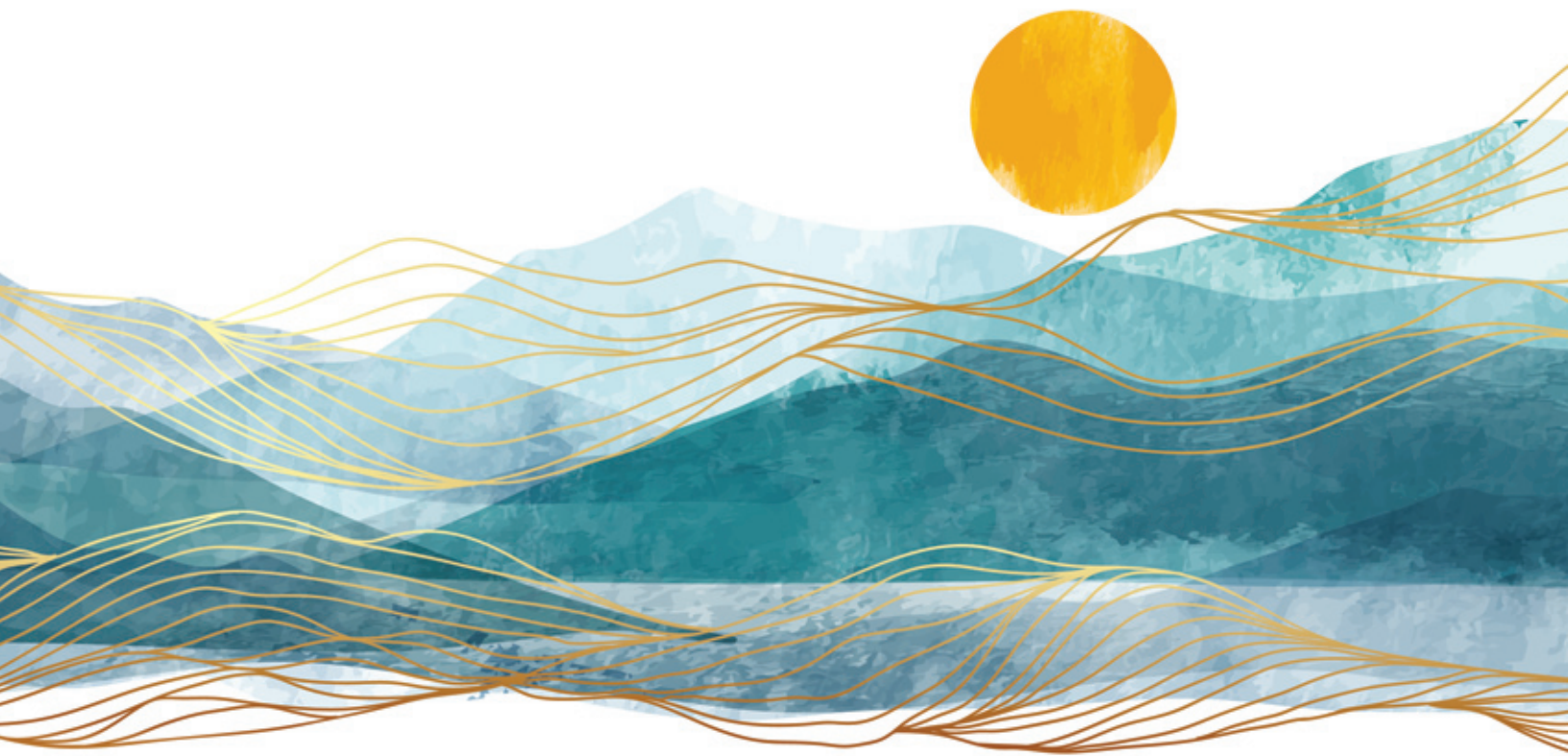


2022 ANNUAL REPORT

Conscious evolution

innovations to sustain our future



Conscious evolution

innovations to sustain our future

Dear Friends of Goodwill:

What drives us to innovate is our vision that every person has a pathway to meaningful and sustaining work. That vision holds so much for us — the need to remove both personal and systemic barriers, the mission to provide the best pathways to both the jobs of the future and now, and the deep and abiding value that every person is respected and valued.

It is easy to be complacent when you are being successful — our retail division broke record sales for 2022 — but we recognize that the landscape is shifting. We are very intentionally moving forward in a way that will secure our ability to continue our service to the community and that will ensure we remain your most-trusted partner in the reuse and recycling of the things you no longer need or want. We are proactively identifying threats to the way we have traditionally funded our services and our triple bottom line, using the strategic priorities that are the core areas of our focus.

With this report, you will begin to see the innovative things we are exploring and doing to recycle and remanufacture plastics, wood, textiles, and glass when it is no longer desirable for reuse or has come to the end of its intended use. Our commitment is to continue pursuing environmental stewardship in a way that generates revenue to sustain and grow our mission services, while benefiting the planet and creating jobs.



Jeanette Hoyer
Jeanette Hoyer
President and CEO



Diana Osborn
Diana Osborn
Board of Directors Chair

2022 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

George Johnson
Parmenter O'Toole

Cyndi Langlois
Scherdel Sales & Technology

Mike Muskovin
Prepared

Bruce Spoelman
Muskegon YMCA (retired)

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.

Changing **Lives** through the Power of **Work**



Our vision is that **every person has a pathway** to meaningful and sustaining work.

Goodwill strives to enhance the quality of life by helping people reach their full potential through education and job skills training. Goodwill believes that WORK has the power to change lives. Goodwill provides career counseling, work readiness training, job placement assistance, and more — to help unlock opportunities for job seekers that may have barriers to employment.



Helping people train for, find, and keep good jobs is what Goodwill is all about. Visit our website to read how Goodwill assisted these individuals and others: ►



Programs and Services

GOODWILL CAREER CENTER

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.



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.

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.

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.

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 Muskegon Community College.

OS Reentry 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.

People We Served

2,838

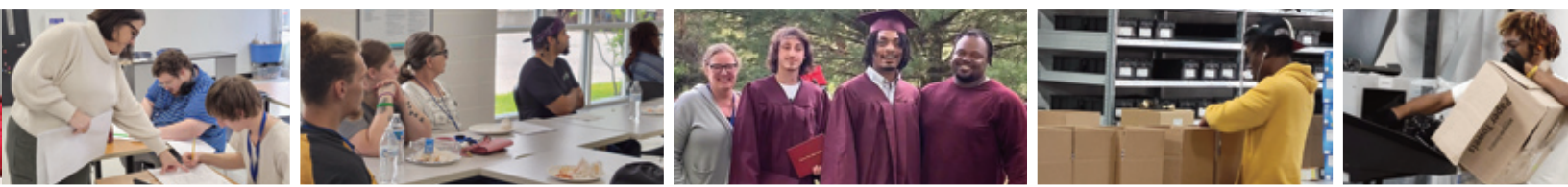
total people
served in 2022

450

people placed
into jobs within
area businesses

113

program participants
who worked and earned
paychecks at Goodwill



LIFELAUNCH: IGNITE

LifeLaunch: IGNITE program **helped over 70 justice-involved young adults** gain employment experience, industry-recognized vocational training, and work toward their GED. In 2022, 86% of the participants enrolled received training, 85% received work experience, 73% demonstrated a measurable skills gain, and four participants earned their GED. Community guest speakers contributed to a “Lunch and Learn” series empowering participants with knowledge around how to rent/buy a home, shop for insurance, budget money, repair credit, understand their legal rights, care for their mental health, assist in substance use recovery, and navigate health care systems.



GOODTEMPS STAFFING SERVICES

GoodTemps is conveniently located inside the Goodwill Career Center and also provides work experience and income for people seeking employment. In 2022, GoodTemps **enrolled 799 workers for temporary assignments**, and placed 47 people into permanent employment.

2022 Highlights

FEBRUARY



Received two \$10,000 research grants from Michigan Department of Environment, Great Lakes, and Energy (EGLE) for new **glass and wood recycling** initiatives.

MARCH

Installed national child literacy campaign **"Talking is Teaching"** in three Goodwill retail store locations in partnership with the Muskegon Area Intermediate School District (MAISD).



APRIL

Assisted 1,750 individuals and families through Goodwill's **Volunteer Income Tax Assistance (VITA)** program returning \$2.9 million to the community.



MAY



Celebrated the **Grand Opening** of a new Goodwill store in Holland.



Formed joint-venture partnership with **HydroBlox Technologies** for new plastics recycling initiative in Muskegon.

JUNE



Participated in inaugural **Muskegon Pride Festival** to promote tolerance, acceptance, and social equality.

JULY



Goodwill Business Development Director Nick Carlson awarded **Innovator the Year** for Goodwill's plastic recycling initiative with HydroBlox Technologies. Presented by Grand Valley State University's Muskegon Innovation Hub.

AUGUST



Goodwill Disability Services established an integrated **Ability Center Employment** (ACE) work team with six individuals, in partnership with manufacturer MillerKnoll.



Received \$500,000 **Recycling Market Development Grant** from Michigan Department of Environment, Great Lakes, and Energy (EGLE) in support of plastic recycling initiative.

SEPTEMBER



Celebrated **Grand Re-Opening** of fully renovated North Muskegon Goodwill store.

OCTOBER



Purchased a 89,000 square-foot building to house new **plastic recycling enterprise** (HydroBlox), and other recycling initiatives.



Celebrated the largest **Achievers of the Year** awards luncheon to date after a two-year hiatus due to the pandemic.

NOVEMBER

Goodwill staff traveled to Israel to research potential partnership with **Daika Wood** for launching recycled wood fabrication business line.



Received \$35,000 **NextCycle Innovation Challenge** grant to study textile recycling technologies.

DECEMBER



Received a \$10,000 **Community Impact Grant** from the Grand Haven Area Community Foundation, and an additional \$2,500 gift from the Community Foundation for Muskegon County's **Environmental Endowment Fund**, in support of plastic recycling initiative.



MI Tri-Share Child Care expands to 59 counties statewide. GIWM Hub increased enrollment from six to 65 children, and doubled the number of participating employers over prior year.

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 also provides people with disabilities and other disadvantages an opportunity to work, train, and receive a paycheck.



JANITORIAL SERVICES

Goodwill Janitorial Services provides customized office and commercial facility cleaning and floor care to West Michigan businesses. Services are competitively priced and quality assured.

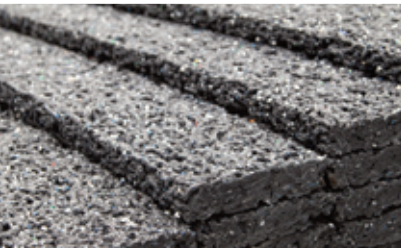
GOODTEMPS

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.



Sustainability

In 2022, Goodwill Industries of West Michigan kept an estimated **10.9 million pounds** of materials out of local landfills through store resale or recycling initiatives.



In 2022, Goodwill took strategic action in pursuing **new, innovative solutions for recycling and repurposing** more of its donated goods with the goal of generating more revenue for its mission while reducing items going into the waste stream.

PLASTICS

In May, GIWM formed a formal joint-venture partnership with HydroBlox Technologies to establish a plastics recycling and manufacturing business in Muskegon.

The collaboration earned an Innovator of the Year award from Grand Valley State University's Innovations Hub as well as a combined \$625,000 in grant support from the Michigan Department of Environment, Great Lakes, and Energy (EGLE); Grand Haven Area Community Foundation; and the Community Foundation for Muskegon County.

In October, Goodwill purchased a 89,000-square-foot manufacturing facility to house the enterprise and began equipment acquisitions.

In 2023, Goodwill will begin producing HydroBlox planks which will be sold and used in stormwater drainage systems and made of 100% recycled plastic.

GLASS AND WOOD

Goodwill received an additional \$20,000 from EGLE to explore recycling solutions for glass and wood to further Goodwill's waste reduction.

Goodwill purchased professional tumblers to recycle unsold glass items (vases, bowls, etc.) converting them into craft "sea glass" to sell in Goodwill stores and other markets.

Communication and outreach with Daika Wood, an innovative wood recycling company, led to product testing and a visit to their facility in Israel. Goodwill plans to create and sell its own unique wood products in partnership with Daika.

TEXTILES

The Goodwill Association of Michigan (GAM) was awarded a \$65,000 grant as a sub-grantee from Goodwill Industries International (GII) and the Walmart Foundation to begin exploring textile circularity.

GIWM is co-leading this project with Goodwill Industries of Greater Detroit to conduct a state-wide textile characterization study to better understand what fiber types make up Goodwill's salvage export markets.

Ultimately, the goal is to create a state-wide Goodwill textile sorting and recycling hub that eliminates global waste and adds value to the unsold textiles Goodwill manages.

ELECTRONICS

In 2022, GIWM diverted **112,000 pounds** of electronic waste from the waste stream.

Established in 2005, GIWM's electronics recycling program accepts unwanted electronics from the community and recycles them responsibly.

Retail Operations

Goodwill stores generate the revenue that helps fund our job skills training and employment placement services. Our 17 retail stores, Outlet Center, and online auction site Shopgoodwill.com, depend on the generous donations from the community to help people in our community find meaningful and sustaining work.



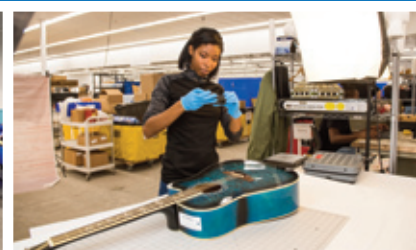
Clean, bright, well-organized stores



Conveniently-located donation drive-thrus



Outlet Center offers deep-discount, by-the-pound shopping



Shop online at Shopgoodwill.com/muskegon

In 2022, Goodwill Industries of West Michigan...



SOLD 4,776,597 donated items in its 17 **retail stores**



SOLD 29,035 items through its online auction site, **shopgoodwill.com**



SOLD 116,490 items in its **Outlet Center** equaling 497,302 pounds

goodwill stores

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



outlet

Outlet Center

1501 East Apple Avenue
Muskegon



SHOP GOODWILL.COM

Online Auction Store

www.shopgoodwill.com/muskegon

Sources of Revenue in 2022

In 2022, 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

87%

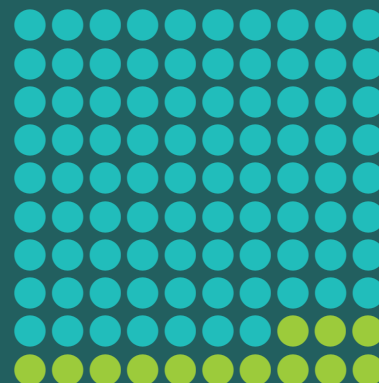
\$23,399,369

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

13%

\$3,431,833

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



Financial Report for 2022

STATEMENT OF FINANCIAL POSITION

Cash and Cash Equivalents*	\$22,012,018
Accounts Receivable	\$859,525
Inventory	\$327,275
Prepaid Expenses	\$635,656
Equity in Unconsolidated Subsidiary	\$3,500,000
Right-of-Use Assets	\$9,163,776
Property, Plant & Equipment	\$10,284,708
Operating Assets	\$46,782,958
Restricted Assets	\$0
Total Assets	\$46,782,958
Accounts Payable	\$26,994
Accrued Expenses	\$1,043,553
Deferred Revenue	\$162,281
Operating Lease Obligations	\$9,163,776
Long-Term Debt	\$7,453,333
Total Liabilities	\$17,849,937
Net Assets	\$28,933,021
Total Liabilities & Fund Balance	\$46,782,958

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

STATEMENT OF ACTIVITIES

INCOME

Participant Programs & Services	\$5,574,777
Contract Services (Industrial/Janitorial)	\$1,143,845
Retail Operations**	\$22,255,524
Public & Corporate Support	(\$2,182,835)
Total Operating	\$26,791,311
Fundraising	\$39,891
Agency Total	\$26,831,202

EXPENSES

Participant Programs & Services	\$6,049,316
Contract Services (Industrial/Janitorial)	\$1,447,103
Retail Operations**	\$17,697,419
Management & General	\$3,102,695
Total Operating	\$28,296,533
Fundraising	\$20,896
Agency Total	\$28,317,429

Increase / (Loss) in Net Assets (\$1,486,227)

**includes non-cash value of \$4,159,521 in 2022 representing the value of donated goods per continued application of FASB Accounting Standards Codification 958, Not-for-Profit Entities, 605 Revenue Recognition — Contributions Received.

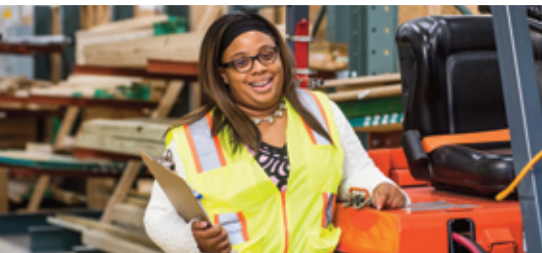
Audited by Rehmann. A complete copy of the audited financial statement by Rehmann can be provided upon request.



MISSION: Changing **LIVES** through the power of **WORK**.

VISION: Every person has a **PATHWAY** to meaningful and sustaining **WORK**.

Our **VALUES** are our guiding principles and fundamental beliefs:



Work is a positive 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.

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**.



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



Printed using
vegetable-
based inks.

