

ANNUAL REPORT

Greater Grand Rapids 2020

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EMBRACING  
CHANGE



*One person at a time...*

# A Message from the CEO & BOD Chair

2020 is one for the history books. The highs and lows are a blur, but through it all, Goodwill stood tall and prevailed. Our employees, together, discovered collective wisdom and pushed through these surreal times. We would not be where we are today without the strength, tenacity, and compassion of our employees. Through the chaos we have learned, as an organization, that together we are better. We are stronger as one and find strength in numbers. The future of Goodwill looks bright and we are ready to serve those that have endured the fallout from Covid-19. A sincere thank you to all Goodwill employees. You are the reason we are Goodwill strong.



Scott Dillard/President & CEO

*Scott Dillard*

Marti Lolli/Board Chair

*Marti Lolli*

*If everyone is moving forward together, then success takes care of itself.*

*-Henry Ford*

## 2020 Timeline

- March 13: Employment Center closes
- March 18: Temporary store & Outlet hours begin
- March 21: Portland, Ionia, Lowell stores close/Jenison store closes but accepts donations
- March 24: Closed doors due to Covid19 (Furloughed)
- April 11: PPP Loan was confirmed
- April 16: Removed staff from furlough
- April 27: Shopgoodwill staff return
- April 29: Shopgoodwill re-opens
- May 4: Aftermarket staff return to work
- May 8: Donation drive-thrus open (touchless)
- May 26: Appointment shopping begins with 10 customers per/hr
- June 1: Outlet opens for appointments
- June 4: Retail stores open at 25% capacity
- June 22: Outlet ends appointment shopping
- July 6: Jenison store re-opens for shopping
- August 7: Outlet re-opens on Sundays

# She Believed She Could. So She Did.

Sue has worked various positions at Goodwill for the last 17 years. Her longest role was as a cashier at the Outlet Center for 11 years before becoming a book lister for used books online. She was great in this role and gave it her all, over the past five years. Then COVID-19 hit and her life changed. Goodwill closed for a period of time and upon reopening, the decision was made not to reopen the used book department, leaving Sue the need to find another position. Because of Sue's dedication, loyalty, and good standing within Goodwill, Sue began working as a lister for ShopGoodwill, something she had never done before.

Sue needed to work on additional computer skills to be successful in this role. Her manager reached out to Goodwill's bluePRINT program, a part of the human resources talent development department for assistance. A representative was able to meet with her and assess her skills. Together the representative and Sue decided to make a few printouts to help Sue do her job faster. They also decided that by increasing her typing ability and speed, she would be able to perform at a higher level. After the representative set Sue up with a typing tutorial program, her manager allowed her to set time aside each morning to practice typing for one hour. This allowed Sue to increase her numbers. Her willingness to work not only with her manager but also the bluePRINT team and her continued effort to increase her numbers has made her an excellent lister.

While Covid-19 has affected everyone a little differently, Goodwill strives to make its employees feel safe and continue to lead productive lives. Sue is just one great example of the dedicated employees Goodwill works with every day!



*You get in life what you have the courage to ask for.*

*-Oprah Winfrey*

# Offender Success

In 2020, Goodwill's re-entry programs, Offender Success and Project NOW, focused on connecting returning citizens with resources, job trainings and employment, all while experiencing the global pandemic, Covid-19. Acclimating back into society after incarceration can be overwhelming. Returning citizens face challenges with obtaining IDs, clothing, learning new technology, securing housing, finding employment, arranging transportation, and reuniting with family. Participants in Goodwill's re-entry programs are provided a career coach to help them navigate these challenges and provide encouragement and support along the way. These programs offer a way out of poverty and crime while working toward becoming a contributing member of society.

In Goodwill's re-entry programs, the career coach builds the relationship with the participant and together they establish a plan to attain goals. Funds provided by the Department of Labor and Department of Corrections help participants meet their immediate needs, such as transportation or housing so they can focus on employment or job training. These re-entry programs can provide the opportunity to earn a nationally recognized credential in a high-demand, high-growth field that leads to a well-paying job. This will not only help these individuals succeed, but will also help stimulate our economy and enrich our community.

**Project NOW:** Served 187  
90 Day Retention Rate: 54%  
180 Day Retention Rate: 40%

**Offender Success:** Served 58  
90 Day Retention Rate: 78%  
180 Day Retention Rate: 41%

*Nothing is impossible, the word itself says "I'M POSSIBLE."*

*-Audrey Hepburn*

# Certified Nurse Aide Training

The 2020 Certified Nurse Aide (CNA) Training Program was filled with many challenges. It was also filled with a few unexpected opportunities. Goodwill's CNA training program started the year off strong with 52 participants in January. Goodwill's CNA program was on track to reach its 2020 goal of training 250 new CNAs by the end of December.

However, one phone call, in mid-March from the clinical site changed everything. Per state and federal regulation CNA students are required to complete their clinical practicum inside a long-term care facility. With our state restricting visitors in those facilities, we found ourselves with nowhere to complete their clinical practicum. Our training was put on hold indefinitely and we had to notify 36 students who were in the clinical phase of training that they would not be able to finish at that time. Although our organization was closed, our program manager and CNA team continued to look for a new clinical site. With 36 students needing only clinical work to graduate, the clock was ticking. By the end of April, we had secured a new clinical site and were able to schedule our students clinical hours to meet graduation requirements. Laurels of Hudsonville gave us an opportunity that no one else would at the time, and we are truly grateful!

With a new site, we went to work to redesign our curriculum, set up of a platform for virtual learning, and prepare our instructors to teach remotely. The State of Michigan quickly issued approval for our plan, and May 18th marked the start of our first ever blended (50% virtual, 50% in-person) CNA training. The virtual classroom was live and interactive and allowed the students to participate in the first half of our training without needing to leave their homes or put their families at risk.

# Nothing Can Stop Us Now

We continued to teach the skills and clinical portions of our training in-person following social distancing guidelines, using proper PPE, and weekly Covid testing. At the start of the pandemic, we donated all of the PPE supplies to local long-term care facilities as we believed they needed it more than we did. Months later as everything was quickly coming together for us to resume training, the delays to obtain PPE became another challenge. Spectrum Health graciously gave us a sizable supply of masks, gloves, and hand sanitizer which allowed us to safely move forward with training.

Prometric Testing Sites in Michigan were closed from mid-March until the end of July, which created a significant delay in testing for our graduates. So much learning can be lost in that time, causing additional challenges for our students. We launched refresher courses and tutoring opportunities to ensure that our students felt comfortable with the lecture material and skills before taking their exam.

While this was indeed a challenging year, we truly came out of it with stronger and more robust community partnerships nine additional clinical agreements, endless lessons about virtual learning, a pending application to become a prometric testing site, and outcomes we are proud of.



## 2020 Highlights

- 173 participants started training in 2020
- 72% of our CNA participants are BIPOC

### Retention Rates:

- 76% reached 90 days of employment (goal 72%)
- 63% reached 180 days of employment (goal 60%)
- 49% reached 1 year of employment (goal 50%)

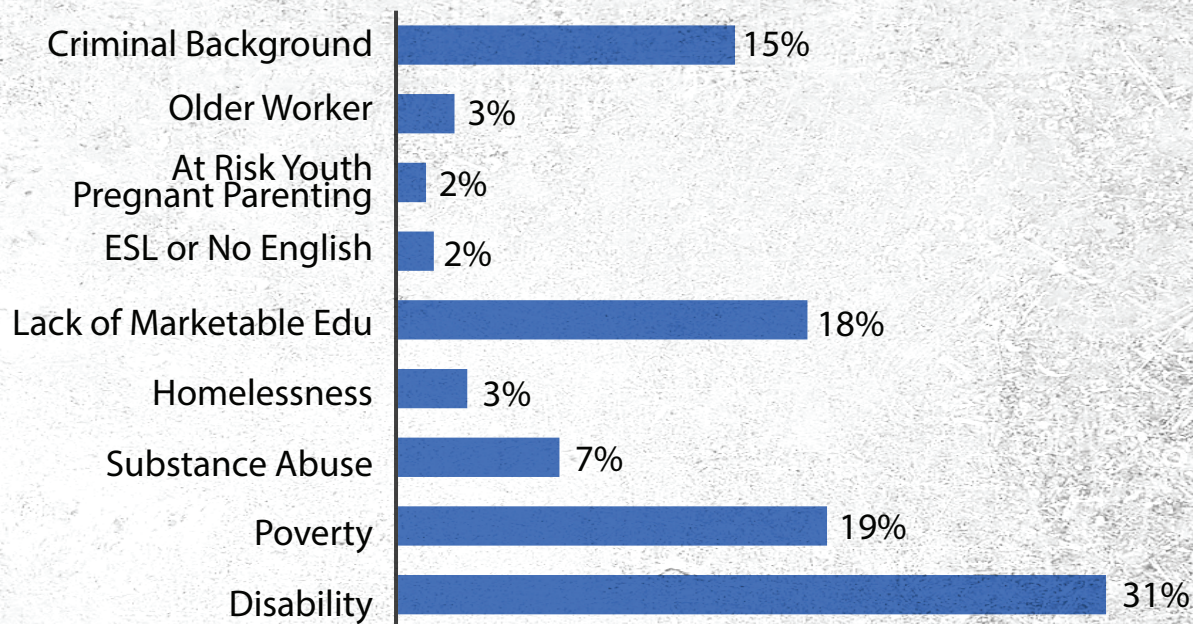
### Training Outcomes: (three year average)

- 90% of those who start training graduate
- 85% of graduates pass their state exam and earn a CNA credential

# It's What We Do - Workforce Development

**Total Served: 1570**

## **Characteristics of Persons Served**



Goodwill's focus is to help people obtain work and establish independence. Support and guidance are provided at no cost to individuals to help them achieve their career goals. General services offered include:

Job Placement Assistance  
Skills Assessment

Employer Connections  
Job Retention Support

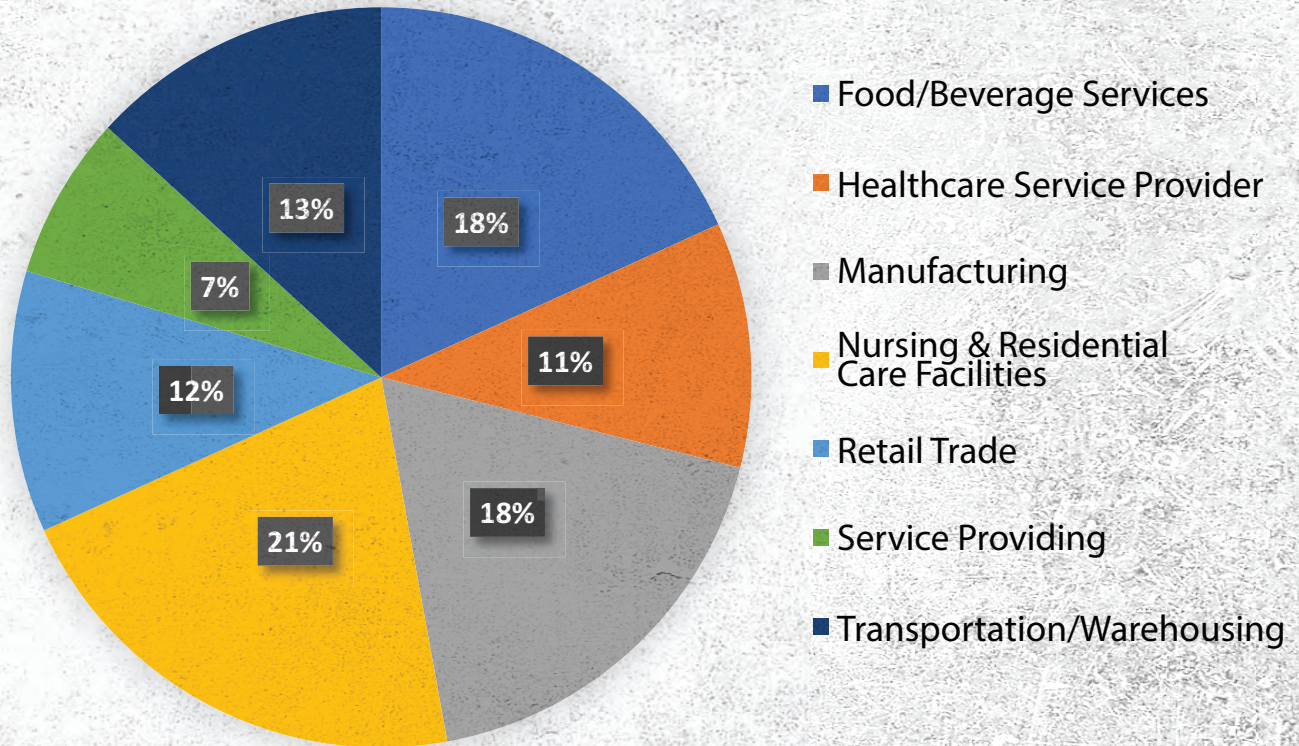
Community Resource Links

Goodwill has several programs that specialize in serving populations with specific diagnoses and barriers, such as autism spectrum disorder, developmental disabilities, youth, and ex-offenders.



# Placements

**Total: 321**



## Top Industries

Food/Beverage	51
Healthcare Service Provider	30
Manufacturing	51
Nursing & Residential Care Facilities	59
Retail Trade	32
Service Providing	20
Transportation/Warehousing	37

# Financial Highlights

	2019	2020
<b>Balance Sheet</b>		
Assets	\$5,769,775	\$12,031,006
Liabilities	1,972,248	4,911,111
Net Assets	3,797,527	7,089,895
<b>Revenue and Gains</b>		
Retail and Salvage Sales	\$26,101,911	\$21,912,103
Grants and Fees for Service	1,171,282	770,784
Community Support.	8,740,692	12,983,866
Administrative and Other	317,105	366,428
Total Revenue and Gains	36,334,774	36,033,191
<b>Expenses</b>		
Program Expenses	\$32,460,985	\$29,981,140
General and Administrative	3,053,355	2,759,665
Development	12,832	18
Total Expenses	35,527,172	32,740,823

*Alone we can do so little; together we can do so much.*

*-Helen Keller*

# Decades of Achievement

<b>YEAR</b>	<b>REVENUE</b>	<b>EXPENSE</b>	<b>STORES</b>
1967	\$ 231,175	\$ 208,744	1
1970	414,050	395,814	1
1980	982,767	1,012,742	1
1990	3,153,301	3,153,301	4
2000	13,531,662	13,263,692	10
2010	23,204,651	22,862,510	14
2021 - B	29,546,000	28,112,000	17

*Alone we are strong. Together we are stronger.*

*-Unkown*

# Sustainability

In 2020 Goodwill moved over 10 million lbs into salvage/recycling markets.

5.8 million lbs of textiles

2.3 million lbs of paper products

1.4 million lbs of metals and electronics

.7 million lbs of other materials

We are committed to embracing a business model that creates value consistent with the long-term preservation and enhancement of our social, environmental and financial capital for the continued stewardship of our planet and the people and communities we serve.



*Sustainability has always been at the heart of Goodwill's mission.*

*-Goodwill Founder, Rev. Edgard J. Helms*

## Let's Get Social

Goodwill has an awesome social media presence! Check us out on any of our platforms. Or for a one stop experience check out our Hollr QR code.



GET CONNECTED with Goodwill GR  
Coupons & Events / Fashion & DIY Tips / Social Media  
Job Postings / Online Shopping



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