



REDUCE.
REUSE.
RECYCLE.
LEADING
THE WAY
TO A MORE
SUSTAINABLE
FUTURE. ANNUAL REPORT 2013

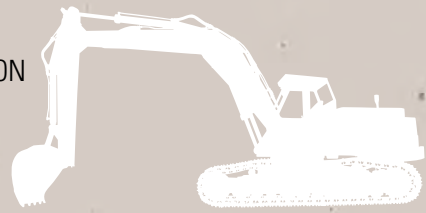
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OUR MISSION IS TO PUT PEOPLE TO WORK.



WE ENSURED THAT 92 CENTS OF EVERY DOLLAR WE EARNED WENT TOWARD PUTTING OUR NEIGHBORS TO WORK AND GROWING OUR BUSINESS.

WE GENERATED \$9.1 MILLION FROM SALVAGE DIVERTED FROM LANDFILLS.



WE GAVE MORE THAN 2,700,000 POUNDS OF COMPUTER PARTS AND EQUIPMENT A SECOND CHANCE THROUGH OUR DELL RECONNECT PARTNERSHIP.

OUR FIRST ENERGY EFFICIENT STORE WAS LEED CERTIFIED.



YOUR DONATIONS ARE THE SEEDS THAT HELPED US PUT MORE THAN 11,000 PEOPLE TO WORK LAST YEAR.

DEAR FRIENDS, THANKS TO YOUR CONTINUED SUPPORT, WE ACHIEVED SOME GREAT FEATS IN FISCAL YEAR 2013.

Whether your support took the form of a box of donations, a shopping cart, an afternoon volunteering or a monetary contribution, you helped us put 11,706 of your neighbors to work.

We could not have achieved our mission successfully without a few key factors. This year we opened another career center in East Athens, allowing us to serve a new community of job seekers. To support that new facility, we opened four donation centers and four stores. Our Grasslands store was officially LEED (Leadership in Energy and Environmental Design) Certified, underscoring our commitment to a sustainable business model for a bright future.

As part of our commitment to quality, we expanded our ISO certifications. This summer our support services joined our donated goods business by completing phase one of ISO 9001 certification for quality management. Third party auditors confirmed we have processes in place to address the needs of our internal and

external customers and the ability to adjust for improvement as needed. We also launched a new five-year plan so we can continue to best serve our North Georgia communities while planning for things to come.

Though our economy continues its slow recovery, Georgia's unemployment rate continues to exceed the national average. Our work is greatly needed. We served 40,702 people through our career centers, job placement services and training programs, and our goal is to grow that number even more. With support from you, our donors, shoppers, employees, Board of Directors and community partners, we can continue to improve North Georgia's communities for the better.

We cannot thank you enough for your steadfast generosity and backing of our mission to put people to work. As we focus our sights on what lies ahead, we are excited about our opportunities for a successful, sustainable future.

Thank you.



Raymond W. Bishop
President

Timothy O'Connell
Board Chair

LEEDING THE WAY IN GREEN CONSTRUCTION

Goodwill of North Georgia enjoyed a landmark moment in our donated goods business in May. Our Grasslands store became officially LEED Certified, making it our first building to date to earn the designation. What this certification means is we built this store in an environmentally-friendly way. We installed several systems and features that reduce the store's impact on the environment.

The construction of this energy-efficient building aligns with our ISO 14001 certification for environmental management. One of the cornerstones of the certification is savings in consumption of energy and materials, and we are proud our Grasslands store not only complies with this standard but fully embodies it. As we continue to grow, we are committed to taking action by learning and implementing more sustainable, eco-friendly and energy-efficient practices.

Some special guests—including local business partners, Horizon Construction, Piedmont Group and even Captain Planet—joined us for the dedication ceremony during Goodwill Week 2013. It was an honor for us to celebrate this commitment to sustainability with some of the very members in the community who will enjoy the store and the surrounding area for years to come.

Here are some of the store's features that lessen our environmental impact:

- **Landfill waste reduction.** During construction, more than 50 percent of the waste was separated and recycled, reducing the amount of waste going to local landfills.
- **Natural lighting.** Skylights and windows allow more natural light inside the store so it takes less electricity to illuminate our sales floor.
- **Water-conscious landscaping.** Our landscaping was designed with water consumption in mind, so we used drought-tolerant plants and careful planning and arrangement to reduce our overall water use.
- **Energy-efficient lighting.** Automatic light controls turn the overhead lights on and off as needed when natural light changes to decrease energy usage throughout each day.
- **Second-hand merchandise.** Though our sale of second-hand items is not unique to this store, it does contribute to our environmental impact in that the items are diverted from landfills. And, the more we reuse, the less we have to produce.

Though Grasslands is our inaugural LEED store, it will not be our last. As we continue to explore smart opportunities for growth of our stores and mission reach, we will do so with sustainability top of mind.



AS WE CONTINUE TO GROW, WE ARE COMMITTED TO TAKING ACTION BY LEARNING AND IMPLEMENTING MORE SUSTAINABLE, ECO-FRIENDLY AND ENERGY-EFFICIENT PRACTICES.



RECONNECTING OLD PARTS WITH NEW OPPORTUNITIES

We are all about the “three Rs” —reduce, reuse and recycle. And while cyclic fashion trends make it easy for us to turn gently-used clothes into new style statements, the fast-paced changes in computer technology often pose a challenge where the Rs are concerned.

With help from business partner Dell, we have found a way to keep old computer parts in use and out of landfills. Through our Dell Reconnect recycling program, we put used computer monitors, printers, cables, modems, keyboards and more to good use.

The program works in tandem with our regular donation process. Donors can bring used computer equipment—of any brand and in any condition—to our donation sites. We accept the equipment, offer a donation receipt, and set aside the computer parts to be packaged and sent to Dell. On the receiving end, Dell is able to use the parts and equipment in a few different ways. Whether the used computer still has value as a whole system, as parts, or as raw materials—such as metals, plastics and glass—it is assessed and salvaged to produce the least amount of waste possible.

Once the items are processed, proceeds from the program are returned to support our mission to put people to work. This allows donated computers to help with the “reduce” part of the three Rs in a couple ways. Not only do the donated electronics reduce landfill waste, but they help reduce the unemployment rate in North Georgia.

As consumers work to stay on top of ever-changing technology trends, our partnership with Dell will offer a responsible solution for last year's model. Whether the next wave of computers involves typing, swiping or something we have yet to see, the Dell Reconnect program assures we are not only good consumers, but also good stewards.

WHEN YOU DONATE...

BERNIE KIDA AVOIDING TRASH BY DONATING TREASURE



Twenty-five years ago Bernie Kida relocated to Georgia from the west coast. As with any cross-country move, he and his wife discovered items they no longer used or needed. Throwing the gently used items away seemed too wasteful, so the couple considered some alternatives. Uninterested in the hassle and effort of a garage sale, Kida recommended donating the goods instead. "It was more convenient to take everything to Goodwill," he says. "And the tax write-off sweetened the deal." Thus began his quarter-century relationship with Goodwill of North Georgia.

Many changes took place in a 25-year time span. Kida's family grew and relocated two more times. Especially when his children were young, there were many reasons—such as outgrown shoes, books and toys—to stop by Goodwill donation sites. Still, convenience remained a large reason for his decision to continue donating.

In 2007, another major change caused Kida to consider his Goodwill donations in a different light. He left his job as a website manager and returned to school to learn more about landscape design. "I needed to jump with both feet out of the corporate world and I'd always had a passion for landscape design," he says. Gardening was a long-time hobby for Kida, and his interest helped him incorporate it into his lifestyle on a professional level. "There's something very renewing about

being outside for me," he says. "But sustainability was a strong secondary motivator when I got back to school."

As Kida memorized plant names and origins for his landscaping courses, he also thought more about the consequences of environmental misuse. At home he started making conscious lifestyle changes in light of his new environmental focus, even starting a compost pile in his backyard. "I hate throwing anything away," Kida says. "I've been to enough landfills to see the rampant waste of this culture, and it's embarrassing." As his learning continued, his visits to the Goodwill donor door were fueled less by convenience and more by sustainability.

Today Kida stays busy creating residential yard plans and serving as president of his neighborhood homeowner association. His own garden is thriving, as is the compost pile, and though his children are grown he thinks of their future often. And when his wife readies the house for holiday guests or spring cleaning, Kida doesn't hesitate to load the back of his truck with donation bags. "I donate quarterly as a natural part of my regiment," he says. "I've seen what people do with somebody else's trash, like turn it into a piece of art or a functional piece of furniture and it's incredible."



"I'VE SEEN WHAT PEOPLE DO WITH SOMEBODY ELSE'S TRASH, LIKE TURN IT INTO A PIECE OF ART OR A FUNCTIONAL PIECE OF FURNITURE AND IT'S INCREDIBLE."



WHEN KIDS TRADE IN THEIR BERENSTAIN BEARS BOOKS FOR A BEVERLY CLEARY OR STEVEN KING NOVEL, THE OUTGROWN PAGES GET A SECOND CHANCE TO BECOME A CHILD'S NEW FAVORITE BEDTIME STORY.



MIRIAM BAKER
AN EXEMPLARY SHOPPER, LENDER AND RE-USER

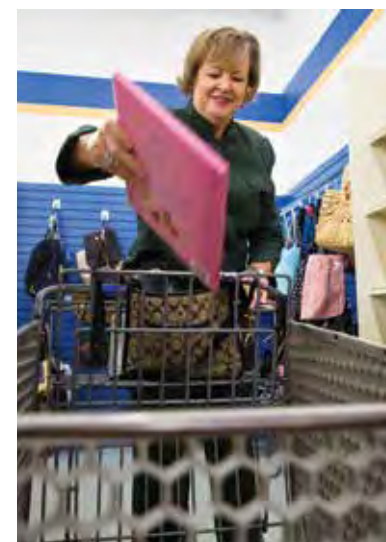
Grand openings at Goodwill draw a crowd. Shoppers gather anxiously at the doors—braving all kinds of outdoor elements—ready to run inside for an available cart and a first look at the new location. Of the four store openings we had in fiscal year 2013, Miriam Baker waited patiently outside the doors of the Madison Goodwill at 7:00 a.m. in freezing weather. Though not enticing in itself, the wait was worthwhile to Baker because it meant new books for the children at the Morgan County Library.

Baker is manager of the Morgan County Library System. As part of her service at the library, she uses Goodwill stores as a staple resource for supplying children's books. "For about 11 years now I've shopped at different Goodwill stores for children's books," she says. "I am able to use the books for our summer reading program." On a typical shopping trip she'll purchase between 15 and 20 different books. With the addition of a

Goodwill store in Madison, this stream of available and affordable books for the program has expanded tremendously.

Perhaps one of the greatest aspects of Baker's Goodwill-to-library system—aside from educating and engaging community children—is that she takes reuse to a whole new level. It's a known truth that children outgrow things quickly. Books are no exception. "Most [Goodwill children's books] look like they are brand new," Baker says. "Children can outgrow books after reading them once or twice, which is possibly why the used books are in such good condition." When kids trade in their Berenstain Bears books for a Beverly Cleary or Steven King novel, the outgrown pages get a second chance to become a new child's favorite bedtime story.

When one generation of young readers moves on to more challenging reads, new readers come through the library aisles ready to read. The cycle is the perfect set-up for reused stories. "I think it's a wonderful thing to be able to provide books to children at a low cost," Baker says. "Library budgets are limited and this allows us to reward children for reading and get books into their homes."



AND WHEN YOU SHOP...

YOUR ACTIONS HELP US PUT PEOPLE TO WORK.

ASHLEY PARKER REMIX RECYCLING

Ashley Parker never guessed that part-time bartending to put herself through college would inspire her career. She attended Sofia University and majored in marketing and design. While her passion lay in graphics and branding, she couldn't ignore the enormous amount of discarded bottles she saw each night she worked at the bar. "There were no real answers for taking care of the waste at the time in the city of Atlanta," she says. "That's what piqued my interest in recycling programs." Energized by a new direction, Parker channeled her marketing expertise to begin developing recycling programs.

Taking on such a large project was challenging. Parker had her education to guide her, but it did not fill in all the blanks where her newfound entrepreneur venture was concerned. "I needed on-going education," she says. "When I started my business in 2009 I designed recycling programs and did the collection of the recycled materials, too. It was too overhead-heavy and I needed

foundational support." As she shared her frustrations with her sister, she discovered an answer in a venue she had yet to explore: Goodwill of North Georgia's GoodBIZ program.

Parker's sister went through the GoodBIZ program for aspiring and learning microbusiness owners. Due to her sister's positive experience with the program and her need for a little extra support running her own business, Parker decided to try the program for herself. "The Goodwill program allowed me to pinpoint gaps in my business," she says. "It helped me with managing finances and even provided a marketing refresher."

After completing the GoodBIZ program, Parker made a few small but impactful changes to her business model. She learned where to focus her efforts and where to call on others for support. "In 2012 the company transformed," she says. "We became dedicated to education and explained to people what happens to recycled items." Not only does

ReMix Recycling design recycling programs for employers and residential areas, the company also teaches recyclers more about the process to ensure the program's future success and sustainability. "Education is really what differentiates us from other recyclers," Parker says. "You would be amazed at how little people know on the matter—even people who have recycled for years."

Today Parker's business has flourished, expanded its offerings and even partnered with more than 20 local businesses. A little support from Goodwill made a big difference for Parker's business. As a result, she's able to pay it forward.



STABILIZING FAMILIES THROUGH THE POWER OF WORK.

ROBERT H. KEMP IV A PATH TO SUSTAINABLE INDEPENDENCE AND A STABLE FAMILY



Years ago Robert H. Kemp IV was happily working full-time for Barclay Bank. But then the unthinkable happened—the economy bottomed out and Kemp was laid-off. Not only was his newfound unemployment bad news for him, it was also bad news for his six children. Before he knew it he was out of money and unable to pay child support.

All Kemp knew for sure was he needed to discover a way to support his family again. During a visit to the Division of Child Support Services office in Clayton County, he was referred to Goodwill of North Georgia's GoodTransitions Program¹. GoodTransitions is a program that helps non-custodial parents pay child support and find employment. Shortly after Kemp was selected to participate in the program, his circumstance changed for the better. "For me the biggest thing was to be able to work while looking for a permanent job," he says. "With the program I was able to provide [my kids] things you can't get without employment."

Even though Kemp was grateful for the assistance GoodTransitions provided, it was not easy for him to ask for help and start over. "It was hard to find employment making what I was making at the bank," he says. "So my search became about starting over and refocusing." Assistance from Goodwill allowed him to work a part-time transitional job at BJ's Wholesale Club as he continued his hunt for permanent employment.

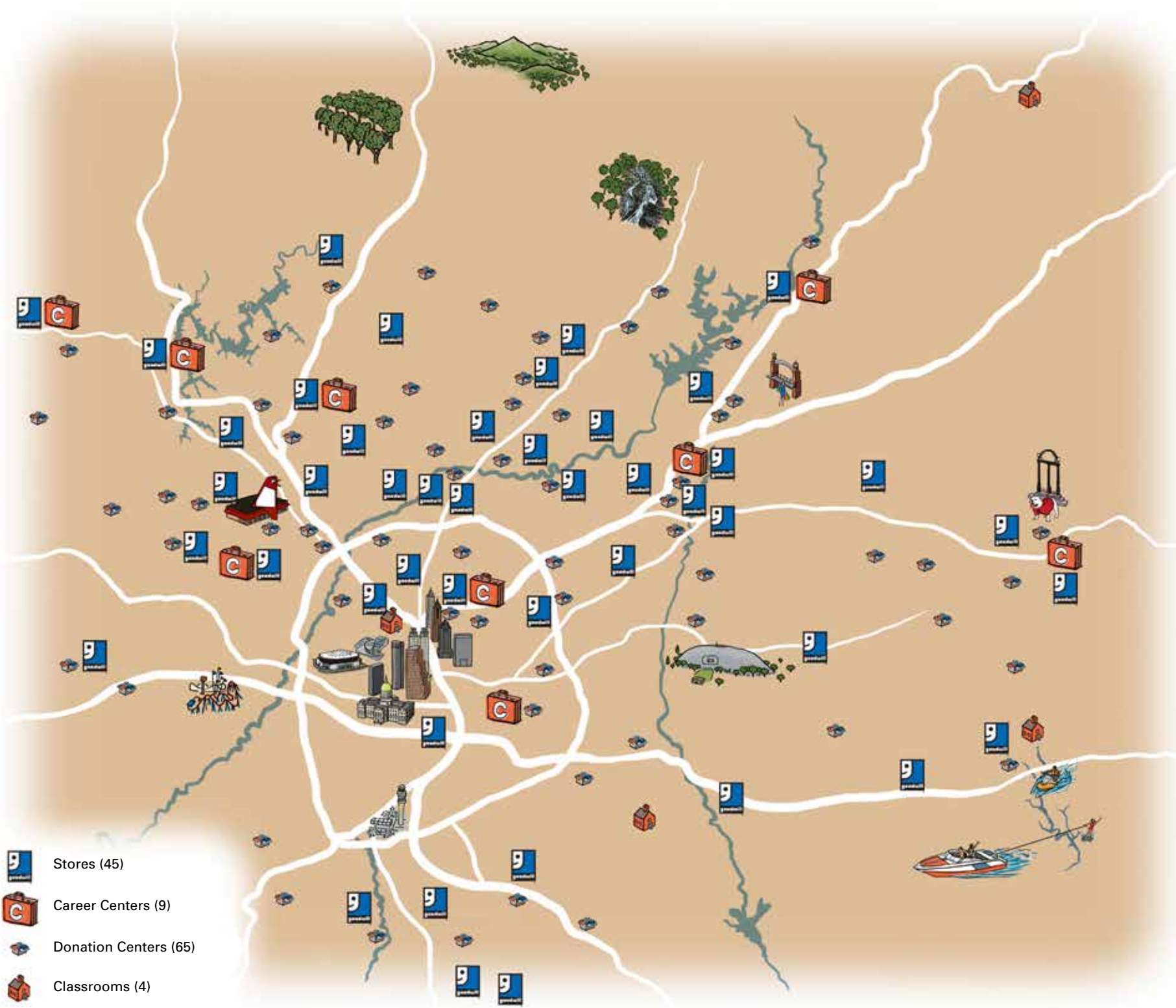
While working at BJ's, Kemp discovered a job opening at a barber shop. "I used the talent that I had with my hands to cut hair," he says. He then worked his way up through the ranks at the shop, and is now a barber shop owner. Though he is in a different profession than he'd been in prior to the economic crash, Kemp is earning enough to support himself and his family, and is enjoying the work. His life and his family stabilized.

Kemp did not get where he is today without hard work. "One thing that kept me positive is whatever God put in my way was a challenge," Kemp says. "As the man of the house and a provider, that is my job." He took his challenges and found motivators—his family and Goodwill employees—and changed his life for the better. "Putting people to work is the main goal of Goodwill and I love that," he says. "It's been a big help and a big success for me. It put back the joy in my life of being the head of the house."

¹ GoodTransitions is a transitional jobs collaboration funded by the U.S. Department of Labor's Education and Training Administration to help non-custodial parents obtain the skills they need in the workplace.



SERVING OUR NEIGHBORS



-  Stores (45)
-  Career Centers (9)
-  Donation Centers (65)
-  Classrooms (4)

Goodwill of North Georgia, Inc. is a locally governed 501(c)(3) nonprofit corporation. We were established in 1925 and are a member organization of Goodwill Industries International.

OUR TERRITORY INCLUDES THE FOLLOWING CITIES IN NORTH GEORGIA:

STORES (45)

- Alpharetta (1)
- Athens (2)
- Atlanta (5)
- Buford (2)
- Canton (2)
- Cartersville (1)
- Conyers (1)
- Covington (1)
- Cumming (1)
- Douglasville (1)
- Duluth (1)
- Fayetteville (1)
- Griffin (1)
- Hiram (1)
- Johns Creek (1)
- Jonesboro (1)
- Kennesaw (1)
- Lawrenceville (2)
- Lilburn (1)
- Madison (1)
- Marietta (4)
- McDonough (1)
- Norcross (1)
- Oakwood (1)
- Rome (1)
- Roswell (2)
- Sandy Springs (1)
- Smyrna (1)
- Snellville (1)
- Stockbridge (1)
- Tucker (1)
- Winder (1)
- Woodstock (1)

DONATION CENTERS (65)

- Acworth (1)
- Alpharetta (1)
- Athens (3)
- Atlanta (11)
- Braselton (1)
- Buford (2)
- Canton (1)
- Cedartown (1)
- Chamblee (1)
- Chamblee-Tucker (1)
- Cornelia (1)
- Cumming (2)
- Dacula (1)
- Dallas (1)
- Dawsonville (1)
- Decatur (2)
- Douglasville (1)
- Dunwoody (1)
- Ellenwood (1)
- Fairburn (1)
- Fayetteville (2)
- Gainsville (1)
- Griffin (1)
- Hampton (1)
- Johns Creek (1)
- Kennesaw (2)
- Lithonia (1)
- Loganville (1)
- Madison (1)

- Marietta (3)
- McDonough (1)
- Milton (1)
- Monroe (1)
- Norcross (2)
- North Forsyth (1)
- Peachtree City (1)
- Riverdale (1)
- Roswell (1)
- Smyrna (2)
- Stockbridge (1)
- Stone Mountain (1)
- Suwanee (1)
- Tyrone (1)
- Woodstock (1)

CAREER CENTERS (9)

- Athens (1)
- Atlanta (1)
- Cartersville (1)
- Decatur (1)
- Duluth (1)
- Oakwood (1)
- Rome (1)
- Smyrna (1)
- Woodstock (1)

CONTRACT SITES (11)

- Athens (1)
- Atlanta (7)
- Chamblee (1)
- Morrow (1)
- Lawrenceville (1)

CLASSROOMS (4)

- Atlanta (1)
- East Anollee (1)
- Madison (1)
- Stockbridge (1)

FINANCIAL HIGHLIGHTS

MAINTAINING OUR ORGANIZATION THROUGH A SUSTAINABLE BUDGET

Goodwill of North Georgia Inc. Fiscal Year 2013 Financial Highlights

July 1, 2012 – June 30, 2013

EXTERNAL SUPPORT	PERCENT	DOLLARS
Contributions		\$50,000
United Way		\$327,000
Government Grants		\$5,223,000
Total Support	5	\$5,600,000

REVENUE GENERATED

Store Sales		\$94,674,000
Salvage		\$9,111,000
Vocational Services Fees		\$1,490,000
Investment Income		\$3,993,000
Total Revenue	95	\$109,268,000
Total Support and Revenue	100	\$114,868,000

EXPENDITURES

Program Services	75	\$86,358,000
General and Administrative	8	\$8,612,000
Fund Raising	1	\$804,000
Depreciation	3	\$3,215,000
Financing and Start-up Costs	1	\$1,649,000
Capital Spending and Reserves	12	\$14,230,000
Total Expenditures	100	\$114,868,000

FOR EVERY DOLLAR WE EARN...



\$0.82
IS REVENUE
FROM
SALES
IN OUR
STORES

\$0.08
IS REVENUE
FROM
SALVAGE

\$0.05
COMES
FROM
GOVERNMENT
GRANTS

\$0.04
COMES
FROM
INVESTMENTS

\$0.01
COMES
FROM
VOCATIONAL
SERVICES

WE GENERATED
THE MAJORITY
OF OUR REVENUE
THROUGH OUR
DONATED GOODS
BUSINESS.

With support from our 45 stores in North Georgia, we were able to supply a constant stream of revenue to help fund our employment services and job training programs. While our model for generating revenue from donated goods continues its successful record, we rely on support from many funding sources to help us sustain and build our programs.

In diverting millions of pounds of donated goods from landfills through our Dell Reconnect program and other partners, we generated \$9,111,000 from salvage. Goods are given second and third chances for reuse, repurposing and recycling after coming through our donor doors.

In turn, they help sustain our community by supporting our mission to put people to work.

This fiscal year we secured \$5.6 million in individual donations and corporate, government and foundation grants. Thanks to these dollars, we were able to provide some of our more intensive and comprehensive services to local job seekers with barriers to employment.

As we look to further increase our impact in the community and grow our mission services, we will continue to remain fiscally responsible and be good stewards of our resources.

2013

BY THE NUMBERS
GOODWILL OF NORTH GEORGIA FACTS AND FIGURES

2,122	Employees
6,099,220	Customers
2,013,684	Donations
4	New stores
2	New donation centers
1	New career center
40,702	People served
11,706	People put to work

REDUCE. REUSE. RECYCLE.

STAY INFORMED BY JOINING OUR SOCIAL MEDIA PAGES WHERE YOU'LL FIND OUT ABOUT THE LATEST STORE OFFERINGS AND HOW WE PUT PEOPLE TO WORK IN OUR COMMUNITIES.





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Goodwill of North Georgia, a 501(c)(3) corporation, provides job training and employment services to people who are having trouble finding work, want to change careers, or start their own business. With the agency's support, Goodwill participants overcome employment hurdles caused by physical, emotional and developmental disabilities, limited job skills, poverty and other challenges. We sell donated clothing, books, furniture and household goods in stores across North Georgia, and the proceeds help fund our mission. Since 1925, your donations have been helping to change lives.

Goodwill is grateful to its volunteer board members for their commitment to our organization, their wise counsel and their invaluable time given during fiscal year 2013.

2013 BOARD AND EMERITUS COUNCIL

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William Miller, Treasurer
Sandra R. Young, Secretary
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Raymond W. Bishop, President

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