Our Mission

Changing Lives through the power of Work
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.

Our Values

Work is a powerful force.
We believe that work plays a critical role for people to achieve security, independence, self-worth, pride, and respect.

Transparency is fundamental.
We expect participation and open access to information and decision-making, which support accountability and create trust both among our team and with the community.

Stewardship fuels everything.
We maximize the impact of every resource to sustain and grow our mission. We’re committed to stewardship on behalf of people, the planet, and our prosperity which enables us to serve.

Every person is respected and valued.
We celebrate our diversity and delight in our strengths, ensuring the dignity and success of each one of us.

Caring deeply about people, families, and communities is what motivates us.
We are interested in people and their experiences, and passionate about helping them live their best lives.

Innovation invigorates us.
We rely on the creativity of our team members to ensure both continuous improvement and innovation in the context of constant change.

Board of Directors

Goodwill thanks all who served in 2019.

CHAIR
Tom Dake

FIRST VICE CHAIR
Alan Steinman

SECOND VICE CHAIR
Janelle Mair

TREASURER
Libby Cherin

SECRETARY
Diana Osborn

MEMBERS
Todd Bramer
Harold Burrell
Beth Dick
Paul Gilbert
Rulesha Glover-Payne
Kaslena Hussey
Marcy Joy
George Johnson
Nancy Miller
Mike Muskovin
David Timmer
Clinton Todd
People We Served

3,601 total people served in 2019

796 people placed into jobs within area businesses

164 program participants who worked and earned paychecks at Goodwill

Goodwill served people with a wide range of disabilities and special needs:
- unemployed / dislocated workers
- ex-offenders
- working poor / incumbent worker / underemployed
- learning disabilities
- psychiatric disorders
- developmental disabilities
- other physical disabilities
- substance abuse
- other disabling conditions
- homeless
- autism
- older workers
- at-risk youth
- welfare recipients

Demographics of persons served:

**ETHNICITY**
- 1,725 Caucasian
- 1,249 African-American
- 143 Hispanic
- 51 Native American
- 17 Asian
- 354 Other
- 62 unknown

**GENDER**
- 1,857 Male
- 1,713 Female
- 31 Not Reported

**AGE**
- 22 0-15 years old
- 526 16-24
- 604 25-34
- 541 35-44
- 547 45-54
- 1,320 55+
- 39 unknown

Sessions of Goodwill employment and training services provided:

- vocational support services 138,930
- employment case management 138,930
- occupational / other skills training 1,152
- vocational evaluation / assessment 256

Those receiving multiple services are counted more than once.
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 2019, Goodwill Industries of West Michigan reused or recycled 12,946,967 pounds of donated material. This number includes 120,559 pounds of electronic waste diverted from the waste stream.

Goodwill Industries of West Michigan service territory is shown in blue.
Sustainability
Goodwill sustains a triple-bottom line of jobs and employment services, sound environmental practices, and a strong financial position. In 2019, Goodwill funded most of its own operating budget through its business enterprises.

Financial Report for 2019

STATEMENTS OF FINANCIAL POSITION

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents*</td>
<td>$24,167,782</td>
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<tr>
<td>Accounts Receivable</td>
<td>$362,942</td>
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<tr>
<td>Inventory</td>
<td>$484,333</td>
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<tr>
<td>Prepaid Expenses</td>
<td>$302,571</td>
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<tr>
<td>Property, Plant &amp; Equipment</td>
<td>$9,406,979</td>
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<tr>
<td>Operating Assets</td>
<td>$34,724,607</td>
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<tr>
<td>Restricted Assets</td>
<td>$0</td>
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<tr>
<td>Total Assets</td>
<td>$34,576,001</td>
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<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Accounts Payable</td>
<td>$244,653</td>
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<tr>
<td>Accrued Expenses</td>
<td>$1,005,309</td>
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<td>Deferred Revenue</td>
<td>$113,387</td>
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<tr>
<td>Long-Term Debt</td>
<td>$5,007,869</td>
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<tr>
<td>Total Liabilities</td>
<td>$6,371,218</td>
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<tr>
<td>Net Assets</td>
<td>$28,353,389</td>
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<tr>
<td>Total Liabilities &amp; Fund Balance</td>
<td>$34,724,607</td>
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</tbody>
</table>

*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.

STATEMENTS OF ACTIVITIES

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>INCOME</td>
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<tr>
<td>Participant Programs &amp; Services</td>
<td>$3,433,952</td>
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<tr>
<td>Contract Services (Industrial/Janitorial)</td>
<td>$1,116,159</td>
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<tr>
<td>Retail Operations**</td>
<td>$19,705,018</td>
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<tr>
<td>Public &amp; Corporate Support</td>
<td>$2,357,042</td>
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<tr>
<td>Fundraising</td>
<td>$36,726</td>
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<tr>
<td>Agency Total</td>
<td>$26,648,897</td>
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<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>EXPENSES</td>
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<tr>
<td>Participant Programs &amp; Services</td>
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<tr>
<td>Contract Services (Industrial/Janitorial)</td>
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<tr>
<td>Retail Operations**</td>
<td>$16,306,030</td>
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<tr>
<td>Management &amp; General</td>
<td>$2,751,470</td>
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<tr>
<td>Total Operating</td>
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<td>Fundraising</td>
<td>$36,726</td>
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<tr>
<td>Agency Total</td>
<td>$24,173,360</td>
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Increase in Net Assets                       $2,475,537

*Includes non-cash value of $5,337,288 in 2019 representing the value of donated goods per continued application of FASB Accounting Standards Codification 958, Not-for-Profit Entities, 605 Revenue Recognition – Contributions Received.
Highlights of 2019

JANUARY
Recognized and celebrated Martin Luther King, Jr. Day as a Goodwill holiday for the first time.

FEBRUARY
A new Goodwill B2B line, Recycling + Reuse Services, was launched providing area businesses recycling of unwanted furniture and other assets. Spectrum Health joined as its first major partner.

APRIL
To better serve the public, the Goodwill Career Center shifted to the front of Goodwill's headquarter facility. Visitors seeking services now enter through the front door and use front parking. Administrative offices moved to the back of the building.

Plans finalized and construction begins on Goodwill's new Retail OUTLET and Store in the former Kmart building on Apple Avenue in Muskegon.

Goodwill's Volunteer Income Tax Assistance (VITA) program processed 2,619 free tax returns resulting in $3,918,956 million back to the West Michigan community.

MAY
Goodwill's annual Achievers of the Year awards luncheon celebrated the accomplishments of its program participants and thanked the employers and partners for their support.

JUNE
A new business model for maximizing the value of donated goods was developed through participation in the Goodwill Industries International Donated Goods Retail CEO training program. As a result, retail revenue increased by more than a million dollars by year end, compared to 2018.

JULY
Goodwill Strategic Planning was launched using outside facilitators and engaging Goodwill staff and board through a series of meetings.
Highlights of 2019 CONTINUED

AUGUST
Goodwill hosted a “Grill and Chill” Education Resource Fair at the Career Center with guest community partners. This is one of four Goodwill resource fairs held throughout the year for program participants.

OCTOBER
Goodwill superfan and local photographer Kendra Stanley-Mills accepts a guest blog challenge and transforms her family into The Addams Family to kick off Goodwill’s annual Halloween costume contest.

NOVEMBER
A new, three-year Goodwill Strategic Plan, redefining our mission, vision, values, and strategic pillars is approved by the board of directors.

Goodwill’s new Retail OUTLET and Store opens to the public. The 64,000 square-foot renovated facility also houses expanded e-commerce, central processing, and recycling services providing a synergistic flow of donated goods and increased job positions, and trial work and trial work experience and training opportunities.

DECEMBER
Goodwill hosts West Michigan Sustainable Business Forum lunch and tours at new recycling and reused facility.

Through the creation of a community-based task team, Goodwill developed a plan for a new child care center to be housed at headquarter facility. Board approved the plan in January 2020.

The Goodwill Diversity and Inclusion Committee continued policy revisions, implemented diverse interview teams, and developed supports for transgendered staff members.
2019 Financial Donors

Guy Bailey
Joel Barrett
Todd and Kim Bramer
Stanley and Carolyn Brown
Richard and Susan Carlson
Jacqueline Caughhey
Robert and Donna Chandonnet
David Cherin
Libby and David Cherin
Tom and Lisa Dake
Jeffery Dykstra
Sharon Edris
Karen Evans
Lawrence John Ferroveci
Kerrentrich Fisher
Nancy Fisher- Chadudoff in memory of Bernard Fisher
Martha Gitt
Brenda Glass
Mary Griffen
Thomas Griffin
Kiesha Guy
William and Lynn Hall
Brett Howell
Jeanette Hoyer and Brenda Summers
George and Charlotte Johnson
Marcy and Charles Joy
Christopher Kelly
Lee Kleinheksel
Kelly Mast
Nancy Miller
Janette Monroe
Roger Morgenstern in honor of Greg Borgan
Michael Muskovin
Diana and Terry Osborn
Mary C. Payne
Bruce Punches
Josh Root
Laron Self

Craig Sharp
Martin Shields
James Sheridan
Rick and Brenda Snellenberger
Stephen Stream
Alan Steinman
Christine Steinmetz
Anne Timmer
Charles Timmer

Clintond Todd in memory of Vester Todd
Donald and Jane Tjarksen
L. J. Verplank
Justin and Carolyn Wilson
Lisa Witzler
John and Kathleen Workman

Although great care has been given to accurately list all names, please contact Resource Development Coordinator Kim Harsch at (231) 722-7871, ext. 1057 or kharsch@goodwillwm.org.

2019 Grants and Sponsorships

Apparelmaster
Bank of America Foundation
Battle Creek Foundation
Community Foundation for Muskegon County
Community Shores Bank

Fremont Area Community Foundation
Ginnman Tire
Greg Berends Hendricks
Stuit Insurance Agency, Inc.
Haven Innovations
Herman Miller

Horizontal Bank
Howell & Sharp Group of Merrill Lynch
Independent Bank
Kathleen Consulting
Kendall Electric

Lighthouse Insurance
MasterTag
Michigan Spring and Stamping
Morgan Stanley
Newkirk Electric Associates, Inc.

Pinnacle Construction Group
Quality Tool and Stamping Co.
SafeBuilt
United Way of the Lakeshore
Winberg Construction, Inc.

2019 Contract Partners

A.L.S. Enterprises
AB Electrical Wires
ACSET
Action Industrial
ADAC Automotive
AGS Company
Automotive Solutions LLC
Air Master Systems
Almond Corporation
Alyscob International Group, Inc.
Anderson Technologies
Arcorn Power & Propulsion
Area Community Services and Training
Automatic Spraying Products
Bata Plastics, Inc.
Better World Books
Bigby Coffee
Biosolutions, LLC
Blue Lake Fine Arts Camp
Blue Vase Books, LLC
Bold Companies
Bradford Busche Aluminum Technologies
Catholic Charities West Michigan
Cellulose Material Solutions, LLC
City of Holland
City of Muskegon
City of Norton Shores

CKN Management LLC
Cleanway
Clifford Buck Construction
Columbus McKinnon Corp
Community Action House
Community enCompass
Community Mental Health of Ottawa County
Cooper Standard
County of Muskegon
CWC Texton
CWIT of Holland
department of Veterans Affairs
Disability Network of West Michigan
Discover Books
Downtown Firestone
DSA International LLC
DT Global Trading LLC
Dutch Treat Foods
Eagle Allow
Earthtronics
Eastern Service Unit of West Michigan
EBW Electronics
Engine Power Components
ESCO
Essentra
Every Woman’s Place
EXIT Ex-offenders In Transition
Fastenal

First Presbyterian Church
Flex LTD
Flexpost INC.
Fonse Core
Formed Solutions, Inc.
Forward Metal Craft
Frauenthal Center
Free Spirit Enterprise
Friedland Industries
Fruitport High School
Fruitport Water Department
Gallagher Bassett Services
Geepres
Gentex
Global Concepts Enterprise, Inc.
Goshen LTD, Inc.
Grand Haven
Powder Coating
Great Lakes Castings

Great Lakes Dye Casting
Great Lakes Environmental Research Lab
Green Enterprises
Griffen Manimpan
Habitat for Humanity
Hackerly Public Library
Haven Innovation
HealthWest
Heritage Park,
Whitehall
Superior

Hestia, Inc.
Hilti
Hines Building Association
Holland Hospital
Holland Rescue Mission
IMCC
International Trading Solutions
J & M Machine Company
Jcob Wier
Kayedon, Inc.
Kendall Electric
Kent MFG
Kitchen 242 & Muskegon Farmers Market
Knoll Group
Lakeshore Chamber of Commerce
Lakeshore Museum
Lakeshore Scale
Life Circles
Light Corporation
M & F Traders
MADI Muskegon Heights
Mark Pac
MasterTag
MBBSP
Medallion
Instrumentation Systems
Metal Arc, Inc.
Michigan Employer Resource Network
Michigan Spring Co.
Michigan Works!
West Central

Michigan Rehabilitation Services
Mid America Export
Mid America Paper Recycling Co.
Millennium International Textiles
Mirror Image Tool
Monarch Welding and Engineering
Muskegon Area District Library
Muskegon Area 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
OMT - Vehly USA
Ottawa County
Padnos Travel
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
Port Pro Quo Books
Rag Recycling
Ravenna Free Methodist
Ray’s Mini Mart
Resilience
Re-source
Industries
Richert Blueberries, LLC
RB Woodworking
Rollar Products
S & F Industries
S & F Industries
SAI Rags
International Salvation Army
Sanctuary at the Oaks

Scherdel Sales & Technology, Inc.
Seabrook Plastics
Sigvans, Inc.
Spectrum Health St. Gregory Episcopal Church Supply Chain Solutions
Sure-Loc Aluminum Edging, Inc.
Techno-Coat
Tennant
TGW Systems, Inc.
Thrift Books
Trendway Corporation
Trinity Health
Senior Communities
Turbo Components
TWW Enterprises, LLC
U.S. Department of Labor
U.S. Dynamics Recycling, Inc.
Urban Thread USA
U.S. District Court
U.S. Internal Revenue Service
Used Clothing Exports
Valley City Electric Recycling
Van Wall Fire Protection Inc.
Village of Fruitport
Wahlhog Wilderness Inc.
WEBB Chemical Service Corporation
Wells Index