

The
FUTURE
IS
bright

2021 COMMUNITY REPORT

Letter from the PRESIDENT & CEO

Whether you are a dedicated supporter, a donor, a shopper, an employer partner, or this is your first time getting to know Goodwill, I am humbled that you are reading this report to learn more about our organization's mission and our impact in the community.

A lot has changed at Goodwill – and the world – since we last updated our mission statement more than 50 years ago. Throughout the years, our goals have grown beyond simply finding people work. Our focus has shifted to offering tools, resources, support and guidance that help people in our community discover pathways to the life they want to achieve. We've started programs that provide skills training, career advancement opportunities, social capital, and more, to help people not only get a job – but prosper in their career and in life. Through a deep and holistic approach to services and employment supports, we are opening new doors and creating economic justice for individuals, while changing family legacies.

As we evolve to help meet the changing needs of our community, we believe our mission, vision and values needed to grow along with us. In November of 2021, we proudly unveiled new guiding statements to donors, volunteers, and supporters during our annual event, Good Morning, Opportunity.

Our purpose: Goodwill exists to help people see possibilities, seize opportunities, and prosper.

Our vision: We envision a community where equitable access to career opportunities is available for all.

Our mission: Goodwill builds pathways that help people pursue the life they want to achieve.

Our values: Be bold. Listen Actively. Build a Village.

Language is incredibly powerful and impacts the way we think, feel, and act. We carefully constructed our new statements after more than a year of intensive conversations with donors, board members, teammates, participants and members of the community. Throughout this report, you will experience not only the new words we are using to share our goals on behalf of our community, but you will also meet the people whose stories inform and breathe life into these words – the people for whom these words were written.

Our new language provides clarity and direction for how we will serve the community. But, my hope is also that members of our community see themselves reflected in these statements in a way that honors their individual pathways to success. While many feel that mission and vision statements are inward statements for an organization, we hope the impact of these words will reverberate throughout the community and reiterate to every person that support is available to them on their journey toward prosperity. That no matter your circumstance – you are welcome here, you matter here, and you can find community here.

At the end of the day, Goodwill is here to partner with people. To help them uncover their passions, enhance their skill sets, and achieve more for themselves and their families—creating a brighter future for all of us.

It is my hope that our entire community can see the bright future we are envisioning through these new statements, because a society rich with opportunity for all cannot be achieved alone.

Imagine the good we can do, together.

Sincerely,



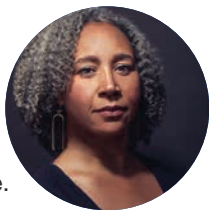
Chris Jackson
President & CEO



Highlights

February

Our GoodTalks event brought hundreds of people in our community together in conversation with Mia Birdsong, who engages the wisdom of people experiencing injustice to chart new visions of American life.



April

Experts from Bank of America, Synchrony Financial, Spectrum and Wells Fargo came together at our IT Employer Roundtable to give career advice and insight to Goodwill participants, graduates and team members who are working to launch careers in the industry.

June

June marked the five-year anniversary of the Goodwill Opportunity Campus, where community organizations come together to help people access critical health, financial, re-entry and career services.

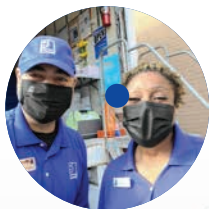


September

In today's job market, most jobs require a high school level education. That's why Goodwill partnered with Central Piedmont Community College (CPCC) to offer an Adult Basic Education course that prepares participants for the High School Equivalency Test (HiSET), a new alternative to the GED exam.

December

During the last five days of the year, the entire Goodwill family pitches in to support an uptick in donations - we call it "One Team, One Mission!" The last five days of 2021 brought more than 29,000 donor visits!



March

As local mandates were lifted, Goodwill career centers and GoodWork Staffing locations returned to some in-person services to meet the needs of our community, especially job seekers.



May

144 golfers at the annual Charity Golf Tournament hosted by the Charlotte Douglas International Airport raised more than \$79,000 to support the Goodwill Construction Skills Training Center.



August

The Lowe's Foundation granted \$275,000 to ASPIRE Community Capital to expand their suite of entrepreneurship programs for underserved communities offered through the Goodwill Opportunity Campus.



November

Hundreds of virtual attendees shared their support at our first Good Morning, Opportunity event, hosted by WBTV's Dedrick Russell, bringing community together to celebrate and invest in the Goodwill mission.



OUR PURPOSE

GOODWILL

EXISTS TO

help people

SEE

POSSIBILITIES

seize

OPPORTUNITIES

AND

prosper



James

"To have people that I never met to care for me the way Goodwill did—it's really an honor."

Since this story was published, James has since passed away. All of us at Goodwill are proud of all that he accomplished and are honored to have been part of his journey. Our hearts are with his family.

James started working with the DPR construction site located at Atrium Health in midtown Charlotte in April 2021 after completing basic construction and HVAC courses at the Goodwill Construction Skills Training Center.

"I'm the site coordinator," James emphasized. His job requires him to direct traffic in and out of the construction site, and he's very good at it according to his supervisor Adam Kouri, project executive for DPR Construction.

"If I could get more folks like James coming through here then we'd hire every one of them," Kouri said when speaking with Spectrum News reporter Christian Noguera, who interviewed James about his successful transition to a career in construction.

James never imagined when he moved to Charlotte from Maryland just two years ago that he would be working in a full-time job, making a salary he was proud of, and with room to grow in his career. "I was determined not go back to the streets, especially after I came home from prison," James shared.

After his release, James wanted a fresh start. When he arrived in Charlotte, he began researching staffing agencies and found Goodwill. He was surprised by the many resources available to him, and was determined to take advantage of all he could.

"They could see I was interested in bettering my life, so any resource they could provide they would call and tell me about," he said.

In addition to taking construction courses, James received career coaching from Goodwill Career Navigator Keitha Stewart, who became an important part of his support network.

"She was a mentor to me," James said. "She is a really big part of my success. There were things I thought I knew, and she would critique me and help me get better, and that's what got me here."

The additional resources and coaching James received helped him stay focused on his career path, and the courses he completed provided industry-recognized credentials in a high-potential field, and connections to employers like DPR.

"People think you come to Goodwill to get a little help, but that's a big help to be able to get in a program that can advance your career and change your life," Taylor emphasized.

James' pathway to success wasn't an easy one to walk, but it's his faith that helped him every step of the way. "When I was going through my tough times, God was in my ear telling me to 'hold on'," James explained. He says he's living proof of how people can turn their lives around and he hopes his story can be an inspiration to others.

"I'm a true testament to the things that can be done when people care about their lives," he said.

325
industry-recognized
credentials earned
through Goodwill
University courses
in 2021

OUR VISION

GOODWILL

ENVISIONS A

Community

WHERE

EQUITABLE

ACCESS TO

career

OPPORTUNITIES

IS AVAILABLE

for all



Kiyosha

“To be able to get this training, free of charge, and then get career assistance and to see that outcome. I couldn’t ask for anything better.”

Kiyosha & her mother, Renita Jones (left to right)

“I’ve always been a fan of Goodwill for shopping, but I never thought that Goodwill would be responsible for improving my quality of life, and put me in a position where I can continue to grow,” said Kiyosha, shortly after completing an IT training course through Goodwill University.

When Kiyosha started with Goodwill, she was working as a billing specialist at a logistics agency. “I was not sure where my life was going to go. I did not graduate college, and I was slowly realizing that the workforce was no longer a place where you can just work your way up in a company,” Jones said.

With no concrete plan of what she wanted to do, her mom encouraged her to join her in enrolling in the Business Analyst/ QA Tester training course with Goodwill University, a decision she is thankful she made. Today, Kiyosha is a Quality Assurance Software Tester for Insight Enterprises, a global consulting firm, and is on her way to becoming a test automation engineer.

Her path to achieving success wasn’t easy, but she says anything you want requires some sort of sacrifice. Kiyosha had to give up some nights with friends for classes, homework and job hunting, but has no regrets.

“The course load is a lot of work, but it is definitely worth it. It prepares you for real-world scenarios and working environments. You learn to work in a team, how to work with your developers as well as your project managers and communicate,” she said.

She is now using what she learned in the classroom in her new role, but her education didn’t stop there. Through her employer,

Kiyosha received her Professional Scrum Master (PSM) level one certification and is working on her Selenium certification.

While the tech industry hasn’t always had a reputation for inclusivity, Kiyosha says the opportunities she’s been provided as a Black woman are phenomenal. “Women may not be the face of tech, but when you get behind the scenes, we’re all over the place,” she said.

In addition to Goodwill training courses, Kiyosha was also appreciative of the mock interviews and depth of coaching and assistance she received from career navigator, David Washam. “Goodwill was really really personal, in the best way. They did everything they could for us to help us succeed,” she said. “It was essential because I had never worked in tech or knew anything about the interview process. Technical interviews are a whole different ballgame and David helped to prepare me.” He’s also maintained a relationship with Kiyosha, more than one year after graduating from the course.

For Kiyosha, the services provided by Goodwill have been transformative to her life and she knows they’ve also impacted the lives of so many others, as well.

“To be able to get this training, free of charge, and then get career assistance and to see that outcome. I couldn’t ask for anything better. And it makes me feel like, although I don’t have a degree, I’m not worried about that anymore.”

\$22.88
average starting hourly wage for IT program graduates in 2021

OUR MISSION

GOODWILL
BUILDS

pathways

THAT

HELP PEOPLE

pursue

THE LIFE

THEY WANT TO

achieve



Debbie

"You will find that Goodwill is a good resource, and I am truly indebted and grateful for everything that they've done for me."

Today, Debbie is working at Clifton Larson Allen (CLA), LLB, an accounting firm in uptown Charlotte, but she was once one of millions of Americans impacted by COVID-19 and looking for work.

"I didn't have a lot of money that I could pour into going back to a university or getting a technical degree, so I had to find other resources. That's how I got connected to Goodwill," Debbie shared.

Debbie started her career as a legal assistant with Bank of America, where she worked for 20 years and received numerous promotions before taking a job in human resources with Family Dollar, until they were acquired by Dollar Tree and her career there ended. A woman with many skills, Debbie took the opportunity to shift her energy into her event planning business. In addition, she got her commercial driver's license (CDL) and began driving school buses for Charlotte-Mecklenburg Schools until March 2020, when the global pandemic changed everything.

As an older adult, looking for work was challenging for Debbie, who felt employers were no longer interested in her resume, despite the number of years she worked in corporate America. Emotionally, Debbie shared, "Even though I had a great career, I just started to devalue that and felt like I wasn't good enough."

So, Debbie bet on herself and began taking classes virtually through Goodwill University, which provides a wide variety of job training courses – at no cost – designed to help participants develop the skills needed to launch new careers in fields with opportunity and growth potential.

Debbie started with prerequisite courses before landing in the Customer Service Excellence (CSE) course, which helped to guide her pathway to success. "Once I completed the course, I started building my resume and having more conversations with my coach and others about what it was that I wanted to do, and they just kept pushing me to apply for all the jobs that I knew I was qualified for,"

she explained.

For Debbie, the hardest part was the waiting period, but luckily, she didn't have to endure that hardship alone. Goodwill participants are able to work with a career navigator throughout their journey, who provide a one-on-one partnership and access to wraparound services and job search support.

"I felt like I had somebody that I could just say 'this is how I'm feeling today, nobody's calling me back,' and it was that voice on the other end to say, 'you know what, it takes time, but you're doing all the right things.'"

After applying to a role at CLA, Debbie finally got her yes! She received an offer and began working with them in the summer of 2021.

It's the mission of Goodwill to build pathways that help people pursue the life they want to achieve. This means more than just getting a job – but partnering with people to uncover their passions, enhance their skill sets, and achieve more for themselves and their families. Goodwill is able to help so many thanks to donors and shoppers – one of whom was Debbie!

"Goodwill was just the name of an organization that I used to give to, but now it is more than that," she said.

"For me, it is a place where people can go to restart, reenergize and get out there and find an opportunity that is going to suit them. It doesn't matter your age; it doesn't matter your failures. You will find that Goodwill is a good resource, and I am truly indebted and grateful for everything that they've done for me."

219,112
job openings in IT,
customer service
and construction jobs
in the Charlotte region
in 2021

Pathways is a program designed to support Goodwill team members with the services Goodwill is known for – personalized support in achieving their professional development and personal goals. Team members have the opportunity to work with a career navigator, who acts as a personal coach to assess their current needs and skills, explore options for educational and career advancement, and work on an action plan to achieve their goals. Pathways Career Navigators provide support and encouragement, and celebrate successes, as you'll see in the letters written below between Pathways Career Navigator Madison, and two team members, Gloria and Odile.

My dearest Madison,

My journey started when I gathered Pathways information in the break room. I never knew that Pathways would introduce me to this incredible person that gave me so much joy. You gave me skills on setting goals no matter what they were. I couldn't wait to work with you on Tuesdays, especially when I was having a bad moment. You were willing to hear me cry and understood me without any judgment, which meant a lot to me. Working full-time and going to school at night was very hard. I almost gave up but, I knew if I made it to Tuesday to talk with you things would be ok. Madison, you are my rock and sunshine. You have the quality of being ready and willing to face any situation that comes your way. Madison, you are bold, brave and fearless. So, from me to you there is nothing that we can't do.

– Gloria Hall

Gloria,

I want to start by letting you know just how proud I am of you for what you have been able to accomplish in the short amount of time that we have been working together. You have amazed me in your transformation from someone who is worried and scared of how others perceive her into this amazingly strong, independent woman you are now. You are so confident in yourself, and your new abilities and I just know that there's nothing you can't accomplish or have for yourself. Thank you so much for letting me be your coach, your cheerleader, and your friend. You really are an incredible inspiration to everyone you meet, and you make me want to be a better woman as well. Thank you for working with me each week and for continuing to step up and take steps toward accomplishing your goals. It really means the world to me, and I leave each one of our sessions happy about you and what you're doing, and happy that I get to make that kind of positive impact in your life. Thank you so much for letting me be part of your journey.

– Madison



Madison & Gloria



Madison & Odile

I am delighted to be working with Madison. She has been very supportive throughout the past seven months. Every week I look forward to meeting; she asks about my school, and I feel so comfortable with her that we also discuss my family and personal matters. Madison has encouraged me by helping to measure my progress. For example, in one of our meetings she read back to me the goals I set for myself in the short and long term. Just seven months later, I am so much closer to achieving my goals. Having Madison by my side cheering for me has been a blessing.

I would also like to thank Goodwill for allowing me to be part of the Pathways program. The personalized assessment I took when I started the program has been instrumental for me because the results have confirmed that I am on the right path toward my future career.

Finally, I would like to thank Hyrum Timmons, the Ballantyne store manager, for being understanding and flexible with my schedule. Currently, I am working on my U.S. citizenship and going to school to earn my associate's degree in Human Services Technology at Central Piedmont Community College. Upon completion, I would like to transfer to a university to earn my bachelor's degree. I can't wait for what's ahead!

– Odile Perez

Odile,

I want to start by saying that I am so proud of you for all the growth you have showed over the months we have been working together. You have had a complete transformation from a woman who had to hide in the shadows to protect her children and her family into a woman who is living life in a big way out in the open and finally getting to use her voice to speak up for herself and for others. You have taken every opportunity to learn as much as you can and still seek more knowledge about yourself every time we have a session together. You are interested in your own heart and in the minds and hearts of others. When you get your bachelor's degree in a few years I will be the first person to give you a reference. I love how your relationship with your children has grown and how you are actively choosing to back their dreams. Thank you for letting me speak good things into your life in our weekly sessions and allowing me to celebrate life with you. After each session I feel like being proud of myself because I got the opportunity to help you in the process of growing and with being your biggest fan. Thank you growing to be the "ideal" of what the American Dream is and I can't wait to celebrate with you on the day you get to take your oath as an American citizen. Thank you again for allowing me into your life each week and for letting me have a part in your success.

– Madison

85%
of Goodwill store
locations had at least
one Pathways
participant in 2021



In addition to our purpose, vision and mission, we have three newly updated organizational values - the first is to Build a Village. Success isn't achieved alone, which is why we encourage partnership and collaboration to help our team and the people we serve in achieving their goals. Below are just a few examples of how we built and cultivated our village in 2021.

SPECTRUM HIRES 19 GOODWILL PARTICIPANTS IN 2021

Today, Shannon Carter is living his dream, working in Enterprise Technical Support for Spectrum, a job he landed after taking courses at Goodwill Industries of the Southern Piedmont. Carter always had an interest in IT and held a bachelor's degree in computer science, but still struggled to get a position in his desired field.

"Prior to Goodwill, I was actually working at a car dealership, and it was okay, it wasn't in my field, but I hung in there until something better came along, and I'm glad it did," Carter explained.

Carter is one of 19 Goodwill participants hired by Spectrum in 2021. Goodwill exists to help people see possibilities, seize opportunities and prosper, but we can't do it alone. That's why we build a village and help our team and the people we serve in achieving their goals. Our partnership with Spectrum has allowed Carter to do just that!

Carter not only took the A+ course in our advanced IT program through Goodwill University, but he took a customer service course, as well, which he says really helps him in his current role

troubleshooting technology for Spectrum with customers.

"They taught us how to deal with irate customers. You have to keep your composure. They also told us not to take it personally," Carter said. He added that they also practiced activities that helped them learn more about themselves and their triggers.

Not only does Goodwill help participants earn certifications and access new careers and positions, but career navigators assist with resume prep, mock interviews, and any other skill building exercises to help participants land the job.

"They gave me a few suggestions on how to revise my current resume and make it more attractive to employers, and it really helped," Carter said.

One of the unique elements of Goodwill's approach is the long-term relationship between career navigators and participants. Zaki Fawaz received a contract position with Union County Public Schools before accepting a role with Spectrum. But that wasn't the end of his partnership with Goodwill along his career journey. "My career navigator called me after my contract ended and told me there was an opportunity to work for Spectrum," Fawaz said.

Like Carter, Fawaz now also works in Enterprise Technical Support. He says he may not have been able to land this job without the partnership he received from Goodwill. Fawaz did not finish college, but had an interest and some knowledge of IT. Through Goodwill, he was able to take courses at no cost to him, and earn industry-recognized certifications that helped him launch his dream career.

"At the time I wasn't making decent money. I wouldn't have been able to afford to go back to school," Fawaz emphasized.

Carter echoed Fawaz's sentiments and shared he is hoping to take more courses with Goodwill in the near future. "I hope Goodwill continues to help people who want to either brush up on their skills or change their career," he said.



TOP EMPLOYERS IN 2021

Thank you to these employers who were deeply committed to hiring and supporting Goodwill participants in 2021!

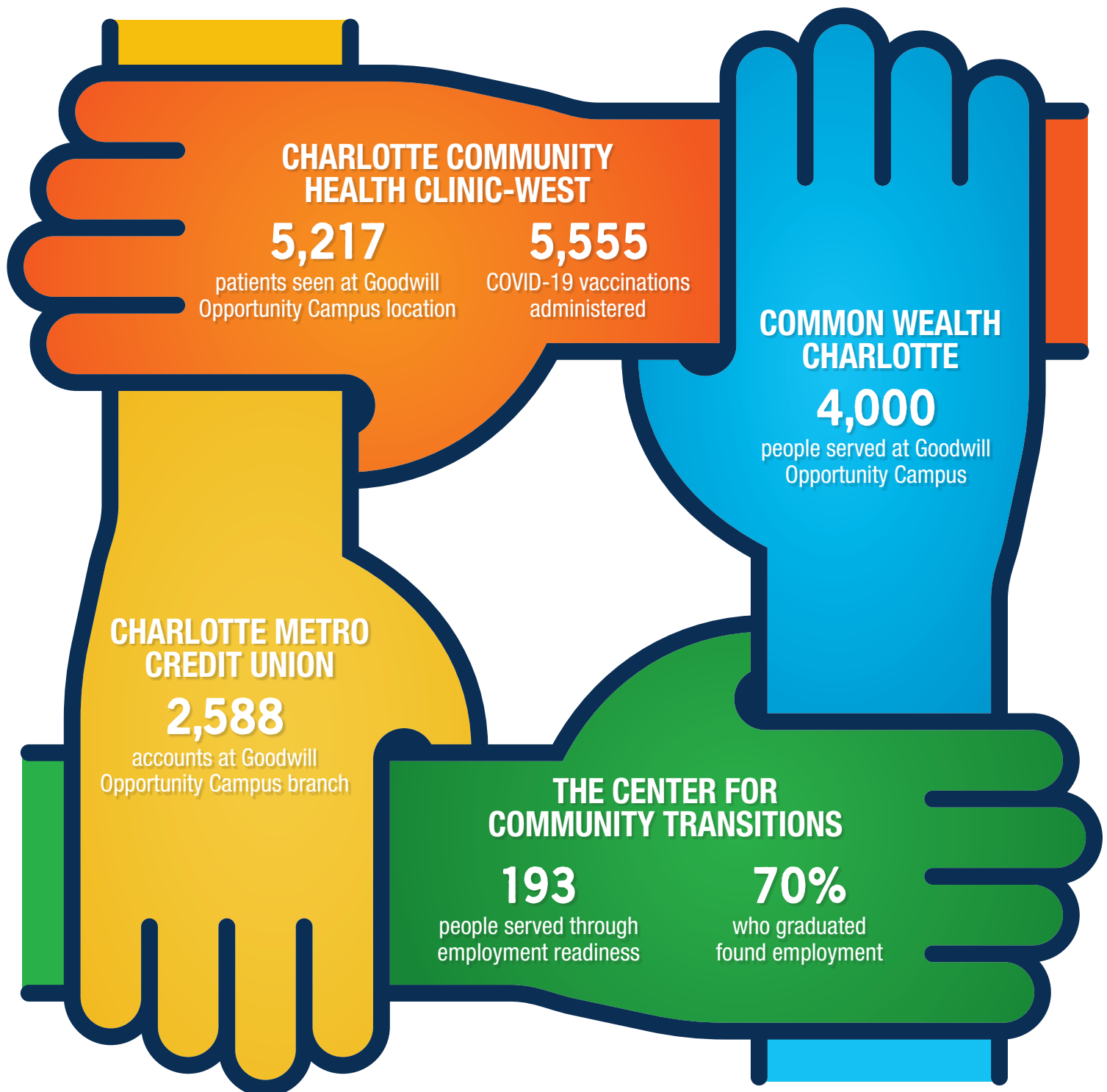
Spectrum
Better.com
Amazon

Atrium Health
Deluxe
Caromont Health

Mann+Hummel
Wilbert Plastic Services
Coca-Cola Consolidated

Partners: Wrap Around Services

Partnerships are central to the purpose of the Goodwill Opportunity Campus - a place where people in our community can find a number of nonprofit services under one roof. At Goodwill, we believe a holistic approach is critical as people look to make a change in their lives - 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 as a whole, and participants Goodwill serves as they seek opportunities to prosper and thrive.



(((♥))) Listen Actively

Our second newly established value is to Listen Actively. We ask questions and pay attention to every voice describing what our community needs to be. Then, we work to bring those solutions to life.

FEMALE-FOCUSED CONSTRUCTION TRAINING COURSE RESETS THE STANDARD

A first-of-its-kind pilot program at Goodwill is breaking the stigma of women in construction, while addressing the demand for skilled workers in the industry. SHENEW, a nickname given by its participants, was the first female cohort of the Renewable Energy and Efficiency Workforce (RENEW) Training Program delivered at the Goodwill Construction Skills Training Center in partnership with the City of Charlotte.

According to the National Association of Women in Construction, women make up about 10 percent of the construction industry in America. This program aims to increase that number, especially locally.

The RENEW program is a partnership launched by the city of Charlotte, which leverages CARES Act funding to help nonprofits like Goodwill provide life-changing career opportunities for the people in our community affected by COVID-19. Every participant earns \$15 an hour while taking part in the 16-week training course. They are taught the fundamentals of construction, before learning advanced training in HVAC and electrical trades. Through partnership with the city and local employers, Goodwill then connects participants to paid apprenticeships and career opportunities with benefits and growth potential.

The program has already proven to be a success for Meonda Singleton, who was hired as an Electrical Office Manager for Yes Real Estate Construction Group just halfway through the program. "It feels amazing," she exclaimed. "I feel like I am making a mark in history. To be an African American woman in a diverse class, the first cohort of all women, it makes me feel like an icon of the world," Meonda said.



Meonda

ALLY FINANCIAL PROVIDES REAL-WORLD TRAINING OPPORTUNITIES

In order to build pathways for people in our region, we need others to join in our work to help lay stepping stones for individuals to pursue the life they want to achieve. By listening actively to our participants, we know that one of the greatest connections we can provide is to real-world industry insights and experience! To do that, we build a village and partner with others to help create opportunities for our participants achieve their goals.

In fall 2021, we partnered with Ally Financial to do just that. Ally was able to give 16 participants from the SQL and BA/QA courses the opportunity to obtain real-life work experience utilizing skills learned in their classes, and they were paid throughout this work experience program! For six weeks, students were separated into teams of four, assigned a coach,

received some additional training related to tools and design thinking, and were tasked with developing a project from concept to completion.

Participants shared that the opportunity to work with employer partners on projects like this provide hands-on learning opportunities, access to valuable industry connections, and chances to take leadership roles on projects they wouldn't have had otherwise. This helps not only to be able to demonstrate to future employers that they can succeed in this work, but to give participants newfound confidence when pursuing new careers in areas like IT. Thank you, Ally!



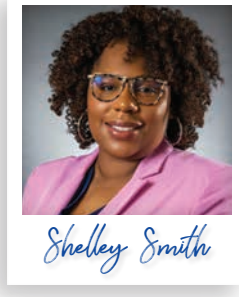
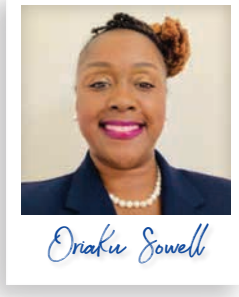
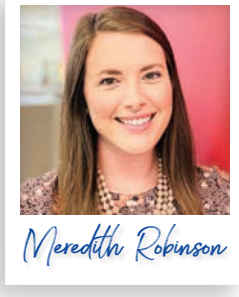
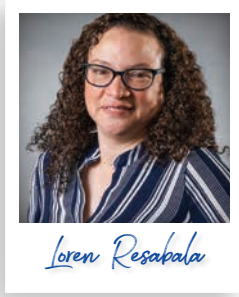
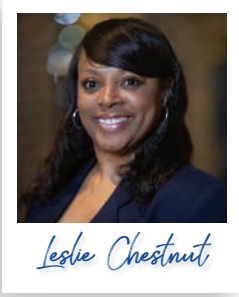
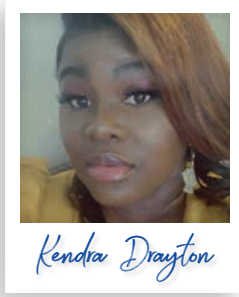
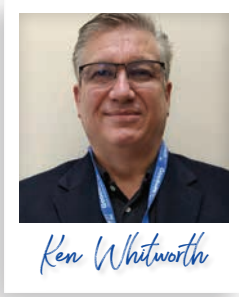
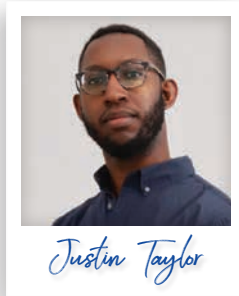
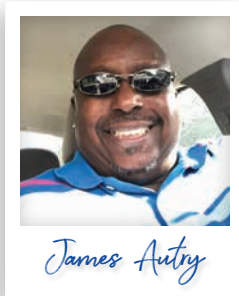
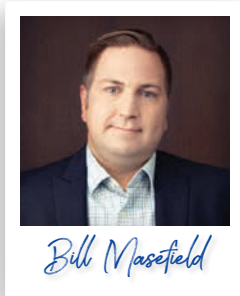
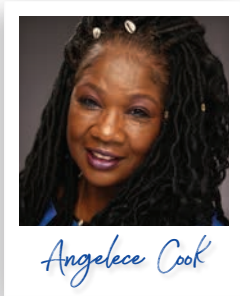
GOODWILL CELEBRATES AND PRIORITIZES DEI&B – DIVERSITY, EQUITY, INCLUSION AND BELONGING

There is no absolute certainty in life, but there is commitment. At Goodwill, we are committed to encouraging and supporting positive dialogue around issues of equity and justice and to promote action that creates positive change in our organization, community, and country. Everyone must commit to doing their part and not underestimate their power to influence change. In the words of James Baldwin, “not everything that is faced can be changed, but nothing can be changed until it is faced.” That’s why at our Goodwill, we’re digging deep into not only diversity, equity and inclusion – but also belonging. We want everyone to feel they have a place here, that their voice is heard and valued, and that they can be their authentic selves.

In July 2021, Goodwill Industries of the Southern Piedmont launched a DEI&B Advisory Board made up of team members from across the organization who are passionate about creating a culture where people feel they can belong. Together, this group of more than a dozen team members advises leaders on key organizational decisions and works to promote and execute new DEI&B strategies for our team of nearly 1,000 individuals.

As a result of our organization’s history of prioritizing of DEI&B, our President & CEO, Chris Jackson, was recognized within the Goodwill network for demonstrating exceptional leadership in this area. In the summer, Chris was honored with the Goodwill Diversity and Inclusion Champion Award by Goodwill Industries International.

Upon receiving this award Chris shared, “Championing DEI in my organization and my community is not hard for me, and I’m going to tell you why – it’s very simple. Like so many others, I have felt the sting of racism. I’ve felt the sting of being profiled, of being judged by some of the mistakes I’ve made in my life. But more importantly, I’ve also been in environments where I felt the exact opposite. Where I wasn’t judged for those things, those decisions that I made. I felt like I was included, that my voice mattered, that I had opportunities. This is the work we do at Goodwill every day - it’s what our mission is all about. But, it takes everyone in the organization committing to do that. So, I’m going to accept this recognition on behalf of my entire team at Goodwill Industries of the Southern Piedmont for their ongoing commitment.”





Be Bold

Our final new value statement is to Be Bold. We stand firm in what we believe in, and are direct and clear when it comes to our values and commitment to create more equitable career opportunities for all.

A BOLD VISION FOR THE FUTURE

With 25 retail stores, the Goodwill Opportunity Campus, the Goodwill Construction Skills Training Center, regional career centers, and business and educational partnerships, Goodwill employs more than 900 people in the greater Charlotte area and touches the lives of thousands throughout the region each year. In 2021, Goodwill Industries of the Southern Piedmont announced bold plans to open 25 additional retail stores and donation centers over the next 5 years, creating more jobs throughout our region and adding more opportunity to fund essential programs that help our team members and members of the community thrive.

Much of this vision was cast by the Chief Operating Officer, Jose Luis, who joined the organization in March of 2021. Luis is responsible for the strategic leadership and operational oversight of Goodwill business enterprises including donated goods (retail stores, e-commerce, transportation and salvage, and donation sites), research and development of new business enterprises, real estate development, facility operations, health and safety, technology and risk management.



Jose Luis

GOODWILL CHIEF OPERATING OFFICER

“Goodwill’s stores and donation centers serve as an economic engine for community growth that is also environmentally friendly. It’s a unique model that allows the organization to provide people skills and support that isn’t just one time – but lasts a lifetime,” said Luis. “I believe the potential for growth is tremendous, especially given the smart and passionate team members I’ve met here. I look forward to bringing fresh ideas to create efficiencies and business success so Goodwill can support people in our community more deeply through this important work.”

Through this period of growth, Goodwill plans to not only expand into new parts of its 18-county territory, but the growth in 2022 will focus on repurposing spaces in our community. “Repurposing is at the core of what we do, and our intent is that bringing new Goodwill stores into existing structures can not only make shopping and donating easier for our community, but contribute to the revitalization of communities in our region,” Luis said. 25 new locations will nearly double the organization’s footprint by 2026, and have significant impact on the neighborhoods in which they are located. New Goodwill locations bring dozens of new jobs to each community, with economic impacts (including wages and sales) in the millions.



The GRID Opening

AMID A PANDEMIC, GOODWILL PRIORITIZES WAGE INCREASES AND BENEFITS

As part of its strategic priority to be a first-choice employer, Goodwill has been focused on seeking input and opportunities to improve the team member experience. Part of that is a commitment to increase wages, especially for frontline team members. In July of 2021, Goodwill rolled out increased wages as well as new titles for many Donated Goods Retail team members to better reflect the work our team members do each day, and the career trajectories for team members. For example, Floating Assistant Store Managers are now Store Managers in Training. This was just a first step to kick off this effort, with the organization investing nearly \$1 million to make these initial adjustments. Then, at the end of 2021, Goodwill announced

another round of wage increases, along with a five-day increase to team member vacation schedules, increased paid holiday time for team members and additional employer-paid benefits!

These changes were made with team member feedback at the forefront – through benefits surveys, team member events and more - Goodwill remains committed to our efforts to be a first-choice employer because here, everyone and everything truly does matter! Each and every team member helps to make a difference in the lives of thousands in our region every year, and puts this organization in a position to be bold. Our future is bright, and our passion for this work is clearly undeniable.

CELEBRATING OUR HISTORY IN THE SOUTHERN PIEDMONT

March:

Our University Pointe store reopened with a larger, remodeled sales floor

June:

Our store on Sardis Road celebrated 30 years serving the community

August:

The store on Albemarle Road celebrated its 25th anniversary in this location

September:

Our Rock Hill, SC store marked 10 years of helping the community reuse and repurpose

October:

The University area store on University Boulevard celebrated its 25 year anniversary

November:

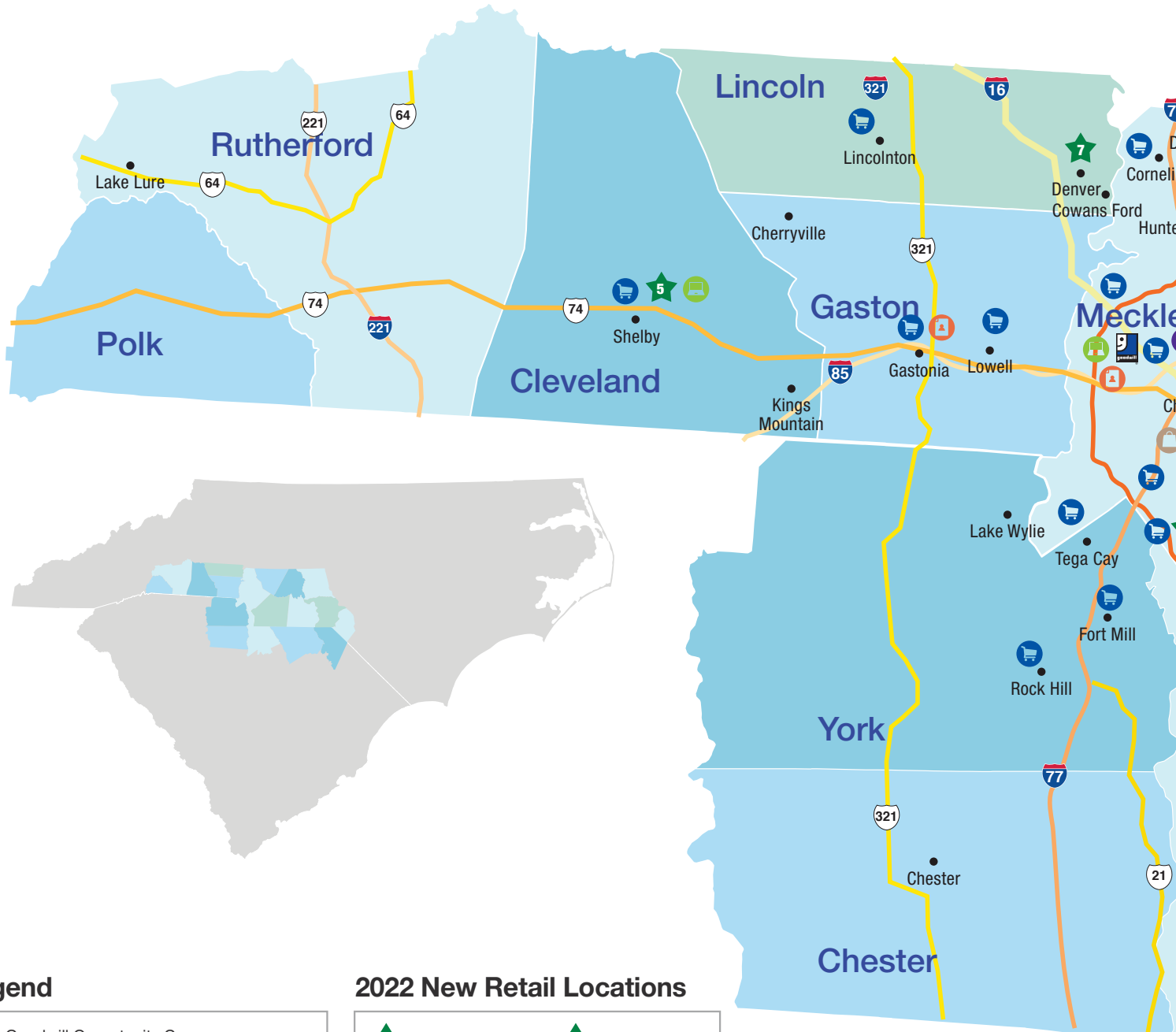
The GRID: Powered by Goodwill, settled into its new, larger home at the Goodwill Opportunity Campus where it's more closely connected to our electronics recycling operation

December:

Our Harris Boulevard location was the last milestone reached in 2021, celebrating 25 years



Our Regional Footprint

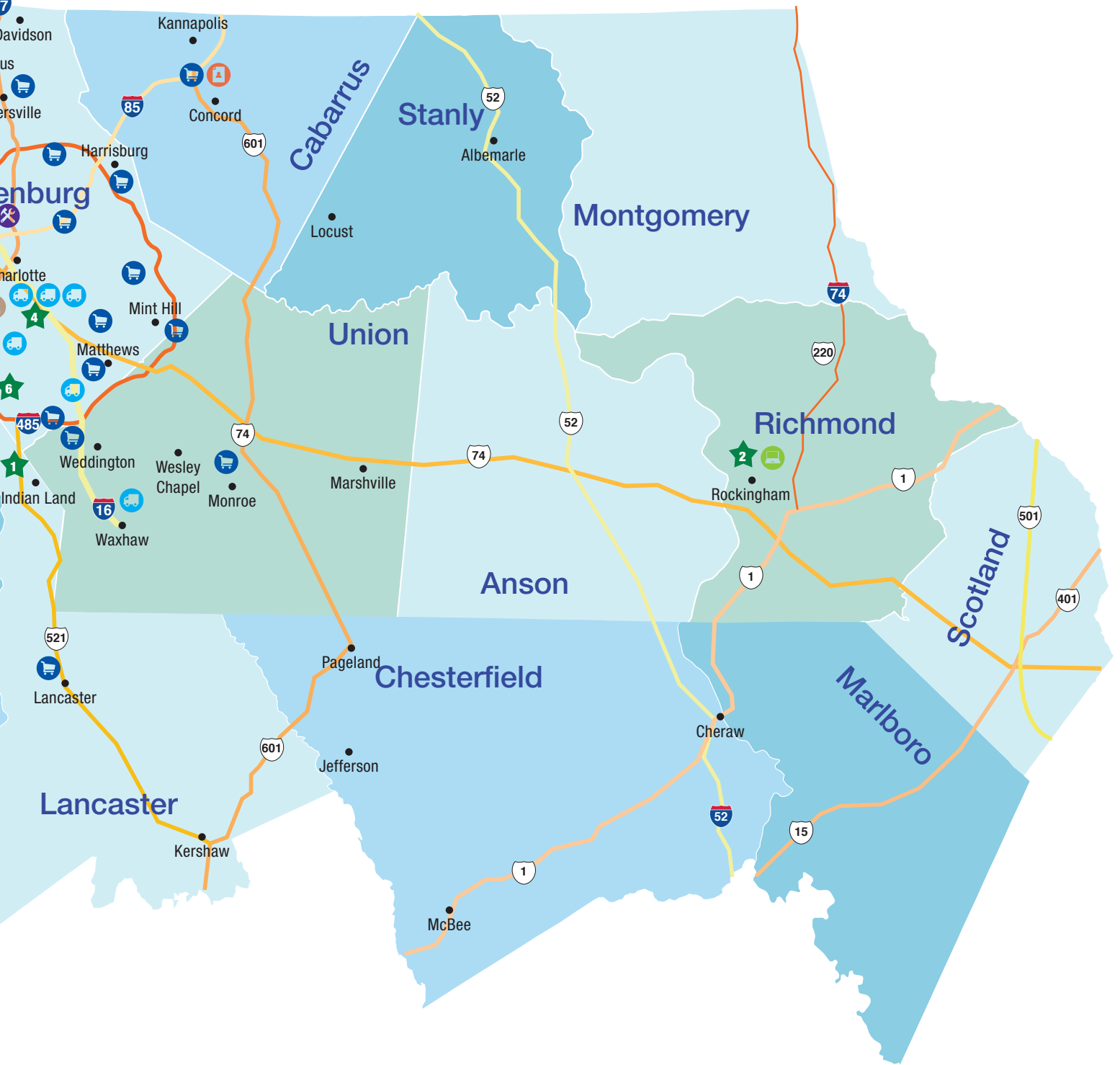


Legend

- Goodwill Opportunity Campus
- Career Centers
- Goodwill Construction Skills Training Center
- Retail Stores
- GW: A Goodwill® Boutique
- The GRID: Powered by Goodwill®
- Stand-Alone Donation Centers

2022 New Retail Locations

- 1 Indian Land
- 2 Rockingham
- 3 Idlewild
- 4 Wendover
- 5 Shelby
- 6 Camfield
- 7 Denver



Our 2021 Donors

Our sincere thanks to the following donors who invested in Goodwill between January 1 and December 31, 2021.

CORPORATIONS & FOUNDATIONS

Accenture LLP
Ally Financial
AmazonSmile Foundation
AT&T North Carolina
Atrium Health
Bank of America Foundation
Bragg Financial Advisors
Charlotte Society for Information Management
CharlotteWorks
Childress Klein Properties
CTE (Carolina and Tractor Equipment Company)
David E. Looper & Company
Fifth Third Bank
Foundation For The Carolinas
JPMorgan Chase
Little Diversified Architectural Consulting
Lowe's Companies
Marsh & McLennan Agency
NCFI/Barnhardt Foundation
Novant Health
Piedmont Natural Gas
PNC Bank
Sisters of Mercy of North Carolina Foundation
The Blumenthal Foundation
The Vanguard Group Foundation
Tradd Commercial
United Way of Central Carolinas
Wells Fargo Foundation

INDIVIDUALS

Frank Ahlborn
Cleopatra Allen
Monica Allen
Rosalyn Allison-Jacobs
Angela Amos
Anonymous
Carol Ashby
Julie Ayers
Lori Baker-Lloyd
Mary Kay Ballasiotis
Jamie Banks
Amantha Barbee
Gerald & Pam Barfield
Gary Barrett
Barbara Bascom
Laura Belcher
Alfreda Belton
Benjamin Benson
Jon Berghoff
Janice Blakeney
Brittany Bogues
Melissa Boone
Mary Bowmann
Amy Bradley
Asa Briggs
J.D Buchanan
Paul Burley
Amanda Campau
Dean Cikins
Ann Clark
Bruce Clark
Thomas & Linda Clark
Angela Coleman
Shantia Coley
Stan Connell
Adrienne Craighead
Sheila Crunkleton
Emily Davis
Jennifer De La Jara
Susanne Deitzel
Cathy Diel
Dee Dixon
Ally Dodge
Caitlin Donley
John Dosser
Monique Douglas
Julie & Matt Drinkhahn
Kelly Dunbar
Crystal Dunham
Nicholas Dyson
Helen Eggers
Regina Fiegel
Ellen Forney
Selma Fox
Mychal Frost
Matthew Funderburk
Jeffrey Gall
Sonja Gantt Gibson
David A. Garner
Rod Garvin
Elissa Gaulden
Millie Goodson
Janice Gray
Sabrina Gregory
Trina & Sheron Grier
Maureen Guckeyson
Lynn Guimaraes
David & Nancy Haggart
Elizabeth Haggart
Brad Haig
Graham Hall
Bridget-Anne Hampden
Karen Hampson
John Hamrick
Emily & David Harry
Lou Hawkins
Hadassah Henry
Jami Herzberg
Bobby Hinson
Stephanie Hoffman
Paul Holmberg
Lexa Hough
Robbie Howell
Cynthia Humphrey
Liana Humphrey
Cerys Humphreys
Lois Inghland
Reggie Isaac
Micah Javier
Renee Jones
Karen Keatley
Cheryl Keller
Gene King
Garrett Kroll
Estate of Joseph M. Kucharczyk
Janet LaBar
Kelly Lawrence
John Leary
Amy Levine-Dawson & Alfred Dawson
Linda Lockman-Brooks
Lee Armstrong & Mike Lumpkin
Deborah Majewski
Jackie Maness
John Marshall
David Mason Minor
Lynne Masonis
Kendra May
John McCann
Daniel McCready
William McDonald
BJ McKissick
William T. McNamara
Breanne Mercer
Stacey Michelle
Daniel Montano
Christopher W. Moore
Laura Morgan
Katy Motsinger
Justin Mueller
Kathy Murray
Tonya Nations Darrow
Lillian Ngong
Artie Nicholson Collins
David Nickson
Timothy Norkett
Jean Perrin
Thomas Pieniazkiewicz
Anne Pipkin
Shana Plott
Patricia Poole-Felder
Julie Porter
Terrence Powell
Jay Priestler
Alice Prucha
John Quinn
Mr. Rednekcheck
Shell Richardson
Jomar Roberts
Steven Rogelberg
George Rohe
Virginia Rolfes
Shaena Rouse
Shannon Russell
Evan Sauda
Mimi Schott
Stephen Sellers
Leslie Share
Karen Shuler
Niki Simmons
Cathy Smedelay-Martin
Lynsley Smith
Michelle Smith
Seth Stidham
Donna Storay
Jessica Stroud
Wasif Syed
Claire Taylor
Vicki Taylor
Cedric Thomas
Derrick Thompson
Susan & Bill Tome
Elizabeth Tritz
Demetrios Troupes
Bob Turner
Mary Vickers-Koch
Angelique Vincent-Hamacher
John Walker
Richard Walker
Keva Walton
Jimmy Warren
David Washam
Tony Washington
Kilby Watson
Debra Watt
Tysha Wheeler
Donna White
April Whitlock
Pamela Wideman
Michael Wiggins
Charmaine Wiley
Melinda Wilshire
Liz Winer
Robert Winkler
Earnest Winston
Eugene Wood, III
Peter Workman
Gene Wrightenberry
Kevin Wyatt
Andrew Yavorski
Adrienne Young

J. MICHAEL ELDER GIVING CIRCLE MEMBERS

Members support Goodwill through sustained, three-year leadership gifts. The 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. 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.

Blas Arroyo
Bill & Ruth Baker
LaRita & Sam Barber
Marilynn Bowler
Bragg Financial Advisors
Ronnie L. Bryant
Shantia J. Coley
Mia Comeriato
Aimee & Richard Donaldson
Ed Driggs
Michael Elder & Karen York

Renee Ford
Luther Hodges
Chris & Renee Jackson
Tammy Jones
Alicia LeBeouf
Dec & Alicia Lee
Jose Luis
Raquel Lynch
Yih-Han Ma
Sarah McCarthy
Patrick T. Mumford

Jay Norvell
Anne Predieri
Christine Roper
Sara Garces-Roselli & Dan Roselli
Bill & Rita Vandiver
Jean K. Veatch
Regina & Nick Wharton
Mike & Beth Whitehead
Ken Whitworth
Joan Zimmerman

LEGACY SOCIETY

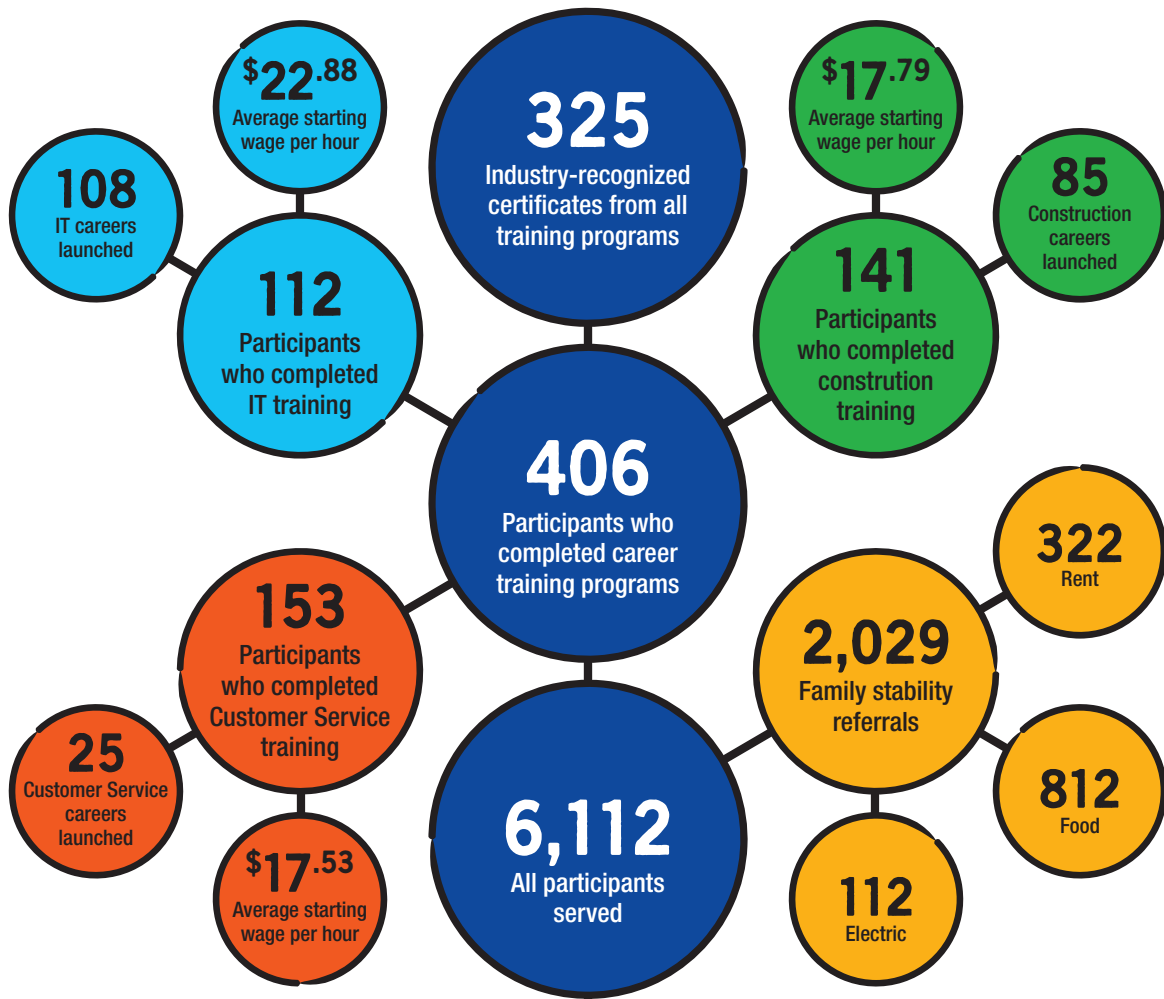
The Legacy Society honors individuals who have included the GISP in their estate plans or have made a planned gift to GISP. Through a planned gift, these donors will help our community see possibilities for years to come.

Michael Elder

“As a woman of color, I know firsthand the inequities facing our communities. I am thankful for nonprofits such as Goodwill that consistently encourage, lift and provide for our people. These organizations make it a priority to offer resources necessary to provide equity and in return I make it a priority to offer of myself. I will forever support those who go to such lengths to support historically disenfranchised groups, and I will continue to remain a faithful donor to these organizations.”



Social Enterprise Model in Action



\$45,658,000

*Economic Impact of all careers launched

\$134,297,900

*Economic Impact of stores

ITEMS RESOLD AND DIVERTED FROM LANDFILL:

15,066,536

Stores

119,405

eCommerce

POUNDS OF ELECTRONICS RECYCLED OR REFURBISHED

1,147,724

PHILANTHROPIC GIVING

\$10,754,021

929

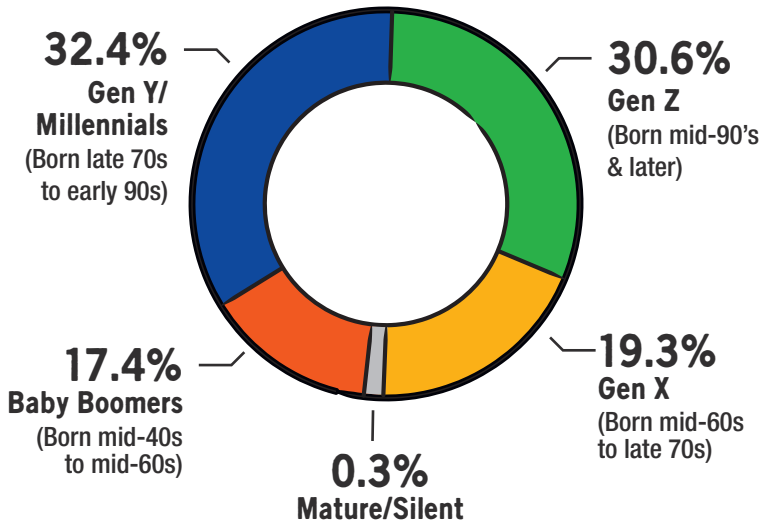
Goodwill team members

Goodwill Industries International contracted Elliot D. Pollack & Company to create a model to gauge the impact of Goodwill organizations on the community. Economic impact analysis examines the regional implications of an activity in terms of three basic measures: output, earnings and job creation. The Economic & Fiscal Impact Model calculates the impact of business operations based on the number of workers placed in those businesses as well as direct company operations.

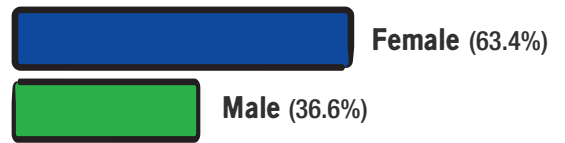
Who We Are

More than 900 team members work across our various departments, stores, career centers and donation centers to meet the unique needs of our community, and help people in our community advance in work and life. Our amazingly diverse team is committed not only to our mission, but to ensuring Goodwill is a welcoming and inclusive place to shop, donate, receive services, and especially, to work. We want everyone to have a sense of belonging. We aim to foster a culture that encourages and supports positive dialogue around issues of equity and justice, and promotes action that creates positive change in our organization, community, and country.

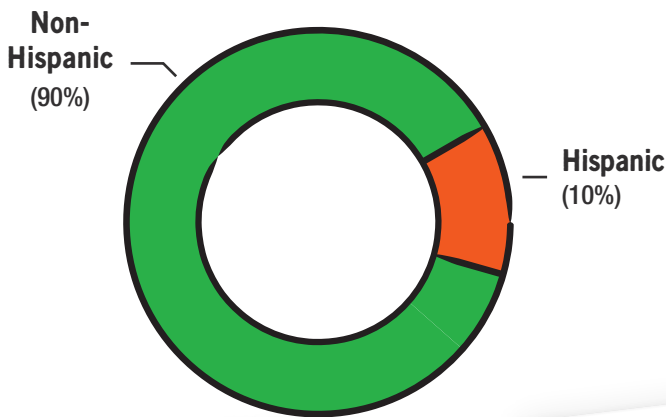
GENERATIONAL BREAKDOWN



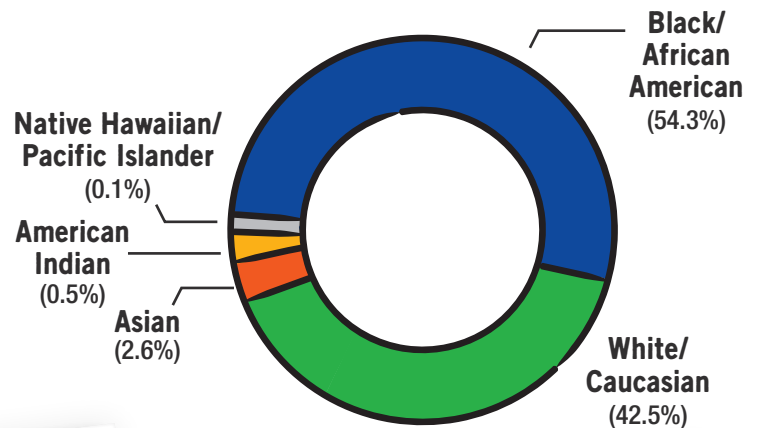
GENDER IDENTITY



ETHNICITY



RACE

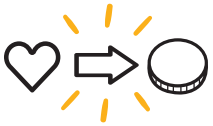


Financial Data



\$62,676,034

through our retail stores thanks to our community of shoppers and donors



\$10,754,021*

in philanthropic contributions

IN 2021, WE INVESTED:



\$6,878,517

for training and job support



\$43,771,402

wages, taxes & benefits to participants & team members

For full financial numbers, please visit <https://goodwillsp.org/about-us/financial-statements/>

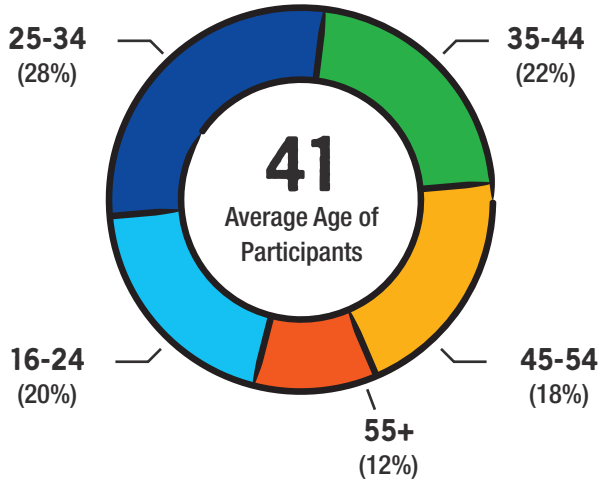


*Includes \$10M gift from MacKenzie Scott given in 2020, but received in 2021.

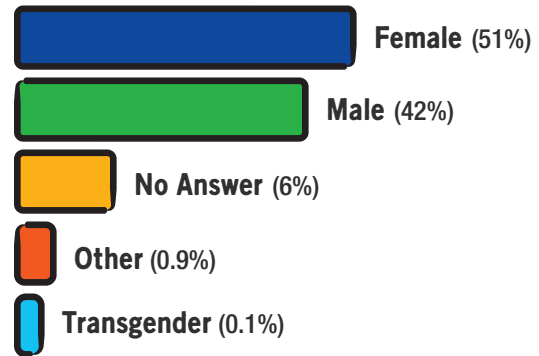
Who We Serve

Goodwill Industries of the Southern Piedmont is a local nonprofit organization committed to connecting people to opportunities to find gainful employment and meaningful work. Through more than 25 retail stores and more than 30 donation sites, the Goodwill Opportunity Campus, and partnerships with employers and other organizations, Goodwill builds pathways for members of the community to uncover their passions, enhance their skill sets, and achieve more for themselves and their families—creating a brighter future for all.

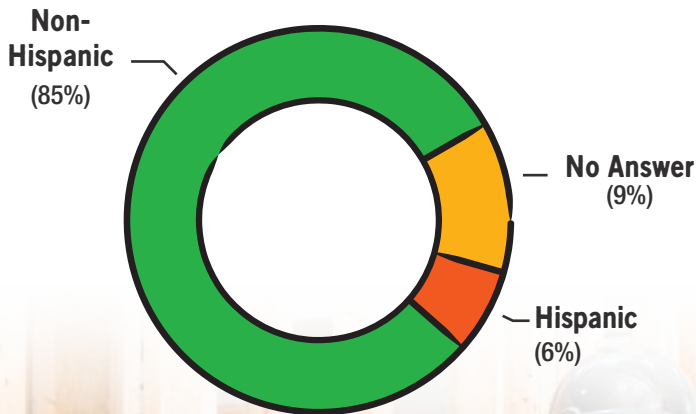
AGE



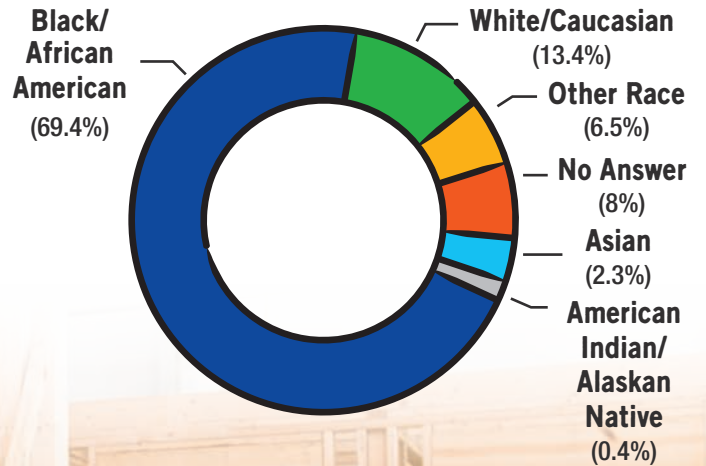
GENDER IDENTITY



ETHNICITY



RACE



Executive Leadership Team



Chris Jackson

PRESIDENT & CHIEF EXECUTIVE OFFICER



Jose Luis

CHIEF OPERATING OFFICER



LaRita Barber

CHIEF ADVANCEMENT OFFICER



Richard Walker

CHIEF FINANCIAL & STRATEGY OFFICER



Raquel Lynch

CHIEF PROGRAM OFFICER



Mia Comeriato

CHIEF HUMAN RESOURCES 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 2021.

EXECUTIVE COMMITTEE

Chairperson of the Board

Regina Wharton, *Mission Square Retirement*

Vice Chairperson of the Board:

Alicia LeBeouf, *Meta*

Secretary/Treasurer & Operations Chairperson

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

Mission Services Chairperson

Jami Herzberg, *Gallagher*

Board Development Committee Chairperson

Ronnie Bryant, CECd, HLM, FM, *Ronnie L Bryant, LLC*

Audit Committee Chairperson

Ed Driggs, *Charlotte City Council, District 7*

Immediate Past Chairperson

Reggie Isaac, Director, *Microsoft Charlotte Campus*

Gerard M. Camacho, *Atrium Health*

Shantia J. Coley, *Edward Jones*

Richard Donaldson, VI, *Duke Energy*

Helen Eggers, *Bank of America*

Renee Ford, *Wal-Mart Stores, Inc.*

Tammy Jones, *Novant Health*

Dec Lee, *Independent Aviation Consultant*

Yih-Han Ma, *Red Ventures*

Sarah McCarthy, *Ernst & Young LLP*

Patrick T. Mumford, *Gaston Business Association*

Anne Predieri, *Wells Fargo & Company*

Shell Richardson, *Elegant Connexions*

Henry Rock, *City Startup Labs*

Sara Garces Roselli, *Packard Place*

Jean Veatch, *Duke Energy*

ADVISORY COMMITTEE

Wayne Dozier, *Community Volunteer*

Laura Hampton, *The Employers Association*

David Shore, *Community Volunteer*

“There are some things you commit to memory for the rest of your life – my experience as Chair of the Goodwill Board of Directors is one of those experiences! I couldn’t have asked for more! The purpose, vision, mission and core values all focused on a commitment to serving others was lived by the board, CEO, leadership team and all the team members. When I walked through the door, physically and virtually, we were focused on building pathways that help people pursue the life they want to achieve. It was an honor to serve and make a difference in the lives of others.”



Regina Wharton

**SVP, CHIEF HUMAN RESOURCES OFFICER
AT MISSION SQUARE RETIREMENT**



®

