

ALABAMA GOODWILL INDUSTRIES

ANNUAL REPORT

www.alabamagoodwill.org

2021



MESSAGE FROM THE BOARD CHAIR & PRESIDENT/CEO

CHANGING LIVES THROUGH THE POWER OF WORK

The year 2021 marked the end of our most recent three-year planning cycle, and the beginning of our planning for the next three years. We are very pleased to report that we made great strides in fulfilling our mission throughout the past planning cycle. Focusing on 2021, our Team served 23,481 individuals compared to 21,124 in 2020 and 10,881 in 2019. These services included rehabilitation, work-based learning, work readiness, vocational assessment, Goodwill®U work and life skills training, digital literacy learning, job placement and many others.

Central to our mission is job creation. We create jobs from the very generous donations provided by our community members. We then place individuals with employment barriers into these jobs, and work with them to build their self-sufficiency and a sustainable career. Our life-changing services wrapped around work help to eradicate poverty from the lives of our impoverished community members. In 2021, we hired or placed in community-based employment 429 individuals.

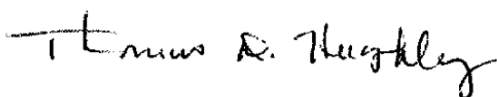
We regularly work with community partners when collaboration leads to more efficient and effective services. For example, in 2021 we worked with the General Services Administration, Social Security Administration, Air National Guard, and the Veterans Administration Medical Center to place those with exceptional abilities into competitive employment in these organizations. We work with Birmingham City Schools to provide exceptional students with a path forward as they prepare to graduate. We work with Pathways to turn their donations into vouchers for homeless women and children looking to purchase household items as they transition back into a home.

Goodwill is the original recycler, since 1902. In 2021, we recycled-repurposed-reused over 260,000 donations, diverting over 10 million pounds of donated goods from local landfills back into the community. We remain committed to a green and sustainable planet, and a healthy future for our children!

With the opening of two new attended donation centers and three new stores in 2021, as well as improved results in our nine existing attended donation centers and nine existing stores, our annualized revenue surpassed our strategic plan goal of \$15 million. Our next planning cycle goal is to double this revenue. We are grateful for all of our donors and shoppers! Together we create this growth which provides the means for Alabama Goodwill to deliver more services to those with barriers to employment in our communities!

We wish to thank all those who have played a part in helping us increase and improve our services over the past year. Goodwill started in Alabama in 1927, and for nearly a century we have provided dignity, hope, and independence for our fellow Alabamians through the power of work. We look forward to continuing that work through our next planning cycle and beyond!

Best Wishes,
2021 Board Chair



Tommy D Hughley

President & CEO



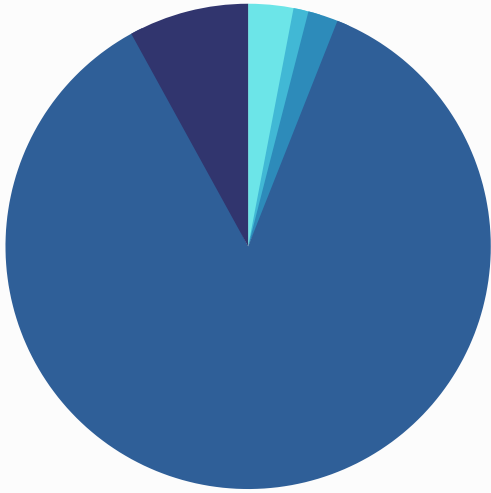
David Wells

2021 FINANCIAL POSITION

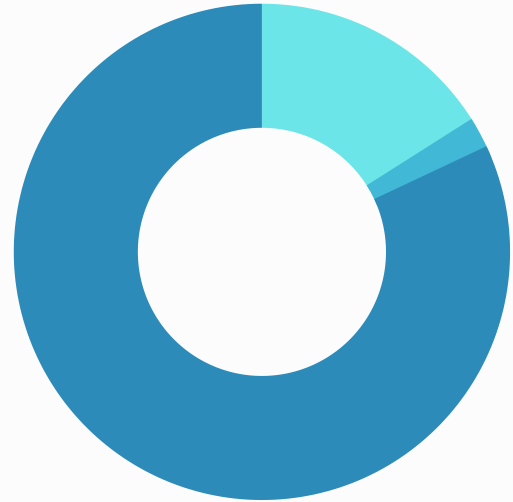
TOTAL REVENUE: \$11,514,912

TOTAL EXPENSES: \$11,096,194

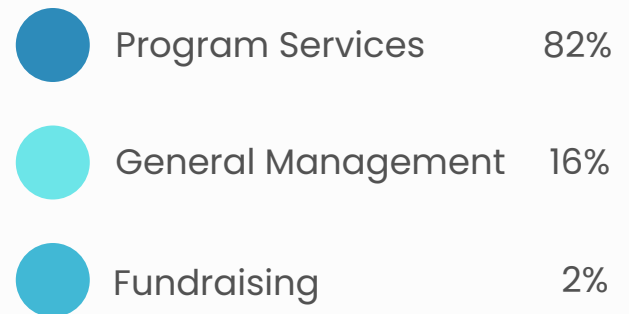
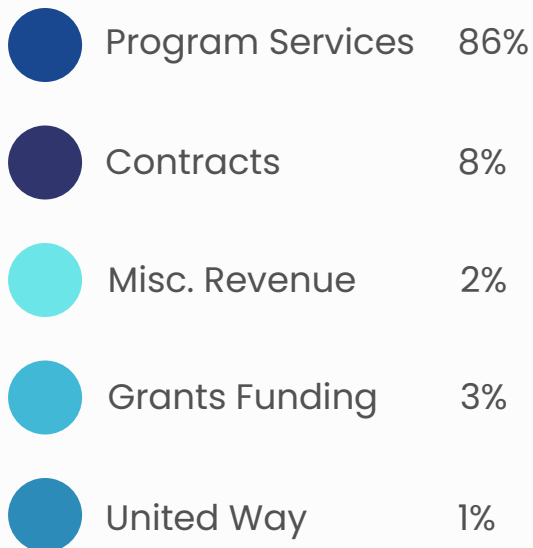
NET ASSETS: \$3,404,107



REVENUE BY SOURCE



EXPENSES BY AREA



TOTAL VALUE OF DONATED GOODS: \$8,770,586



Revenue

Program Services Revenue	\$9,935,846
Contracts Revenue	\$976,203
Grants Funding	\$175,490
Misc. Revenue	\$369,199
United Way	\$58,173
Total Revenue	\$11,514,912



Expenses

Program Services	\$9,087,396
General / Management	\$1,799,339
Fundraising	\$209,459
Total Expenses	\$11,096,194

2021 Openings

Athens Shopping Center + Donation Drive Thru

613 US Hwy 72
Athens, AL 35611

Brook Highland Shopping Center + Donation Drive Thru

5287 US 280
Birmingham, AL 35242

University Shopping Center + Donation Drive Thru

7105 Hwy 72 W, Huntsville, AL 35806

Market Square Donation Drive Thru

3177 Green Valley Rd
Vestavia Hills, AL 35243

Lakeshore Pavilion Donation Drive Thru

2852 Lakeshore Parkway
Birmingham, AL 35221



Did you know?

Local people who have been out of work a long time – due to homelessness, struggles with addiction, incarceration, lack of skills, and other factors – get jobs through Goodwill. For many, Goodwill was their last and only hope at getting off public assistance and earning a paycheck.

We provided 23,481 services to people in need, and put 429 people back to work in 2021.



MISSION SERVICES IMPACT



11,543 GOODWILL®U CLASSES COMPLETED



7,465 DIGITAL LITERACY SKILLS SESSIONS



437 CAREER CENTER APPOINTMENTS



105 GOOD PARTNER COACH CLIENTS



294 INDIVIDUALS ASSISTED WITH JOB PREP

Our coaching and job preparation services alone saved clients an estimated total of more than **\$5 Million** in 2021.

(based on industry average costs)

SERVICES

Goodwill®U

At Alabama Goodwill Industries, we work directly with individuals who have barriers to employment. Our Goodwill®U courses help to train and educate those entering or re-entering the workforce. Our courses and their assessments equip team members and members of the community at-large with knowledge and job skills to advance them into careers.

Good Partner Coaching

We are proud to integrate our mission into our work here at Alabama Goodwill. All team members have direct access to coaching and career resources through our Good Partner coach. From finding childcare resources to help with resumes, our program covers a wide variety of needs.

Career Centers

Our career centers are physical locations in a select few of our retail stores that are equipped with computers, training areas and more. These locations are open to the public by appointment and are where we assess needs and help train individuals in need of gainful employment.

Skills Trainings and Certifications

Through a variety of partnerships, we are able to provide cost-free trainings and certifications to community members in need. We even offer virtual reality trainings in the hospitality, mechanical and customer service industries!



**381,603 HOURS OF
STEADY WORK AND PAY**

HIRED OR PLACED 429 INDIVIDUALS



133% Increase in hours of work and pay from last year

260,000

GOODS DONORS



In 2021, our generous donors helped us reach a historic level of impact. Our number of donors increased by 73% from 2020!

10,000,000

ESTIMATED POUNDS OF DONATED GOODS

IMPACT THROUGH PARTNERSHIPS



Jamaya Wright is a native of Birmingham Alabama and an 18-year-old Jackson Olin High School alumna. She participated in the AGI Work Based Learning (WBL) program in partnership with Birmingham City Schools. WBL is a 12-week program that provides work-based training curriculum, digital skills training, and on-the-job training in our Goodwill store for students with disabilities.

Jamaya was able to gain professional independence, develop practical job skills, and gain proficiency in efficient money management. She succeeded in the program, rising through the positions quite quickly.

Jamaya was chosen to take part in the WBL program for job preparation training that included team building, developing a CV and cover letter, learning how to conduct interviews, how to fill out an application, and other work-related skills.

By teaching Jamaya how to handle challenging customer interactions, this program had a direct influence on her ability to utilize problem-solving techniques in her personal life which had a significant impact on her. The AGI WBL training allowed her to get a job through Project Search. Jamaya was able to work her way through this program and earn a full-time job in guest relations at the UAB Hospital.

Jamaya demonstrates that one can overcome obstacles to become independent and self-sufficient, which is AGI's mission.



Philip Wilder, AGI Team Member

In 2021, we administered more than 7,400 digital literacy courses free of charge to individuals, thanks to the generosity of our communities.

GOOD PARTNER COACH IMPACT

"So many people like me just don't get these opportunities."

This is what Phillip Wilder recently said about his learning experience with Alabama Goodwill. Those opportunities he's referring to? The training and certification courses made free of charge to the communities we serve through the generosity of our donors and shoppers.

Phillip, like many in his occupation, is a high school graduate with more than 14 years of professional maintenance experience. If not for being connected with our Good Partner Coach, he told us it's likely he never would have pursued this growth opportunity for himself.

And, he's not alone. Ten percent of workers with no digital skills and 18 percent of those with limited skills reported that they had studied for a formal degree or certificate (on any topic) within the past 12 months.

There are so many individuals like Phillip who are eager to learn, but haven't had access or the resources to gain the skills required to propel them into progressive roles.

AGI empowers all Alabamians through free education and trainings to get them to higher earning jobs, and ultimately create a more equitable workforce in Alabama.

Phillip told us after passing all of his assessments that he feels more confident than ever in this technology-driven world. "There was no pressure to pass on the first try, but it did feel really good to pass the assessments and know that I have the knowledge to continue to grow my skills and career. I'm thankful to everyone who made it possible for me."

Digital skills are directly tied to employability and career growth, and we're on a mission to bring these resources to all Alabamians who need them.

Board of Directors

Tommy Hughley, Chairperson

Roger Cartwright, Immediate Past Chairperson

Marshall Rathmell, Vice-Chairperson

Kevin Manogue, Treasurer

Jessica Vance, Secretary

Ashley Sutton

Brandon Wright

Geoffrey Rodgers

Jake Datnoff

Rayford Coleman

Shawra Rainer

Ted Springer

Tom Walker

Trent Russell

Wes Cline

Will Hawkins

Leadership Team

David Wells, President & CEO

Doug Prescott, VP Operations

Kathy Taylor, Director of Marketing & Fundraising

Keisha Kennedy, Director of Mission Services

Noah Brown, VP Finance

Sophia Jones, VP Organizational Development



Integrity Self-Actualization Integrity Hand Up, No
Empowerment Stewardship Donors and Customers Learn
Learning Organization Stewardship Teamwork
and Out Hand Up, Not a Hand Out Empowerment Open
Stewardship Donors and Customers Self-Actualization Stewardship
powerment Learning Organization Teamwork Open Communication
Self-Actualization Hand Up, Not a Hand Up, Not a Hand Out
Stewardship Learning Organization Teamwork Empowerment
Communication Empowerment Hand Up, Not a Hand Out Donors and Customers

MISSION

Through funding partnerships and the kind donations that our communities provide, we create employment opportunities wherein those barriers to employment and self-sufficiency can learn, develop, and grow to become productive members of the community and reach their life goals.

Integrity Self-Actualization Integrity Hand Up, Not a Hand Out
Stewardship Donors and Customers Learning Organization
Learning Organization Stewardship Teamwork Integrity
Hand Out Empowerment Open Communication
Stewardship Donors and Customers Self-Actualization
Learning Organization Teamwork Open Communication
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