







# Changing through the power of



2020 ANNUAL REPORT







Dear Friends of Goodwill:

2020 IS A YEAR WE WILL NEVER FORGET. The year began strong. Guided by our new, carefully crafted strategic plan and vision, we hit the ground running. Months had gone into constructing an ambitious and solid 2020 annual plan, with input and buy-in from all departments of the organization. We were on our way.

Then the unexpected; the COVID-19 pandemic struck. Our stores were shuttered and our plans were shelved.

Our priority was, and is, the health and safety of our employees, customers, and the community. As the "new normal" continuously shifted, we swiftly responded with new policies and procedures, constructed and enforced new safety protocols, navigated staff furloughs and unemployment applications, implemented store closures and re-openings, and maintained communication with our employees.

Loss and grief, experienced both personally and as an organization, permeated the year, yet we have a lot to celebrate and be proud of in 2020.

To maintain mission services to the community, staff pivoted to providing services remotely via phone and internet, created virtual online workshops, modified the delivery of our tax preparation service. We also found new ways to serve, through collection of PPE for health systems and the distribution of PPE to nonprofit organizations.

Our business-to-business lines — Industrial Services, Janitorial Services, GoodTemps, Sustainability/Recycling — stayed operational through it all, adjusting constantly to the ever-changing environment and fluctuating demand for services.

Retail re-opened after a three month COVID-related closure and implemented a more effective use of data to drive the business. Through the creation of a new dashboard and the processes surrounding its use, we improved our ability to get the most we can from the donations you give us so that we can ensure the strength of our mission to change lives through the power of work.

We also learned we are stronger together. Our staff exhibited incredible resilience despite the strain. Our workplace relationships were reinforced, and our teams became closer.

In addition, 2020 presented us with the reality of deep racial inequalities in our country. The murder of black and brown people, although present throughout history, were laid bare this year in a way that inspired outrage and action. In service to our vision that "every person has a pathway to meaningful and sustainable work" we doubled down on our commitment to solving disparities created by systemic racism, discrimination, and abuse.

And so we ended the year differently than we imagined, but stronger than when we started. We have learned so much about each other and ourselves, about what is critically important and where we will not waiver, and about how necessary our work in the community continues to be.

### Board of Directors

Goodwill thanks all who served in 2020.

<mark>снаік</mark> Tom Dake

first vice chair Alan Steinman

second vice chair Janelle Mair

Libby Cherin

Diana Osborn

MEMBERS Todd Bramer Harold Burrell Paul Gilbert Kaslena Hussey Marcy Joy George Johnson Nancy Miller Mike Muskovin David Timmer Clinton Todd

**Our Mission** Changing lives through the power of work.

#### **Our Values**

Work is a powerful force

Every person is respected and valued

Transparency is fundamental

Caring deeply about people, families, and communities is what motivates us

Stewardship fuels everything

Innovation invigorates us

Goodwill Industries of West Michigan is a nonprofit organization as recognized by section 501(c)3 of the Internal Revenue Service Code.



# OUR COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

**Goodwill works to ensure** that each member of our organization and of our community can live their lives and contribute to their communities to their fullest potential. We insist upon treating all people with **dignity, sensitivity, and respect,** and are actively engaged in creating an organization where every person of any race, ethnicity, class, age, religion, sexual orientation, gender identity, accessibility need, or country of origin feels **welcomed**, **seen, and important** to the work of the whole. This statement outlines a vision that requires relentless focus and practice to achieve, and toward which **we will continually work to improve**.

# **OUR VISION IS THAT GOODWILL:**

# **LOOKS LIKE** a workforce that is:

- 🗸 diverse,
- inclusive, and
- representative of the communities we serve.

# **FEELS LIKE** a culture of:

- respect,
- openness,
- learning,
- equitable treatment, and
- integrity.

# ACTS LIKE an inclusive organization by:

- Rejecting any act of verbal, emotional, or physical discrimination, hatred, aggression, or violence.
- Acknowledging our privileges and being aware of how they affect our experiences and conversely how they affect the experiences of those who do not have them.
- Creating space where it feels safe to talk honestly about differences, through knowledge of the languages of respect, sensitivity, and unconscious bias.
- Accepting others experiences as true and valid, and experiencing differences as opportunities to learn, understand, and expand our perceptions.
- Taking action to resolve misunderstandings and disagreements in ways that support our mutual respect, and correcting any inequities we may discover.
- Ensuring policies, plans, and practices are built on a range of perspectives, particularly from those most impacted.

- Investing resources toward promoting inclusiveness specifically in HR practices, including recruiting for differences, eliminating unconscious bias in processes, and ensuring everyone has opportunity for education, professional development, and advancement.
- Greeting people authentically and taking time to get to know each other as individuals.
- Evaluating everything we do through the lens of inclusion.
- Building trust by doing what we say we will do and by honoring confidentiality.
- Eliminating from our conversation any form of stereotyping or generalizing about groups of people.
- Ensuring that minority voices are heard through asking dominant voices to step back and listen.
- Assuming the best of intentions in people, understanding that positive intent does not excuse harmful impacts, and valuing taking personal responsibility for harm caused.

# **GOODWILL'S TRIPLE BOTTOM LINE**



**Goodwill Industries is a social enterprise**, operating viable business lines that serve its mission through entrepreneurial, sustainable, earned-income strategies. Goodwill's business model provides valuable work and training opportunities for people with disadvantaging conditions, protects our environment through recycling and reuse, and contributes to the economic health of our community.

# **REDUCE, REUSE, RECYCLE**

In 2020, Goodwill Industries of West Michigan reused or recycled **8,323,712 pounds** of donated material. This number includes **13,855 pounds** of electronic waste diverted from the waste stream.



#### **Retail Stores and Donation Centers**

**ALLENDALE** 5269 Lake Michigan Drive

CEDAR SPRINGS 3595 17 Mile Road NE

**COOPERSVILLE** 1141 West Randall Street

FERRYSBURG (DONATE ONLY) 17687 174th Avenue, Suite E

FREMONT 1422 West Main Street

**GRAND HAVEN** 1112 Robbins Road



Outlet Store 1501 East Apple Avenue HOLLAND - LAKEWOOD 393 East Lakewood Blvd.

HOLLAND - WASHINGTON 1180 Washington Avenue

4781 West US-10

MANISTEE 282 12th Street

MUSKEGON - APPLE 1501 East Apple Avenue MUSKEGON - SHERMAN

1934 East Sherman Blvd.



Online Auction Store www.shopgoodwill.com NEWAYGO 8143 Mason Drive (M-37)

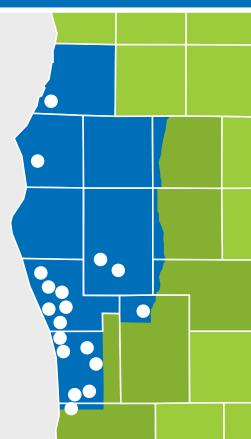
NORTH MUSKEGON 1169 Whitehall Road NORTON SHORES

1484 Ellis Road
ROOSEVELT PARK

950 West Norton Avenue

WHITEHALL 3353 Underwood Drive ZEELAND 9479 Riley Street, Suite 350

The service territory for Goodwill Industries of West Michigan is shown in blue.



# **OUR VISION**

Every person has a pathway to meaningful and sustaining work. All are included when both individual and systemic challenges have been overcome. Personal challenges include having a disability, illness, criminal background, or other disadvantaging condition. Systemic challenges include generational poverty, racism, discrimination, educational and economic inequities, and other long-term social injustices.

# **PEOPLE WE SERVED**

3,178 total people served in 2020

359

people placed into jobs within area businesses





128

# Goodwill served people with a variety of **barriers** to employment:

- 1,505 asset limited, income constrained, employed (ALICE)
- 550 criminal background
- 454 dislocated workers
- 97 developmental disabilities
- 81 psychiatric disorders
- 76 learning disabilities
- 58 physical disabilities
- 39 homelessness
- 38 substance abuse
- 36 at-risk youth
- 24 autism
- 12 welfare recipients
- 8 older workers
- 200 unknown

# **Demographics** of persons served:

## **GENDER**

- 1,525 Male
- 1,649 Female
  - 4 Unknown

## AGE

- 1 0-15 years old 504 16-24
- 560 25-34
- 457 35-44
- 423 45-54
- 1,200 55+
  - 33 unknown

## **ETHNICITY**

- 1,771 Caucasian 1,050 African-American 109 Hispanic 16 Asian
  - 6 Native American
  - 189 Other
  - 37 unknown

# 2020 TIMELINE

Goodwill navigated through the challenging year of the COVID-19 pandemic.

We not only survived, we stepped up to support our community.

# JANUARY

Goodwill hosts **"Show Me the Money Day,"** a community financial fair in Muskegon Heights.

## FEBRUARY



New and improved Goodwill website launches!



In partnership with MAISD, Goodwill donates over 1,300 children's books to support the "Read Early. Read Often." initiative. Local high school volunteers help sort, clean, and label the books.

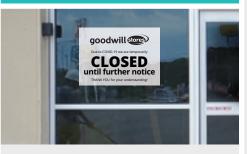


Michigan Department of Transportation (MDOT) renews **\$300,000 transportation grant** after outstanding audit.



Norton Shores Goodwill store celebrates **\$1 million in annual sales**.

## MARCH



All store locations and the Career Center close March 18 in response to COVID-19 pandemic and many staff are furloughed.



Industrial and Janitorial Services deemed essential continue to fulfill contracts uninterrupted with adjustments to safety protocols and at reduced capacity. Career Center offers services remotely.



Partner with Spectrum Health, Mercy Health, and the Muskegon County Health Department to collect Personal Protection Equipment (PPE) and medical supplies for health care workers at select donation drive-thrus.

#### APRIL

## JUNE



Cull stores for medical scrubs and donate to Pioneer Resources' community home care workers. Apparelmaster donates their laundry / sanitation services to the cause.



New **Goodwill truck** receives new graphics.

## MAY

Annual Achiever of the Year **event cancelled** due to the pandemic.

Donation **drive-thrus reopen** for regular donations.



**First store reopens May 28** in Manistee with new safety protocols and limited hours and occupancy.



Goodwill retail outlet and stores gradually **reopen for business** as staff returns.

## VITA VOLUNTEER INCOME TAX ASSISTANCE

Goodwill's Volunteer Income Tax Assistance (VITA) program successfully completes tax season despite pandemic interruption and deadline extension.

## JULY

Career Center staff creates and provides **virtual work skills tutorial series** online.

### AUGUST

Receive **recertification of ISO 9001:2015** quality standards with zero non-conformances.

**Stores gradually expand hours** of operation as staffing improves.

## SEPTEMBER



Host voter registration events at Goodwill stores and Career Center.

### OCTOBER



Awarded a \$842,092 U.S. Department of Labor grant to fund new LifeLaunch: Ignite program providing manufacturing skills training and placement services to justiceinvolved youth aged 18-24 years old.



Granted an Oculus Quest virtual reality headset and **\$5,000** stipend to test virtual mock job interview app from Accenture.



Partner with Pangena Reptile pet company for on-site packaging work.

### **NOVEMBER**

Receive generous, unsolicited and unrestricted \$10,000 grant from the Community Foundation of the Holland/Zeeland Area.





2020 ANNUAL RE

# Goodwill helps people build skills, find jobs, and grow their careers.

### Workforce Development Programs and Services

Goodwill offers a broad range of employment and training programs and support services to fulfill a diverse set of community needs. Some people find their way to Goodwill because of limited skills or work history, some have physical or developmental disabilities, while others are referred to Goodwill through community partnerships.

The Goodwill Career Center, located in Muskegon, is a free community job resource center offering job search assistance, résumé development, interview coaching, financial coaching, tax preparation services, and resource referrals.

For a full description of Goodwill's programs and services, visit www.goodwillwm.org



A NOTE ABOUT THE ACHIEVERS OF THE YEAR... Goodwill's sustainble business ventures generate income while providing training, work experience, and job opportunities.

**Industrial Services** offers competitively priced, quality manufacturing services—such as packaging and assembly—to a variety of area businesses.

**Janitorial Services** specializes in customized office and commercial facility cleaning and floor care contracted with area businesses.

**GoodTemps Staffing Solutions** offers á la carte personnel services to area businesses fulfilling a variety of short- and long-term personnel needs as well as permanent placements.

**Retail Operations** helps fund Goodwill employment and training programs, and provides retail and customer service training opportunities.

**Sustainability/Recycling Services** responsibly recycles unsaleable items, textiles, cardboard, electronics, and more through a variety of channels. Goodwill also partners with area manufacturers to convert manufacturing waste to recyclable formats.

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**THE FOLLOWING PROFILES** were originally planned as our "2019 Achievers of the Year." We selected these accomplished individuals to be highlighted in our 2019 annual report and recognized at our annual Achievers of the Year luncheon; a public celebration and awards ceremony we hold each year in the first week of May.

In early March of 2020, we had just completed our videotaped interviews of the four 2019 Achievers of the Year when the COVID-19 pandemic broke. Initially, not knowing what we were facing, we thought the event would be delayed a few months, and then just postponed until the next year. Now realizing a May 2021 in-person celebration is not possible, we don't want to hold off any longer. We want to fully recognize and celebrate the accomplishments of these four individuals even if their current circumstances no longer reflect the stories we captured in early 2020. We've added an "update" section to each story to reveal a snapshot of their current situation.

The pandemic has sidelined many people and their progress but we know it isn't forever and we applaud the accomplishments of these four individuals who overcame obstacles to employment.

To view the taped awards presentations and video stories of these four individuals, please visit our Achievers of the Year page on our website at **www.goodwillwm.org/aoy**.



"A person needs a support team, and this is a support team."

# Kawan

**SEVERAL YEARS AGO** Kawan faced a monumental challenge: re-entering the community after being incarcerated for 20 years. "Everything had changed," Kawan said. "It was scary."

But Kawan did not give in to fear. He had goals he wanted to accomplish and a new life to pursue. He just needed a hand up. "My parole agent referred me to Goodwill. I hoped they would be able to help me put my goals into action."

When Kawan enrolled in Goodwill's **Offender Success** program he met with Career Coach Dina Butler and they developed a plan to help Kawan reach his potential. "Kawan was driven to reach his goals," Dina said. "He just needed people to believe in him and help open a few doors."

Kawan completed job readiness classes and two weeks of Work Experience Training in Goodwill's Industrial Services division performing light industrial assembly work contracted with area manufacturers. In this job setting, Kawan practiced employment-related soft skills such as arriving on time, managing breaks, and working with others as a team. "I developed my work experience and got used to a daily work schedule," Kawan said. "I also attended classes to polish my résumé, sharpen my interview skills, and learn how to budget my paychecks."

Kawan attacked every task

with positive determination. In fact, his work ethic and attendance were so good that he caught the attention of his supervisor who recommended him for an open position in Goodwill's retail processing department operating a textile baler. He started as a temporary employee and one month later he was hired.

After expressing an interest in learning how to operate a forklift, Goodwill Transportation Manager Mark Helsen trained and license-certified Kawan and he was promoted to a material handler position.

"I load and unload trucks, and oversee a lot of the shipping and stuff like that," Kawan said. "It's a wonderful atmosphere to be working in."

Kawan did the hard work needed to change his life but he











# Offender Success

This program is a statewide strategic approach to creating safer neighborhoods and better citizens through the delivery of a seamless plan of services, programming, support, and supervision for prisoners re-entering the community. Program participants are referred by the Michigan Department of Corrections Parole Board.



**Shannon Judson** Goodwill Career Coach

is thankful for the support from Goodwill. "My attitude, thinking, and self-worth have all improved so much by working with people who believe in me," Kawan said. "I feel accomplished and fueled to achieve more goals I have set for myself. I have a binder and I write all my goals down," Kawan said. "As I accomplish those goals I check them off."

"Kawan knows the direction that he wants to go," said Goodwill Career Coach Shannon Judson. "He's not trying to cut corners. He is taking his time with things; he is feeling things out and making the right choices."

"Goodwill has been a blessing to me," Kawan said. "But they always tell me that I am a blessing to them. I guess it is a match made." ■

# MAY 2021 UPDATE

Due to the COVID-19 pandemic and store closures, Kawan was furloughed from his job in mid-April 2020. He was called back to work in early June and continues to thrive at his job.

"Kawan recently obtained a chauffeur license and has now begun driving our Goodwill trucks," Goodwill Transportation Manager Mark Helsen said. "It's his next great achievement."

Kawan is in the process of buying his own home and because of his passion for cooking, started a catering business.



"Kawan has great initiative. I like the progress that he has made and how he becomes more comfortable every day with what he does."

**Mark Helsen** Goodwill Transportation Manager



"When I go to work I feel happy. I make some good money and I love it. Goodwill helped me find a real job."

# Tim

#### TIM'S ENGAGEMENT with

Goodwill started out as a referral from HealthWest to train in Goodwill's **Work Readiness** program that initially provided him with some basic workplace skills through a paid work experience in Goodwill's Industrial Services center. His ultimate goal however was to obtain selfsupporting work in the community and when he was ready, Tim advanced into Goodwill's **Supported Employment** program.

"I saw Tim's work ethic and attention to detail and I knew he would be a benefit to some employer in the community," said Goodwill Employment Specialist Trinell Payne-Scott.

When a job at Northway Lanes & Billiards became available, Trinell met with the owners and told them about Tim.

Northway Lanes has a soft spot and long history with Goodwill. "Goodwillies" is the name of the bowling league developed for people with disabilities by the current owner's grandfather. Still going strong, members are both active as well as past "graduates" of Goodwill programming.

"The Goodwill league has been bowling with us we think 40-plus years now," said coowner Cody Jacobs. "They hoot and holler. We fire the lanes up and they don't care if they get a split or a gutter ball, or whatever, it is always cheering each other on and it is awesome to watch."

Northway allowed Goodwill to do a four-week, on-the-job trial training with Tim.

"Tim busses and cleans the tables," Trinell said. "He vacuums and tends to the restrooms. It was during the trial training process that Northway actually saw how good of a worker he was and that is when they extended the offer to hire him."

"Tim's attitude is top notch awesome," Cody said. "Everything is thumbs up and he always has a smile."











# Supported Employment

Targeted primarily toward people with developmental impairment, this model of service provides one-onone training and on-going support for a successful transition to communitybased employment. The program combines community job development, job coaching, and long-term follow-up to maximize employment potential. Participants are referred through Michigan Rehabilitation Services.



**Trinell Payne-Scott** Employment Specialist Goodwill Industries

# MAY 2021 UPDATE

When the COVID-19 pandemic shuttered Northway Lanes in late March, Tim was laid off from his job. When things reopened in September he was called back to work but laid off again in November.

The situation was been disappointing to Tim but he is staying healthy and active by working out and walking on the beach and bike trails.

He stays positive and connected to friends and family. His parents now reside in Florida and he recently became his own independent guardian. HealthWest has been working with Tim to assist him in securing a driver's license which will broaden his opportunities.

Tim is currently working with Goodwill Employment Specialist Matt Cashbaugh to secure a new job. "Tim is very eager to get back to the working life," Matt said. "He'd like to find a different job other than Northway Lanes only because they are unsure of when they would be able to call him back. Tim is looking for a cleaning or customer service type job. He loves to interact with people and wants to find a job that allows him to continue to expand his skills."



"Tim has been top-notch awesome and he's always got a smile."

#### **Cody Jacobs** Co-Owner Northway Lanes & Billiards



'I'm not taking any steps back; I am just trying to go forward."

# Quentin

**QUENTIN SPENT YEARS** living a lifestyle that often led to bad decisions and ultimately to prison. It was clear to Goodwill Career Coach Dina Butler on their first meeting that Quentin was ready to change his life.

"After spending our first hour together it was clear he had already made internal decisions that he wanted to change the way he was living his life," Dina said. "He has three children and knew that if he was going to help them in any way, he had to start with himself."

"My kids depend on me and I have to be a provider so that was basically my goal," Quentin said. "I was acting young and doing stupid stuff and I just had to wise up and act my age."

As part of the **Offender Success** program, Quentin worked with Dina to create a résumé and also participated in career coaching to become more comfortable with interviewing, job searching, and marketing himself.

Quentin had not worked for an employer for more than a few months in over ten years. It was apparent that providing Quentin with some real work experience, to learn the expectations of his employer while continuing to make the adjustment from prison to the community, would go a long way in setting him up for success. Enrolled in **Work Experience Training**, Quentin received paid job skills training in Goodwill's Industrial Services division to re-acclimate to the work environment.

"When you get out, they give you two weeks to work with Goodwill so you can get used to the routine of work and earning money," Quentin said.

Quentin was given the opportunity to interview with local employer, SRS Fiberglass, and was hired to work full time as a press operator beginning November 2018.

In March 2019, Quentin experienced a hardship and found himself without a place to live. He knew where to go to get help. Goodwill was quickly able to place Quentin in safe housing. During a difficult time when many individuals would have given up, Quentin stayed











# Offender Success

This program is a statewide strategic approach to creating safer neighborhoods and better citizens through the delivery of a seamless plan of services, programming, support, and supervision for prisoners re-entering the community. Program participants are referred by the Michigan Department of Corrections Parole Board.



**Dina Butler** Career Coach Goodwill Industries

the course. With the assistance of Goodwill, Quentin learned how to establish a savings plan and eventually obtain selfsufficient housing.

Throughout 2019, Goodwill continued to check in with Quentin and SRS Fiberglass. Each month, his employer had positive feedback about Quentin's work ethic and attendance. He did so well they hired others based on his recommendation including his twin brother.

Quentin's perseverance and dedication to his goals led him to successfully discharge from parole in October 2019, one year from the date he enrolled in programming at Goodwill.

# **MAY 2021 UPDATE**

Although SRS Fiberglass continued to operate through the COVID-19 pandemic with no layoffs, Quentin experienced a non-work related injury that prevented him from working for a good portion of 2020. Not to be defeated, Quentin's resiliency and recovery enabled him to return to the job and is now back working full-time on third shift. He continues to be an important asset to SRS Fiberglass.

"I'm just grateful he's back working," Plant Manager Kali Fox said. "He's a great guy."



"When I've asked him to go above and beyond the answer is always 'no problem.' He is one of the most efficient guys we have."

Kali Fox Plant Manager SRS Fiberglass Products

# GOODWILL INDUSTRIES OF THE VER

"I thank Goodwill for everything. Thank you for getting me a job so I can work hard and not be bored."

# Hailey

### HAILEY WAS REFERRED to

Goodwill by Michigan Rehabilitation Services while she was still a transition student at Hart High School and was enrolled in the **Supported Employment** program. Employment Specialist Tabatha Glezman helped Hailey secure a job at Gale's IGA supermarket in Hart, cleaning and stocking shelves. Although quiet and shy, Hailey was a reliable worker and performed her duties well. Unfortunately after a year on

Unfortunately after a year on the job, the grocery store closed and Hailey was out of work. Hailey was referred back to Goodwill and upon discovering that she enjoyed cleaning, Tabatha facilitated her job placement at McDonald's in Hart doing custodial work.

Hailey's responsibilities include keeping the lobby and eat-in dining areas clean. "I like my job. I clean tables, sweep the floor, and do garbage," Hailey said. "It is really good hard work and I'm making good money."

A year-and-a-half earlier, Tabatha placed another transition student named Ray at McDonald's who helped train Hailey. "I taught her everything I know," Ray said with a smile. "She's a good worker."

"Hailey has been doing an amazing job since day one," said McDonald's Manager Mary Ann Sidok. "As soon as she walked in she just kind of owned it and did what she needed to be done."

"When I found out I was an Achiever of the Year I was super proud of myself," Hailey said. "I really like my job."

As time went by, both Tabatha and Mary Ann noticed Hailey becoming more confident and less shy with people.

"She has to socialize with customers, so it is developing a great skill for her," Tabatha said.

"I get to talk to people," Hailey said. "I say things like 'here are your fries,' 'here is your meal,' and 'have a nice day.' I always tell myself that I need to talk more because I am really shy."



# Supported Employment

Targeted primarily toward people with developmental impairment, this model of service provides one-onone training and on-going support for a successful transition to communitybased employment. The program combines community job development, job coaching, and long-term follow-up to maximize employment potential. Participants are referred through Michigan Rehabilitation Services.



**Tabatha Glezman** Employment Specialist Goodwill Industries

Once she mastered her cleaning duties, Hailey asked Mary Ann if she could learn other jobs and was trained on the chicken nugget fry machine and also taught some food prep duties.

Hailey lives with her grandmother in nearby New Era and likes spending some of her paycheck on clothing at Goodwill. Self-taught through YouTube sewing videos, she retailors her purchase into outfits for herself or uses the fabric to create elaborate costumes for her dolls. ■

# **MAY 2021 UPDATE**

The McDonald's of Hart closed their lobby and in-dining services in late March due to the COVID-19 pandemic and sadly Hailey was laid off. While McDonald's drive-thru service is operational, the lobby remains closed and Hailey's future with McDonald's is uncertain.



"When she comes in she is just ready to work. She's smiling at all times and the customers love her."

Mary Ann Sidock McDonald's of Hart Manager



#### Susanne McGee

Susanne "Susie" McGee is a natural problem solver and a person with a big heart for helping people. The former city treasurer for the City of Montague learned about Goodwill's Volunteer Income Tax Assistance (VITA) program and urgent need for volunteers in 2013, just as she was preparing to retire. Knowing that she wanted to stay busy and purposeful, she started that season and was a natural. She eventually became a VITA tax site supervisor at both the United Way and Baker College tax prep sites. "I love helping people," Susie said. "It's so satisfying, especially when you can find a little more credit and return for people who really need it."

"Susie is such an asset to the program," said Goodwill Career Center Manager Carl Lewis. "I am so grateful for her support and dedication year after year."



## **SRS Fiberglass**

SRS Fiberglass is a leading provider of molded, laminated, fabricated, and die-cut acoustical, thermal, and HVAC fiberglass products. With facilities in Muskegon and Muskegon Heights, SRS offers an accepting and welcoming work environment.

www.srsfiberglass.com

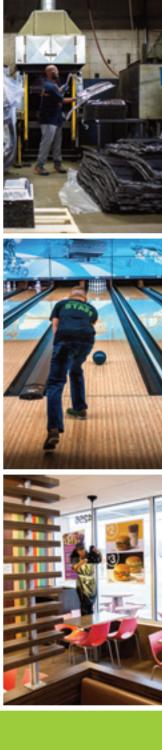
#### **Northway Lanes and Billiards**

Northway Lanes has been a popular entertainment facility of the Muskegon community since 1956. Northway is the largest home to league bowlers in West Michigan. National, state, and local tournament bowlers travel to Muskegon to compete at Northway. In addition to bowling, Northway offers banquet facilities, a billiard room, lounge, pro shop, and cafe. www.bowlnorthway.com

## **McDonald's of Hart**

McDonald's of Hart, Michigan is a family-friendly branch of the popular fast-food franchise that has been receptive and welcoming to employing people with disabilities or other challenges to employment. Management and staff treat all employees with dignity and respect. Goodwill graduates are welcomed.

www.mcdonalds.com







# **Spectrum Health**

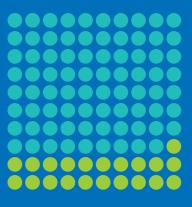
Spectrum Health has been a sustainability partner with Goodwill since 2019. Goodwill collects and resells or recycles obsolete furniture and equipment for the healthcare franchise. When the COVID-19 pandemic struck, Goodwill and Spectrum expanded their relationship. Goodwill's transportation team helped relocate and store personal protection equipment (PPE) and select Goodwill donation drive-thrus were enlisted to collect PPEs on Spectrum's behalf. www.spectrumhealth.org

# **Sustainability**

In 2020, Goodwill funded most of its own operating budget through its business enterprises.

Goodwill sustains a triple-bottom line of jobs and employment services, sound environmental practices, and a strong financial position.

#### SOURCES OF REVENUE



# **79.3%** \$17.66M

Revenue generated from retail, industrial, and commercial business lines.

**20.7% \$4.59M** Programs services

fees, community support, investments, and other income.

# **FINANCIAL REPORT FOR 2020**

#### STATEMENT OF FINANCIAL POSITION

Cash and Cash Equivalents*	\$23,769,384
Accounts Receivable	\$268,598
Inventory	\$469,968
Prepaid Expenses	\$175,934
Property, Plant & Equipment	\$8,545,818
Operating Assets Restricted Assets	\$33,229,702 \$0
Total Assets	\$33,229,702
Accounts Payable	\$162,247
Accrued Expenses	\$821,331
Deferred Revenue	\$208,334
Long-Term Debt	\$4,666,357
Total Liabilities	\$5,858,269
Net Assets	\$27,371,433
Total Liabilities & Fund Balance	\$33,229,702

\*Includes assets held in Goodwill's Endowment Fund with the Community Foundation for Muskegon County.

Audited by Rehmann. A complete copy of the audited financial statement by Rehmann can be provided upon request.

#### **STATEMENT OF ACTIVITIES**

#### INCOME

Participant Programs & Convisos	\$2,161,451
Participant Programs & Services	
Contract Services (Industrial/Janitorial)	\$890,641
Retail Operations**	\$17,496,170
Public & Corporate Support	\$1,702,049
Total Operating	\$ 22,250,311
Fundraising	\$30,139
Agency Total	\$22,280,450
EXPENSES	
Participant Programs & Services	\$2,801,857
Contract Services (Industrial/Janitorial)	\$1,044,832
Retail Operations**	\$16,733,217
Management & General	\$2,621,431
Total Operating	\$23,201,337
Fundraising	\$61,069
Agency Total	\$23,262,406
Decrease in Net Assets	(\$ 981,956)

\*\*includes non-cash value of \$5,634,770 in 2020 representing the value of donated goods per continued application of FASB Accounting Standards Codification 958, Not-for-Profit Entities, 605 Revenue Recognition -- Contributions Received.

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Please report any errors or omissions to (231) 722-7871, ext.1056

#### **2020 GRANTS AND SPONSORSHIPS**

Michigan Department of Environment, Great Lakes, and Energy (EGLE) Michigan Department of Transportation (MDOT)

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Muskegon Area Intermediate School District Pinnacle Construction Group Prosperity Now U. S. Department of Labor and Employment and Training Administration United Way of the Lakeshore

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Intermediate School District Muskegon Area Transit System Muskegon Casting Corp Muskegon Community College Muskegon Conservation Club Muskegon County Soldier's Relief Muskegon Museum of Art Muskegon Public Schools Network 180 Network Global Logistics Networks Northwest Next Cycle, Inc Nexus Outdoors Nichols N-K Manufacturing Technologies North American Clothing North Machine Tool Northway Lanes Northwest Michigan Community Action Agency Northwest Michigan Works! Norton Packaging Corporation Nu Wool Nugent Sand Company

Millennium

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Muskegon Area

District Library

Muskegon Area

OMT - Veyhl USA Ottawa County Padnos Pangea Reptile LLC Phoenix Paper Co. Pigeon Hill Brewing Company Pioneer Resources Planet Gain LLC Port City Custom Plastics Port City Die Cast Port City Group Pro Quo Books Rag Recycling Ravenna Free Methodist Ray's Mini Mart Resilience Re-source Industries Richert Blueberries,  $\Pi C$ RJ Woodworking Rolar Products SAF-Holland, Inc. SAI Rags International Salvation Army Sanctuary at the Oaks Scherdel Sales & Technology, Inc. Seabrook Plastics Sigvaris, Inc. Source One Digital Spectrum Health St. Gregory Episcopal Church Supply Chain Solutions Sure-Loc Aluminum Edging, Inc. Techno-Coat

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GOODWILL WEBSITE WWW.goodwillwm.org

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