



2019 COMMUNITY REPORT

LETTER FROM THE PRESIDENT



Chris visits Rochelle, who has been a donation attendant at Goodwill's Attended Donation Center at SouthPark Mall since 2013.

[Click to read Rochelle's story.](#)

Goodwill partners with individuals and families to create solutions for them to achieve their goals for upward mobility. We provide access to skills and opportunities so people in our community can improve their circumstances.

This challenge of upward mobility requires creative and innovative solutions. In 2019, we made great strides through innovation, partnerships and investments to provide robust offerings in IT and construction training.

We saw possibility in a building that was once a Goodwill Retail Operations Center, and gave it new life as the Goodwill Construction Skills Training Center – an innovative way for teens and adults to explore promising career paths in a high-demand industry. Goodwill, Central Piedmont Community College, Charlotte-Mecklenburg Schools and The ROC Charlotte came together as partners to increase access to upward economic mobility by creating pathways to careers in skilled trades. I am proud to say that through collaboration and partnership, we have created such opportunity. In its first full year of operation, 354 trade certifications were attained by Goodwill participants. The average starting wage for those completing classes in our construction program was more than \$17/hr. Read the transformative effect a construction career had for one of our instructors, [James, on page 6](#).

In 2019, we also continued our focus on deepening our IT training offerings. We invited businesses to collaborate with us through multiple employer roundtables, where they helped to inform the training opportunities we could offer to best meet their needs. Developing these relationships with local business leaders is key to ensuring the relevance of our programs, cultivating hands-on learning opportunities for students and developing a pipeline of employment opportunities for our graduates. A highlight for our IT programs this year was the launch of a series of “Tech Skills Showcases” – where participants present their projects to a panel of hiring managers. Read more about the impact employer partnerships have on our IT programs in [Marya's story on page 8](#).

As we evolve the way we work and create opportunity for those we serve, we continue to pursue opportunities to brainstorm, co-create and exchange ideas with program participants, businesses, fellow nonprofits, philanthropists and local governments.

This annual report reflects information from 2019. However, I write this letter as our communities are struggling with the impacts of COVID-19. I cannot help but think about the disproportionate burden this pandemic is placing on the most vulnerable members of our community with limited resources, options and access. **Goodwill exists to help people see possibilities, seize opportunities and prosper. Our commitment is to stand by and with the people who need us most during this critical time.** Our work is partnering with people in our community to help them achieve their goals around family-sustaining employment - this means accessing jobs that provide better wages, benefits that support their families, and opportunities to develop in order to build a career. Our work is now more vital than ever.

Chris Jackson

President & CEO, Goodwill Industries of the Southern Piedmont

“Goodwill plays an important role in providing every individual the opportunity to work and support themselves and their families.”

- REGGIE ISAAC,

DIRECTOR | MICROSOFT CHARLOTTE CAMPUS &

BOARD CHAIR FOR GOODWILL INDUSTRIES OF THE SOUTHERN PIEDMONT



Reggie Isaac visits a Goodwill University class to talk about his work at Microsoft Charlotte Campus and to answer career and technology questions from the participants.

2019 HIGHLIGHTS



JANUARY

The first adult classes began at the new Goodwill Construction Skills Training Center in January. Adult classes moved to the evenings to better accommodate working participants, and the construction curriculum expanded to teach skills in a number of in-demand trades such as HVAC, electrical, masonry and carpentry.



JUNE

The new Fort Mill retail store and drive-through donation center opened its doors in June, becoming the 26th Goodwill store in the Southern Piedmont region. The new store brought 25 new jobs to the region and has an estimated economic impact of \$3.5 million annually, including wages, taxes and sales.



FEBRUARY

Our first virtual training offerings came online with select IT courses, kicking off a new service delivery model at Goodwill. The new approach focuses on increased opportunities for engagement, a great participant experience and longer-term employment outcomes. Implementation will continue through 2020.



AUGUST

Community Table Bistro, the fast-casual restaurant at the Goodwill Opportunity Campus, relaunched in August. This included a new Executive Chef, new menu items and a refreshed look to create an even better customer experience. The bistro provides fresh meals to the community in a part of Charlotte that is considered a food desert.



MAY

The American Heart Association, in partnership with Albemarle Foundation and CVS Health, installed one of the first self-monitoring blood pressure kiosks in the country at the Goodwill Opportunity Campus in May. This added a valuable resource for community members in an area of Charlotte where many people are at risk for heart disease and stroke.

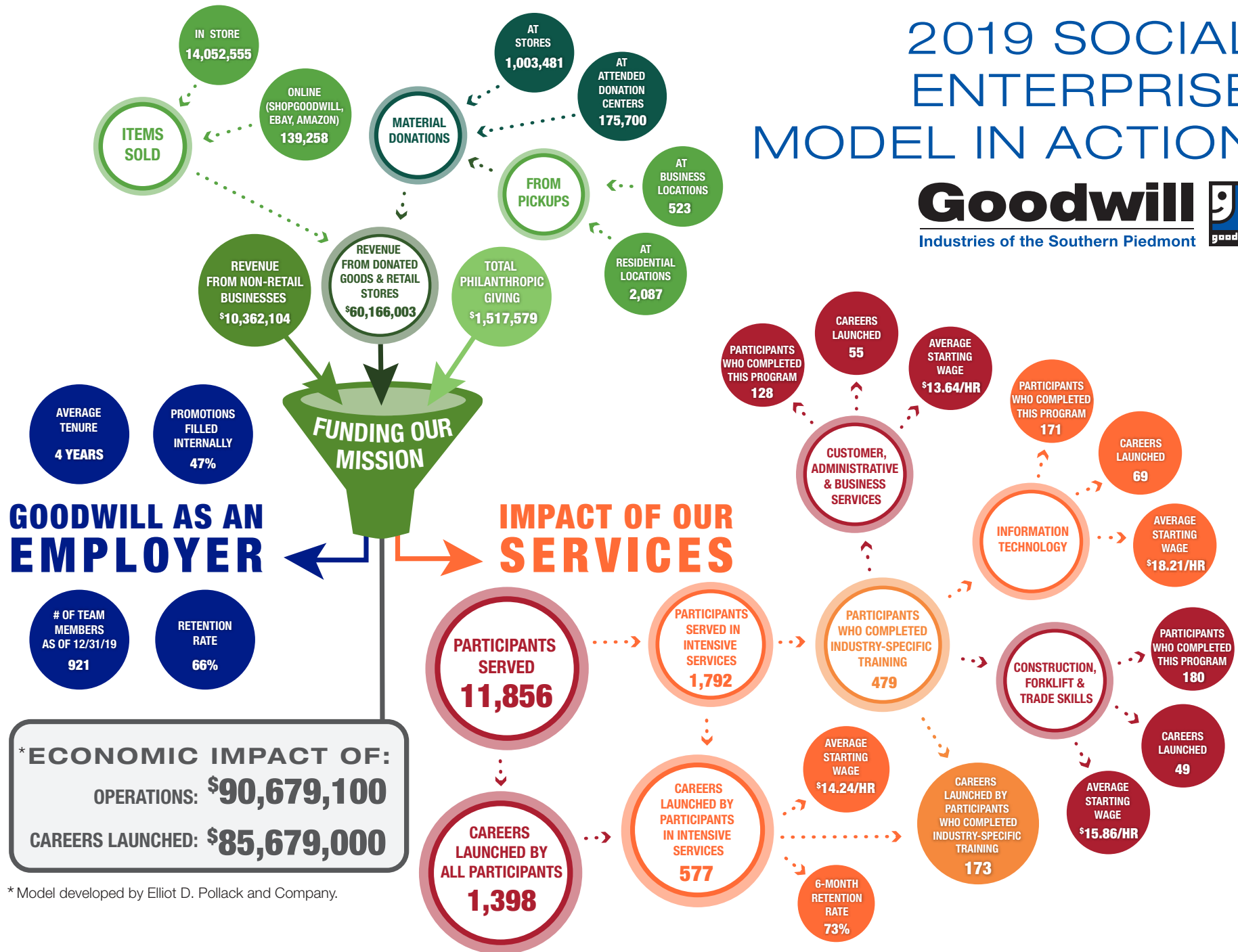


DECEMBER

Goodwill deepened our focus on the team member experiences, starting with an improved onboarding program and increased starting wages for frontline team members. Added development opportunities including a program for existing leaders and the Pathways program, which provides coaching and career navigation for team members in retail stores.

2019 SOCIAL ENTERPRISE MODEL IN ACTION

Goodwill 
Industries of the Southern Piedmont



* Model developed by Elliot D. Pollack and Company.

JAMES

The transformative effect of a construction career

After spending four years in prison for a crime he didn't commit, James Shepherd finally had his conviction overturned and was looking to get his life back on track. But his exoneration didn't remove the four year gap on his resume. Finding a career was a critical first step – and it was looking like a hurdle he would need help to overcome. When he heard Goodwill offered free career training in the booming construction industry, he immediately signed up.

"I knew nothing of construction or carpentry other than hanging a picture, so being able to study from the basics and lay a foundation in the trades was amazing," he said. "I was in there every day like a geek soaking up all the information. I was first in the door and last to leave. The atmosphere at Goodwill is just great. Everyone was looking to better themselves and it was infectious."

His dedication to embracing this new career path didn't go unnoticed. Just a few short months after his release, he completed the Construction Basics and Introduction to Carpentry classes and started his construction career with Goodwill. Then, he was hired by Goodwill's training partner, Central Piedmont Community College. He's now a lab technician for CPCC – working at the Goodwill Construction Skills Training Center.

"That was a mental trophy for me. When I was able to be candid about my story and where I was trying to go, the response to me just being myself has fulfilled me in ways I never knew were possible," he said.

Each day, James is responsible for overseeing tools and materials and assisting in instruction for the classes that got him started in the industry. As a graduate, he's proud to see the growing number of students coming through the classes to gain new skills that are in demand in our region. Now as a mentor to many, he's encouraged by the response from employers as he helps students launch their new careers.

"That's my motivation to wake up every day now, knowing that people can draw strength from my journey as they're trying to reinvent themselves through Goodwill," he said. •



James, in the Goodwill Construction Center flex lab, shows students various apps that make a smart tablet a valuable tool on a construction site.



Marya is part of Charlotte's rich information technology talent pool thanks to employer partners like Mary Talluri of Carolina Softech.

MARYA

The impact of employer partnerships

2019 was a milestone year for Marya Moon. After losing her banking job of 15 years, she found herself taking odd jobs to maintain an income, wondering what would come next. By August, she was enrolled in the Quality Assurance (QA) course at Goodwill. By November, the script had flipped. She was back to work with a new career in a whole new area of a bank – its IT department – as a Systems Implementation Analyst for Wells Fargo.

What stood out to Marya, and to many who participate in Goodwill University programs – was that Goodwill helps people not just learn to do the job, but to get the job. “I knew it was out there for me, I just needed support from the people at Goodwill to help me get started,” Marya said.

The people making it possible for Marya to launch a successful new career in one of the biggest hiring industries in our region are not just the Goodwill career navigators – but the IT industry itself. In 2018, the Cognizant U.S. Foundation gave its inaugural gift of \$1.5 million to Goodwill. Shortly thereafter, Google.org partnered with Goodwill Industries International to launch the Digital Career Accelerator program, naming Goodwill Industries of the Southern Piedmont one of 11 Digital Change Agents nationwide.

The additional funding and recognition enabled Goodwill to deliver more than a dozen advanced IT training programs in the past two years. These programs come to life thanks to the deep support of employers, from Cognizant, whose team members frequent the Goodwill Opportunity Campus to conduct mock interviews, to Microsoft, who provides the classroom technology, and instructors like Mary Talluri of Carolina Softech, who taught Marya the skills she needed to access her new role.

“I really want to help them out and train them in a way where they can start and succeed in a new career,” Mary said. She is mentoring, teaching and providing internships to participants. She’s also one of a handful of employers who sit in on student showcases – where participants present their findings from live projects outsourced to them by local companies.

“I am so impressed how they pick up on the subject matter so quickly and by their dedication and passion to do something different. They don’t give up. We’re talking about someone coming in without a technology background, with no experience, but they are able to present what they learned in just eight weeks’ time and it is incredible,” Mary said. “They have the confidence and we have the confidence in them.”

Companies in the Charlotte area are catching on that there’s a rich talent pool right in their backyard, and Mary’s message to them is clear: “You don’t have to look anywhere else.” •

JOSH

Keeping Goodwill connected with technology

As a college student, Josh was looking for a job to help pay the bills, and found a nearby Goodwill store that was hiring. He never expected the part-time position would lead to a fulfilling career in his area of study.

At a store meeting with former President and CEO Michael Elder, Josh's manager mentioned he was studying to become an IT professional. Michael shared that an IT position would be opening up soon at Goodwill and Josh's store manager encouraged him to submit his resume.

"He said it would be a shame for Goodwill to lose me, and I should apply. He wanted to see me succeed," Josh said. "I appreciate that he pushed me even though it meant he was losing an employee at his store."

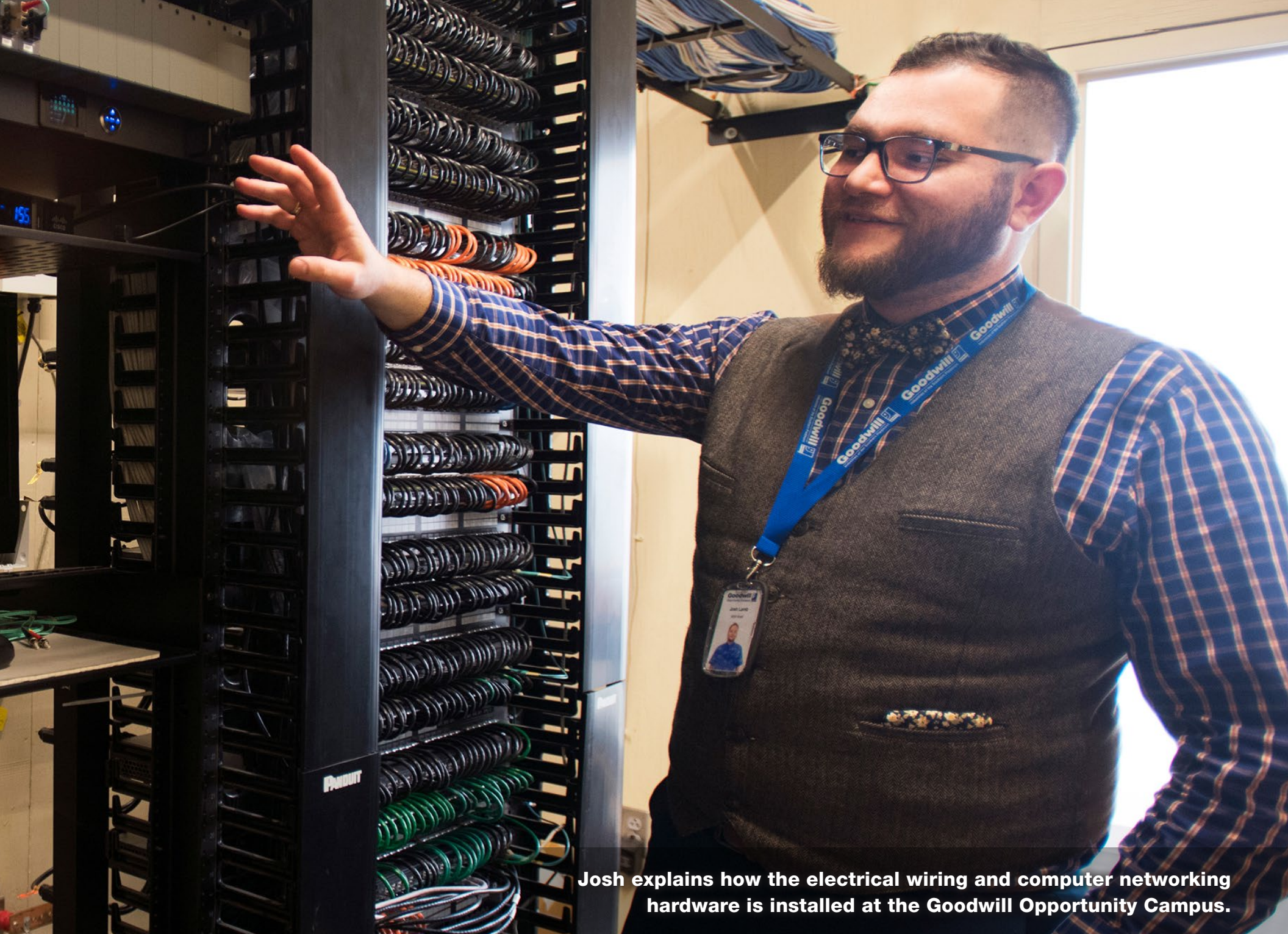
That summer, Josh graduated from UNC Charlotte with his computer science degree, and started his new job as an Endpoint Specialist at Goodwill. Josh has been with our IT department since 2016 and has already had four titles in his four years at Goodwill – a testament to his drive and determination.

"My team has taught me a lot about how to be a professional and expand my education," he said. Josh shared that when he saw Goodwill University was offering a Salesforce class to the community, he jumped at the opportunity to participate. That earned him yet another title – Goodwill's Certified Salesforce Administrator.

"The skills I learned in that class allowed me to help launch a new software called ClientTrack – and really to launch my career here and earn a promotion. The class enabled me to work on something that moved the organization forward," he said.

If you ask anyone at the Goodwill Opportunity Campus, they all have likely worked with Josh on something different – from the recycling committee to holiday parties – he's even modeled his Goodwill finds on television. Seizing opportunity is just in his nature, and he says Goodwill makes it easy to be himself and try new things.

"I love what I'm doing here because I'm giving people the tools to do their jobs to help people, and that makes this work really satisfying for me," he explained. "But more importantly, here I feel heard. People – even chief officers - really put notice on what you do beside your work – how your family life is, your mental health. They're very supportive of different relationships, and different people. It's very clear that here, everyone matters." •



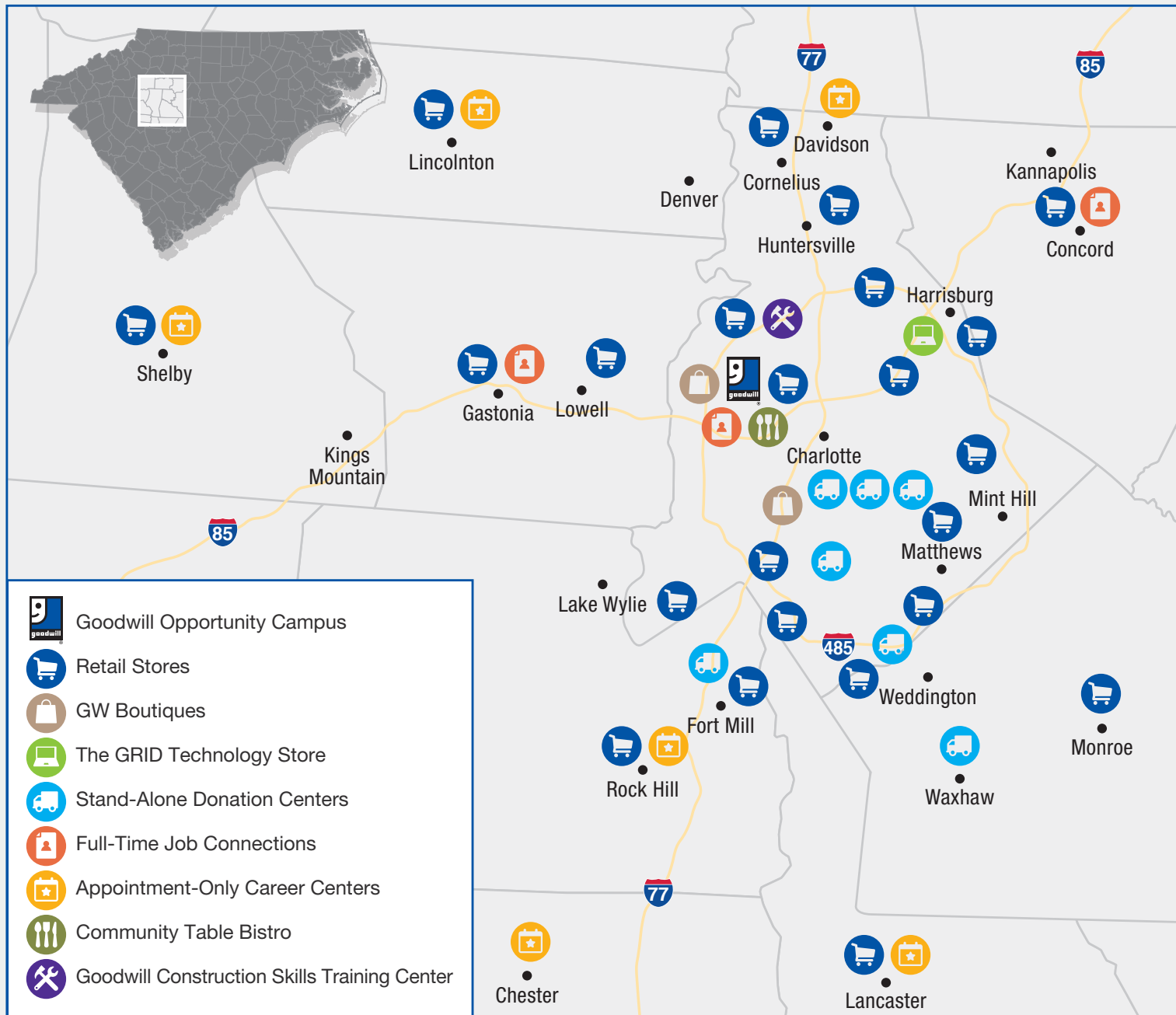
Josh explains how the electrical wiring and computer networking hardware is installed at the Goodwill Opportunity Campus.



Chris Jackson, President & CEO, helping customers at the grand opening of our retail store in Fort Mill, S.C.

GOODWILL SERVICES MAP

Visit Goodwillsp.org for addresses, phone numbers and hours of operation.



We now
have virtual
training and
services
available!

**Click to
learn more.**



EXECUTIVE LEADERSHIP TEAM



Chris Jackson
President & Chief
Executive Officer



LaRita Barber
Chief Advancement Officer



Mia Comeriato
Chief Human
Resources Officer



Raquel Lynch
Chief Program Officer



Barbara Maida-Stolle
Chief Operations Officer



Richard Walker
Chief Financial Officer

BOARD OF DIRECTORS

Goodwill is a 501(c)(3) nonprofit organization governed by an elected board of directors. The board provides strategic leadership and fiduciary oversight as it works to ensure progress toward organizational goals. Below is a listing of the Goodwill Board of Directors as of January 2019.

EXECUTIVE COMMITTEE

Chairperson of the Board

Reggie Isaac, Microsoft Charlotte
Campus

Vice-Chairperson of the Board

Regina Wharton, Fifth Third Bank

Audit Committee Chairperson

Ed Driggs, Charlotte City Council

Secretary/Treasurer and Operations Chairperson

Kimberly A. Rock, Ernst & Young, LLP

Board Development Chairperson

Sara Garces Roselli, Packard Place

Mission Services Chairperson

Jami Herzberg, Atrium Health

EX-OFFICIO

Brad F. Richardson, Stifel Nicolaus & Company

ADVISORY MEMBERS

Wayne Dozier, Community Volunteer

Laura Hampton, The Employers Association

David Shore, Community Volunteer

Jensie Teague, Selwyn Property Group

Lee Armstrong Lumpkin, Community
Volunteer, Member-at-Large

Ronnie Bryant, Ronnie L. Bryant, LLC

Helen Eggers, Bank of America

Renee Ford, Walmart Inc.

Seb Girard, Atrium Health

Alicia Lebeouf, Compass USA

Dec Lee, American Airlines

Jay Norvell, Community Volunteer

Anne Predieri, Wells Fargo

Shell Richardson, Elegant Connexions

Henry Rock, City Startup Labs

Carlos E. Sanchez, AT&T North Carolina

Harry Smith, Novant Health

Bill Toole, Member-at-Large

Jean Veatch, Duke Energy

VOLUNTEERS

Thank you to all of the individuals who volunteered in 2019 to support our mission of Changing Lives Through the Power of Work!

Robert Bittel
Wanda Blackmon
Clayton Brown
Jonathan Cutler
Camille Davidson
Brenda DiModugno
Jesse Dobbin
Bonita Eason
Garnett Ferrell
Cathy Gardner
Jessica Gibson
Malcomnette Green
Monique Stubbs-Hall
Angela Henry
Robin Hilton
Evan Hofland
Glynis Holloway
Julianna Kern

Gary Kroll
Kendrick Lucas
Carolyn Martin
Tchernavia Montgomery
Thomas Murach
Mae Nelson
Terence Powell
Parikshit Rakala
Alberta Rushing
Rick Sears
Rachel Sellers
Kellyn Shaw
Jamila Shelton
Karine Simonyants
Cathy Smedelay-Martin
Erin Smith
Alexa Steverson
Harry Tatum

Willie Thornwell
Anthony Ventrano
Daniel Zacharski

VOLUNTEER GROUPS

Brighthouse Financial Diversity and Inclusion Council
Charlotte Housing Authority
Cognizant
First National Bank
Lowes
Queens University of Charlotte - Vandiver Center for Career Development



Volunteer Mae Nelson shares her expertise in customer service and hospitality with a class.



Volunteer Rachel Sellers (second from left) helps at a community event.



Goodwill board member Jay Norvell and the Brighthouse Financial Diversity & Inclusion Council volunteer their time in the Urban Garden at the Goodwill Opportunity Campus.



DONORS

Our sincere thanks to donors who invested in Goodwill between January 1 and December 31, 2019.

CORPORATIONS & FOUNDATIONS

Accenture LLP
AllState Foundation
Ally Bank
AmazonSmile Foundation
Bank of America Foundation
BB&T
Bragg Financial Advisors
Charlotte Community Affairs
Professionals Affinity Group

Charlotte SIM (Society for Information Management)
Duke Energy/Piedmont Natural Gas
Foundation For The Carolinas
Gallagher
Good Fellows Club
JPMorgan Chase
Kenneth B. Amann Charitable Fund
NCFI/Barnhardt Foundation
Renaissance Charitable Foundation

Sisters of Mercy of North Carolina Foundation
The Blumenthal Foundation
The Leon Levine Foundation
The Springsteen Foundation
The Vanguard Group
United Way Central Carolinas
UTC Aerospace Systems
Wells Fargo Foundation

GIFTS IN KIND

Security 101

American Airlines

Judith Sutton

INDIVIDUALS

Anonymous
Frank Ahlborn
Lee Armstrong & Mike
Lumpkin
Blas Arroyo
Chris Brown
J.D. Buchanan
Brad Cherry
T.E. Collins
Kirk Cullimore

Clayton S. Curry
Natalie Depasquale
Julie Drinkhahn*
Dean Dubofsky
Sharbara Ellis
Penny Ford
Elissa Gaulden
Brian Gilbert*
Anthony Glymph

Betty Anne Haley
John Hamrick
Ben Hill
Danielle B. Jackson
Renee Jones
Sandra Killen
Gene King
Amy Latham
Amy Levine-Dawson &
Alfred Dawson

Tanisha Martin
Thomas R. Moore
William Myers
Jessica O'Neill
Kathleen Pool
Terrence Powell
John Quinn
Mr. Rednekcheck
George Retsios

Steven & Sandy Rogelberg
Patricia Rogers
George Rohe
Bob & Caroline Sink
Cathy Smedelay-Martin
Erin Smith
Chamekia Spencer
Shayla Stroud
John Tate

Janis C. Taylor
Joan Taylor
Keva Walton
Kilby & Mike Watson*
Debra Watt
Alvin Wheeler
Kyle Woodruff
Michelle Yohe

ELDER'S CIRCLE MEMBERS

Members support Goodwill through sustained, three-year leadership gifts. Elder's Circle is named in honor of retired President & CEO Michael Elder, who devoted more than 41 years of his life to creating opportunities for individuals and families with obstacles to employment. Goodwill extends a special thank you to all Elder's Circle members who, through their financial commitment, continue Michael's legacy of excellence and help provide long-term organizational stability.

Lee Armstrong & Mike
Lumpkin
Bill & Ruth Baker
LaRita & Sam Barber*
Marilynn Bowler
Mia Comeriato*

Ed Driggs
Helen Eggers
Michael Elder & Karen York
David & Nancy Haggart
Jami Herzberg

Reggie Isaac
Chris & Renee Jackson*
Alicia Lebeouf
Dec & Alicia Lee
Barbara Maida-Stolle*

John McCann
Jay Norvell
Anne Predieri
Kimberly A. Rock
Sara Garces Roselli &
Dan Roselli

Carlos Sanchez
Dean Sellers
Harry Smith
William Toole
Jean Veatch

Bill & Rita Vandiver
Kilby & Mike Watson*
Regina & Nick Wharton
Mike & Beth Whitehead

LEGACY SOCIETY

The Legacy Society honors individuals who have included the GISP in their estate plans or have made some other type of planned gift to GISP. Through a planned gift, these donors will help our community see possibilities for years to come.

Elizabeth Atherton

* indicates Goodwill team members

FINANCIALS

FINANCIAL ACTIVITY

REVENUES	2019	2018
Business Enterprises	50,434,451	46,213,452
Workforce & Employment Services	10,193,074	14,445,152
Contributions - Other	873,811	553,355
Other Income	1,315,166	284,289
Operating Revenues, Gains and Other Support	62,816,502	61,496,248
Non-Operating Revenue:		
Capital Campaign Contributions	-	2,154,069
Loss on Sale of Property	(1,863,296)	-
Total Revenues	60,953,206	63,650,317

EXPENSES	2019	2018
Wages, Taxes & Benefits to Participants & Team Members	40,908,275	42,792,834
Occupancy & Depreciation	11,108,458	10,246,436
Supplies	2,768,460	2,707,008
Other Operating Expenses	5,847,527	6,488,807
Addition to/(Use of) Working Capital	320,486	1,415,232
Total Expenses	60,953,206	63,650,317

FINANCIAL POSITION

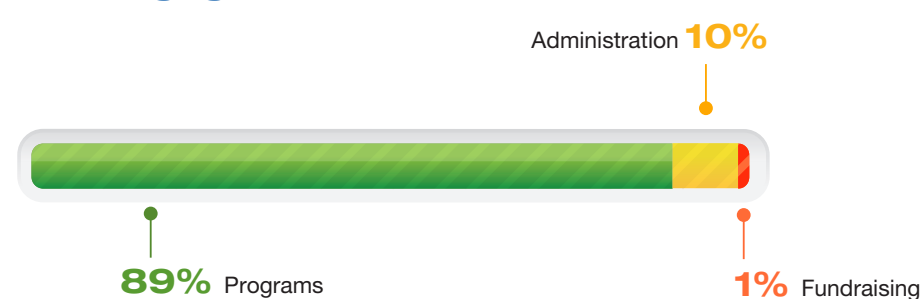
ASSETS	2019	2018
Cash & Short Term Investments	23,982,926	21,544,323
Accounts Receivable	2,262,653	3,149,050
Capital Campaign Receivable	835,821	1,322,572
Inventory	4,269,517	3,784,008
Other Current Assets	923,491	674,673
Land, Building & Equipment (net)	38,378,948	41,209,746
Other Noncurrent Assets	5,813,932	5,658,212
Total Assets	76,467,288	77,342,584

LIABILITIES	2019	2018
Long-Term Debt & Lease Obligations	1,231,705	1,376,878
Accounts Payable & Accruals	4,017,707	4,183,150
Long-Term Debt & Lease Obligations	26,302,944	27,315,142
Other Noncurrent Liabilities	793,711	666,679
Total Liabilities	32,346,067	33,541,849
Net Worth (assets)	44,121,221	43,800,735
Total Liabilities & Net Worth	76,467,288	77,342,584

REVENUE SOURCES



EXPENSES



OUR SHARED PURPOSE

GOODWILL EXISTS TO HELP PEOPLE

*See Possibilities,
Seize Opportunities &
Prosper*

Together we build community, by inspiring, encouraging and supporting each other and those we serve.

We demonstrate trust, authenticity and respect for all perspectives and backgrounds.

Here, everyone and everything matters.

We value truth, honesty, authenticity,
and our relationships with each other.

We promise to pay attention and shine a
light where things are not as they should be.

We call for action to create positive change.

We trust one another's intentions, honor our
word, do our part and always seek to understand.

OUR *Passion* FOR THIS WORK IS *Undeniable.*
Together WE HONOR THIS SHARED PURPOSE.



5301 Wilkinson Boulevard
P.O. Box 668768
Charlotte, NC 28266
goodwillsp.org



goodwillsp.org • 704.372.3434

OUR MISSION

"Changing Lives Through the Power of Work!"

OUR VISION

All people in our region have the opportunity to develop to their fullest potential through family-sustaining employment.

OUR CORE VALUES

Goodwill 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.

