



# 2017 ANNUAL report<sup>®</sup>



**Greater Grand Rapids  
Where **good**Happens**

# good Happenings 2017

## Leadership Letter – 2017 Annual Report

A year of change... A year of renewed commitment.

At Goodwill Industries of Greater Grand Rapids, 2017 was a year to plan, adjust and renew. The forces of change in the worlds of thrift and talent development were both at work, driving our organization to execute new strategies and hone our core competencies to a new sharpness.

Goodwill's mission has always focused on the power of work to positively change lives. Today our organization is investing more than ever to provide skill building and job opportunities that provide a career path and grow economic success for people. This is an economy where jobs are plentiful, but they are not the jobs of yesterday. Every industry is creating new positions with higher skill demands, and many of our most vulnerable people are being left behind.

In 2017, our Board of Directors developed a new strategic plan that focuses on training and long-term support to improve the opportunities for all the people we serve. In addition, we re-committed to our entry-level employees with the launch of our "Blue Print" benefit. This program offers access to career skills training, coaching and other benefits designed to help them grow their earning power and job stability either at Goodwill or out in the community.

Our thrift sales are changing too! Have you looked at ShopGoodwill.com? Our sales online grew over 25% in 2017 as we strategically worked with staff to move more of your donations to where they will bring the greatest value. And there are still great treasures to be found in our stores. Goodwill Industries of Greater Grand Rapids appreciates every item you give us! Each donation is so important to our mission!

Collaboration remains of primary importance to Goodwill. In our community, we are appreciative of the many positive relationships we have with businesses, other nonprofits, United Way, the Chamber of Commerce, Talent 2025, The Right Place, Network 180, ACSET and many more. Together we create a strong fabric of services designed to help people advance their lives. We know that for our community to thrive, we must offer all of our citizens the opportunity and support they need to successfully participate in the economy.

Goodwill Industries of Greater Grand Rapids belongs to this community. Many thanks to our volunteers, our staff, our Board and our partners! We are grateful for your donations and for you shopping in our stores. We pledge our continued service.

Sincerely,

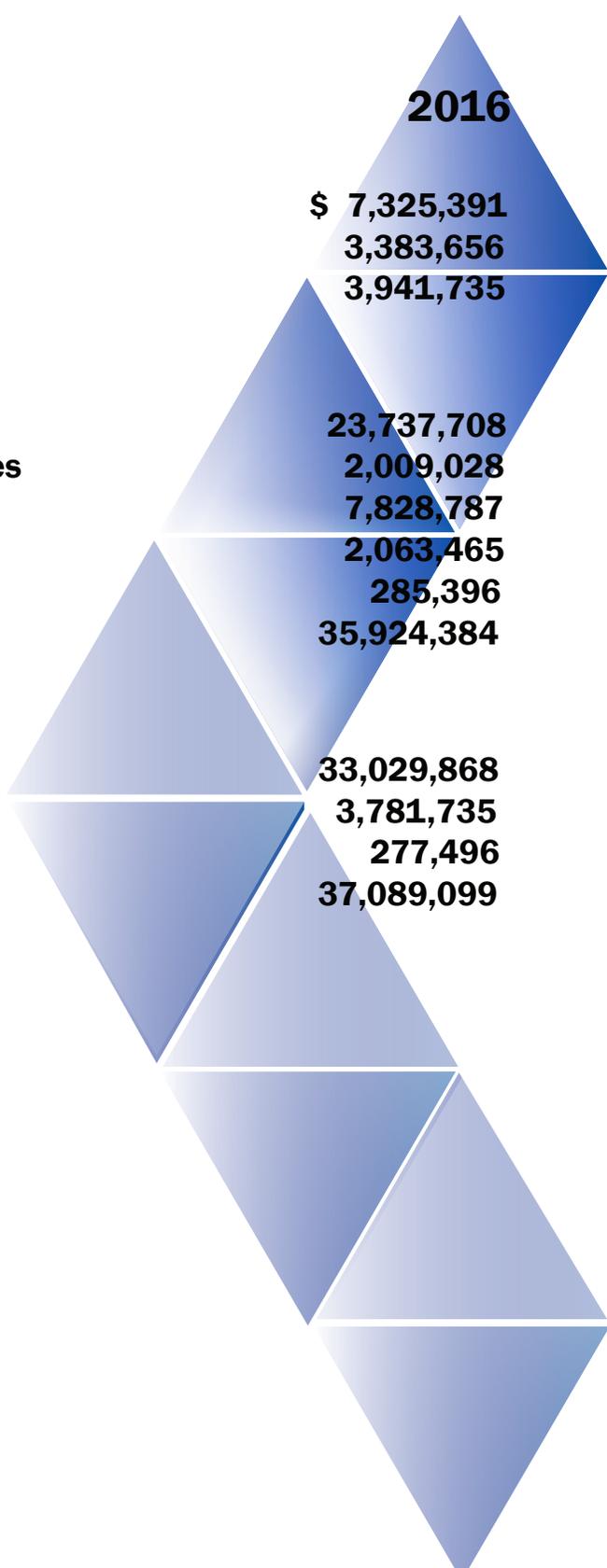


**J. Scott MacGregor**  
Board Chair



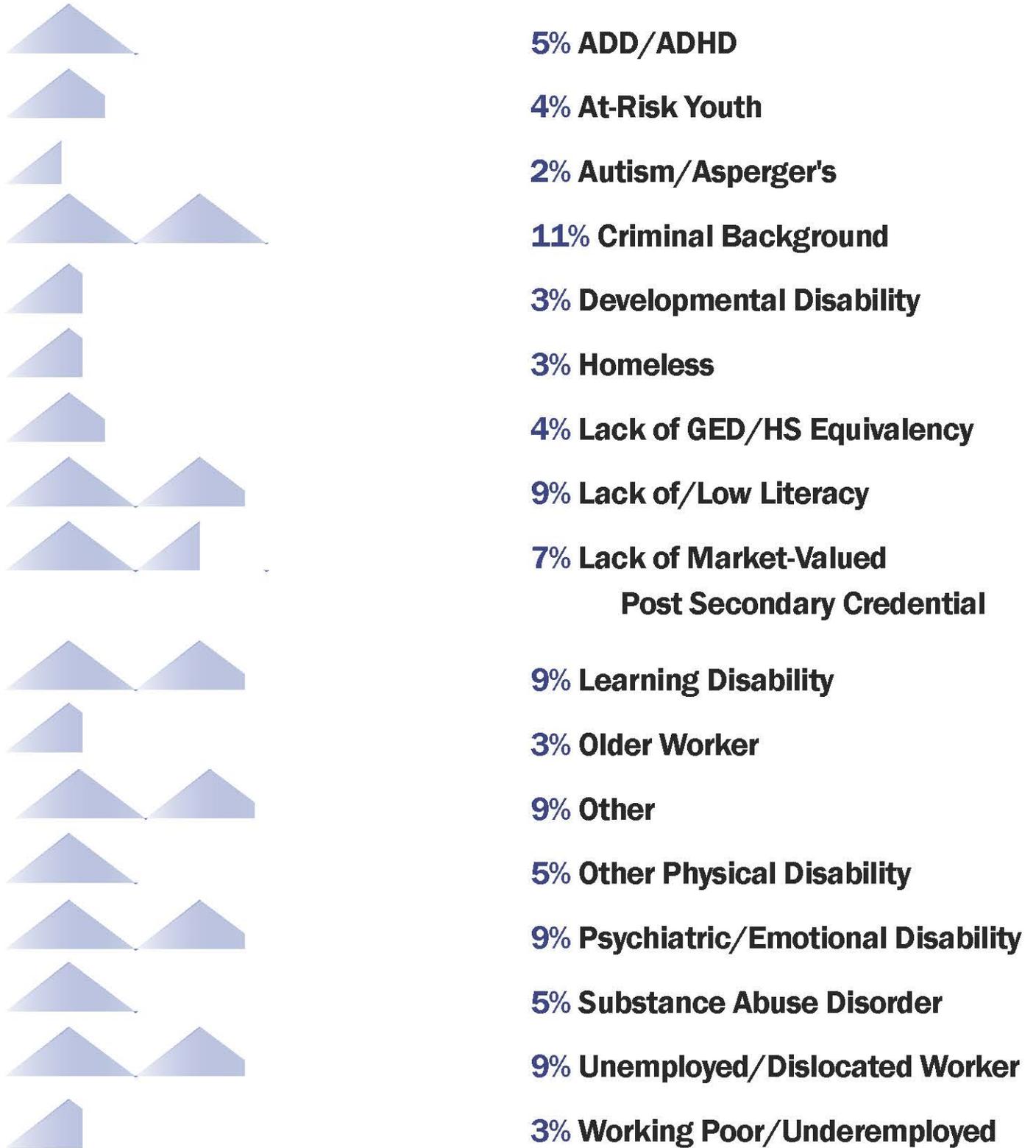
**Kathy Crosby**  
President and CEO

# Financial Highlights



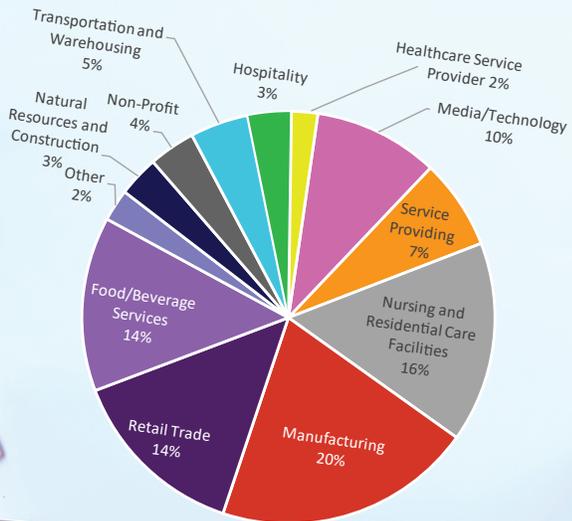
	2016	2017
<b>Balance Sheet</b>		
Assets	\$ 7,325,391	\$ 6,415,184
Liabilities	3,383,656	4,278,026
Net Assets	3,941,735	2,137,158
<b>Revenue and Gains</b>		
Retail and Salvage Sales	23,737,708	23,036,039
Grants and Fees for Services	2,009,028	1,775,444
Community Support	7,828,787	8,416,859
Service Industries	2,063,465	1,839,226
Administrative and Other	285,396	416,348
Total Revenue and Gains	35,924,384	35,483,916
<b>Expenses</b>		
Program Expenses	33,029,868	33,393,670
General and Administrative	3,781,735	3,853,008
Development	277,496	41,815
Total Expenses	37,089,099	37,288,493

# Mission Highlights - PARTICIPANTS SERVED: 2,020



# Mission Highlights - JOB STARTS IN TOP INDUSTRIES

## good Happens Here



## 511 NEW JOB STARTS TOP INDUSTRIES

Media/Technology  
Service Providing  
Nursing and Residential Care Facilities  
Manufacturing  
Retail Trade  
Food/Beverage Services

## Mission Success - IN THE WORDS OF DOC

I first found out about Goodwill's Certified Nurse Aide (CNA) training program when I was doing in-home care. At the time, my job was very inconsistent and limited because I didn't hold any certifications. I no longer wanted to be an occasional health aide, and decided to pursue CNA training.

At Goodwill Industries of Greater Grand Rapids, I felt comfortable. I did not feel out of place, but felt like I've known these people for years. The instructor was great and the intake worker was very nice too. The training was challenging at times but I made it work and was assisted a lot by my instructor. It also helped that I am extremely passionate about helping others, allowing me to take this class very seriously. When it got hard, I kept pushing.



Clinicals were interesting. It was very different than learning in a classroom. **They actually had you jumping in and applying your skills in real life situations.** It was an adjustment, but once I did, I grew comfortable in what I was doing. Clinicals also provided an idea of the different personalities I would be working with and how to handle different circumstances.

When training was coming to an end, I was feeling nervous and lost. Where do I go? Where do I apply? That's when everything started to happen so fast. **All of a sudden I was receiving call after call from employers.** The responses were so quick that it got to the point where I had to figure out where I wanted to go, not where I should apply. It was completely unexpected.

Before my certification, working was a lot harder due to inconsistent work schedules and lower wages. It is completely different now. I go to work smiling knowing I'm able to help more people on a regular basis. My sister and best friend even graduated from Goodwill's training program and I was able to come back to speak at the ceremony.

I love my job. It can be overwhelming at times, but it comes with the territory. I am going to stay in this field and plan to further my skills. I'm now considering going back to be a licensed practical nurse (LPN).

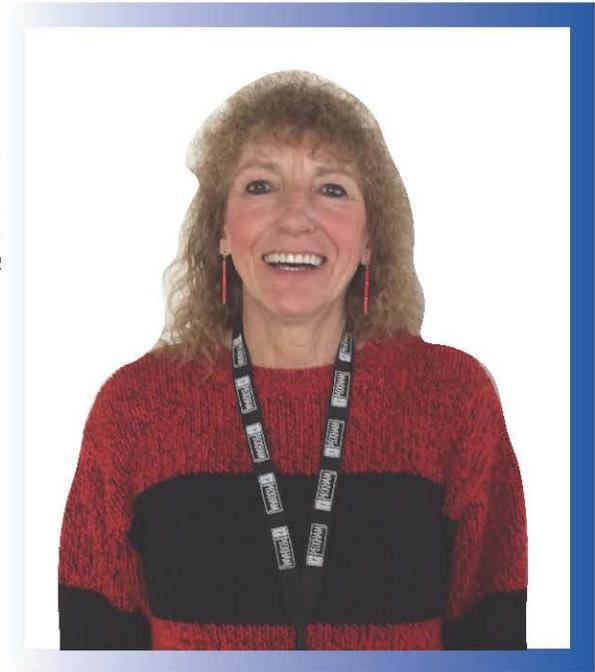


## Mission Success - "I was feeling so down and out and am so thankful."

At almost 60 and with severe health problems, Melissa was laid off after 15 years with her company. With no health insurance and after sending out over 200 applications with no success, she was feeling desperate. Melissa entered and successfully completed Goodwill's technology certification training program. After passing the exam on the second try, she was hired into a job she loves at the call center, making \$20 per hour with benefits. Melissa is so thankful with how much life has improved since discovering the training program at Goodwill, she never would have guessed things could turn out so well.

"When I was feeling like I wasn't doing good enough, they pumped me up and told me you can do it. And by golly I did".

"It was such a good program with an awesome teacher and I am so thankful. I tell everybody about Goodwill, I want them to know that if they have something they need, go talk to Goodwill, they are unbelievable."



# Thank You - BECAUSE OF YOU... **good** HAPPENS HERE

Thank you to Goodwill's board members, volunteers, and employees. Without your support, our many participants would not have the confidence and success they have today. Your work is vital to our communities' socio-economic success.



This past year Goodwill remodeled its largest store, 29th Street Store. The store remodel was facilitated by local architectural firm, Progressive AE, with a focus on increasing store sales through targeting new markets such as millennials. Because store sales are vital to our mission funding, this was a key initiative for 2017. Goodwill's own facilities crew did much of the work. The end product has been a great success.

