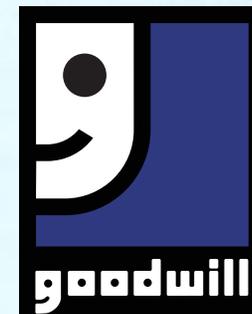




2016

ANNUAL REPORT



AGED 50 YEARS

GREATER GRAND RAPIDS



CHANGING LIVES AND COMMUNITIES  
THROUGH THE POWER OF WORK.



# 50 YEARS!

What an honor to be at the helm of Goodwill Industries of Greater Grand Rapids during this monumental year. There have been many successes leading up to this point. We have made significant strides since the day Goodwill was established at the Mertens Hotel in 1966. From one original retail store located on Division, to the now 22 stores located across eight counties, to building online shopping opportunities like Shopgoodwill.com, supporting a \$36 million organization. Today, Goodwill employs 650 people in Kent County and its surrounding area.

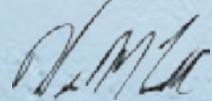
Over the past 50 years, Goodwill has touched thousands of lives through job training and placement services. We are proud to make an impact on the economic landscape. Without the support of our partners, our community and their donations, this would had not been possible.

We also appreciate the work of our Board of Directors, Foundation Trustees, Goodwill Leaders and Friends of Goodwill. Together they provide expertise, connectivity and ambassadorship in support of Goodwill and the people they serve.

Our community is growing and changing. Goodwill strives to keep pace with the needs of people seeking to work. And we look forward to continuing to serve the Greater Grand Rapids area over the next 50 years.

Sincerley,

Wade McConell  
Board Chair



Kathy Crosby  
President and CEO



# FINANCIAL HIGHLIGHTS

## BALANCE SHEET

2015

2016

### BALANCE SHEET

Assets	\$ 14,493,747	\$ 7,325,391
Liabilities	\$ 9,387,297	\$ 3,383,656
Net Assets	\$ 5,106,450	\$ 3,941,735

### REVENUE AND GAINS

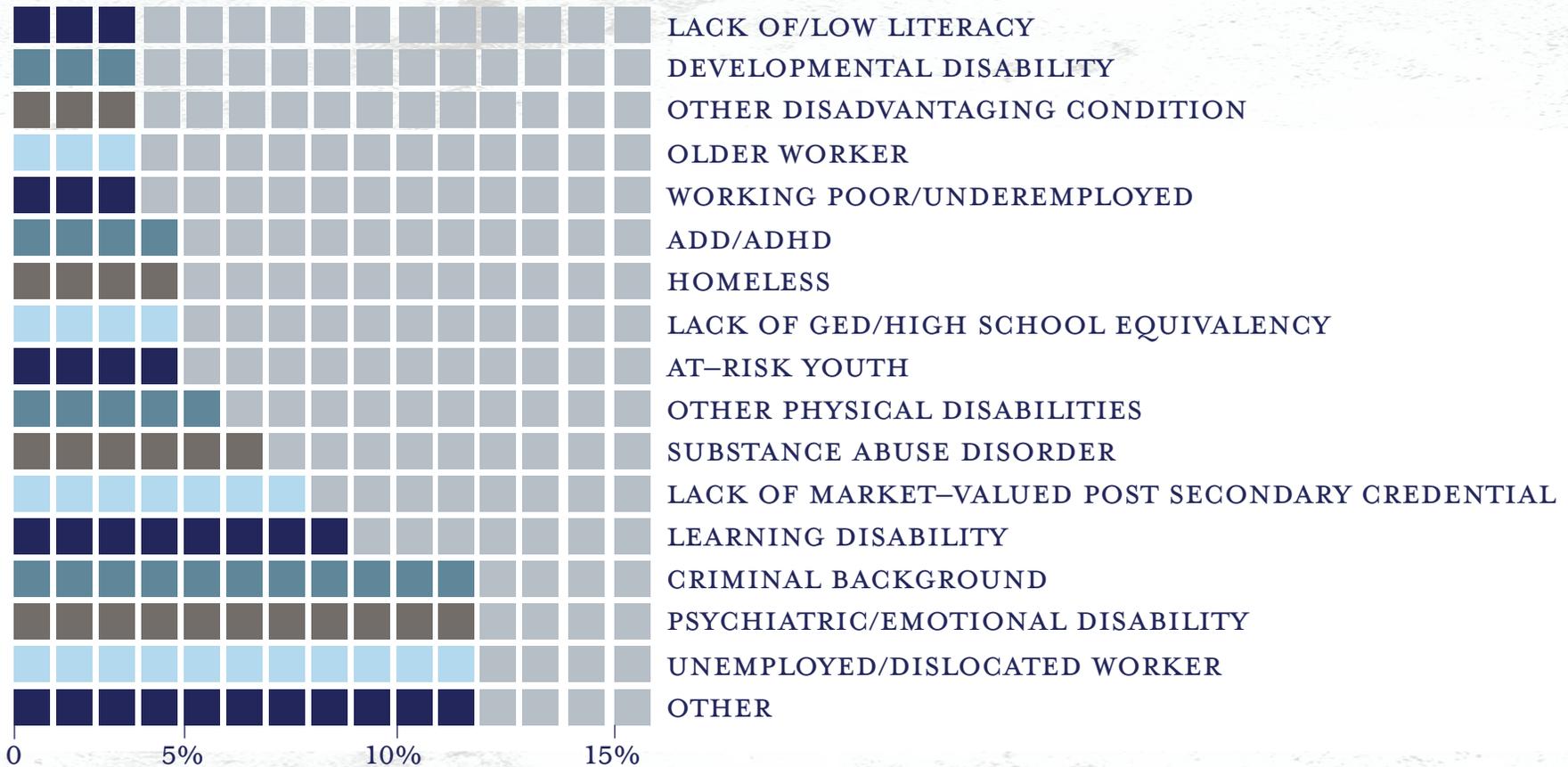
Retail and Salvage Sales	\$ 23,098,346	\$ 23,737,708
Grants and Fees for Services	\$ 1,895,363	\$ 2,009,028
Community Support	\$ 7,630,437	\$ 7,828,787
Service Industries	\$ 1,799,653	\$ 2,063,465
Administrative and Other	\$ 164,310	\$ 285,396
Total Revenue and Gains	\$ 34,588,109	\$ 35,924,384

### EXPENSES

Program Expenses	\$ 31,486,649	\$ 33,029,868
General and Administrative	\$ 3,906,076	\$ 3,781,735
Development	\$ 175,045	\$ 277,496
Total Expenses	\$ 35,567,770	\$ 37,089,099



# MISSION HIGHLIGHTS

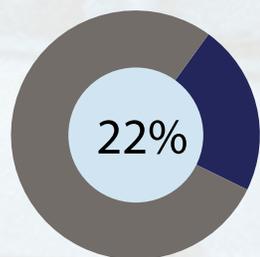


**2572**  
**PARTICIPANTS**  
**SERVED**

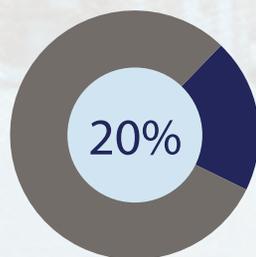
Participants were served through the career center, workshops, and intensive services

# MISSION HIGHLIGHTS

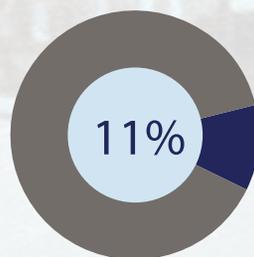
## 674 NEW JOB PLACEMENTS



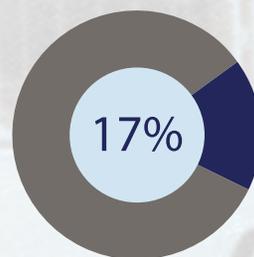
Food/ Beverage Services



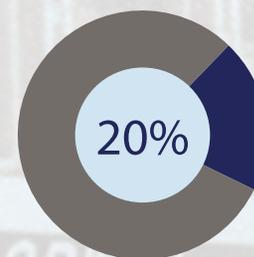
Manufacturing



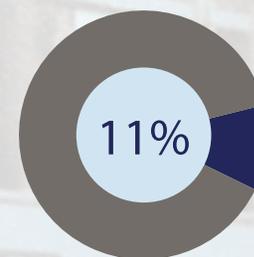
Media/ Technology



Nursing/ Residential Care



Retail Trade



Service Providing

## TOP INDUSTRIES

7% of new job starts were placed within Goodwill

Average starting wage: \$11.30/hr • 90 day retention rate: 77% • 180 day retention rate: 62%

# SUCCESS STORY

Sylvia came to Goodwill with the desire to improve her employment and her future. She was having a difficult time at her employer and knew she could be earning more income and wanted to advance her career, but her fears were holding her back. As her family's primary source of income, she was afraid to leave a job and paycheck she was familiar with and that she and her family needed to get by.

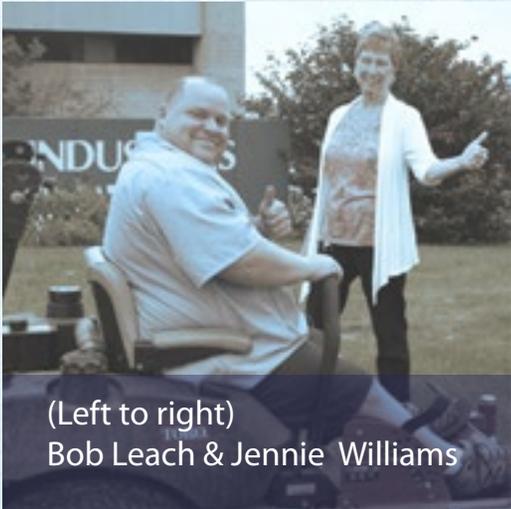
She joined the Achieve program which assists adults seeking permanent employment by assessing and improving skills, passion and motivation to work. Sylvia learned about and became interested in Goodwill's CNA Training Program which provides 115 hours of classroom, lab and hands-on clinical experience, but she did not know how she would pay for it. Goodwill's Business Engagement Team collaborated with HexArmor, a local business partner, to provide scholarship funding for training and certification which covered Sylvia's tuition. During the 4-week training, Sylvia gained the knowledge, skills and confidence she needed to pass the state certification exam. She now had the credentials necessary to gain employment that could improve her and her family's standard of living.



Sylvia's next step was to gain new employment as a CNA. The Business Engagement Team connected her with area employers and soon she found an opportunity with a well-respected nursing home. She received a significant pay increase, time off, health benefits and retirement plan. She also received respect and appreciation at her new employer. Sylvia said, 'My goal is to be the most positive employee who provides the best care to the residents, someone my co-workers look up to.' Sylvia recommends Goodwill for anyone looking to enhance their skill set and quality of life.

.....  
'My goal is to be the most positive employee who provides the best care to the residents, someone my co-workers look up to.'

- Sylvia



(Left to right)  
Bob Leach & Jennie Williams



(Left to right) Tina Hartley & John Wardrop



(Left to right) Joan Scofield,  
Susan Oestreich & Lynne Koss

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# MILESTONES ARE MADE TOGETHER

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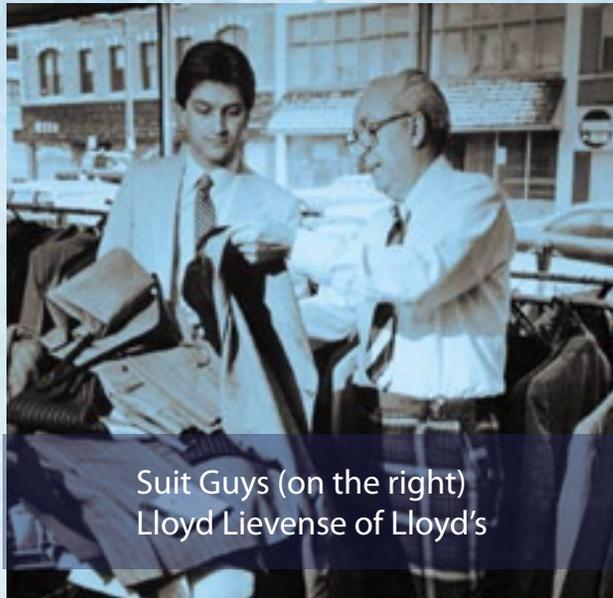


(Left to right) Ralf Holloman, Sue Dobbs, Erin Reynolds, Kathy Crosby, Dan Ribbons & Cathy Sessions

# 50 YEARS OF DOING GOOD



(Left to Right) Lynda Kistler, Courtney Carlson, Katie Johnson, Mary Beth Seely & Tracy Amid



Suit Guys (on the right)  
Lloyd Lievens of Lloyd's



(Left to Right)  
Jill Wallace, Nathan Levandowski,  
Mary Beth Seely & Lynda Kistler



Goodwill's Kickball Team



Plainfield Store, circa 1987

**GRAND  
OPENING**

# IVANREST

Goodwill opened its 22nd store in Grandville on October 1st. This grand opening was especially meaningful because Goodwill's main office is also located in Grandville. The revenue from the Ivanrest Store funds job training and placement programs for individuals in the Greater Grand Rapids community. The new store was constructed by Pinnacle Construction Group and includes a convenient donation drive-thru.





# GARAGE SALE BLOCK PARTY

Goodwill celebrated its 50th anniversary with a “Garage Sale” block party at the Garage Bar and Grill in late August. The “Garage Sale” featured a silent auction of 50 unique items from Goodwill’s online store, [shopgoodwill.com](http://shopgoodwill.com), as well as a handful of donated items from local sponsors including bikes, brewery tours, and modern furniture. Admission was five donated items or \$5 which included a live band and buffet. Over 300 community members, Goodwill employees, advocates, shoppers, and community partners enjoyed this first annual event of its kind.



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From left to right:  
Kristen Bryant-Cutchall, Lisa Greenwood, Kathy Crosby & Ann Covey

# ARTPRIZE 8 & GOODWILL

ArtPrize Eight ran August 30 through October 15, 2016. Goodwill Industries of Greater Grand Rapids and Kendall College of Art and Design of Ferris State University (KCAD) teamed up to engage visitors to a radically open-ended art event in a conversation about the opportunities for more sustainable living that exist all around us. RE• featured both local and global artists who considered the timely and critical issues of environmental and social responsibility within their work. Through a variety of media, these artists promoted positive social change, displayed action and accountability, and facilitated connectivity and collaborative experiences. By displaying plasticity in material usage and/or process, the pieces in this exhibition aimed to broaden current notions of reclaiming, conserving, and sustaining.

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Photos: Kendall College students collaboration with Goodwill



