

**2020
IMPACT
REPORT**

UNPRECEDENTED TIMES, UNPRECEDENTED IMPACT



No doubt, 2020 was a difficult year for us all. We adapted to new virtual ways of connecting and living our day to day lives in what felt like overnight. This trying year proved our mission was more important than ever, and our teams were resilient.

I've never been more proud of what we've accomplished at Alabama Goodwill Industries, and those are outlined in this report. It's important to note that the impact of our mission is much deeper than the measured numbers on these pages. The confidence, empowerment, and dignity our mission provides is deeply powerful.

Our incredible team members and supporters made a time of immense loss and uncertainty our most impactful year to date. My deepest thanks and gratitude for your hand in this success!

A handwritten signature in black ink, reading "David Wells". The signature is fluid and cursive.

David Wells, CEO and President



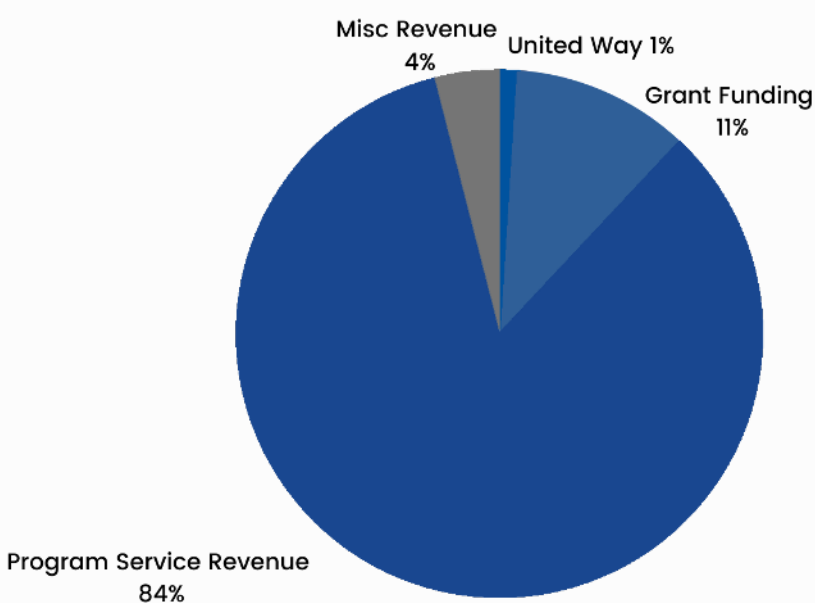
We are proud that most clients received uninterrupted service as our teams worked through Zoom and proper precautions.

2020 FINANCIAL POSITION

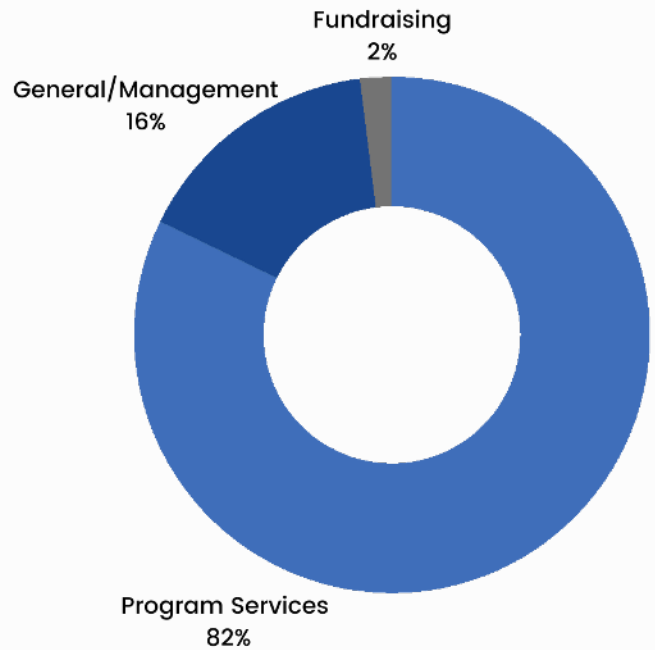
TOTAL REVENUE: \$7,875,818

TOTAL EXPENSES: \$8,569,461

NET ASSETS: \$2,985,389



EXPENSES BY AREA



REVENUE BY SOURCE



TOTAL VALUE OF DONATED GOODS: \$4,579,926

FROM OUR CHAIRMAN

Despite the COVID-19 pandemic, we saw tremendous growth with the openings of seven donation centers and two new stores. Our donors were more generous than ever, and this allowed us to help hundreds of people who were facing joblessness.

The board and staff also worked tirelessly to ensure the safety and health of our team members, donors, shoppers and individuals we served, and we did so effectively through innovation. The addition of virtual reality training capabilities and the use of online platforms ensured our mission delivery never wavered. We look forward to what 2021 will bring!

Gratefully,

Roger Cartwright, Chairman of the Board

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.

GoodPartner Coaching

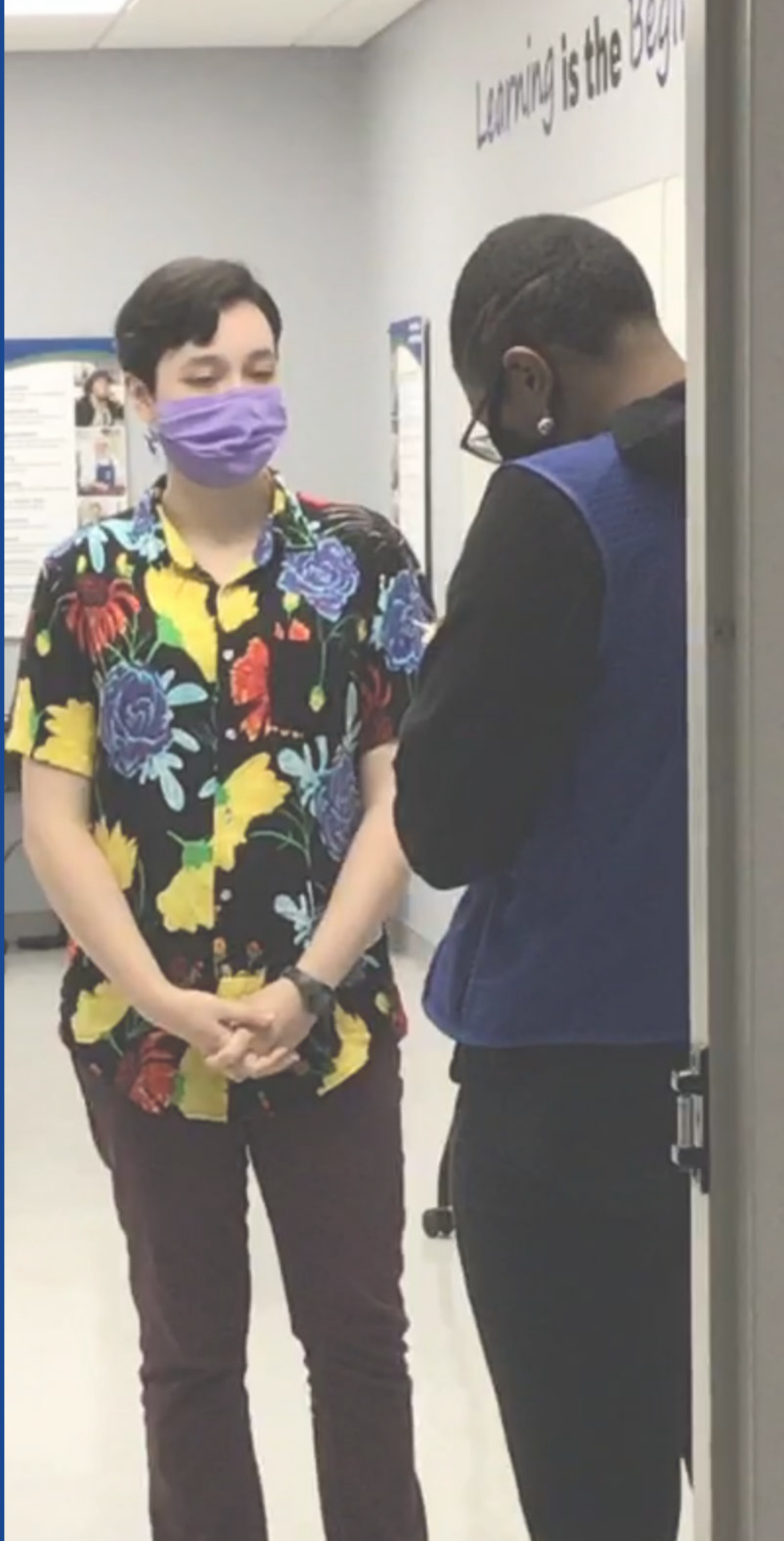
We are proud to integrate our mission into our work here at Alabama Goodwill. All team members have direct access to coaching and career resources through our GoodPartner coach. From finding childcare resources to help with resumes, our program covers a wide variety of needs. This service is also available to the community at-large completely free of charge.

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!





MISSION SERVICES IMPACT



9,583 GOODWILL-U CLASSES TAKEN



8,150 DIGITAL LITERACY SKILLS SESSIONS



299 CAREER CENTER APPOINTMENTS



125 GOOD PARTNER COACH CLIENTS



220 INDIVIDUALS ASSISTED WITH JOB PREP



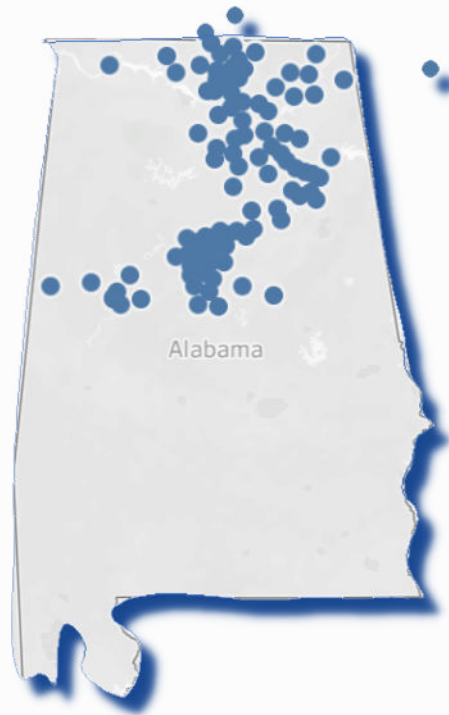
Our coaching and job preparation services alone saved clients an estimated total of more than **\$5 Million** in 2020.

(based on industry average costs)

164,936 HOURS OF STEADY WORK AND PAY

277 NEW HIRES IN 2020

Our 277 new hires came from all across north and central Alabama, and even parts of Georgia and Tennessee!





525 EMPLOYED IN 2020

Despite restrictions that forced us to close all stores from April to the beginning of May 2020, we never had a single layoff. This number was a 24% increase from 2019.

2020 Openings

Southgate Donation Center

1920 Hwy 31 S
Pelham, Alabama 35124

Pelham Parkway Donation Center

3310 Pelham Pkwy
Pelham, AL 35124

Tattersall Park Donation Center

6215 Tattersall Blvd, Ste 105
Hoover, AL 35242

Altadena Square Donation Center

4704 Cahaba River Rd
Birmingham, AL 35243

Madison Commons Donation Center

300 Hughes Rd,
Madison, AL 35758

Rice Mine Donation Center

1209 McFarland Blvd NE
Tuscaloosa, AL 35406

Capital Market Donation Center

1101 Southview Ln, Ste 112
Tuscaloosa, AL 35405

Birmingham Outlet Store

2350 Green Springs Hwy S,
Birmingham, AL 35205

Sutton Square Store and Donation Center

110 Sutton Bridge Rd,
Rainbow City, AL 35906



152,996

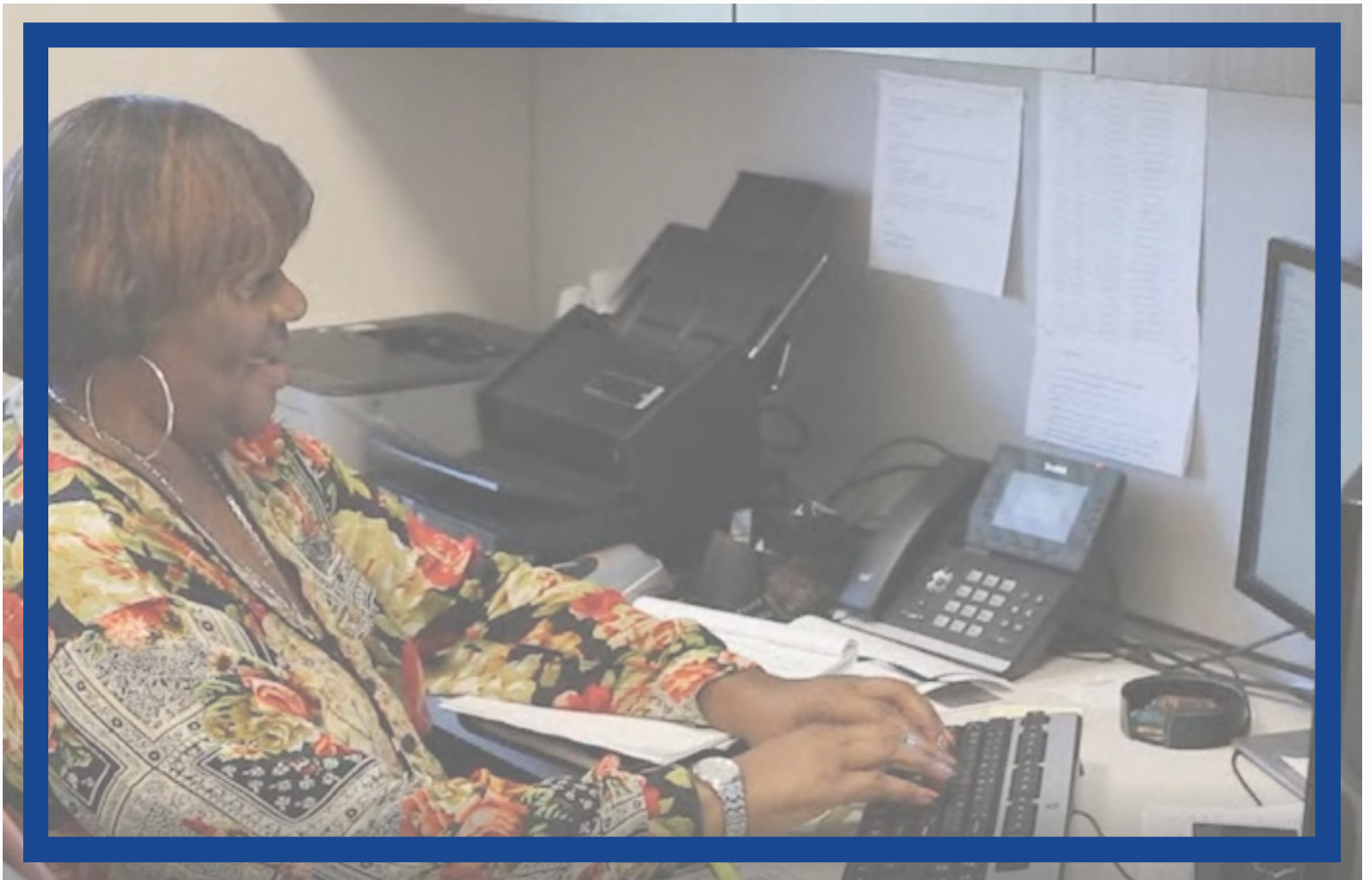
GOODS DONORS

In 2020, our generous donors helped us reach a historic level of impact. Our number of donors increased by 53% from 2019!



3,977,896

ESTIMATED POUNDS OF DONATED GOODS



**At age 58, Sharron
found herself
unemployed and in
need of digital skills
to re-enter the
workforce.**

Imagine finding yourself without a job at age 58. Then, imagine trying to re-enter the workforce without digital skills, a degree or other competitive credentials. For many just like Sharron, this scenario is an entry point to poverty. With no income to pay for classes, certifications or coaching, people are often left with no way back into the competitive workforce environment.

"I know now that I can continue to do what's necessary to have a career in life."

Through our GoodPartner coaching program and other resources, Sharron and others are able to receive training, certifications and skills to help them enter, or re-enter the workforce stronger than before. This impact is simply life-changing. Now, Sharron is in a salaried role with benefits and is able to support her family.

In 2020, we were able to help hundreds more just like Sharron. Thank you!

