



2019 ANNUAL REPORT

THRIFTING

with a

MISSION

GOODWILL OF GREATER GRAND RAPIDS

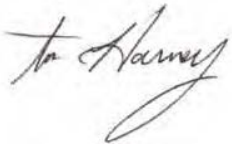
MESSAGE FROM THE BOARD CHAIR

We made great strides in 2019. Donations were up 8%, bottom line growth increased 5.5%, and same store sales grew by 4.3%. Not to mention, our Certified Nurse Aide training had a record 303 individuals completing the program in 2019.

With a low unemployment rate across Goodwill Industries of Greater Grand Rapids' eight county territory, the participants served in 2019 have had greater barriers than in years past. Our workforce development staff stepped up to this challenge, with 500 job placements and serving 1,774 individuals.

We are proud to offer an innovative new benefit to employees called bluePrint. This benefit internalizes Goodwill's mission and focuses on assisting employees in achieving their unique professional goals. bluePrint has allowed us to promote and/or provide wage increases for 224 employees.

We know 2020 will be a challenging year, but are prepared and ready for it. Serving as the board chair has been a privilege. Goodwill's staff truly cares about the well being of their participants and I am proud to be part of this organization.



Steve Harney, Owner, Full Circle Marketing & Design &
Goodwill of Greater Grand Rapids Board Chair 2019/2020

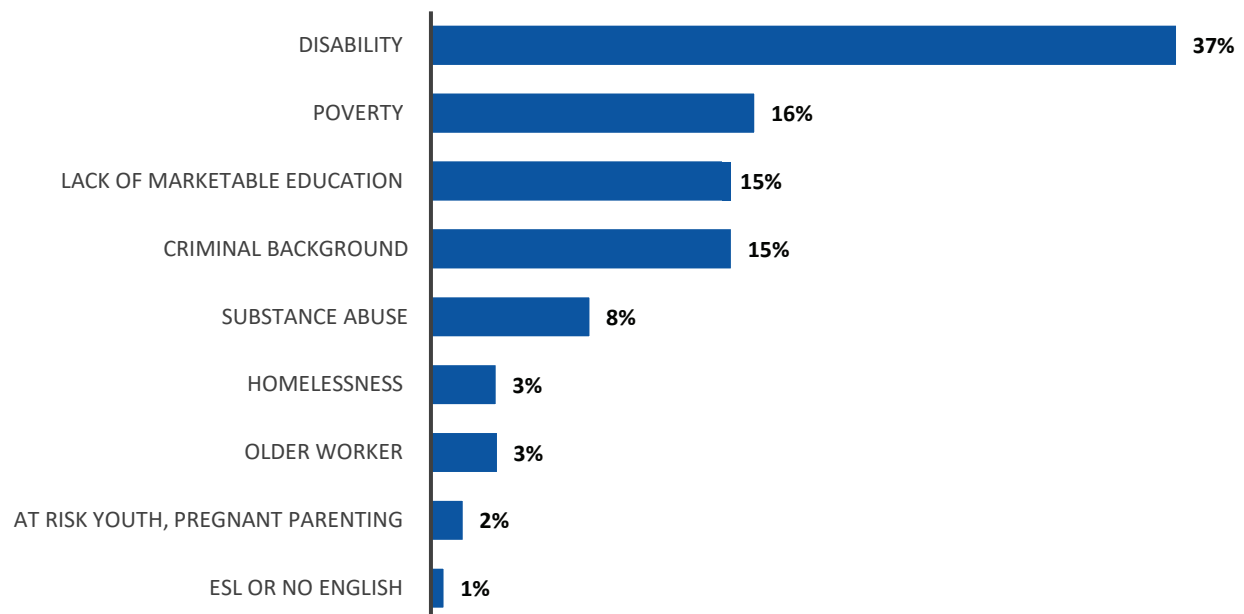


MISSION SERVICES

1,774

Participants served

Characteristics of Persons Served



214

*Certifications were earned
through our Certified
Nurse Aide & Technology
Training Programs*

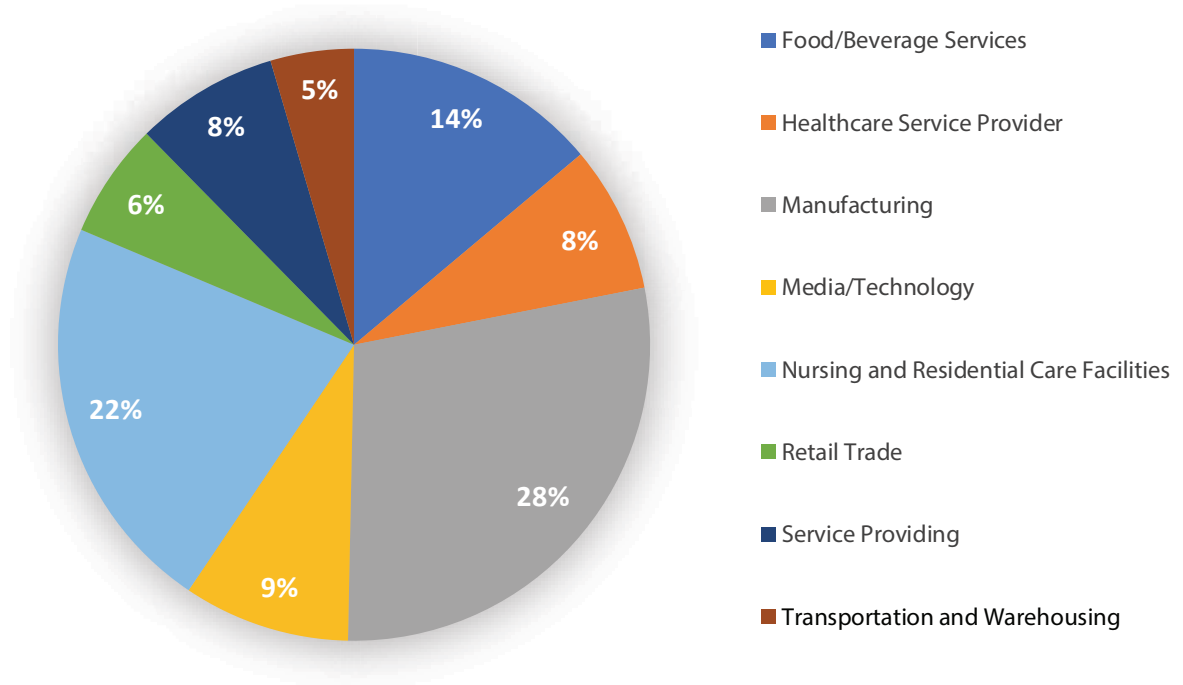


MISSION SERVICES

500

Job placements

Top Industries for Placements



\$13.12

Average starting wage of placements

151

Participants earned a wage increase or promotion

MISSION MOMENT: JOHN

Throughout John's life, he has worked in many fields including carpentry, floor installation, furniture building, and even dog training. We met John in December of 2018 after he had fallen on some hard times that led him to incarceration for alcohol related issues.

From the beginning, John had committed to sobriety as he acknowledged that he wasn't a person who could have "just one" drink. With age and life experiences, came the admission and realization of his limitations with alcohol. John was accepting of this and it seemed to be a pivotal moment in his life, after many years of alcoholism.



Unsure of what he wanted to do upon his release, John decided to enroll in a Customer Service training while he was still incarcerated. This course provided useful skills and information that could translate into many different industries once he was out. He worked weekly with his Goodwill of Greater Grand Rapids re-entry specialist to prepare for the training's certification exam.

At the end of January 2019, John was released and was immediately motivated. He showed up to the Goodwill Employment Center the following day, ready to work.

“

A particularly proud moment for John and his re-entry specialist was when he passed his Customer Service exam, as he'd previously struggled with reading/comprehension.

”

After this achievement, John's goal was to complete another certification. Goodwill's Hi-Lo/Forklift training interested John, because he was comfortable on a Hi-Lo and knew that once he was certified, he would be qualified for warehouse positions.

John accomplished this next goal in no time. He enjoyed the training, and had perfect attendance during the course. His Goodwill re-entry specialist had connections with employers in the community and vouched for John for a position at a local warehouse. John was hired the same day as his interview and said he enjoys his job. When asked about John, his supervisor said "John is hard working, dedicated and can be relied upon."

MISSION MOMENT: LISA

Looking to get out of the home and involved in the community, Lisa enrolled in Goodwill of Greater Grand Rapids' Visions Program, which assists individuals with developmental disabilities. It was her goal to find employment that not only bettered her life, but also the lives of those around her. She immediately started working with an employment specialist who supported her in all her job search efforts. They focused their time on finding work that was walking distance to and from Lisa's home on the northeast side of Grand Rapids.

Unfortunately, after several weeks of job searching, Lisa moved to the other side of town. This move placed her in a part of Grand Rapids she was unfamiliar with and no longer had the option to walk to a future place of employment. Instead of letting this move affect her goal, Lisa wasn't going to let it stop her from finding work. She began to learn the local bus routes and familiarize herself with new places in her community.

Lisa explains, "Learning the bus routes was difficult, but I was not going to let transportation be a reason not to work." This drive and dedication paid off. While learning how to use the public transportation in her new neighborhood, Lisa was offered a position at Meijer in the garden and seasonal department. She happily accepted the position and has been employed with Meijer for over a year now.

With her motivation and the support of her job coach, transportation did not stand a chance in stopping Lisa from accomplishing her goal. Lisa shared with us that she has overcome the transportation barrier by not only using the city bus routes but also learning to use ride sharing apps on days when the bus doesn't run.

Lisa said a highlight of working for over a year in the same place is making friends with co-workers. She smiled as she told us she uses a portion of her paycheck for outings with her new friends.



“

The Goodwill Visions Program helped changed my life, and I am thankful for the opportunities which came from the program.

”

CNA TRAINING PROGRAM

It has been a year of growth for our Certified Nurse Aide (CNA) Training Program. During 2018, we trained 132 individuals to become CNAs, and in 2019 we trained 235 – that is 103 more than last year! We also focused on increasing access to our training program and recruiting unemployed and underemployed members of our community, individuals who have not done well with traditional learning environments, and those who tend to be screened out of other programs. We strategically added two additional trainers to our team and were able to successfully implement weekend classes, making both part-time and evening classes a permanent rotation in our program. We put an emphasis on providing the support needed for our students to be successful, with on-on-one tutoring, a 3-day refresher course, and unlimited opportunities to practice skills and review curriculum with our instructors.

93%

Program completion rate

93%

*of our CNA students
increase their income.
Many graduates go from
being unemployed to
making between \$12
and \$17 per hour*

90%

Certification rate

78%

*of the individuals served by
our CNA program live in the
neighborhoods of focus –
these are unemployed and
underemployed individuals
who live in the areas of Kent
County that have the lowest
household incomes and
highest number of people
living in poverty*



OTHER HIGHLIGHTS

*We host career fairs that
give our graduates the
opportunity to interview
with 7 – 12 prominent
healthcare employers.*

*There is a growing need for
male care givers in the
healthcare field. In 2019,
we trained 15 male CNAs.*

bluePrint

As seen in the greater community, many of our employees face significant challenges limiting their forward progression such as homelessness, criminal backgrounds, mental health struggles, limited support, and generational poverty. bluePRINT is an employee benefit focused on personal and professional growth driven by the individual and focused on self-betterment in varying capacities. Employees can access full or specified services through bluePRINT. Specified services include tuition reimbursement, professional development, and overall resource navigation. Full services include on-on-one coaching through Individual Development Plans.

195

Employees participated in bluePRINT services

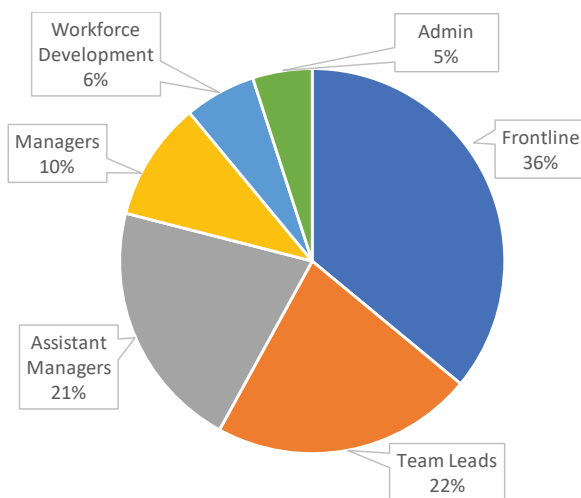
53

*Individual Development Plans completed within 21 departments **

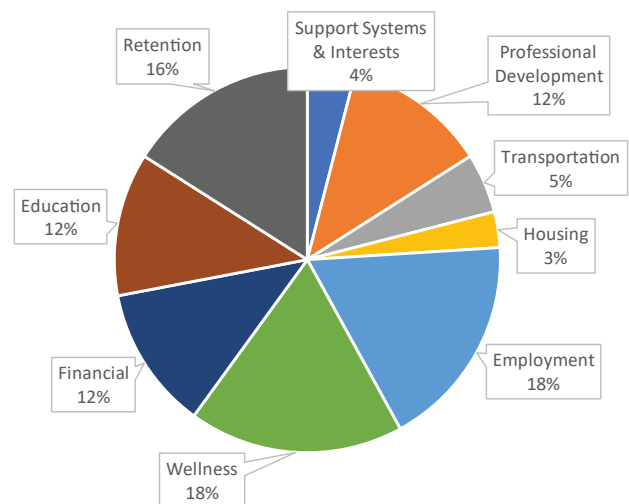
25%

Employees served have accessed financial assistance for education

Full Service Recipients



Types of Goals



* The majority of employees accessing Individual Development Plans are Frontline Staff, Team Leads & Assistant Managers.

FINANCIAL HIGHLIGHTS

2018

2019

Balance Sheet

Assets	\$ 6,360,774	\$ 5,769,775
Liabilities	3,370,849	1,972,248
Net Assets	2,989,925	3,797,527

Revenue and Gains

Retail and Salvage Sales	24,946,935	26,101,911
Grants and Fees for Services	2,163,948	1,171,282
Community Support	8,415,962	8,740,692
Service Industries	839,709	3,784
Administrative and Other	299,241	317,105
Total Revenue and Gains	36,665,795	36,334,774

Expenses

Program Expenses	32,554,060	32,460,985
General and Administrative	3,240,356	3,053,355
Development	18,612	12,832
Total Expenses	35,813,028	35,527,172

DECADES OF ACHIEVEMENT

YEAR	REVENUE	EXPENSE	STORE(S)
1967	\$ 231,175	\$ 208,744	1
1970	414,050	395,814	1
1980	982,767	1,012,742	1
1990	3,153,301	3,131,179	4
2000	13,531,662	13,263,692	10
2010	23,204,651	22,862,510	14
2020 - B	29,439,000	28,299,000	18

Amounts do not include year and cost of goods estimates.

Thrifting with a Mission

Donate. Shop. Change Lives.



Goodwill of Greater Grand Rapids

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www.goodwillgr.org