

REopened

REengaged

REbuilt

REvised

REviewed

REfreshed

REnewed

REbounded

REmained

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Changing
LIVES
through the
power of
WORK

Goodwill 
Industries of West Michigan, Inc. 

2021 ANNUAL REPORT

Dear Friends of Goodwill:

The prefix “re-” when applied in the English language most often means “back” or “again.” It’s no coincidence that so many words that come to mind to describe Goodwill’s 2021 include it. It was a year of attempting to get “back” to normal and to once “again” provide all the Goodwill services and opportunities the community depends on.

In some ways 2021 was even more difficult than 2020. Many of us assumed we’d be approaching some semblance of normalcy long before 2021. The crisis moved from acute to chronic, and the ever-changing circumstances required ongoing responses and shifts in our work conduct and business strategies.

The continued uncertainty meant that we needed to take deep care of one another as each of us was impacted differently by concerns for health, heavier than normal workloads because of the pandemic or limited staff, and personal loss. But within this environment many of us also found both increased meaning in our work, and joy in getting back together in person because we recognized differently the importance of the relationships we have with one another.

It was from this place that so much good came out of 2021, and in review of our year we discovered a lot to celebrate and feel optimistic about.

IN 2021, GOODWILL INDUSTRIES OF WEST MICHIGAN:

REopened for services

Career Center resumed face-to-face employment services and tax prep services

REengaged our program participants

programs were restarted and enrollees slowly returned

REbuilt our workforce

established employees were promoted and new employees recruited

REvised operations

reduced staff resulted in refined processes and improved efficiencies

REbounded financially

no stores closed the entire year and sales exceed expectations

REnewed our connections

shared challenges resulted in a more collaborative culture

We hope you enjoy reading this report of Goodwill’s many successes in 2021. We thank our incredible staff and board of directors, our collaborating community partners, our store shoppers and donors, and the people who trust us to help them find a pathway to meaningful and sustaining work.

Goodwill
Helping people
prepare for,
find, and keep
good jobs.



Jeanette Hoyer
Jeanette Hoyer
President and CEO



Diana Osborn
Diana Osborn
Board of Directors Chair

re- prefix Definition of re-

1: again : anew

2: back

2021 Board of Directors

Goodwill thanks all who served.

CHAIR

Diana Osborn
Muskegon Community College (retired)

FIRST VICE CHAIR

Alan Steinman
Annis Water Resources Institute, GVSU

SECOND VICE CHAIR

Nancy Miller
Horizon Bank

TREASURER

Libby Cherin
Fremont Area Community Foundation (retired)

SECRETARY

Janelle Mair
Community Foundation for Muskegon County

MEMBERS

Todd Bramer
Kaydon Corporation

Harold Burrell
Lighthouse Insurance Group

Tom Dake
Kendall Electric (retired)

Paul Gilbert
Brickley DeLong, P.C.

Kaslena Hussey
Mercy Health

Marcy Joy
Community Foundation for Muskegon County (retired)

George Johnson
Parmenter O'Toole

Mike Muskovin
Motorola Solutions, Inc.

David Timmer
Alcoa Power and Propulsion

Clinton Todd
Community Shores Bank

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



Our Mission: Changing **LIVES** through the Power of **WORK**

Goodwill Industries of West Michigan strives to enhance the dignity and quality of life for the people it serves through the power of work. Helping people train for, find, and keep good jobs is at the heart of what we do.

People We Served

2,450

total people served in 2021

356

people placed into jobs within area businesses

115

program participants who worked and earned paychecks at Goodwill

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

- 1,640 asset limited, income constrained, employed (ALICE)
- 742 dislocated workers
- 429 criminal background
- 27 developmental disabilities
- 27 learning disabilities
- 26 homelessness
- 23 psychiatric disorders
- 13 autism
- 12 physical disabilities
- 3 at-risk youth

Demographics of persons served:

GENDER

- 1,186 Male
- 1,257 Female
- 7 Unknown

AGE

- 220 16-24 years old
- 341 25-34
- 358 35-44
- 306 45-54
- 1,222 55+
- 3 unknown

ETHNICITY

- 1,311 Caucasian
- 775 African-American
- 114 Hispanic
- 38 Native American
- 8 Asian
- 198 Other
- 6 unknown

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**.

REopened for workforce development

GOODWILL CAREER CENTER

While taking appropriate precautions due to the ongoing COVID-19 pandemic, Goodwill's Career Center reopened for in-person, by-appointment visits in 2021. This welcoming community job resource center provides employment services, job training programs, and related supports for people looking for work, or those seeking help in advancing their careers. Goodwill offers individuals one-on-one consultations with a Goodwill Career Coach to provide a customized service plan. GoodTemps Staffing Services is conveniently located on site. Job seekers can choose to register for temporary assignments that often lead to a permanent hire.



PROGRAMS AND SERVICES

Goodwill offers a variety of employment and training programs and services to fulfill a diverse set of community needs. Some programming is referral-based through community partners.

NEW! MI Tri-Share Child Care connects eligible working parents with financial assistance for child care.

Financial Literacy Training provides customized coaching on establishing a bank account, budgeting, saving, debt reduction, and more.

NEW! GoodWorks is designed to rapidly develop and fine-tune employability skills through short-term paid work experience prior to job placement in the community.

Janitorial Occupational Training (JOT) combines paid, on-the-job janitorial training in a community setting with classroom curriculum prior to job placement assistance.

Supported Employment provides customized, one-on-one job coaching for individuals with developmental disabilities or other mental impairment, placed in a community job setting.

Supportive Services for Veteran Families (SSVF) provides housing and employment services to low-income Veteran families in Oceana and Mason counties.

Volunteer Income Tax Assistance (VITA) provides free tax preparation services to low-to-moderate-income families through the use of dedicated, trained volunteers.

Work Experience Training teaches the customs and routines of work through a paid real-work experience in one of Goodwill's business-to-business lines.

Work Readiness participants are referred by HealthWest, Community Mental Health of Ottawa County, MAISD, and others, and receive paid vocational training, skill-building classes, community-based education, and volunteer opportunities in the community.

JUSTICE-INVOLVED PROGRAMMING:

Empowering Ex-offender in Transition (EXIT) is an alternative sentencing option that provides participants referred by the Muskegon County Probation Office with case management, mentoring, and occupational training.

NEW! LifeLaunch: IGNITE Funded by a grant from the U.S. Department of Labor, this program targets justice-involved young adults, providing ten weeks of training and work experience in a variety of career tracks with educational support provided by the Muskegon Community College.

Offender Success (OS) referred by the Michigan Department of Corrections Parole Board, program participants receive job readiness training with paid work experience, job placement in the community, and ongoing support.

REengaged our program participants

Goodwill reengaged program participants in 2021 as COVID restrictions lifted and community partners reopened their referral processes. Goodwill also celebrated a number of success stories in 2021; many in its own business lines.

For more story details, please use the QR code or visit www.goodwillwm.org ►



TAYLOR

Taylor participated in Goodwill's Work Readiness and Supported Employment programs and now enjoys successful placement at Wendy's restaurant in Norton Shores.

BILL

A long-time program participant of Goodwill programming, Bill was successfully placed in various jobs in the community but he was dissatisfied with his positions. Bill has always excelled at the independent, repetitive, detail-oriented work the Industrial Service Center provides and was hired in as a regular employee.



JORDAN

Jordan was referred to Goodwill by Community Mental Health of Ottawa County for the purpose of developing his job skills. After work-readiness training Jordan was placed in a special community-based work arrangement with Pangea Reptile in assembling reptile cages at their production facility. Jordan excels in his position.

BRUCE

Bruce was referred to Goodwill's Offender Success program for help with work readiness and employment placement assistance after a lengthy incarceration. Goodwill helped Bruce adjust his new community and new life. Now hired in as a regular employee, Bruce is a critical asset to Goodwill's recycling services team.



TOMASYNE

Tomasyne relocated to the Muskegon area and needed help reentering the workforce. She benefited from Goodwill's new GoodWorks program for job seekers who need just a little extra help in successful placement.

NINA

Nina is another story of training and promotion within. Through Goodwill's Retail Training program, Nina was nurtured and advanced from store associate, to assistant manger, to manager of the North Muskegon Goodwill store.



REviewed and REFreshed Goals

Each year, prior to annual planning, we review our mission, vision, values statement and our work and objectives. In 2021, we fine-tuned and rewrote portions of our “s

MISSION
Changing lives through

VISION
Every person has a pathway to n

All are included when both individual and
Personal challenges include having a disability, illness, or
Systemic challenges include generational poverty, racism, discrimination, e

STRATEGIC PILLARS
Our core area of focus that

Growth:
Grow social enterprises.

People:
Help people achieve their
fullest potential.

Culture:
Embrace the
diversity, an

VALUES
Our guiding principles a

Work is a positive
force.

Every person is
respected and
valued.

Transparency is
fundamental.

odwill's strategic priorities

statements, and strategic priorities to make sure they are accurately reflecting **"strategy house"** to best reflect our goals and intentions in serving the mission.

VISION:
hgh the power of work.

MISSION:
meaningful and sustaining work.

systemic challenges have been overcome.
criminal background, or other disadvantaging condition.
educational and economic inequities, and other long-term social injustices.

PRIORITIES:
that carries out our mission.

People:
Teamwork,
and inclusivity.

Planet:
Pursue environmental
stewardship.

Community:
Work together as a part of
our community.

VALUES:
and fundamental beliefs.

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

Stewardship fuels
everything.

Innovation
invigorates us.

2021 Highlights



JANUARY

Generous donors gifted a **12-passenger van** to support transportation needs of participants enrolled in Goodwill's justice-involved programming.



FEBRUARY

Received **EGLE recycling grant** in partnership with Padnos Recycling in support of the IGNITE program that offers manufacturing/recycling certification training for young adults with criminal backgrounds.



MARCH

The **Electronics Room** featuring TVs, stereo equipment, gaming systems, and more, opened at the Muskegon–Apple Avenue store.



Goodwill was awarded regional facilitator hub of the **MI Tri-Share Child Care Program**, a new state initiative that splits the cost of child care three ways: state funding, employers, and eligible employees.

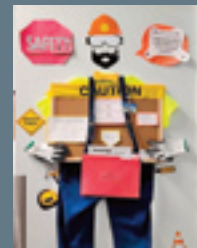


The **Janitorial Occupational Training (JOT)** program completed community training at host site, Fricano's Place.



APRIL

Despite challenges of the continued pandemic, Goodwill's **Volunteer Income Tax Assistance (VITA)** program completed 1,410 tax returns resulting in nearly \$2M returned to the community.



MAY

A new **Asset Protection and Safety** department was created and manager hired to coordinate safety and loss prevention communication and training.

Goodwill's 17 retail stores and one outlet center remained open throughout 2021, in spite of the ongoing pandemic and chronic staff shortages. Store hours were shortened to cope with these challenges but sales remained strong for the year.



JUNE

Served as support partner in the development and opening of Muskegon's new **YMCA Learning Center** providing pre-school learning and before-and-after school child care.



Accredited by CARF, the Commission on Accreditation of Rehabilitation

AUGUST

Awarded a three-year **accreditation from CARF**, the Commission on Accreditation of Rehabilitation Facilities, with no recommendations identified; a feat accomplished by only 3 percent of all CARF surveys worldwide.



Launched Pathways, a career advancement program for Goodwill employees with one-on-one counseling, personal career plans, and educational scholarships.



Received ISO 9001:2015 re-certification for Industrial Services Division with no non-conformances issued and no areas of concern identified.

TALKING IS TEACHING.

TALK READ SING



SEPTEMBER

Partnered with MAISD and began implementation of national Talking is Teaching child literacy campaign inside select Goodwill retail stores.



OCTOBER

Launched Diversity, Equity, and Inclusion staff training.



NOVEMBER

Secured two additional EGLE recycling grants to explore ideas for glass and wood recycling.

REnewed business-to-business contracts

In addition to being a provider of job training programs and services, Goodwill Industries of West Michigan is a compilation of sustainable business ventures that generate revenue while also providing real work and training opportunities for its program participants.

INDUSTRIAL SERVICES

Providing competitively priced, quality manufacturing services — such as packaging and assembly — to a variety of area businesses, Goodwill's Industrial Services division provides people with disabilities and other disadvantages an opportunity to work, train, and receive a paycheck.



JANITORIAL SERVICES

Providing high-quality janitorial services to West Michigan businesses, Goodwill Janitorial Services specializes in customized office and commercial facility cleaning and floor care. Services are competitively priced and quality assured.



GOODTEMPS

A subsidiary of Goodwill Industries, GoodTemps is a temporary staffing agency fulfilling a variety of short- and long-term personnel needs for area businesses. Employers save time and hassle through deferment of time-consuming screening and recruitment for quality workers.



REbounded financially

In 2021, Goodwill funded most of its own operating budget through its sustainable business enterprises.

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

Sources of Revenue



79%
\$22,532,694

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

21%
\$5,820,784

Program service fees, community support, investments, and other income.

Financial Report for 2021

STATEMENT OF FINANCIAL POSITION

Cash and Cash Equivalents*	\$26,619,820
Accounts Receivable	\$692,195
Inventory	\$371,310
Prepaid Expenses	\$196,121
Property, Plant & Equipment	\$7,938,343
Operating Assets	\$35,817,789
Restricted Assets	\$0
Total Assets	\$35,817,789
Accounts Payable	\$66,017
Accrued Expenses	\$876,020
Deferred Revenue	\$141,659
Long-Term Debt	\$4,314,845
Total Liabilities	\$5,398,541
Net Assets	\$30,419,248
Total Liabilities & Fund Balance	\$35,817,789

*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 & Services	\$3,964,409
Contract Services (Industrial/Janitorial)	\$1,001,259
Retail Operations**	\$21,531,435
Public & Corporate Support	\$1,833,462

Total Operating	\$ 28,330,565
Fundraising	\$22,913

Agency Total \$28,353,478

EXPENSES

Participant Programs & Services	\$4,137,841
Contract Services (Industrial/Janitorial)	\$1,372,689
Retail Operations**	\$16,915,954
Management & General	\$2,872,246

Total Operating	\$25,298,730
Fundraising	\$6,933

Agency Total \$25,305,663

Increase in Net Assets \$3,047,815

**includes non-cash value of \$4,352,879 in 2021 representing the value of donated goods per continued application of FASB Accounting Standards Codification 958, Not-for-Profit Entities, 605 Revenue Recognition -- Contributions Received.

REmained open for business

RETAIL OPERATIONS

With 17 West Michigan store locations, an Outlet Center, as well as Shopgoodwill.com, Goodwill offers quality merchandise at exceptional prices. Reliant on the generous donations from the community, store revenue funds Goodwill's mission-based programs and services.



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

HOLLAND - LAKEWOOD

393 East Lakewood Blvd.

HOLLAND - WASHINGTON

1024 Washington Avenue

LUDINGTON

4781 West US-10

MANISTEE

282 12th Street

MUSKEGON - APPLE

1501 East Apple Avenue

MUSKEGON - SHERMAN

1934 East Sherman Blvd.

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



Outlet Store

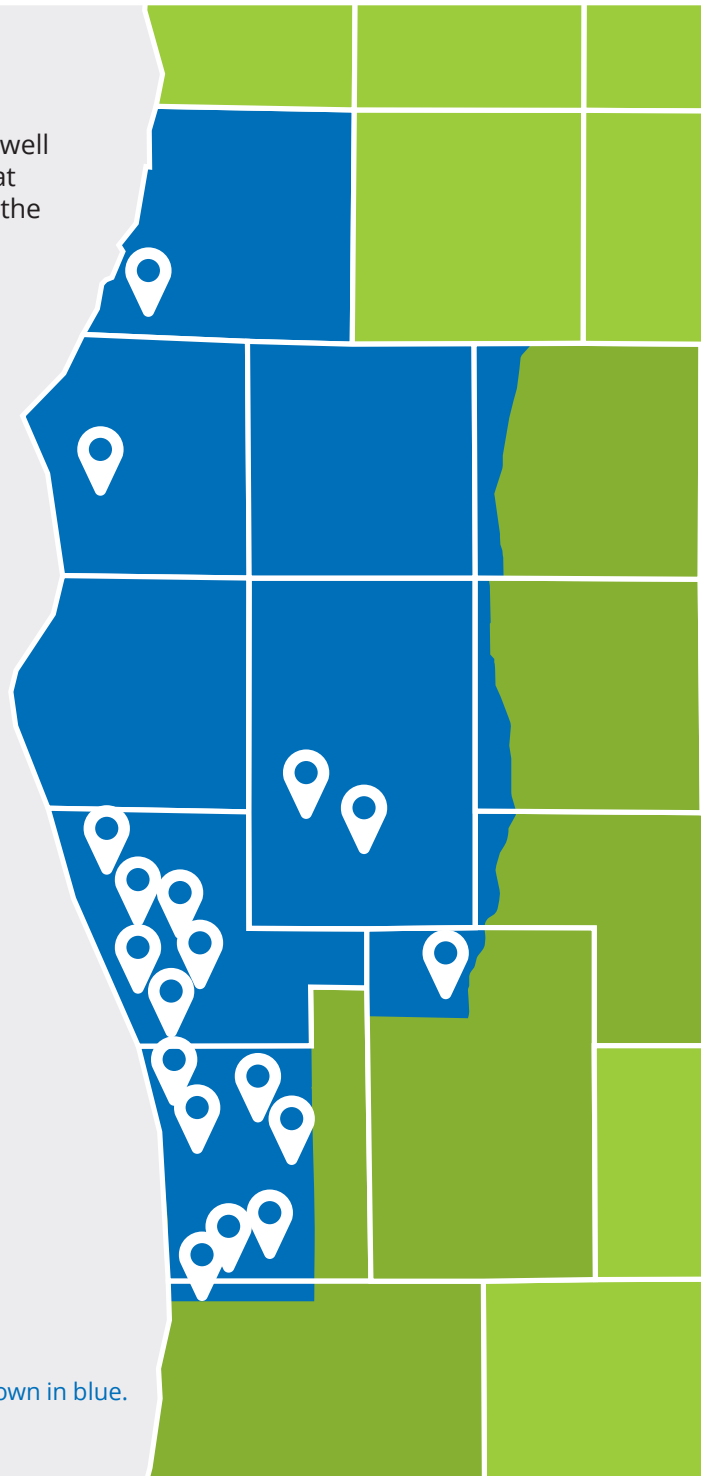
1501 East Apple Avenue
Muskegon



Online Auction Store

www.shopgoodwill.com

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



GOODWILL WEBSITE
www.goodwillwm.org

GOODTEMPS WEBSITE
www.goodtempismi.com

Corporate Headquarters Goodwill Career Center GoodTemps Offices

271 East Apple Avenue
Muskegon, MI 49442
Phone: (231) 722-7871
Fax: (231) 728-6408

Employment & Training Center

393 East Lakewood Blvd.
Holland, MI 49424
Phone: (616) 377-4044



Accredited by CARF,
the Commission on
Accreditation of
Rehabilitation



Meets all BBB
Standards of
Charitable
Accountability



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