



goodwill
Southeast
Georgia



2020

ANNUAL REPORT

THE FUTURE BEGINS TODAY



OUR FUTURE LOOKS BRIGHT

Dear Friends and Supporters,

What a year! Coming off a remarkable 2019, which was all about building greater capacity to impact the lives of those we serve, 2020 was to continue our mission of putting even more people to work towards a living wage through skill-building and retraining. Then COVID.

Like so many other organizations, Goodwill Southeast Georgia made the decisions necessary to ensure financial viability while continuing to deliver on our mission promise: To help people overcome their barriers to self-sufficiency through the power of work! Throughout 2020, we stayed true to our values, making the best decisions possible for our people, the communities we serve, and our financial strength. Through adaptability, creativity, and determination, Goodwill persevered and ended 2020 positioned for a strong 2021. Key highlights include:

- Mission Services quickly retooled to a virtual environment delivering over 7900 training hours and employment services to external clients and internal associates through our Opportunity Centers.
- The Business Services team responded to COVID related demands with consistency and quality service while generating additional revenues.
- G-Force achieved A+ ratings on all supplier score cards and maintained on-time delivery throughout 2020, even with the challenges driven by our customer's business impact.
- Invested more than \$500,000 in needed capital improvements that strengthened operations.
- Donated Goods embraced and launched new omnichannel revenue streams, including an e-Commerce presence.
- Remarkably, our year-end financial contributions were at breakeven due to solid third and fourth quarter retail store sales that realized 2019 levels.
- In December, Goodwill Southeast Georgia received an unsolicited and unrestricted \$5M grant from philanthropist and author Mackenzie Scott recognizing the mission impact we as a team have demonstrated over the past several years. The grant represented the largest award in our 56-year history.

The pages that follow will tell the stories, demonstrate the impact and outline the financial strength of Goodwill as we all move from a difficult 2020 to a future for which we are far better prepared. Entering our 56th year as one of the largest social enterprise non-profits in the region with a regional economic output of over \$36 million annually, we could not be prouder of our people, partners, and the communities we serve for their can-do spirit, teamwork, and Service to Others.

Thank you for your continued support.

Michael Winckler
President & CEO

Adel Karam
Board Chair

Our Vision

We believe every individual should be given the opportunity to achieve their highest level of self-sufficiency.



SOCIAL ENTERPRISE

POWERING OUR PROGRAMS

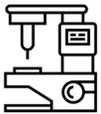
While many know Goodwill as a donation center or retail store, Goodwill Southeast Georgia operates a unique social enterprise business model which funds services and programs to educate, train and employ over 1,000 people on average annually. Our successful store operation is just one example of a business that we run to advance our mission. The organization's other entrepreneurial businesses include Manufacturing, Business Services, and Staffing Services.

Donating to Goodwill propels our mission to meaningfully train, educate and actively employ those with disabilities or other barriers to employment across our coastal communities.



Stores and Donated Goods

When you donate your gently used items or shop at Goodwill, you are powering people to work. Goodwill Southeast Georgia operates 16 retail stores, 2 outlet stores, an e-Commerce site and donation centers across our 33-county service area. Revenue from our retail locations and donated goods fund our efforts to educate, train and source employment opportunities for individuals facing barriers for employment. Our retail operations also provide valuable work experience for those we serve.



G-Force Manufacturing

For over 31 years, G-Force has manufactured thermal and acoustic insulation and composite products. We specialize in producing highly labor-intensive build-to-print kits including fabrication, packaging, composites, and light assembly and knitting services.

What began as a modest undertaking in a corner of the Goodwill warehouse is now a certified Gulfstream supplier and valued supply chain partner within and beyond the aerospace sector. G-Force holds AS9100D and ISO 9001 certifications. Our manufacturing operations also provide valuable work experience for those we serve.



Business Services

Each day, Goodwill cleans more than 1 million square feet of office space. Our full service custodial and ground maintenance programs serve Federal customers while providing hands-on job training and employability skills development for individuals. As an AbilityOne partner, Goodwill employees with significant disabilities gain stable employment, competitive wages, and relevant training and coaching.



Staffing Services

Based in Brunswick, Goodwill Staffing Services is a community based, non-profit, alternative staffing organization whose mission is to educate, train and place people into temporary and temporary-to-permanent jobs that meet the needs of your business. Revenue from staffing supports the training, education and support for future employees, while providing outstanding service for partner organizations.

2020 IMPACT

SNAPSHOT OF OUR SUCCESS

521

Individuals Placed
in Employment



2,655

People Served



91



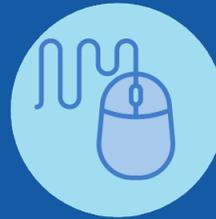
Career Credentials Earned

7%



Wage Increase by
Individuals Served

7,900



Hours of Training

181,664



Employment Hours
by Individuals
with Disabilities



332,500

individual
materials donated



11+
MILLION

pounds diverted
from the landfill



861,087

retail transactions





IMPACT IN ACTION

CHANGING LIVES THROUGH
THE POWER OF WORK

The COVID-19 pandemic turned lives upside down across the world. From job loss and safety concerns to access to personal protective equipment, many frontline and low-wage employees were navigating uncharted waters. Cynthia Campos experienced this firsthand.

A mother of two and concerned for her health, Cynthia left her position at McDonald's in Sandy Springs, Georgia in March of 2020. When she felt comfortable enough to return, she was no longer needed due to work force reduction. Cynthia relocated to Brunswick, Georgia with her family in search of better opportunities.

Even as she began applying and interviewing for positions, Cynthia struggled to find a position that offered both a living wage to support her family and the flexibility required to care for her children during remote learning. Cynthia knew she needed assistance and turned to the Opportunity Center at Goodwill. The availability of virtual services provided her not only a safe but flexible option to build a career plan with a Career Specialist.

At the Opportunity Center, Cynthia developed a career development plan and initiated action designed to build up on her experience as a volunteer with Peers Empowering Peers where she supported recovery patients and provided Spanish-language translation. Going through the development steps allowed Cynthia to identify her career goal of using her addiction specialist certification in a meaningful way.

Cynthia's dedication and experience was noticed and she received an offer for a part-time instructor position at **Gateway Behavioral Health**, working with individuals with disabilities. She dove into her new role and impressed her colleagues with her ambition and perseverance.

As the world is returning to a new version of normal, schools resume in-person learning and restrictions are lifted, Cynthia continues to be an asset at Gateway. She recently accepted a full-time position in the Human Resources department, with benefits. She continues to work hard and grow professionally.

CYNTHIA CAMPOS
BRUNSWICK, GA
Gateway Behavioral Health



IMPACT IN ACTION

TERRELL BELL
SAVANNAH, GA

Many in our community are in a challenging cycle of being employed while not earning a living wage.

Terrell Bell, a father of two, was referred to the Opportunity Center at Goodwill for this reason. Terrell was employed, though his minimum wage position was not enough to support his family. He needed a job that would allow him to care for his family.

While working with a Career Specialist, Terrell shared his frustration with his employment search and his personal challenge with mental health. The stress of insufficient income weighed on his mind as he struggled to ensure his children had enough to eat and how to manage growing bills. He felt helpless.

Together, Terrell and his Career Specialist worked to overcome these barriers. With limited computer experience, he began basic digital skills training. In addition, Terrell worked through many soft skills courses learning the importance of things like grammar, body language, time management, and professionalism in the workplace.

The flexibility of online training allowed Terrell to complete 20 hours of Google Digital Skills training as he prepared for success in his next job. Armed with relevant skills, Terrell created his own Google Docs resume.

The Career Specialist reached out to one of the employers that Terrell had previously interviewed with and secured him another meeting. Using a Goodwill voucher, he purchased professional clothing for interviews, Terrell was ready to demonstrate his newly developed skills. He walked out of that interview with a full-time offer and a pay rate of \$16.75!

The combination of skills, training and confidence set Terrell on a path to continued success for himself and his family.

“These trainings helped me understand the importance of how I present myself during the interviews and at work.”

INVESTING IN OUR COMMUNITY

2020 Financial Summary

REVENUE

Donated Goods Program	\$14,268,918	44.5%
Business Services Program	\$7,334,215	22.8%
Foundation and Community Support	\$5,356,827	16.7%
Manufacturing Program	\$3,730,496	11.6%
Salvage	\$1,110,879	3.5%
Vocational Service Fees	\$165,311	0.5%
Other Income	\$131,273	0.4%
TOTAL SUPPORT AND REVENUE	\$32,097,919	100%

EXPENDITURES

Goodwill Program Services	\$22,899,242	71.3%
Capital Spending and Reserves	\$4,261,537	13.3%
General and Administrative	\$3,706,617	11.5%
Depreciation	\$961,201	3.0%
Financing and Start-Up Costs	\$204,548	0.6%
Fund Raising	\$64,774	0.2%
TOTAL EXPENDITURES	\$32,097,919	100%

*NOTE: This is a consolidation of the following companies:
Goodwill Industries of the Coastal Empire and Goodwill of the Coastal Empire dba Goodwill Southeast Georgia*



GOODWILL BOARD OF DIRECTORS

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Treasurer: Chad Wiggins, Market President, Synovus Bank-Statesboro
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Kirk Simmons Director, G-Force Manufacturing
Veronica Styron Director, Career Development Services



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