

ALABAMA GOODWILL INDUSTRIES

ANNUAL REPORT

2022



Goodwill
ALABAMA



MESSAGE FROM THE BOARD CHAIR & PRESIDENT/CEO

CHANGING LIVES THROUGH THE POWER OF WORK

Dear Friends of Goodwill,

2022 was truly a transformational year for Alabama Goodwill Industries (AGI). We completed the opening of three new big box stores in the span of four months, something never before accomplished to our knowledge within the international Goodwill network. More importantly, our stores provide the vehicle for us to deliver our mission within our communities. These new stores helped us reach historically high mission service numbers. Some of those numbers include:

- 120 new jobs created within AGI
- 410 people now employed at AGI
- 23,300 services for community members
- 650 people placed in employment, most with barriers to employment
- 380,000 donors served
- 780,000 customers served
- 16,000 employment success training courses completed

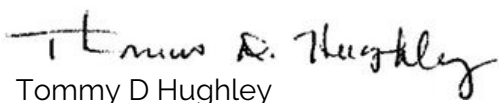
During the year we started our Good Partner Coach program. This program provides life changing services for our team members who are working to overcome employment barriers and build a sustainable career. Our coaches assessed team member's needs, worked with the team member to create an individualized development plan with goals, and then provided coaching while connecting appropriate community resources with each team member to assist them in overcoming their barriers and reaching their goals. Our goal is that each of our team members has an assigned Good Partner Coach, and with some additional funding we will be successful.

AGI intends to be an active part of the communities we serve. We grew active collaborations with schools, employers, government agencies, and other nonprofits in 2022. We regularly participate as community organizations convene to work on the challenges we face. In the future we will provide more venues for community collaboration working toward equitable opportunity for all community members.

In 2022, we diverted 16 million pounds of used goods away from local landfills, and gave these goods new life as they were recycled, repurposed, or reused in our communities. Goodwill is the original recycler since 1902, and we kept our planet greener in 2022.

We wish to thank all those who have played a part in helping us increase and improve our services over the past year. With your help we will continue to provide our triple bottom line – People, Planet, Prosperity – for our local communities. And we will continue to provide dignity, hope, and independence for our fellow Alabamians through the Power of Work!

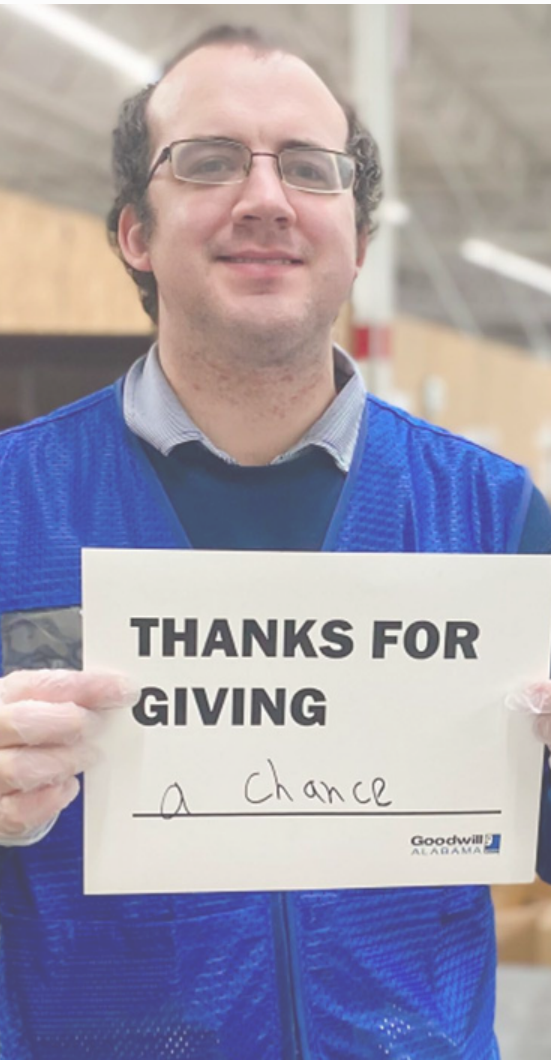
With Gratitude,
2022 Board Chair


Tommy D Hughley

President & CEO


David Wells

WHO IS ALABAMA GOODWILL?



23,300

Services provided

780,000

Customers served

650

Individuals hired or placed

410

Individuals employed by AGI

380,000

Donors served

6,000

Training courses completed

120

New jobs created within AGI

OUR MISSION:

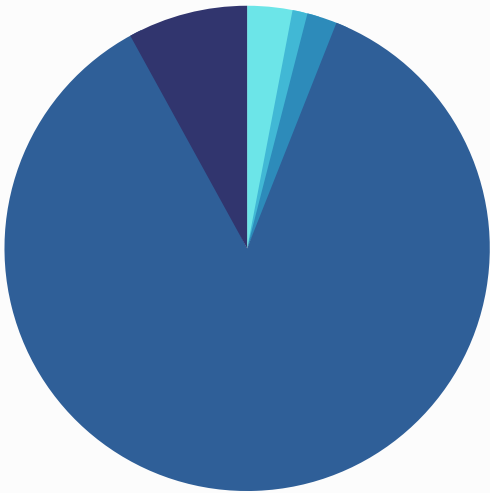
Through funding partnerships and the kind donations that our communities provide, we create employment opportunities wherein those with barriers to employment and self-sufficiency can learn, develop, and grow to become productive members of the community and reach their life goals.

2022 FINANCIAL POSITION

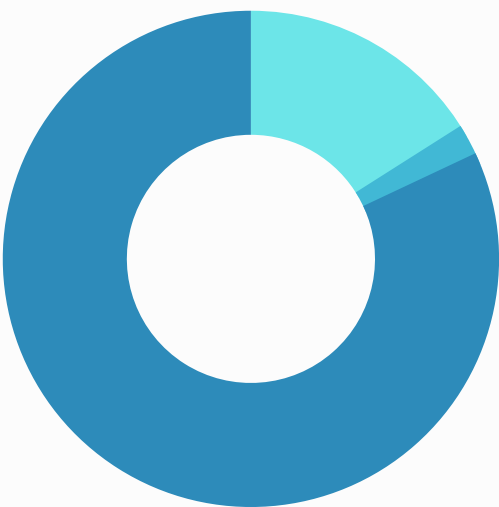
TOTAL REVENUE: \$17,604,363

TOTAL EXPENSES: \$17,858,880

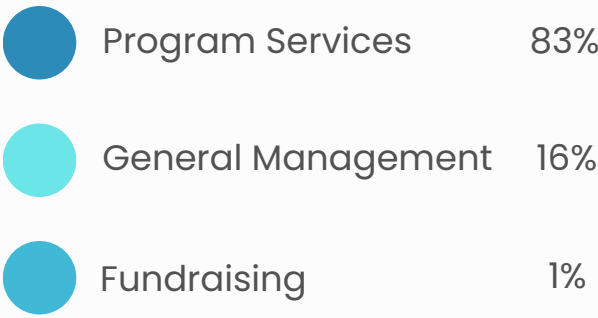
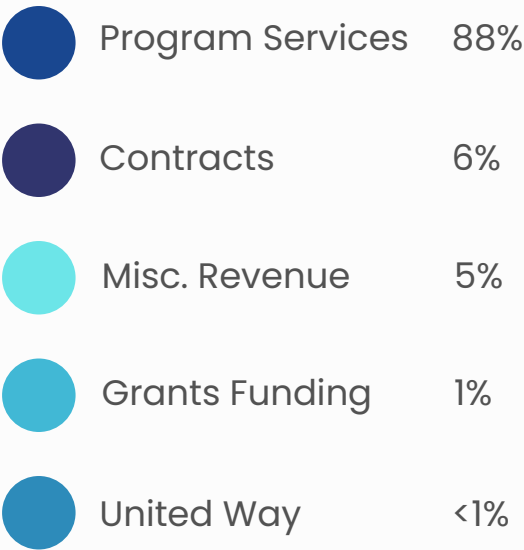
NET ASSETS: \$2,976,557



REVENUE BY SOURCE



EXPENSES BY AREA



TOTAL VALUE OF DONATED GOODS: \$14,160,857



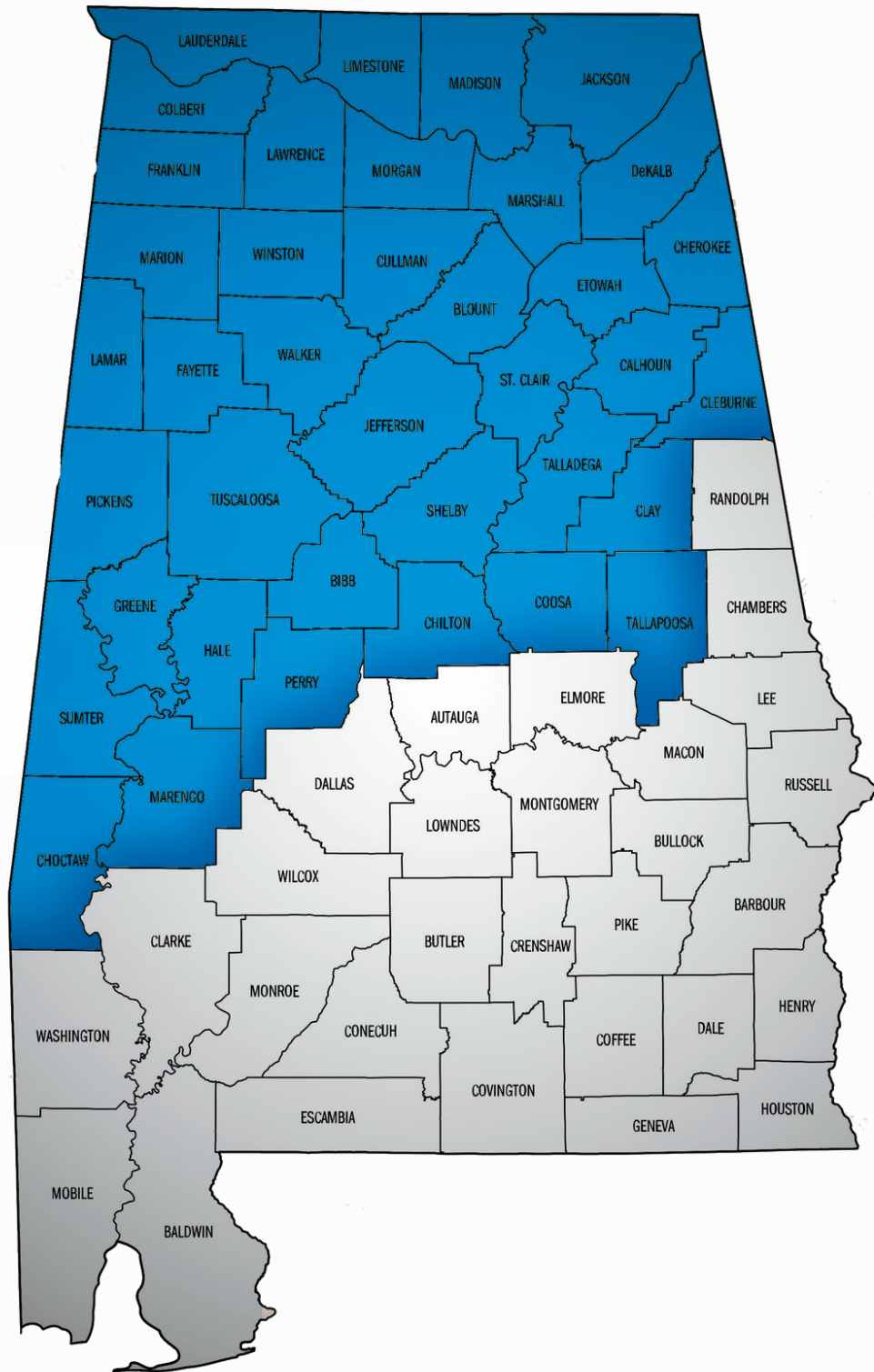
Revenue

Program Services Revenue	\$15,418,590
Contracts Revenue	\$1,052,370
Grants Funding	\$183,247
Misc. Revenue	\$891,984
United Way	\$58,173
Total Revenue	\$17,604,363

Expenses

Program Services	\$14,750,411
General / Management	\$2,944,816
Fundraising	\$163,653
Total Expenses	\$17,858,880

AGI TERRITORY MAP



2022 Openings

Brook Highland Shopping Center + Donation Center

5287 US-280 #233
Birmingham, AL 35242

Center Point Shopping Center + Donation Center

2310 Center Point Parkway
Birmingham, AL 35215

County Line Road Donation Drive-Thru

11212 County Line Rd
Madison, AL 35758

Point Mallard Donation Drive-Thru

2934 Point Mallard Pkwy SE
Decatur, AL 35603

Spurlin Pointe Donation Center

8171 US Hwy 431 Rose Road, Suite F
Albertville, AL 35950

Tuscaloosa Shopping Center + Donation Drive-Thru

1140 Veterans Memorial Parkway
Tuscaloosa, AL 35405



380,000

GOODS DONORS



Goodwill. The original recycler.

16,000,000

ESTIMATED POUNDS OF DONATED GOODS

Did you know?

According to 2022 census data, Alabama is one of the highest poverty states in the nation, with a poverty rate of 14.9%. The state's poverty issues stem from a combination of factors, including limited economic opportunities, low wages, and educational disparities.

Over 714,000 of our neighbors, including 222,000 children, live below the poverty line. Poverty leads to chronic food insecurity, health problems, substance abuse, crime including violence, and many other problems. We face them every day in our region. Our citizens need a safe and healthy environment to live, work, worship, and play. Education and employment are community imperatives if we are to address these problems.

Most think of Goodwill as a place to donate or shop. What many don't know is that our donation centers and thrift stores are the vehicles that we use to deliver our mission. Employment at Goodwill is not just a job. We train, educate, and coach our team members, and help them reach their full potential. This in turn helps them rise from poverty and build a sustainable career.

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 Coach

We are proud to integrate our mission into our work here at Alabama Goodwill. Where available, 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 training and certifications to community members in need.

ing is Lifelo



**542,938 HOURS OF
STEADY WORK AND PAY**

HIRED OR PLACED 650 INDIVIDUALS

GOOD PARTNER COACH PROGRAM

This year, we started our Good Partner Coach program. This program provides life changing services for our team members who are working to overcome employment barriers and build a sustainable career. Every Goodwill team member is assigned a Good Partner Coach. The coaches work with team members to assess barriers to self-sufficiency and identify areas that could be strengthened through training as well as determine access to basic needs such as housing, food, health care, child care and transportation.

**70% OF GOODWILL'S TEAM MEMBERS
HAVE A SELF-IDENTIFIED DISABILITY
OR DISADVANTAGE.**

TOP BARRIERS FOR AGI TEAM MEMBERS:



HOMELESSNESS (OR CLOSE TO EVICTION)

®



DOMESTIC VIOLENCE



MENTAL HEALTH



TRANSPORTATION

TRANSFORMING LIVES

Meet
ROY



Team Member since 02/22/2022
Brook Highlands location

CHALLENGE

Recently, Roy was faced with a life altering event. His wife was hospitalized and put into long term home care, leaving Roy with the responsibility of being the only income source, as well more responsibilities caring for his family. Roy and his wife have 3 children, one of which would be left without childcare if Roy couldn't financially provide. This meant Roy would have to find a way to stay employed while having an option for childcare. Roy reached out to our Good Partner Coach program for assistance.

INTERVENTION STEPS

Once our Good Partner Coach understood the need, we began to reach out to partnerships and childcare providers to get Roy the assistance he needed.

IMPACT AND THEIR ABILITY TO WORK

Within 24hrs, our GPC identified a FREE childcare program for his 4yr old son.

OUTCOME

Roy was able to successfully enroll his 4yr old in PamperMe Nursery and continue to work, as well.

TRANSFORMING LIVES

Meet
BOBBIE



Team Member since 09/13/2021
Huntsville location

CHALLENGE

Bobbie has aspired to step into management since being with Goodwill. Unfortunately, Bobbie applied for a management position after 6 months of employment but didn't get it due to her interview skills and resume. After learning the position would be coming available again soon, Bobbie partnered with a Good Partner Coach to overcome her barriers.

INTERVENTION STEPS

A Good Partner Coach worked with Bobbie on her interviewing skills and helped her rebuild her resume.

IMPACT AND THEIR ABILITY TO WORK

After interviewing for the position a 2nd time, Bobbie was promoted to Assistant Team Leader at our University Store in Huntsville.

OUTCOME

Through partnering with our Good Partner Coach program, Bobbie is able to continue employment with Goodwill and is also obtaining new skills and reaching milestones she has set for herself. Her next step is Team Leader Coach.

TRANSFORMING LIVES

Meet
LATONYA



**Team Member since 06/27/2022
Green Springs location**

CHALLENGE

LaTonya found herself in an abusive relationship and had to escape to save her life. This left LaTonya without a safe housing option. Without safe housing, LaTonya wouldn't be able to continue her employment. At this point in her life, Goodwill was the only safe place LaTonya had, and she reached out to our Good Partner Coach Program for assistance,

INTERVENTION STEPS

Understanding that there is a 75% chance a victim will die trying to escape their abuser, our Good Partner Coach took immediate action. Through our partnership with Pathways, we were able to obtain safe housing for LaTonya.

IMPACT AND THEIR ABILITY TO WORK

LaTonya is no longer in danger and healing from the trauma she endured in a safe housing solution.

OUTCOME

Due to safe housing, LaTonya has been able to continue her employment with Goodwill, which continues to be a safe space for her.

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, VP Marketing & Fundraising

Kris Rawson, VP Mission Advancement

Noah Brown, VP Finance

Sophia Jones, VP Organizational Development





@ALABAMAGOODWILL
ALABAMAGOODWILL.ORG
2350 GREEN SPRINGS HIGHWAY S
BIRMINGHAM, AL 35205