

Our **Mission**

Changing
LIVES
through the
power of
WORK



2019 ANNUAL REPORT

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
Kaslana 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:

GENDER

1,857 Male
1,713 Female
31 Not Reported

AGE

22 0-15 years old
528 16-24
604 25-34
541 35-44
547 45-54
1,320 55+
39 unknown

ETHNICITY

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



People

**socially
equitable**



Planet

**environmentally
sound**



Prosperity

**economically
feasible**

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 stores

Retail Stores, Outlet, 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
1180 S. Washington Ave.

LUDINGTON
4781 West US-10

MANISTEE
282 12th Street

MUSKEGON-APPLE
1501 E Apple Ave.

OUTLET CENTER
1501 E Apple Ave.

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

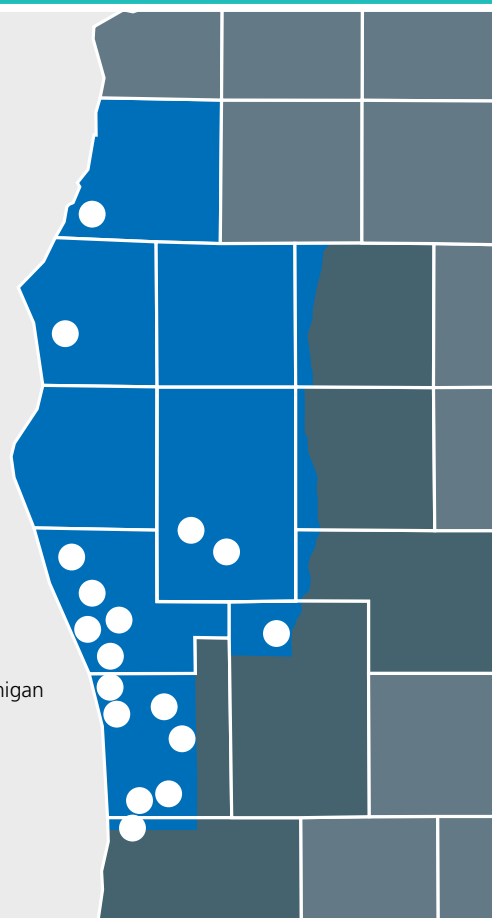
WHITEHALL
3353 Underwood Drive

ZEELAND
9479 Riley Street, Suite 350



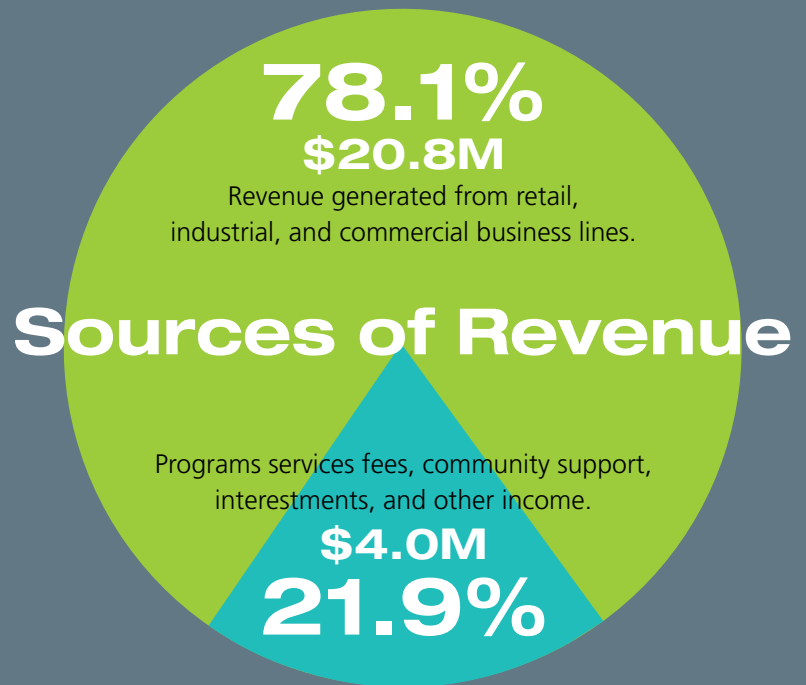
Online Auction Store
www.shopgoodwill.com

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

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

*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

INCOME

Participant Programs & Services	\$3,433,952
Contract Services (Industrial/Janitorial)	\$1,116,159
Retail Operations**	\$19,705,018
Public & Corporate Support	\$2,357,042
Fundraising	\$36,726
Agency Total	\$26,648,897

EXPENSES

Participant Programs & Services	\$3,786,477
Contract Services (Industrial/Janitorial)	\$1,231,352
Retail Operations**	\$16,306,030
Management & General	\$2,751,470
Total Operating	\$24,075,329
Fundraising	\$98,031
Agency Total	\$24,173,360

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 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	David Cherin	Nancy Fisher-Chudacoff in memory of Bernard Fisher	Brett Howell	Janette Monroe	Craig Sharp	Clinton Todd in memory of Vester Todd
Joel Barrett	Libby and David Cherin	Martha Gitt	Jeanette Hoyer and Brenda Summers	Roger Morgenstern in honor of Greg Borgman	Martin Sheilds	Donald and Jane Tjarksen
Todd and Kim Bramer	Tom and Lisa Dake	Brenda Glass	George and Charlotte Johnson	Michael Muskovin	James Sheridan	L. J. Verplank
Stanley and Carolyn Brown	Jeffery Dykstra	Mary Griffen	Marcy and Charles Joy	Diana and Terry Osborn	Rick and Brenda Snellenberger	Justin and Carolyn Wilson
Richard and Susan Carlson	Sharon Edris	Thomas Griffin	Christopher Kelly	Mary C. Payne	Stephen Stream	Liz Witzler
Jacqueline Caughey	Karen Evans	Kiesha Guy	Lee Kleinheksel	Bruce Panches	Alan Steinman	John and Kathleen Workman
Robert and Donna Chandonnet	Lawrence John Ferrovich	William and Lynn Hall	Kelly Mast	Josh Root	Christine Steinmetz	
	Kenneth Fisher		Nancy Miller	Laron Self	Anne Timmer	
					Charles Timmer	

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 if any errors or omissions.

2019 Grants and Sponsorships

Apparelmaster	Fremont Area Community Foundation	Horizon Bank	Lighthouse Insurance	Pinnacle Construction Group
Bank of America Foundation	Ginman Tire	Howell & Sharp Group of Merrill Lynch	MasterTag	Quality Tool and Stamping Co.
Battle Creek Foundation	Greg Berends Hendricks	Independent Bank	Michigan Spring and Stamping	SafeBuilt
Community Foundation for Muskegon County	Stuit Insurance Agency, Inc.	Kathleen Consulting	Morgan Stanley	United Way of the Lakeshore
Community Shores Bank	Haven Innovations	Kendall Electric	Newkirk Electric Associates, Inc.	Winberg Construction, Inc.
	Herman Miller			

2019 Contract Partners

A.L.S. Enterprises	KCN Management LLC	First Presbyterian Church	Hestia, Inc.	Michigan Rehabilitation Services	North Machine Tool	Scherdel Sales & Technology, Inc.
AB Electrical Wires	Cleanway	Flex LTD	Hilite	Mid America Export	Northway Lanes	Seabrook Plastics
ACSET	Clifford Buck Construction	Flexpost INC.	Hines Building Association	Mid America Paper Recycling Co.	Northwest Michigan Community Action Agency	Sigvaris, Inc.
Action Industrial	Columbus McKinnon Corp	Fome Core	Holland Hospital	Millennium International Textiles	Northwest Michigan Works!	Spectrum Health
ADAC Automotive	Community Action House	Formed Solutions, Inc.	Holland Rescue Mission	Norton Packaging Corporation	Nugent Sand Company	St. Gregory Episcopal Church
AGS Company Automotive Solutions LLC	Community Mental Health of Ottawa County	Forward Metal Craft	IMCC	Padnos	OMT - Veyhl USA	Supply Chain Solutions
Air Master Systems	Cooper Standard	Frauenthal Center	International Trading Solutions	Pangea Reptile LLC	Ottawa County	Sure-Loc Aluminum Edging, Inc.
Almond Corporation	County of Muskegon	Free Spirit Enterprise	J & M Machine Company	Phoenix Paper Co.	Pigeon Hill Brewing Company	Tennant
Alyso International Group, Inc.	CWC Textron	Friedland Industries	Job Wier	Pioneer Resources	Pioneer Resources	TGW Systems, Inc.
Anderson Technologies	CWIT of Holland	Fruitport High School	Kaydon, Inc.	Planet Gain LLC	Port City Custom Plastics	Thrift Books
Arconic Power & Propulsion	Department of Veterans Affairs	Fruitport Water Department	Kendall Electric	Port City Die Cast	Port City Group	Trendway Corporation
Area Community Services and Training	Disability Network of West Michigan	Gallagher Bassett Services	Kent MFG	Pro Quo Books	Rag Recycling	Trinity Health Senior Communities
Automatoatic Spring Products	Discover Books	Geerpres	Kitchen 242 & Muskegon Farmers Market	Rag Recycling	Ravenna Free Methodist	Turbo Components
Bata Plastics, Inc.	Downtown Firestone	Gentex	Knoll Group	Ray's Mini Mart	Resilience	TWW Enterprises, LLC
Better World Books	DSA International LLC	Global Concepts Enterprise, Inc.	Lakeshore Chamber of Commerce	Re-source Industries	Re-source Industries	U.S. Department of Labor
Bigby Coffee	DT Global Trading LLC	Goshen LTD, Inc.	Lakeshore Scale	Richert Blueberries, LLC	RJ Woodworking	U.S. Dynamics
Biosolutions, LLC	Dutch Treat Foods	Grand Haven Powder Coating	Life Circles	Rolar Products	SAF-Holland, Inc.	Reycling, Inc.
Blue Lake Fine Arts Camp	Eagle Allow	Grand Haven Stamp Products	Light Corporation	SAI Rags International	Salvation Army	Urban Thread USA
Blue Vase Books, LLC	Earthtronics	Great Lakes Die Casting	M & F Traders	Sanctuary at the Oaks	Sanctuary at the Oaks	U.S. District Court
Bold Companies	Eastern Service Unit	Great Lakes Environmental Research Lab	MADL Muskegon Heights			U.S. Internal Revenue Service
Bradford	EBW Electronics	Green Enterprises	Mark Pac			Used Clothing Exports
Busche Aluminum Technologies	Engine Power Compnents	Griffen Manimpex	MasterTag			Valley City Electric Recycling
Catholic Charities West Michigan	ESCO	Habitat for Humanity	MBSBP			Van Wall Fire Protection Inc.
Cellulose Material Solutions, LLC	Essentra	Hackley Public Library	Medaillion Instrumentation Systems			Village of Fruitport
City of Holland	Every Woman's Place	Haven Innovation	Metal Arc, Inc.			Walhog Wilderness Inc.
City of Muskegon	EXIT Ex-offenders In Transition	HealthWest	Michigan Employer Resource Network			WEBB Chemical Service Corporation
City of Norton Shores	Fastenal	Heritage Park, Whitehall	Michigan Spring Co.			Wells Index
		Herman Miller	Michigan Works! West Central			



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

GOODWILL WEBSITE
www.goodwillwm.org

GOODTEMPS WEBSITE
www.goodtempismi.com



Accredited by CARF,
the Commission on
Accreditation of
Rehabilitation Facilities

