



# RESILIENCE

2020 COMMUNITY REPORT



# LETTER FROM THE PRESIDENT

2020 was a year that brought seemingly unending challenges – from the pandemic, to racial injustice, to historic layoffs and record levels of unemployment.

With any challenge, also comes opportunity. In the words of James Baldwin, “not everything that is faced can be changed, but nothing can be changed until it is faced.”

When we face our challenges, we uncover opportunities. To overcome racial injustices by shining a light on the actions, implicit bias and silent voices that continue to stifle opportunity and access. To overcome employment challenges by providing access to life-changing skills and supports – free of charge. In many ways, good and bad, 2020 taught us that there is no certainty in life. But, there is commitment, and we can each commit to doing more for our community, to face our collective challenges. In fact, our shared purpose, “to help people see possibilities, seize opportunities, and prosper,” is about commitment.

It is a commitment to ensure Goodwill is a welcoming and inclusive place to shop, donate, receive services, and especially, to work. A commitment to serve others with excellence regardless of their background, circumstance, or color of their skin. A commitment to partner with individuals and families who are working hard to achieve their goals and achieve prosperity. A commitment to partner with them in a way that promotes dignity and builds on the inherent strengths everyone possesses.

I say “partner,” because our focus and priority are on the individuals and their goals – the dreams and aspirations they have for themselves and their families. The personalized steps and supports they need to overcome whatever challenges life put before them – to be resilient.

Facing our challenges – and uncovering opportunities they bring – are the keys to resilience. Being resilient does not mean that we don’t experience stress, emotional upheaval, and suffering. Instead, resilient people flip the script – tapping into their strengths and most importantly, their support systems, to withstand adversity and bounce back from difficult life events.

Our organization certainly experienced its share of obstacles in 2020 – but we found ways to remain resilient. When stay-at-home orders forced us to close our stores and pause our in-person services, we committed to five guiding principles for every decision made: maintain a healthy and safe environment for our team members, clients, customers, and other stakeholders; ensure the long-term financial stability of the organization; maintain continuity of employment

for our team members; continue to provide essential services & supports for clients; and be agile given the circumstances, while keeping focused on long-term strategy. These commitments made it easier to prioritize our values – maintaining health benefits for team members who were on temporary layoff during the closure, and quickly shifting to virtual services to continue to support our community amid historic levels of unemployment. In doing so, we were able to bounce back – and ensure stability for our organization moving out of 2020.

I would be remiss not to mention the incredible opportunity bestowed upon us late in the year. After a rigorous selection process, evaluating more than 6,000 nonprofits, author and philanthropist MacKenzie Scott surprised us with a donation of \$10 million. We are immensely grateful for this historic gift, and we take the responsibility that comes with it seriously.

Throughout this report, you will hear stories of people who also found ways to face their challenges in 2020, to uncover opportunities – despite the odds. “These people – [Jeremy](#), [Guadalupe](#), [Roxanne](#), [Gizaw](#), [Tigist](#), [Samoa](#) and [Stephanie](#) – are examples why we doubled down on our commitment to being a partner and support system for people in 2020 – no matter the cost.”

Everyone deserves the opportunity to realize their own inherent strengths and abilities – and become resilient.

**When we commit to working together, we can overcome anything.**

Sincerely,

Chris Jackson  
President & CEO



*Chris helping out at the donation drop-off at University Pointe store*



# 2020 HIGHLIGHTS

## MARCH



In early March, we hosted our **second annual Bridal Pop-Up Event** at the Goodwill Opportunity Campus. More than **2,400 dresses** were available, starting at just \$25 for bridal gowns and \$10 for other occasion attire. More than a thousand people attended, some driving hours to shop this special event. Community vendors set up shop in the lobby with information and giveaways to help shoppers plan their special day.

## APRIL



Donations are our wheelhouse, so we used our locations to help collect needed items during the height of the pandemic. In April, the community generously donated more than **7,500 gloves**, **700 masks** and hundreds of other items like **face shields**, **glasses**, and **shoe covers**! These were donated to support healthcare workers at **Atrium Health**, **Novant Health** and the **Mecklenburg County Government Health Department**.

## MAY



At Goodwill, we partner with other nonprofits to help participants get the support they need to find stability – not just in work, but in life. For the first time, our **Basic Needs team** hosted a Mobile Pantry at the Goodwill Opportunity Campus in partnership with **Loaves and Fishes**. More than **1,615 boxes of food** were distributed to our neighbors with food insecurities during the COVID-19 crisis and beyond.

## JUNE



Our teams dedicated a lot of time and energy to remodel a former grocery store on Union Road in Gastonia so we could relocate our Dixie Village store. The new location opened on **June 19** with wonderful (socially distant) support from the local community. The new location is home not only to a traditional retail store and drive-up donation location, but is also home to our expanding e-commerce operation.

## AUGUST



We reopened some **in-person services** at the **Goodwill Opportunity Campus** and **Gastonia Job Resource Center**. After stay-at-home directives expired, we felt it was important to create opportunities for in-person services, especially computer access, as so many in our region do not have reliable computer or broadband internet access. In-person services were appointment-only to ensure everyone's safety.

## SEPTEMBER



In September, we launched our first cohort of the **Renewable Energy and Efficiency Workforce (RENEW) Training Program**, a partnership with the **City of Charlotte**. This 16-week program provided skills-based training in HVAC and electrical trades with a focus on energy efficiency. This was our first time offering paid training in the trades, with participants earning \$15 an hour as well as paid work-based learning.

## OCTOBER



For more than 30 years, the **Blue Diamond Technology Awards** have celebrated the best in technology innovation and talent in the greater Charlotte region. In October, the **Charlotte Area Technology Collaborative (CATC)** presented Goodwill with the **Blue Diamond Award for Human Capital** – for major contributions in the development of IT talent in the region.

## DECEMBER



Photo by Elena Seibert

A historic gift surprised us all in December – philanthropist and author **MacKenzie Scott** provided **\$10 million** – the largest donation in our 55-year history. Scott's team evaluated 6,490 nonprofits based on community needs, program outcomes, and ability to make effective use of funding. This transformative gift will help Goodwill accelerate our efforts to help people get back to work today, and be prepared for the workplace of tomorrow.



# RESILIENCE IS... WORKING FOR TOMORROW.



Jeremy with his family

**G**oodwill exists to help people see possibilities, seize opportunities and prosper. Here, it's not about finding a job – it's about starting down the path to something greater.

Jeremy held a number of jobs – good jobs – throughout his career. First as a teacher, then a mortgage and insurance professional. But, he knew he could be more and achieve more, if he just found the right opportunity.

“I was wanting to add on to my resume, because I felt I had reached my ceiling at work,” he said.

That career-boosting training is exactly what he found at Goodwill – where he enrolled in a Systems Analyst class in the advanced IT program. “I’ve taken training in the past, but this was different. We were hands-on with coding, and they linked us up with people working in the industry on live projects,” he said.

Through partnerships with local employers, Goodwill University programs provide skills and qualifications that are in-demand. The coaching support of a career navigator is also a critical piece, Jeremy said, especially through the emotional roller coaster that is the job search process.

“Those trials and tribulations of job hunting can be hard. I went on probably 30 interviews. There were times I got to the fourth or fifth round just to be told they were going with a different candidate,” he said. “Being told ‘no’ so many times – I didn’t let that deter me. And my coach, David, was a great rock for me, just motivating me and telling me to keep pushing to get my opportunity.”

By November, he finally found a role that gives him just that – opportunity. He’s now a Business Analyst, with a salary he’s proud of.

“It’s almost too good to be true! I had to overcome a lot of hurdles and I finally got my ‘yes’ so I’m going to do everything I can to prove myself,” he said.

Because Goodwill programs are offered at no cost to participants, Jeremy isn’t having to allocate his pay bump to student debt. Instead, he’s able to use his salary increase to invest in what matters most – family.

“Opportunities like this are generational changes for people’s families. It’s really changing the path of a whole family by giving this level of training and for these types of careers. This career path is setting me up for even more and it’s amazing,” he said. ★



**698**  
new careers launched  
in 2020\*

(\*by Goodwill participants who completed a class, worked with a career coach or employer engagement representative)



**3%**  
IT employment  
growth in Charlotte  
in 2020\*  
(\*Charlotte Works)



**A**t the encouragement of her close friend, Guadalupe moved from New York to Charlotte to find better opportunities for herself and her 15-year-old daughter. Little did she know the COVID-19 pandemic would cause stay-at-home orders and hiring freezes just as they arrived.

“I was very scared. There were times when I was very emotional. For two to three months, I wasn’t able to work,” she said. “Everyone was saying, ‘You can’t go out. You can’t go on interviews.’ I was like, how will I find a job?”

Instead of letting it hold her back, Guadalupe got to work. During that same time, Goodwill was also hard at work to determine how to support job seekers during the shutdown. On March 23, all of our employment services and training programs moved to a virtual delivery. Guadalupe enrolled in one of the first all-virtual classes of our customer service program.

“Once I did the virtual class, that’s when I figured the sky’s the limit! I thought, the opportunities are endless here! So, I took it and ran with it,” she said.

That spirit of perseverance was a common theme for many who came to Goodwill during this time. Our participants, like Guadalupe, never gave up, and neither did we. After our services shifted to a virtual delivery, Goodwill also started offering pop-up workshops on topics like virtual interviewing, LinkedIn networking and online job hunting.

Meanwhile, Guadalupe mastered the video conferencing environment through her virtual class, preparing her for the next step in her journey. She also started working with a career navigator to perfect her resume and polish her virtual interviewing. Then, she applied and applied and applied to jobs.

“I am a fighter. So, I kept fighting. And now, I’m just happy,” she said.

She’s happy because she’s finally feeling settled. She’s working full-time with Sunbelt Rentals, and she and her daughter moved into their own place in time to start the new school year. She’s using this experience to teach her daughter about grit, resilience and the importance of working hard for what you want.

The lesson she’s passing on exemplifies how we felt this year at Goodwill. Even when facing the unknown, “you can’t give up. Even through a pandemic, you have to fight for it.” ★



**March 23**

is the date Goodwill  
services became virtual



**381**

virtual classes and trainings  
delivered in 2020

**Guadalupe with her daughter**





# RESILIENCE IS... BUILDING A NETWORK.



Roxanne working at American Legion Memorial Stadium

Most people would say 2020 was not the year to try to start a new career. However, most people don't have the deep level of support Goodwill participants do. Despite record unemployment and layoffs in the region in 2020, nearly 700 Goodwill graduates were still able to gain new jobs in 2020. One of those is Roxanne.

"It's been the best thing in the world to me. I'm a Goodwill cheerleader!," she said. Roxanne's gratitude isn't just for the skills, but what came along with it – the people.

After spending 20 years as a clinical therapist, Roxanne wanted to work with her hands and be creative, and as a lifelong lover of tilework, she thought this could be a more sustainable path for her future. She was right. Despite the pandemic, construction employment in Charlotte grew 1.1% in 2020.

Roxanne completed the Construction Basics and Intermediate Carpentry courses at the Goodwill Construction Skills Training Center where she found a group of classmates who quickly became "a little family." Outside of class, her network expanded, too. Roxanne's career navigator, Keitha Stewart, helped come up with a blueprint to tackle her career change. "The biggest change for me is switching the type of job I was doing, and understanding the emotional impact of that change, and she helped me through that," Roxanne said.

With her new skills and new confidence in her abilities, Roxanne landed a position through a Goodwill job fair supporting the expansion of the Charlotte-Douglas International Airport. Then, she found a new opportunity with another construction company where she was promoted to a manager.

But then, COVID-19 hit. Roxanne was laid off.

Her cohort members and career navigator were there to help, but this time, it was a phone call from Matt Robson that helped her put the pieces together.

Matt is on the Employer Engagement team, which develops relationships with strong hiring employers in the region. When Matt heard of an opportunity for a tile pre-apprenticeship, he called Roxanne and set a meeting. Roxanne made a great impression, landed an interview and got a job offer three weeks later.

It was the winning play facilitated by a team of passionate professionals that make Roxanne "a Goodwill cheerleader." ★

## Most Engaged Employers in 2020:

AppleOne  
Atrium Health  
Better.com  
Caromont Health  
R.J. Leeper Construction, LLC  
Morris-Jenkins  
RHC Workforce Solutions  
Spectrum



17  
virtual hiring events  
hosted in 2020



1,137  
people participated in more  
than one class in 2020



**W**hen we're comfortable in our community, we can take for granted the feeling of being recognized. Gizaw still remembers the first time his career navigator, David Washam, greeted him at the Goodwill Opportunity Campus.

"Nobody had called to me in a long time. So when I heard him say, 'Gizaw!' you can't understand that feeling – it was really amazing to me," he said.

Gizaw and his family moved to Charlotte from Egypt at the end of 2019 with their two sons. They didn't know anyone here, but eventually found a system of support through Goodwill.

"In our paths of our lives, Goodwill is one of the greatest places we've been," he said. "I didn't have family or someone who could help me. If I couldn't find a job, we may have ended up homeless. So, it was a life and death situation," he recalled.

They found Goodwill when his wife, Tigist, was searching for free IT courses. She invited Gizaw to the first interest meeting. "Afterward, he said, you aren't going to have to take the class alone, I want to do this, too!," she said. Tigist took Salesforce, and Gizaw joined Quality Assurance. Luckily, their classes were on different days – so they could manage their schedule with 5- and 10-year-old sons at home.

For them, this was more than just skills training. Goodwill helped them gain social capital and adjust to a new working environment. Local IT employers visited the classroom to answer questions, and the classes gave them access to live projects. Gizaw quickly accepted a job with Wells Fargo before the class was even complete.

Gizaw's career sustained their family during this difficult time. Tigist completed her class and earned her first Salesforce certification, but, like many parents, she needed to stay home to help her kids with online school.

Then, his project ended due to COVID-19. For a few weeks, they weren't sure what they were going to do. But due to his dedication, skills and a glowing manager recommendation, the first project wrapped up on a Friday and he started a new role with Wells Fargo the next day! Then, as school started returning to in-person, Tigist landed a job with Ads4Earth as a Client Relationship professional.

Looking back, Gizaw said Goodwill was the catalyst that helped them build a life during the pandemic. "For some people, it's about a job. But for us, it was everything. I always say, Goodwill has given us a life," he said. ★

Gizaw & Tigist with their sons



**72%**

2020 participants  
partnered with  
Goodwill for at  
least 6 months



**\$21.52**  
PER HOUR

Average starting wage for  
IT participants in 2020



# RESILIENCE IS...

## GIVING MORE OF YOURSELF.

“I’ve had a rough time.”

This is how Samoan Coley starts our conversation about 2020. And after hearing her story – you might say that’s an understatement. But her compassion, and her passion for her work, helped her navigate one of the toughest years to date.

She’s just returned from a funeral – her uncle’s. Her year has been filled with grief – the loss of cousins to COVID-19, car accidents and stroke. Her uncle succumbed to cancer. Her grandmother, who has dementia, was in and out of the hospital due to COVID-19. And yet, she’s here working, and sharing her story.

“We still have to find the place in our hearts to be there for others even in the midst of our own storms,” she said. “I have a purpose and God brought me to Goodwill and put me in this position for a reason.”

When Samoan started at Goodwill 11 years ago, she worked on a pilot program to support single moms with their benefits. She helped establish relationships with Crisis Assistance Ministry, Loaves & Fishes, MedAssist and other partners that evolved into today’s Basic Needs program, through which Samoan and others help people find stability in their home life so they can focus on their careers.

Samoan says this work is her calling. Because she’s been there – she can truly understand how best to help.

“I know the struggle, and I know the way some people may look down on you. I treat each and every person who comes to us with utmost respect. I tell them, ‘Just because you’re here today, doesn’t mean you’ll be here tomorrow. Just strive for better and better will come. It happened for me,’” she said. “It’s new for a lot of people, especially right now – it was new for me too. I can help them navigate that.”

Throughout 2020, many people experienced employment-related challenges for the first time. In April, unemployment reached a record high in the Charlotte-Mecklenburg metro area. That’s also when demand for Goodwill services saw a dramatic uptick. In total, team members like Samoan made 3,289 referrals for basic needs support in 2020. Her team are usually some of the first faces someone meets at the Goodwill Opportunity Campus. Now, she says, working from home and meeting over the phone has actually been beneficial to her work. It’s helped to break down barriers – for herself and the people she serves.

“When we were in the office, they just see me on the other side of the table. But, I have

struggles, too. We’re all going through this together,” she said. “I was talking with a woman recently and she got to crying, and I told her, ‘I’ll cry with you.’ We all just kind of release, let it out, and connect more. We’re all going through this together.”

At Goodwill, we refer to supports like Basic Needs and referrals to community partners as wrap-around supports. Samoan has a different kind of wrap-around support she likes to give, as well.

“I just want to see them in person and give them a hug! Especially when they say you’ve helped me not be evicted, stopped my water shutoff, or even ‘you don’t know how much you’ve helped me having that social interaction.’ That’s what keeps me going because this is my purpose. This is why I am where I am. I try not to forget that.” ★



**Samoan at her home**



Every day, Stephanie Sherill helps people move forward – whether those steps are big or small, seen or unseen. She’s a career coach for Goodwill, but unlike other coaches who serve the community as a whole, she’s assigned specifically to the Goodwill team.

The Pathways program was launched in 2020 to bring the hands-on coaching approach we offer the community to our retail team with 43 initial team members enrolled. Participants work closely with a coach to uncover their personal and professional goals, create a plan to reach them and meet regularly to manage through challenges.

“I think it’s a blessing, the opportunity to help others find themselves and grow inside or outside Goodwill! Our team members give so much to the organization and work so hard, it’s the least we can do to have support specifically for them,” she said.

This program kicked off just in time – launching in February, right before Goodwill stores had to temporarily close during the stay-at-home order. Team members were paid for three weeks and received health benefits during that time, “so they had their basic needs, but the mental health aspect became the priority,” Stephanie said.

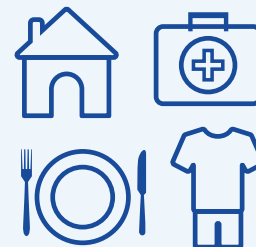
“Most of us have never had to encounter anything like that in their lifetime. So, I was helping them navigate using the Employee Assistance Program for free counseling, finding constructive ways to let out anxiety, figuring out what to do with their kids. It was really rewarding when team members would try something like a homemade play dough recipe, or yoga for stress relief, but what was more rewarding was feedback that they knew I was there – even if they just needed 30 minutes to let their heart out,” she recalled.

Despite being the strong coach team members needed, Stephanie was navigating her own challenges during this time, too. She found that being open in her coaching sessions with team members helped both of them find comfort and support. “My fears and concerns might look different from others based on family and career, but really at the heart of it, we all have the same concerns. They’re just placed in a different envelope,” she said.

While she spent her workday supporting the team, the remaining hours of the day were filled with helping others, too. After her mom was hurt at work and couldn’t walk, she jumped in to care for her three siblings at home.

“I’m the oldest, so I always take care of them. I couldn’t work in the house with kids everywhere so I would go to my parents during the day and work in their camper so I could be close. I am really thankful that we were able to work from home – it made it easier to help with my siblings, meal prep for them when my mom was hurt. Being able to work from home gave me time with my family, and really, time to help others as well since I was working only steps away,” she said.

While the emotional and physical aspects of navigating the pandemic were difficult, Stephanie found renewed passion for her work. “That’s what sparks joy in me – helping others. That’s what keeps me going. ★



**3,289**

Referrals for basic needs support in 2020



**Stephanie at her parent's home**




# RESILIENCE IS... COMING TOGETHER.

Despite the challenges 2020 brought to many, our community stepped up to support Goodwill as we did all we could to serve as a central place for people to find support.

**Philanthropic giving** played a key role in allowing Goodwill to continue to provide our services, despite a temporary closure of our stores during the stay-at-home orders. **More than \$2,388,149 was generously donated** to our Goodwill in 2020 to support our employment programs during a critical time. In stores, community members continued to participate in our Round Up program to donate change, and sometimes more, directly to our programs.

**Material donations** at our stores and attended donation centers increased amid the pandemic, as people spent more time at home realizing what they didn't need, while hearing stories of jobs lost, realizing their community was in need. **More than 1,036,562 material donations were made** in 2020. The generosity of the community through material donations ensures Goodwill stores have plenty of product to sell to fund our mission.

**Partnerships** are central to the purpose of the Goodwill Opportunity Campus. Holistic support is critical as people look to make a change – you can't find stability in your career without stability in your finances, health and home life. Each of the partners at the Goodwill Opportunity Campus plays a critical role in supporting our community, and especially made a difference in 2020 while partnering with Goodwill on health and wellness standards to serve our community in the safest manner possible. ★



**Charlotte Community Health Clinic** served **4,895** unique patients, and administered over **2,250** COVID-19 vaccines in 2020.



**Common Wealth Charlotte** served more than **4,450** people with financial education, counseling and access to re-banking and emergency loan products.



**Charlotte Metro Credit Union** continued to be a financial lifeline for our community and team members during this time, managing **\$80,884,169** in deposits in 2020.

**The Center for Community Transitions** saw an **83%** completion rate in its programs providing employment tools and resources to help people affected by incarceration.







Wardrobe stylist and fashion insider Stacey Michelle helped shoppers learn to use Goodwill finds to style top trends.



Goodwill team members volunteered at our Loaves & Fishes donation drive.



Customers contributed even more to our mission by rounding up to the nearest dollar.



Fenix Photography donated their time and expertise by providing professional headshots for Goodwill participants.



Companies like Lowe's Inc. donated funds to support our programs during this critical time.



The Goodwill transportation team worked hard to bring more donations to our stores to support our mission.



# 2020 DONORS

Our sincere thanks to donors who invested in Goodwill between January 1 and December 31, 2020.

## CORPORATIONS & FOUNDATIONS

Accenture LLP	Good Fellows Club	The Vanguard Group
Ally Bank	Howard R. Levine Foundation	The Willing & O'Donnell Charitable Giving Fund
AmazonSmile Foundation	Lowe's Companies	Truist Foundation
AT&T North Carolina	North Carolina Department of Commerce	United Way Central Carolinas
Bank of America Foundation	Phillip Van Every Foundation	Verizon
Charlotte Mecklenburg Community Foundation	Piedmont Natural Gas	Wells Fargo Foundation
City of Charlotte	The Blumenthal Foundation	Women Executives
Cognizant US Foundation	The Leon Levine Foundation	
Duke Energy/Piedmont Natural Gas	The Levine-Sklut Family Foundation	
Fifth Third Bank	The Springsteen Foundation	

## INDIVIDUALS

Anonymous	Gertha Crumpler	Bill Gorelick	Gene King
Frank Ahlborn	Leslie Currence	Betty Anne Haley	Gary Kroll
Elizabeth Atherton	Clayton S. Curry	John Hamrick	Anna Ladenberger
Lee Armstrong & Mike Lumpkin	Chuck Dahlman	Laura Hanna	John Leary
Blas Arroyo	Julie Drinkhahn	Paula Harris	Amy Levine-Dawson & Alfred Dawson
Erika Barton	Carol Duncan	Lou Hawkins	Luis Linares
J. D. Buchanan	Renee Ford	John Highfill	Charlotte Martin
Edith Butler	Philip Freeman	Luther Hodges	Kristen Marshall
Hobart B. Cheyne	Gary Frenette	Joan Hoerlein	Alfardretta Mason
Nirmala Chidurala	David A. Garner	Reggie Isaac	Breanne Mercer
T.E. Collins	Elissa Gauden	Steven Jackson	William Myers
Alba Cornish	Anthony Glymph	S. Lea Stromire Johnson	Tekecia Phillips





## WHY WE GIVE



The COVID-19 pandemic brought especially severe job and income losses to those already struggling on the margins. In response, Goodwill redoubled its flexibility and capacity to meet aspiring workers' developmental needs. Shifting to virtual training and offering a holistic range of available resources, Goodwill filled the gap... and Ruth and I were moved to accelerate our financial support to Goodwill.



Patricia Poole-Felder

Terrence Powell

Kimberly Raybon

Mr. Rednekcheck

Henry Rock

Steven Rogelberg

Carlos Sanchez

Bob Sink

Cathy Smedelay-Martin

Yvonne Smith

Jacob Spahr

Joan Taylor

Kayla Taylor

Jerry Tucker

Jean Veatch

John Walker

Debra Watt

Janice Williams

James York

### J. MICHAEL ELDER GIVING CIRCLE MEMBERS

Members support Goodwill through sustained, three-year leadership gifts. J. Michael Elder Giving 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 J. Michael Elder Giving Circle members who, through their financial commitment, continue Michael's legacy of excellence and help to provide long-term organizational stability.

LaRita & Sam Barber

Marilyn Bowler

Bragg Financial Advisors

Ronnie L. Bryant

Mia Comeriato

Ed Driggs

Helen Eggers

Michael Elder & Karen York

David & Nancy Haggart

Reggie Isaac

Jami Herzberg

Chris & Renee Jackson

Alicia Lebeouf

Dec & Alicia Lee

Barbara Maida-Stolle

Jay Norvell

Anne Predieri

Sara Garces Roselli & Dan Roselli

Harry Smith

Bill Toole

Bill & Rita Vandiver

Jean Veatch

Kilby & Mike Watson

Regina & Nick Wharton

Mike & Beth Whitehead

Ken Whitworth

### LEGACY SOCIETY

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

Michael Elder



# 2021 EXECUTIVE LEADERSHIP TEAM



**Chris Jackson**  
President & Chief  
Executive Officer



**Raquel Lynch**  
Chief Program Officer



**LaRita Barber**  
Chief Advancement Officer



**Jose Luis**  
Chief Operating Officer



**Mia Comeriato**  
Chief Human  
Resources Officer



**Richard Walker**  
Chief Financial &  
Strategy 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 2020.

## 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 & Operations Chairperson

**Kimberly A. Rock**, *Ernst & Young, LLP*

### Board Development Chairperson

**Sara Garces Roselli**, *Packard Place*

### Mission Services Chairperson

**Jami Herzberg**, *Gallagher*

**Ronnie Bryant**, *Ronnie L. Bryant, LLC*

**Shantia Coley**, *Wells Fargo*

**Richard Donaldson**, *Duke Energy*

**Helen Eggers**, *Bank of America*

**Renee Ford**, *Walmart Inc.*

**Seb Girard**, *Atrium Health*

**Alicia LeBeouf**, *Canteen/Compass Group, NA*

**Dec Lee**, *American Airlines*

**Jay Norvell III**, *Community Volunteer*

**Anne Predieri**, *Wells Fargo*

**Brad F. Richardson**, *Stifel Nicolaus & Company*

**Shell Richardson**, *Elegant Connexions*

**Henry Rock**, *City Startup Labs*

**Harry Smith**, *Novant Health*

**Bill Toole**, *Community Volunteer*

**Jean Veatch**, *Duke Energy*

## ADVISORY MEMBERS

**Wayne Dozier**, *Community Volunteer*

**Laura Hampton**, *The Employers Association*

**David Shore**, *Community Volunteer*

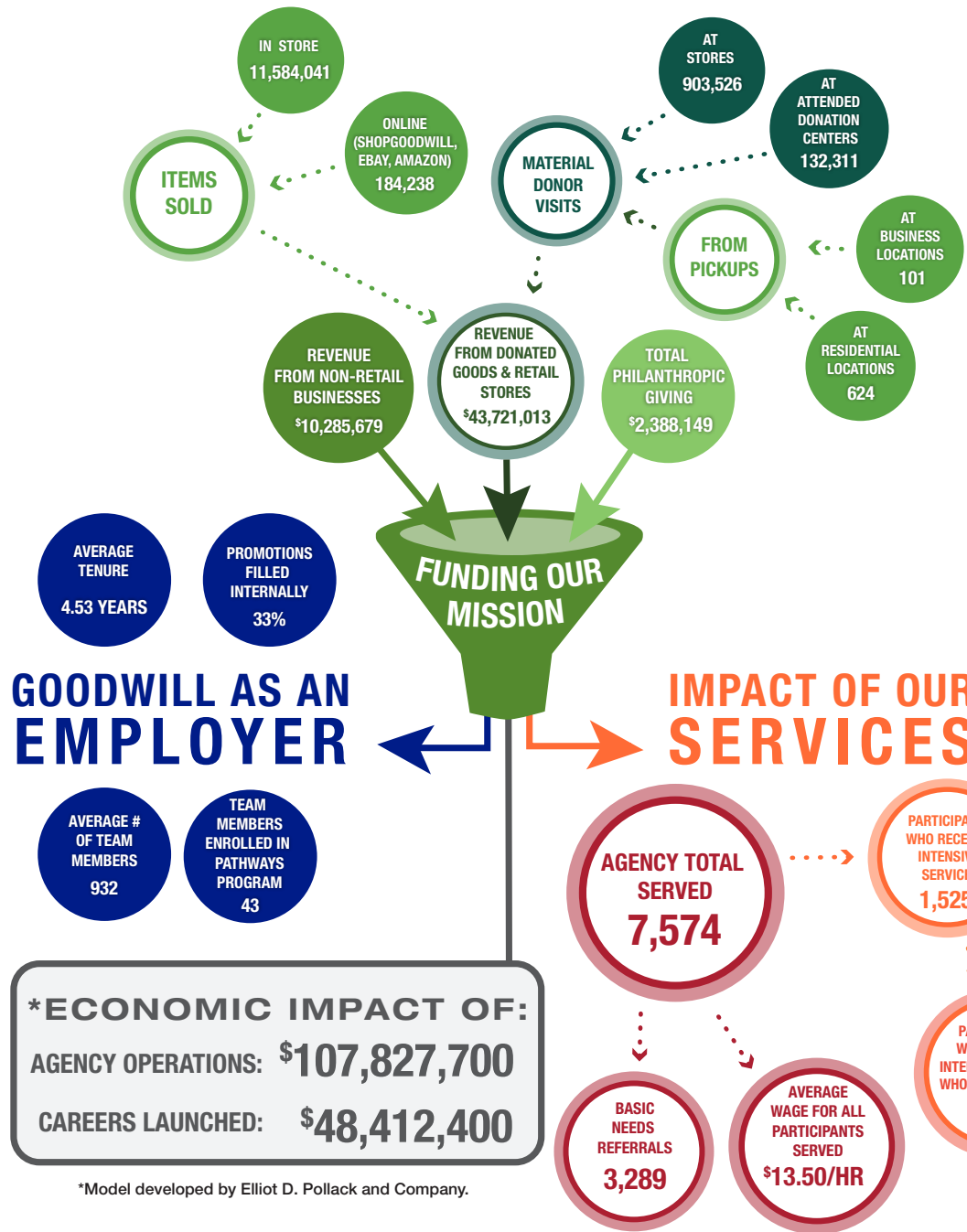
**Jensie Teague**, *Selwyn Property Group*

"The challenges that surfaced in 2020 created new hurdles and complications for all of us to face, and Goodwill was not immune. It was great to see the leadership team at Goodwill step up and face the challenges with decisive actions in a thoughtful manner. As the Board Chair during that time, I was very impressed with the strategic leadership that was exhibited, and honored to be part of such a high performing team!" – Reggie Isaac



# 2020 SOCIAL ENTERPRISE MODEL IN ACTION

**Goodwill**   
Industries of the Southern Piedmont



\*\*Only the Forklift and Construction Basics classes offer an industry-recognized certificate.



# 2020 FINANCIALS

## FINANCIAL ACTIVITY

REVENUES	2020	2019
Business Enterprises	43,721,013	50,434,451
Workforce & Employment Services	9,069,098	10,193,074
Contributions - Other	757,998	873,811
Other Income	1,216,581	1,315,166
Operating Revenues, Gains and Other Support	54,764,690	62,816,502
<b>Non-Operating Revenue:</b>		
Capital Campaign Contributions	-	2,154,069
Loss on Sale of Property	-	(1,863,296)
Total Revenues	54,764,690	60,953,206
<b>EXPENSES</b>	<b>2020</b>	<b>2018</b>
Wages, Taxes & Benefits to Participants & Team Members	39,633,203	40,908,275
Occupancy & Depreciation	10,489,508	11,108,458
Supplies	2,521,206	2,768,460
Other Operating Expenses	6,310,688	5,847,527
Addition to/(Use of) Working Capital	(4,189,915)	320,486
Total Expenses	54,764,690	60,953,206

## REVENUE SOURCES



99% Goodwill Enterprises

Other Contributions 1%

## FINANCIAL POSITION

ASSETS	2020	2019
Cash & Short Term Investments	22,681,731	23,982,926
Accounts Receivable	2,375,554	2,262,653
Capital Campaign Receivable	371,348	835,821
Inventory	4,666,965	4,269,517
Other Current Assets	1,107,065	923,491
Land, Building & Equipment (net)	36,898,704	38,378,948
Other Noncurrent Assets	5,697,691	5,813,932
Total Assets	73,799,058	76,467,288

LIABILITIES	2020	2019
Long-Term Debt & Lease Obligations	1,716,131	1,231,705
Accounts Payable & Accruals	6,239,493	4,017,707
Long-Term Debt & Lease Obligations	25,227,568	26,302,944
Other Noncurrent Liabilities	684,560	793,711
Total Liabilities	33,867,752	32,346,067
Net Worth (assets)	39,931,306	44,121,221
Total Liabilities & Net Worth	73,799,058	76,467,288

## EXPENSES



89% Programs

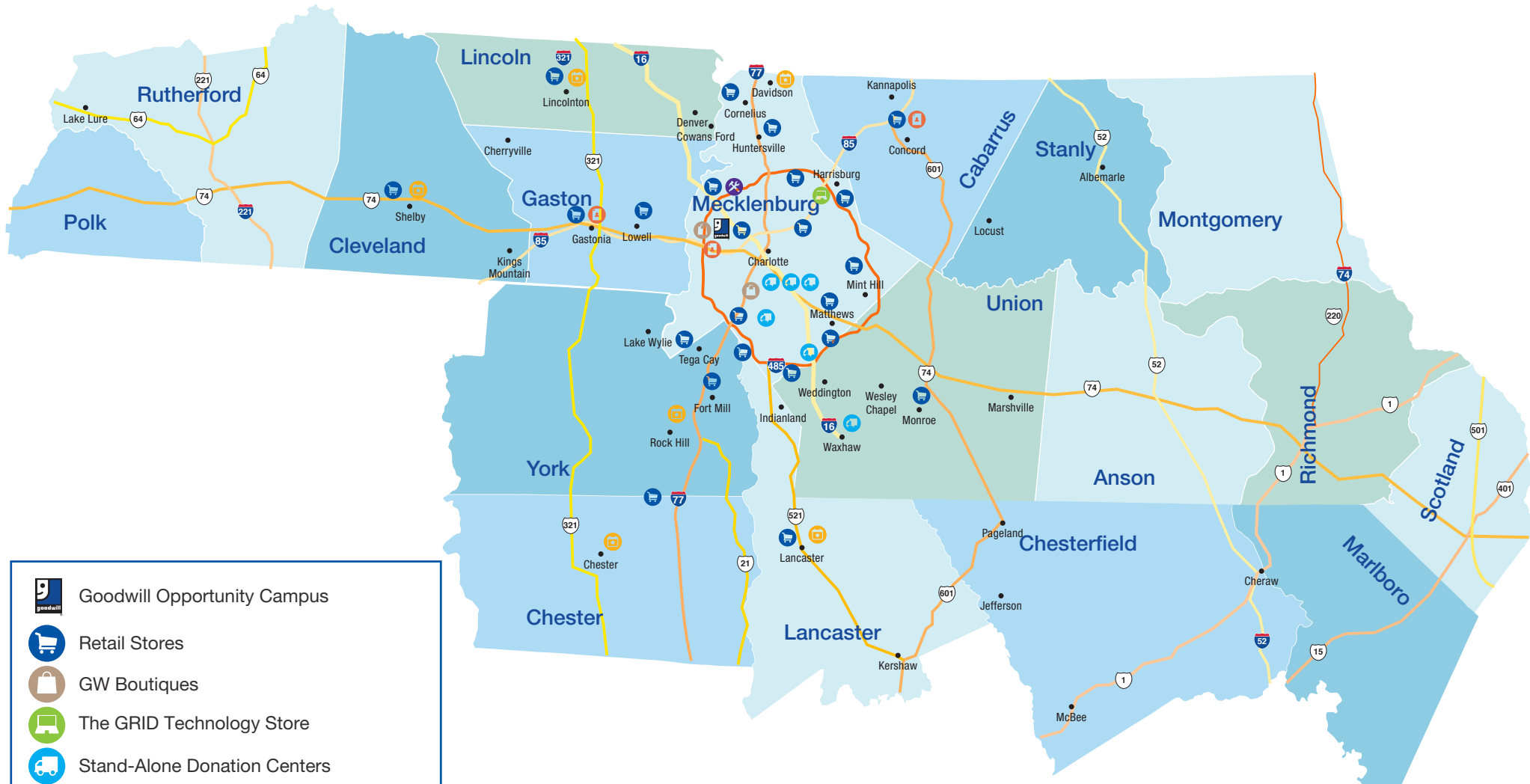
Administration 10%

1% Fundraising



# Goodwill

## Industries of the Southern Piedmont



Goodwill Opportunity Campus



Retail Stores



GW Boutiques



The GRID Technology Store



Stand-Alone Donation Centers



Full-Time Career Centers



Appointment-Only Locations



Goodwill Construction Skills Training Center

[Click here for addresses, phone numbers and hours of operation](#)



# OUR STRATEGIC PRIORITIES

We've made a number of changes in 2020 to align our organization with our strategic goals. These changes were aimed at building capacity and accelerating our progress toward our key goals. Below are our four strategic priorities as an organization moving forward.

## PREPARING PEOPLE FOR THE FUTURE OF WORK:

A broad, multi-faceted initiative to prepare program participants and team members for the ever-changing work environment to be successful in their job and in the pursuit of their goals.

### What does success look like?

Participants and team members are future-ready for an ever-changing environment, and feel confident and competent to meet the expectations of their jobs and achieve their professional goals.

## BUILD OUR FINANCIAL STRENGTH:

An ongoing initiative to maintain and build our financial strength to support continued growth in revenue and mission.

### What does success look like?

Philanthropy effort and business portfolio ensure consistent growth of our total net margin under a wide range of economic conditions.

## ORGANIZATIONAL CULTURE:

A perpetual effort to help people see possibilities, seize opportunities and prosper. This includes committing to the cultivation of a culturally sensitive work environment that respects and values diversity, equity and inclusion for all.

### What does success look like?

Goodwill attracts and retains top talent reflective of a diverse and inclusive organization.

## MISSION CLARITY AND IDENTITY:

An initiative to explore if Goodwill's current mission aligns with our aspirations, is understood, and is effectively communicated.

### What does success look like?

Goodwill is a trusted community anchor organization that delivers innovative business, training and employment solutions that attract investment, talent and community support.





# OUR SHARED PURPOSE



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.



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## 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.

## FROM THE FRONT COVER



Latrice James of @PiecesofPosh is a Goodwill influencer partner. She collaborated with the Employer Engagement Team to teach classes to Goodwill University students, and now focuses her efforts in spreading the word on finding fashionable items at Goodwill stores. Latrice partners with Goodwill to host thrift shopper meet-ups and consistently shares her Goodwill finds on social media with her 1,600+ followers. Like the rest of us, Latrice faced challenges in 2020 throughout the COVID-19 pandemic, but came out the other side with a smile.

