

Thank You!



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Birmingham, Alabama 35205
205-323-6331

*Changing Lives Through the
POWER of Work!*



Alabama Goodwill Industries is CARF certified.
CARF is a highly-recognized independent accreditor for health and human services.



**Proud Partners and
Supporters:**



2019 Annual Report

Message from the Board Chair & President/CEO

2019 was the first year of our current strategic planning cycle, and what a year it was! We created 90 new jobs for our community members. Our Team served mission 10,881 times to individuals with barriers to employment through rehabilitation, work readiness, vocational assessment, job training, digital learning, job placement and many more services. We initiated our Good Partner Coach Program, and eventually all Goodwill Team Members will have the opportunity to create a plan with goals for overcoming barriers and reaching self-sufficiency. They will have a Coach to guide and inspire them in acquiring resources toward reaching their life goals. We listened to our community collaborators and developed a Digital Career Accelerator Program with Google and Innovate Birmingham funding and partnership, to help fill the pipeline for technical talent in our service areas.

Our teams made major strides toward realizing our potential for donated goods operations growth. Our existing stores began the transition to a new operating model that includes new information and training systems, all designed to raise our operational efficiency. Donated goods sales grew from \$3,336,422 in 2018 to \$4,179,065 in 2019. We opened our first Attended Donation Center in Irondale, and this site is now the flagship for our donation center model in our territory. We subsequently opened one more in Trussville and planned the opening of eight more donation centers in 2020. These new donation centers will fuel the opening of new stores as we move through the next two years.

Significant investments were necessary in 2019 to repair and upgrade existing facilities, and to position ourselves for growth. We renovated the store and relocated the donor drive-thru closer to the public entry of our corporate facility in Birmingham, and incurred a number of required expensive repairs such as new roofs, stormwater and sewer, heating and air, and electrical systems. While we accomplished this work, we also invested in our operating systems and new facilities needed to drive our growth. All of this challenged our profitability, and little did we know about the challenges we would face in 2020 with the global pandemic crisis. However, we still expect strong bottom line performance as we open planned new stores and our infrastructure investments pay dividends.

We hope that you enjoy the real human stories contained in these pages, that represent the amazing work our Alabama Goodwill Team does every day to make a positive difference in the lives of those community members we serve. We are hopeful as we look to the future that all friends of Goodwill have good health and remain safe as we make our way through the Covid-19 pandemic. And, we remain more committed than ever to deliver our mission as best stated by our Founder, Reverend Dr. Edgar J. Helms: "Friends of Goodwill, be dissatisfied with your work until every handicapped and unfortunate person in your community has an opportunity to develop to his or her fullest usefulness and enjoy a maximum of abundant living."

Best Wishes,

Roger Cartwright
2020 Board Chair



David Wells
President & CEO



Join the Change

YOU CAN:

- **Donate** your gently-loved items today
- **Shop** our retail stores
- **Volunteer** to train and share your skills in our training programs
- **Give** financially once, monthly, annually or as a legacy
- **Designate** Alabama Goodwill on your United Way giving
- **Choose** Alabama Goodwill on AmazonSmile

YOUR COMPANY CAN:

- **Hire** our Goodwill-trained clients
- **Hold** a fundraising event or a donation drive
- **Share** your talent in our career centers
- **Volunteer** for a project to serve others
- **Sponsor** and Name a room or building
- **Give** financially once, monthly or annually



Learn How at AlabamaGoodwill.org/donate

SUPPORT ALABAMA GOODWILL ON



"You will discover that you have two hands - one for helping yourself, the other for helping others." - Audrey Hepburn



Leading the Change

Board of Directors



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David Wells
President & CEO



Teresa Bynum
VP, Contracts & Facilities



Don Casey
VP, Finance & IT



Amanda Edwards
VP, Marketing & Development



Amanda Ford
VP, Organizational Development



Herb Miller
VP, Ops & Territory Development



Photo Credit: Karim Shamsi-Basha



"The partnerships and relationships we have formed will last a lifetime!"



*"I know that
I'm making a
difference in
people's lives."*

Chris Salter *ADC Trainer*

2019 Year in Review



People

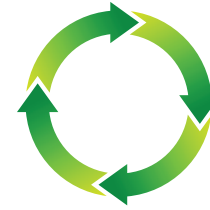
- 10,881** Mission Served
- 1,739** People Served
- 8,038** Digital Literacy Courses Completed
- 2,117** Training Hours
- 90** New Jobs Created

Planet

- 107,877** Donations Made by Our Community
- 4,315,080** Pounds Diverted from the Landfill



REDUCE



REUSE



RECYCLE





Performance

4,179,065	Donated Goods Revenue
1,739,355	Contracts Revenue
137,455	Program Revenue
127,263	Contributions & United Way
265,967	Other Revenue
6,449,105	Total Public Support & Revenue
6,047,495	Program & Services Expenses
915,006	General and Administration
55,428	Other Expenses
7,017,929	Total Allocation of Expenses
469,381	Donors & Shoppers
2	Number of Openings
2	Number of Remodels/Transitions

Thankful for our Donors!

Chris came to Alabama Goodwill with a wealth of experience in the business industry and a successful career. He came to a point in his life where he didn't want to chase the dollar but wanted to work somewhere that would keep him busy and give him the ability to **give back**. Chris loves that he gets to meet so many interesting people with a charitable spirit, like himself.

More importantly, Chris recognizes that serving and meeting people's needs doesn't just happen in our **career** centers. A lot of donors have had some type of loss in their life and that's why they are donating. He believes it is his job to give them someone to talk to and give

them some type of separation from their donations and their loved ones.

Chris says, *"I know that I'm making a difference in people's lives, and I can't think of anything else I would rather be doing."*

Goodwill has shown Chris that there is so much that can be done to help people in need, and he plays a role in our mission each day by providing our donors with the best customer experience. Donate to one of our donation centers today and let Chris show you what **good** customer service looks like.

Visit <https://AlabamaGoodwill.org/locations> for locations and hours of operation.



Shopping feels Good!

Chris has shopped at our Alabama Goodwill for many years, sometimes 2 to 3 times a day, scouting for those Good Finds. He has always enjoyed the **treasure** hunt, but since the remodel and transition of the Birmingham store, he can't say enough **good** things about his experience! Chris rates our store a 12, on a scale of 1 to 10 because he feels like family when he walks in and is called by name.

"Everyone is so friendly, the store is clean, it's easier to shop and you have the best prices for a thrift store in the surrounding states."

Chris and his wife understand that with a little love, **vision** and elbow grease, you can repurpose just about anything. They once bought a dresser for \$25, fixed it, repainted it and sold it within a week. Not only does this side venture help them **save** anywhere between \$100 and \$300 on each piece for their retirement, but it also makes them feel good that they are impacting the **environment**, doing good for the community and supporting our mission! Chris feels that it's nice to know your money is going to a **good** cause!

What Good Find can you buy and transform?



Before...



After!

"My family is excited that I'm the young lady that has her own job!"



Jacquese Pitts Outlet Team Member

People are Working!

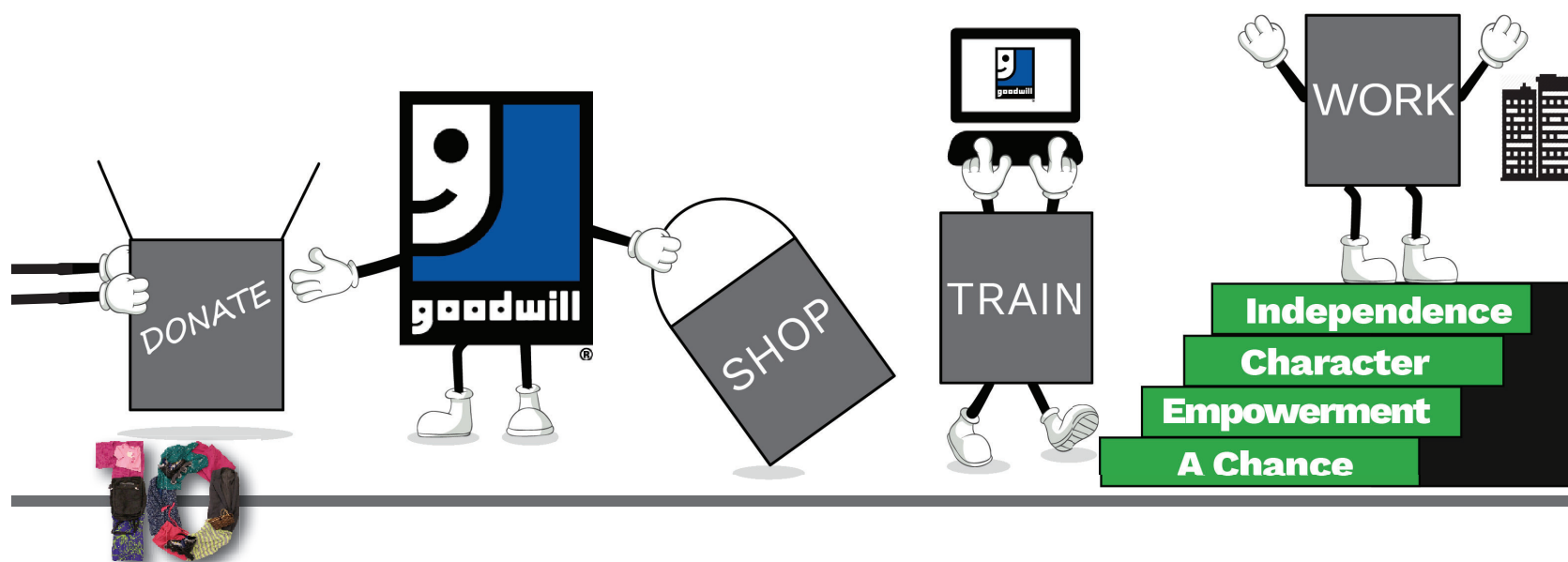
Jacqueise came to Alabama Goodwill through the Vocational Rehabilitation program with Jefferson County. Since 2018, Goodwill has worked with Jacqueise to improve her job skills and job readiness. Just a few of the items covered in her training that will help her find **employment** and make her more attractive to employers are social skills, a sense of urgency, time management, business attire and business etiquette.

As Jacqueise was getting discouraged, Good Partner Coach, Tomeka Robinson, encouraged Jacqueise to continue looking for the **job** that worked best for her and to keep moving forward. Jacqueise was ready to take the next step so she put on her best outfit and interviewed for a position with Alabama Goodwill. She aced her interview and is now a team member for the new Goodwill Outlet Store in Birmingham.

Jacqueise says, "I'm thrilled about my new journey with Goodwill and my family is excited that I'm the young lady that has her own job now."

Jacqueise is a primary example of Goodwill's mission and the cycle of donations. When you **donate** to Goodwill those items are processed and sold in our stores. When you **shop** at Goodwill that revenue provides dollars to support our job training programs. Then, the people who need it most, like Jacqueise, can **train** for free. Now those individuals have the needed skills to find **work** and can provide for their families. The cycle of donations continues because Jacqueise becomes a shopper and a donor, wanting to give back for all that she has been given. Donate today and help us, help more!

View her story at <https://AlabamaGoodwill.org>



*"I love shopping
but I love being
able to help people
while I do it even
more!"*

Chris Street Loyal Goodwill Shopper

“This training not only helps my team, myself and Goodwill, but also the community”



Katelyn Shelton ADC Manager

Training our Team!

Katelyn is our regional ADC manager and was part of our first Phase One Leadership-in-Training class. The L.I.T. program is a comprehensive 6-week course that provides leadership with the **skills** and tools they need to be successful in their new role.

Coming from a large retailer, Katelyn was impressed by the training and onboarding she received at Alabama Goodwill. She recognizes it as the best training because it involved **one-on-one** coaching, focused time with senior leadership, **online** courses from Goodwill University and **hands-on** training. Katelyn learned all

aspects of her role and the functions of the team she will be leading, to ensure donations and customer service is done "The Goodwill Way".

Due to the thorough training that Katelyn received, she is now able to confidently **train** her team, lead them through our growth, and help them better themselves.

Katelyn understands, *"When you give people the opportunity for growth, they just light up on the inside"* and it is the reason she loves what she does.

View her story at <https://AlabamaGoodwill.org>

