drinkhahn@goodwillsp.org) to learn more.





### REVENUE SOURCES

- 93% Goodwill Enterprises
- 5% Gain on sale of property
- 1% Other contributions
- 1% State & County Government



### EXPENSES

- 90% Programs
- 9% Administration
- 1% Fundraising

## Consolidated Statement of FINANCIAL ACTIVITY

REVENUES	2017	2016
Business Enterprises	\$44,782,040	\$43,118,721
Workforce & Employment Services	\$13,720,622	\$11,228,681
Contributions - Other	\$379,508	\$1,228,024
Contributions - Microsoft Software	N/A	\$4,186,686
Other Income	\$344,911	\$439,286
Operating Revenues and Other Support	\$59,227,081	\$60,201,398
<b>Non-operating revenue:</b> Gain on Sale of Property	\$2,594,930	N/A
<b>Total Revenue</b>	<b>\$61,822,011</b>	<b>\$60,201,398</b>

## Consolidated Statement of FINANCIAL POSITION

ASSETS	2017	2016
Cash & Short-Term Investments	\$20,705,647	\$16,993,318
Accounts Receivable	\$3,026,685	\$2,578,515
Capital Campaign Receivable	\$1,010,099	\$2,313,300
Inventory	\$3,754,887	\$3,788,578
Other Current Assets	\$974,131	\$500,733
Land, Building & Equipment (net)	\$41,629,911	\$45,198,226
Other Noncurrent Assets	\$5,708,753	\$5,661,571
<b>Total Assets</b>	<b>\$76,810,113</b>	<b>\$77,034,241</b>

EXPENSES	2017	2016
Wages, Taxes & Benefits to Clients & Staff	\$41,722,014	\$38,485,223
Occupancy & Depreciation	\$9,752,544	\$9,108,891
Supplies	\$3,269,528	\$2,799,306
Other Operating Expenses	\$6,110,404	\$6,803,551
Addition to/(Use of) Working Capital	\$967,521	\$3,004,427
<b>Total Expenses</b>	<b>\$61,822,011</b>	<b>\$60,201,398</b>

LIABILITIES	2017	2016
Long-Term Debt & Lease Obligations	\$1,513,962	\$1,243,664
Accounts Payable & Accruals	\$3,986,580	\$4,343,018
Long-Term Debt & Lease Obligations	\$28,235,570	\$29,374,011
Other Noncurrent Liabilities	\$688,498	\$655,566
<b>Total Liabilities</b>	<b>\$34,424,610</b>	<b>\$35,616,259</b>
<b>Net Worth (assets)</b>	<b>\$42,385,503</b>	<b>\$41,417,982</b>
<b>Total Liabilities &amp; Net Worth</b>	<b>\$76,810,113</b>	<b>\$77,034,241</b>

NOTE: 2016 financial data has been reformatted to match 2017 financial presentation.

## Board of Directors



**CHAIR**  
**SARA GARCÉS ROSELLI**  
 Packard Place

**Lee Armstrong Lumpkin**

Community Volunteer

**Marilynn Bowler**

Southern Shows

**Ronnie Bryant**

Charlotte Regional Partnership

**Ed Driggs**

Charlotte City Council, District 7

**Helen Eggers**

Bank of America

**Renee Ford**

Walmart Inc.

**Jami Herzberg**

Atrium Health

**Dec Lee**

American Airlines Inc.



**VICE-CHAIR**  
**REGGIE ISAAC**  
 Microsoft, Charlotte Campus

**Jay Norvell III**

Community Volunteer

**Brad Richardson - Ex-Officio**

Stifel Financial

**Shell Richardson**

Elegant Connexions

**Henry Rock**

City Startup Labs Inc.

**Carlos E. Sanchez**

AT&T North Carolina

**Harry Smith**

Novant Health

**Bill Toole**

Robinson, Bradshaw & Hinson, P.A.



**SECRETARY/TREASURER**  
**KIMBERLY A. ROCK**  
 Ernst & Young, LLP

**Jean Veatch**

Duke Energy

**Regina Wharton**

Fifth Third Bank

**Advisory Committee Members:**

**Wayne Dozier**

Community Volunteer

**Laura Hampton**

The Employers Association

**David Shore**

Community Volunteer

**Jensie Teague**

Selwyn Property Group

## Executive Leadership Team



**Christopher Jackson**  
 President & Chief Executive Officer



**Raquel Lynch**  
 Chief Program Officer



**Barbara Maida-Stolle**  
 Chief Business Officer



**LaRita Barber**  
 Chief Advancement Officer



**Mia Comeriato**  
 Chief Human Resources Officer



**Gary Barrett**  
 Chief Financial Officer



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United Way  
of Central Carolinas



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