

**2013 Annual Impact Report**

Your Goodwill changes everything.

®

## Our Mission

Goodwill helps change lives through the power of work. Goodwill provides career training and placement assistance for employment.

## Our Vision

We envision a community powered by a skilled workforce, successful businesses and a strong economy.

## Board of Directors

Goodwill is guided by a diverse Board of Directors. They are all community leaders representing the city's most dynamic industries and organizations.

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*Chair*

### **Janelle Sykes**

*Vice Chair, Chair Elect*

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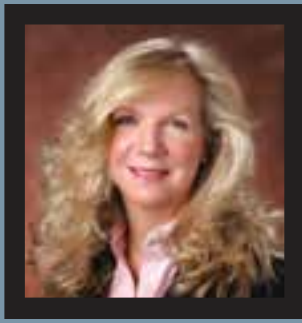
**Kent Krauss**

**Shokare Nakpodia**

**Francine Prosser-Johnson**

**Allan Smith**

**Renee Watson**



Dear Friends of Goodwill,

When someone turns to Goodwill for help, we don't see their circumstance; we see the possibility to change a life through the power of work. Through education, training and the services we provide we not only change lives, we change families and businesses, and ultimately change the communities we so proudly serve.

In this 2013 impact report, you will discover how Goodwill made a significant difference in the lives of many. We provided job-related services to over 53,000 individuals, and placed over 2,100 individuals in competitive employment. We introduced new training programs for jobs in demand-driven occupations. Moreover, we created around \$40 million in earnings for people previously unemployed or underemployed. We also provided \$9 million in earnings for people with significant disabilities, one of the populations with the highest unemployment rate.

The accomplishments highlighted within these pages would not be a reality without the support and direction of our Board of Directors and you – our business partners, customers, donors and volunteers. I thank you for your dedication to Goodwill's mission and encourage you to deepen your relationship with us by exploring additional ways to contribute your time, talent and/or treasure.

**You and your Goodwill change everything...**

Sincerely,

**Marla Jackson**

*President and CEO*

**Your Goodwill changes lives** by providing education, training and services that assist people in finding better jobs and building careers.

**Your Goodwill changes businesses** by connecting employers with motivated, skilled, job-ready employees.

**Your Goodwill changes our community** by providing assistance and support that allows individuals and their families the ability to overcome barriers to employment.

**Your Goodwill changes attitudes** and outlooks, perceptions and beliefs, hopes and dreams, families and futures.

**Your Goodwill changes everything.**

**Retail**

The entrepreneurial spirit that created Goodwill in 1945 is going strong nearly 70 years later. Because sales of donated items are vital to funding our mission, we are constantly developing new ways to enhance our retail and donation programs.

Our 18 stores and 25-plus Donation Stations are more than a great place to shop or recycle household items. Retail stores and Donation Stations provide both transitional and long-term jobs, as well as volunteer opportunities for those who need community service hours. Retail operations are also at the heart of our self-sustaining model, providing more than 50 percent of our operating income. Every donation and purchase at Goodwill funds programs that help people prepare for, find and retain good jobs.

**730,517**  
DONOR TRANSACTIONS  
**2,248,326**  
SHOPPER TRANSACTIONS  
**11,200,000**  
POUNDS RECYCLED



Our e-commerce division generated over \$750,000 in online sales in 2013 alone (an increase of approximately 70 percent over 2012), while earning top customer satisfaction ratings from ShopGoodwill, Amazon and eBay customers.

We continue to look for innovative ways to generate donations. We're creating new ways to collaborate with the community. Our Partners for Good program debuted in 2013, helping local non-profits, schools and churches host neighborhood donation drives to benefit Goodwill while supporting their own fundraising goals. We also partner with local universities and businesses to provide donation opportunities which may be in the form of an ongoing program or a special event. In addition, we've enhanced the accessibility of existing donation stations and opened additional locations, many with convenient drive-through capabilities.



**Goodwill opened its eighteenth store in October on San Antonio's North Side at Bulverde Road and Loop 1604. It was funded by the Bridge Builder's Campaign and its revenue will help to sustain the funding of the Good Careers Academy.**

## Contract Services

Goodwill expanded its Contract Services in 2013, employing more than 400 people in contracts primarily with the federal government and military. Of those workers, more than 87 percent have a significant disability, and would otherwise have had difficulty finding employment. Additionally, Contract Services provides employment opportunities to veterans. Currently, the department employs 73 veterans, including 47 service-disabled veterans.

Goodwill Contract Services has a presence on every military installation in San Antonio as well as at Laughlin AFB in Del Rio. The military has repeatedly recognized Goodwill team members for accuracy and performance quality within the contract scope. In 2013, team members in the Army Medical records and the Air Force Medical records contracts both received outstanding performance ratings, achieving a 100 percent accuracy rate while processing 152,900 medical records (Army) and 65,000 medical records (Air Force).

Goodwill Contract Services operates 17 contracts providing services such as document management, records processing, heavy equipment operations, recycling services, grounds maintenance and janitorial services. Contract revenues generate nearly 50 percent of Goodwill's annual operating income.

Here's a look at Goodwill's current contracts:

- Grounds Maintenance/Landscaping Services at Lackland AFB, Fort Sam Houston, San Antonio Military Medical Center (SAMMC)
- Document Management, Administrative Services, Mailroom Operations at Randolph AFB, Fort Sam Houston, Army Medical Department (AMEDD)
- Custodial Services, HVAC Services at Fort Sam Houston
- Heavy Equipment Operations at Camp Bullis
- Recycling Services at Laughlin AFB (Del Rio)
- Grounds Maintenance/Landscaping for the City of San Antonio

**400**  
**TEAM MEMBERS**

**\$22 MILLION**  
**IN REVENUE IN**  
**2013**  
**\$12.4**  
**MILLION**  
**SALARIES**

**100%**  
**ACCURACY RATE**  
**IN RECORDS PROCESSING**



**Trina L. Williams / *GCA Nurse's Aide Program Graduate***

For 20 years, Trina Williams worked in security. While it was a job that paid the bills, it never offered the fulfillment that Trina truly wanted. She was intrigued by the idea of being a nurse, but that seemed like wishful thinking, not a real possibility. Then Trina discovered the Good Careers Academy (GCA). Today, as a Certified Nurse's Aide, she has set her sights on becoming a Registered Nurse by 2016. She credits Goodwill with changing her life. Trina set her new career in motion by following her dream; GCA provided the training and support she needed to make it a reality.

Our Good Careers Academy and Good Careers Centers are the gateways to all of the Goodwill services that connect people with educational programs and services that assist them in finding better jobs and building careers.

## Good Careers Academy

Good Careers Academy (GCA) is a one-of-a-kind school that provides certification-based training, education and employment opportunities to start or advance careers. At GCA, our goal is to prepare individuals for employment in demand driven occupations while providing a skilled workforce to local employers.



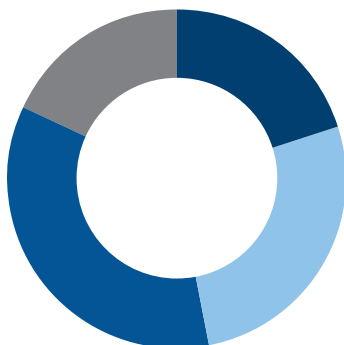
**GOOD CAREERS**  
A C A D E M Y  
IN COLLABORATION WITH THE ALAMO COLLEGES

GCA sets itself apart from other traditional career schools with its affordable tuition and support services that help students overcome barriers outside of the classroom so they can focus on completing their education.

More than 1,000 students have enrolled in the Academy, including more than 300 new students in 2013 alone. With a job placement rate of more than 80 percent, GCA graduates earned over \$3 million in new wages last year.

GCA has expanded offerings to include Commercial Driver License (CDL) and Administrative Assistant programs in addition to the existing programs that include Pharmacy Technician, Medical Assistant, Nurse's Aide, Computer Support Specialist, Medical Front Office, Medical Coding and Supply Chain Associate. In 2013, GCA began conducting some classes using video conferencing technology to efficiently bring instruction to students between the three Academy locations.

**MORE THAN  
300 STUDENTS  
ENROLLED IN 2013  
82% JOB PLACEMENT**



### 2013 GCA PLACEMENTS

- Healthcare support occupations (20%)
- Office and Administrative Support (27%)
- Transportation and Material Moving Occupations (35%)
- Healthcare Practitioners and Technical Occupations (18%)





**Samuel Morales / *GCA Student, Pharmacy Technician Program***

Samuel Morales retired from the U.S. Army and was ready for a second career. Now enrolled at Goodwill's Good Careers Academy (GCA), Sam is getting the training he needs to transition into a promising new career as a Pharmacy Technician, a high-demand, high-growth occupation in our area. Today, Sam is no longer worrying about how he will take care of his family.

He is on the path to a new career and a brighter future.

## Good Careers Center

Our 10 Good Careers Centers (GCC) provide access to services that prepare, place, retain and advance people on their individual career paths.

Each GCC location offers computer technology with access to job search databases of available positions throughout the region as well as résumé assistance, all at no charge. Our trained associates are available to assist individuals with job search, career exploration and ultimately a defined individual career development plan.

We connect employers with a steady flow of skilled, job ready employee candidates. Goodwill specializes in preparing job seekers for work while helping businesses with candidate searches and assessment of applicants.

## Good Choices

Launched in 2013, the Good Choices portal connects users with local non-profit organizations, companies and governmental agencies for services such as financial strengthening, health and wellness, and work supports. The portal highlights resources offered by community partners and makes finding resources and making referrals easy. Individuals can register for a free Good Choices account at any GCC location.

Through Good Choices, individuals can access Goodwill resources for educational opportunities, home and car savings programs, financial literacy courses, tax return assistance, and low-fee banking services. In addition, individuals can find local job fair listings and job training programs; locate free or affordable community medical services; discover ways to save money and meet financial goals; and make convenient, private referrals to partner agencies.

Account holders also have easy, on-demand, secure access to their résumé and job search information.

**2013**  
**GCC SERVICES**

**53,651**  
**PEOPLE SERVED**

**5,241**  
**PEOPLE PREPARED**

**2,171**  
**JOB PLACEMENTS**

**1,891**  
**JOBS RETAINED**

Goodwill created nearly \$40 million in earnings for people previously unemployed or underemployed.



## JOB PLACEMENTS

- Accommodation and Food Services (28%)
- Health Care and Social Assistance (24%)
- Retail Trades (17%)
- Administrative and Support (22%)
- Construction (9%)



**Richard J. Moses** / *Financial Counselor, United Way*

After more than 20 years of serving his country in the U.S. Air Force, Richard Moses made the leap into the civilian world. Though he was retiring from the military, he knew he wanted to do more with the rest of his life. When he heard that Goodwill offered a Veterans Outreach Program designed to help military veterans transition into civilian careers, he knew he had help in reaching new goals. Now, after forging a new career path with help from Goodwill, Richard is in turn providing hope and guidance to others as a financial counselor for United Way.

# Working Together

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With a year of growth and expansion behind us, we are focused on moving forward with innovative ways to create a positive impact in our community. We invite you to work with us to create new avenues for corporate collaboration to fuel growth, including sponsorships and underwriting for specific developments.

This kind of collaboration is happening now as Goodwill teams up with major corporate partners to help military veterans transition into civilian life. Starbucks, Walmart Foundation, JPMorgan Chase and Bank of America all joined forces with Goodwill in 2013 to fund services and programs that help improve the lives and futures of veterans and their families.

As part of the relationship with Goodwill of San Antonio, Starbucks has designated a store in San Antonio at 8227 State Highway 151 as a Community Store. This unique funding model creates a reliable stream of resources for veterans outreach programs, raises awareness of Goodwill's mission and creates a space for community dialogue and engagement.

Goodwill's ability to have an impact in the communities we serve is directly linked to partnerships such as these. In addition, employment partners including Walgreens, The Heights at Huebner, Caring Companions, and many others throughout the city and region are vital to the success of our programs and the individuals we serve.

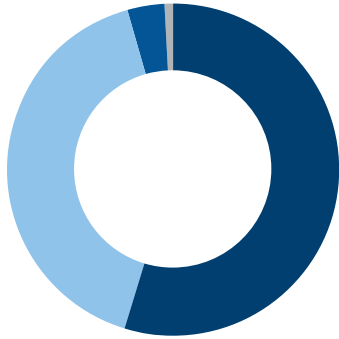
*Starbucks, Walmart Foundation, JPMorgan Chase and Bank of America all joined forces with Goodwill in 2013 to fund services and programs that help improve the lives and futures of veterans and their families.*

YOUR GOODWILL CHANGES EVERYTHING  
**PARTNER WITH US TO:**

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**FUND EDUCATION**  
AND JOB TRAINING PROGRAMS  
**DEVELOP TRAINING AND**  
**CERTIFICATION CLASSES**  
**PROVIDE RECRUITING SUPPORT**  
**MENTOR OUR STUDENTS**  
MAKE A TAX-DEDUCTIBLE CASH DONATION  
**DONATE HOUSEHOLD ITEMS**  
**SHOP AT GOODWILL**  
**HOST A DONATION DRIVE**  
**TELL OTHERS OF GOODWILL'S MISSION**

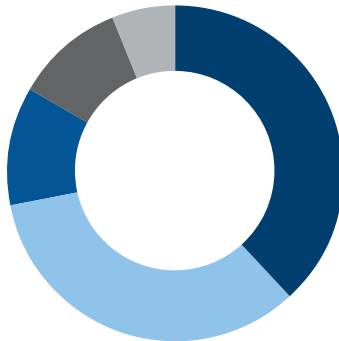
# 2013 FINANCIAL SUMMARY



## REVENUE

**TOTAL \$55,881,038**

- Retail Operations \$30,652,570
- Government & Community Contracts \$22,892,448
- Workforce Development Services \$1,906,054
- Other Income \$429,966



## EXPENSES

**TOTAL \$55,881,038**

- Retail Operations \$21,306,893
- Government & Community Contracts \$18,902,874
- Workforce Development Services \$6,388,849
- Support Services \$5,872,427
- Operational Reserve/Capital Replacement \$3,409,995

Nearly 90 cents of every dollar generated is spent directly on services – an enviable record for any non-profit organization.

## Leadership

**Marla Jackson**

*President & Chief Executive Officer*

**Stephanie Parker**

*Chief Financial Officer*

**Rachel Aldaz**

*Chief Human Resources Officer*

**Anne Matula, Ph.D.**

*Chief Education Officer*

**Lisa Brunsvold**

*Vice President, Business Development*

**Greg Eads**

*Vice President, Retail Operations*

**Donna Lazzari**

*Vice President, Workforce Development*

**Mark McKeever**

*Vice President, Contract Services*

**Joe Williams**

*Vice President, Information Technology*

## Thank you to our 2013 Donors and Bridge Builder Capital Campaign Donors

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