



GENERATION
G

2014
ANNUAL
REPORT

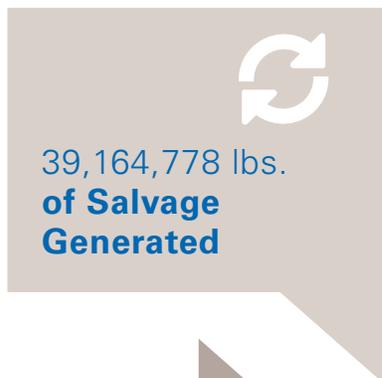
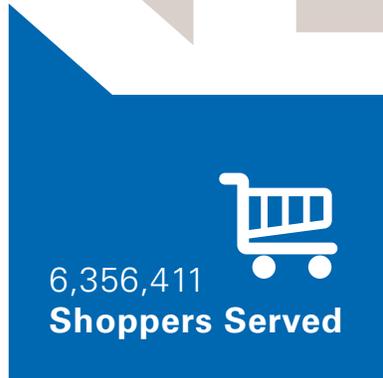
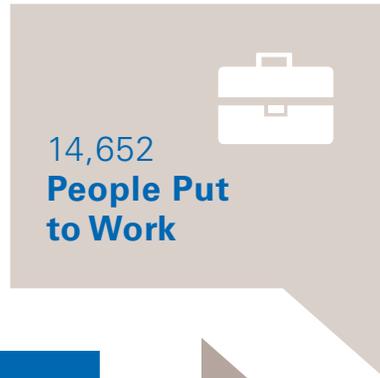
Goodwill 
of North Georgia goodwill



Generation **G**

Definition of **GENERATION G:**

Unlike other generations, this one spans many age groups but is drawn together by support of one organization's mission to put people to work. Here is a look at some figures from fiscal year 2014.



Raymond W. Bishop,
President and CEO



Richard Rushton,
Board Chair



Message from the PRESIDENT + BOARD CHAIR



Dear Friends,

Fiscal year 2014 was a big one for Goodwill of North Georgia. We launched our five-year plan under the leadership of our Board of Directors to guide our organization into 2018, and set an ambitious goal to assist 100,000 people in going to work within that time frame.

Within our planning process we identified donations as a key determinant in the success of our mission goal. In an unprecedented move for an organization like ours, we implemented the Four Disciplines of Execution (4DX) process across every department with a focused goal on increasing donations. From our actions at the donor door to creative contributions from our administrative staff, we worked to bring awareness to donations and enhance our donor process. As a result our organization increased annual donations by more than 240,000 from last fiscal year, paving the way for more mission work in our community.

As we look to the future of our organization we continue to keep our recent successes top of mind. Traditionally it has taken the support of five stores to open and operate a career center, but thanks to an increase in our financial reserves we are now able to open two new career centers annually. This spring we opened the doors of our ninth career center in Smyrna, Georgia. In addition to our store and career center expansion, we will soon grow in a different way. We have plans to expand our footprint in Decatur where we will open an additional career center to support the existing center in South Dekalb. The new Decatur site will also include a retail store along with our administrative offices.

Our mission goals for people put to work continue to increase, and last year we placed 14,652 job seekers into new jobs in North Georgia. As our placement goals grow, we anticipate our services will need to extend beyond brick and mortar locations. This fiscal year we began the development of a virtual career services tool to complement our career centers and on-site training programs for local job seekers. We are excited for the

ability to continue to meet people wherever they are with our services, overcoming transportation barriers standing in the way of providing job skills and job search assistance.

With many feats accomplished and great plans in the works. We maintain it is a great time to be part of the Goodwill family. We cannot accomplish our employment goals without great support from the community, however. The 2018 horizon is in sight, and we continue to live by the prophetic words of Goodwill's founder, Rev. 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 fullest usefulness and enjoy a maximum of abundant living." It is our sincere hope you will support us in our quest to meet this need in our region.

Sincerely,

Raymond W. Bishop,
President and CEO

Richard Rushton,
Board Chair

Our mission is to put people to work.

Generation G is composed of all kinds of people – young and old, shoppers and do-gooders, job seekers and employers. The common thread is the connection to the Goodwill of North Georgia mission to put people to work. Here's a closer look at the process. Every year millions of donors drop gently used clothes and household goods at our donation locations. Those items are processed and placed on the sales floor at our stores throughout the North Georgia region. Each year, more than six million shoppers browse our aisles for one-of-a-kind treasures at bargain prices. Revenue generated in our retail stores helps fund our mission, and last year gave more than 14,600 North Georgians the chance to earn a living.

When you
DONATE...



and when you
SHOP...



Where mission implementation is concerned, our career services are far reaching. We provide intensive services to help job seekers with barriers to employment. Workplace barriers range from lack of training or education to limited job skills or a disability. We also work with individuals looking to re-enter the workforce following incarceration or a prolonged gap in employment. Our goal is to break down these barriers and provide individuals with the tools they need to enter and thrive in the workforce.

Beyond our intensive services, we also have nine career centers throughout our territory that are free and open to the public. Each of our career centers is equipped with computers, printers, updated job leads and knowledgeable staff eager to bridge the gap between the job search and the job acceptance letter. Employers and job seekers alike make use of these centers for everything from résumé workshops to hiring events and job fairs. Many of the thousands of employers we work with are able to provide real-world training opportunities for Goodwill program participants. When employers come to us in need of motivated, reliable and

dependable employees, they know they can turn to our career services for candidates.

Our career centers are also the hubs for numerous skills training programs. We offer a variety of trainings, including forklift training, hospitality training, micro-entrepreneurial training, apartment maintenance and more. In all our training programs we provide soft skills coaching for less tangible skills like interpersonal interaction and dressing professionally.

Every person involved in Generation G has a different story and background. From the generous donors to the frequent shoppers, every person who contributes is crucial to our local impact. When everyone comes together the picture is clear: our donors and shoppers help us connect thousands of people to employment each year. We are grateful to everyone who makes our mission possible year to year, and we call them Generation G.

your actions
HELP US...

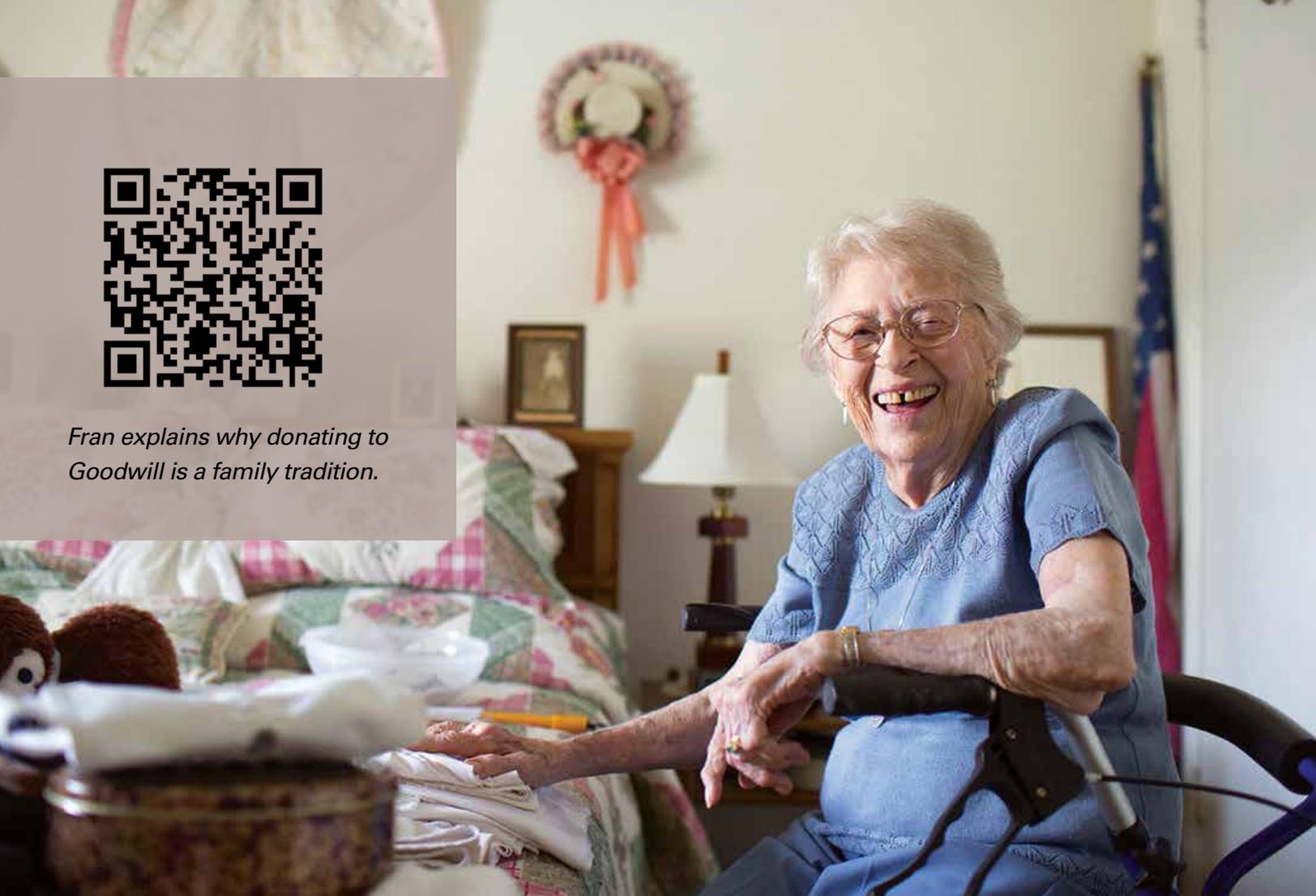


put people
TO WORK!





Fran explains why donating to Goodwill is a family tradition.



Fran Souza DONATIONS AMBASSADOR

Though she is small in stature, Fran Souza is a 91-year-old Atlanta resident who fills the room with her southern charm. She is steadfast in her beliefs, and among those beliefs she has resolved to donate any household items or clothing she no longer needs. "I've been donating to Goodwill for so long I don't even remember when I started," Souza says. There is no telling how many items she's brought to donation sites over the years, but there is also no denying Souza's household goods have made an impact. Not only is she a long-time donor, she routinely asks friends and family members to join the effort. To her, the mission to put people to work in the North Georgia area is incredibly powerful. Goodwill is not just a household name for her but a deeply entrenched belief.

Every item Souza donates is selected with a great deal of thought and love. She will comb through each shelf in a closet searching for the right items to add to the donation box. "I only donate things that are worth while," she says. "My donations wouldn't do much good if no one wanted to purchase them from the store." She smiles as she folds and re-folds clothing laid out to be donated. Each garment conjures memories of occasions past, and now that she no longer needs the clothing, she hopes someone else will find it useful.

Ninety-one years is an impressive tenure for any person. As Souza ages, her mind has stayed tack sharp but she is increasingly limited in her mobility. Determined to continue supporting the causes she believes in, including the Goodwill mission, she relies on others to help bring items out of her home and to the donor door. "I convinced my caregiver to donate to Goodwill, and I tell just about anyone who will listen," Souza says. Her infectious will to donate is extending her many years of contributions even further, enticing new generations of



Generation G

donors to support local job seekers by cleaning out their closets. "I have, for years, talked about Goodwill and what they are doing for people of all ages," she says. "Any body that I happen to be around I talk to about donating. It's a passion that I have."

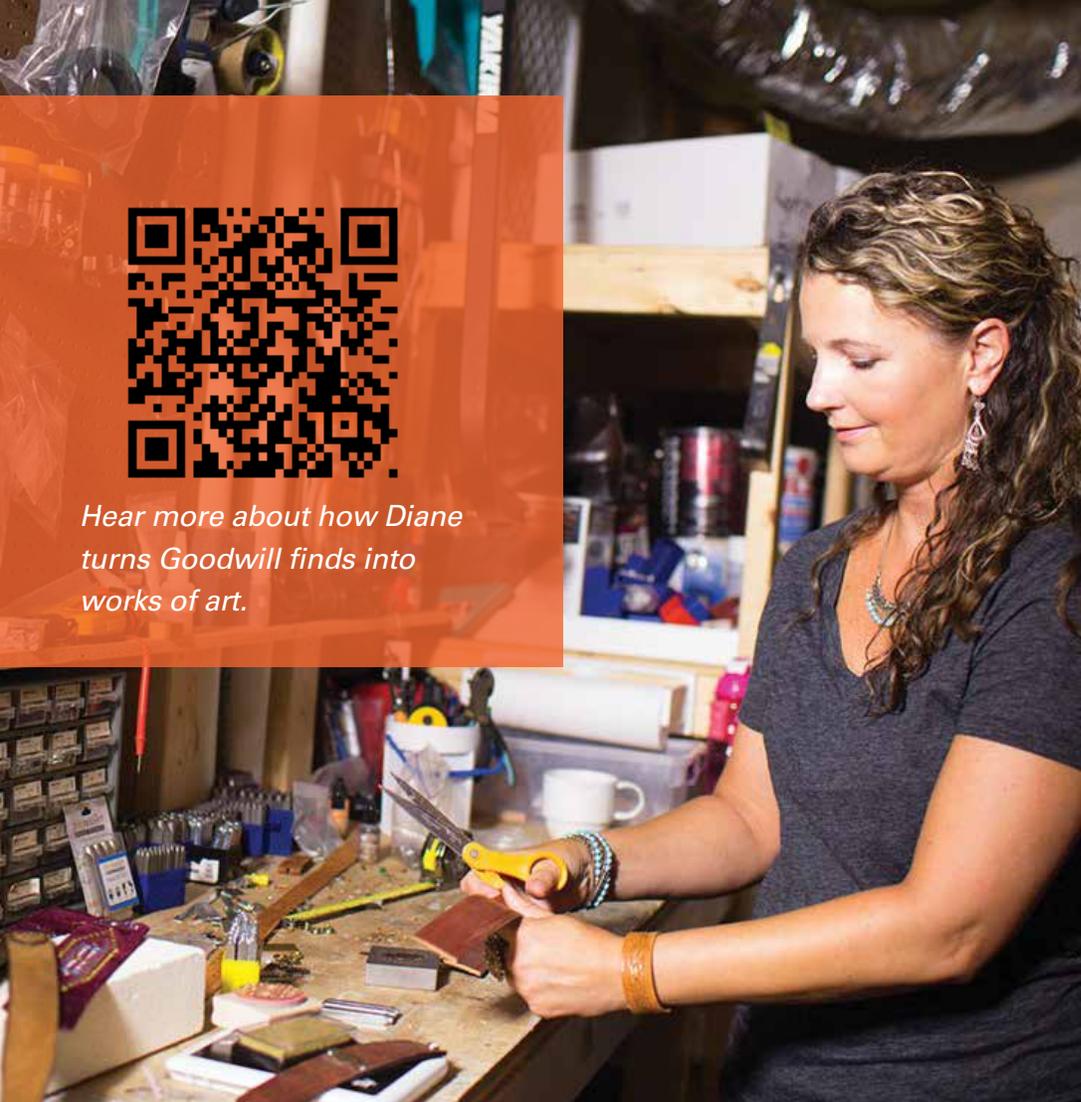
Beyond her tradition of donating, Souza gives back in order to live out her faith. "In my growing up years my parents were Christians and we were always in church whenever the doors were open. We would give regularly, and whenever we outgrew our clothes, we would bundle them up and take them to Goodwill." In her parents' memory and as an extension of her faith, Souza continues the practice with everything from gently used clothing to bed linens.

Truly a donor for life, Souza stands firmly behind her favorite causes and organizations. She is a testament to all that no matter their age or circumstance one person's willingness to give can have a resounding impact.

"I have for years talked about Goodwill and what they are doing for people of all ages."



Hear more about how Diane turns Goodwill finds into works of art.



Diane Perry THE UP-CYCLER

There are few items Diane Perry can't revamp, reconstruct or repurpose. A mother of two in Suwanee, Georgia, Perry always has a project in the works. She divides her time between her kids, the house, the family Cocker Spaniel and a constant stream of crafty creations. "I've literally got stuff from Goodwill all over the house," she says. Many of the Goodwill items – from patio furniture to painted doll cribs – have been re-painted or touched up in Perry's craft studio, the unfinished basement. As she finds great deals on items like old belts, jewelry, furniture and clothing, some pieces end up in bins for future use. In fact, a handful of the storage bins themselves are even thrifted finds. Her creation space is slowly becoming "the Goodwill room."

"I've always loved Goodwill," Perry says. "I guess because my daughter started school in Sugar Hill right next to Goodwill I go in there a lot. I didn't realize how addicted I am." A regular at the Buford store, Perry rarely leaves empty-handed. When she's in shopping mode, every aisle holds a project waiting to be discovered.

Ever the opportunist, Perry also uses this "up-cycling" process in ways beyond furnishing her home and wardrobe. One of her skill sets is creating jewelry out of refurbished items, like used

belts and neckties. Over the years she has created so many of these she's started selling her finished masterpieces. And when they don't sell for money, they become bartering fodder. "In the summertime when I need regular babysitters for the kids, I'll teach neighborhood girls how to make jewelry out of recycled items in exchange for sitter services." The girls leave these makeshift workshops with a new skill and a bracelet. Perry then gets to enjoy a night out with her husband.



Generation G

Ultimately Perry's love affair with renovating Goodwill merchandise extends beyond her love of the craft. "As I'm working on something I think about who it belonged to and where it came from," she says. "I let my imagination go; it's like an outlet for my imagination." With each item's mysterious history comes another treasure: the art of giving back. Perry knows every in-store transaction directly supports local job seekers. Her fast-growing kids at home and her past job as an educator are constant reminders of the need to improve job outlooks locally. "I think it's great what Goodwill does," she says.

Doing good feels good to Perry, and she always has fun when she's hunting for her next craft project. "I taught eighth grade math forever and I feel like kids lose interest in school by a certain age because it's not fun anymore," she says. "I want to make mundane things fun again. Shopping at Goodwill is just fun. It's like a scavenger hunt."

A candidate for a "Craftiest Shopper" superlative, Perry continues to make the most of every store visit.

"I'll teach the neighborhood girls how to make jewelry out of donated items in exchange for their sitter services."



Hear how Douglas uses Goodwill resources to fill hiring needs.



Douglas Burn O'REILLY AUTO PARTS

Community partners and employers are a huge reason Goodwill of North Georgia is able to place thousands of job seekers annually. From the provision of training sites for honing on-the-job skills to the hiring of Goodwill's participants, employers comprise a crucial part of the recipe for employment success.

A key playmaker in the employment arena is Douglas Burn, regional recruiter at O'Reilly Auto Parts. Burn has hired 20 job seekers from Goodwill of North Georgia, and he is an example of how well the relationship can work. "I utilize the staff at the different Goodwill career centers in several different ways," he says. "I reach out to them if I have store needs in their markets, and I let the Goodwill staff know, for example, if I need a bilingual candidate or someone who has a lot of auto parts knowledge. It makes my job a lot easier in those markets." Burn also hosts recruitment events and participates in job fairs at career centers in his region, and will occasionally hire candidates on the spot at these events. As the need for employment persists in North Georgia, relationships like these are more important than ever.

Going on two years as a recruiter, Burn knows exactly what traits to look for in a qualified job candidate for O'Reilly Auto Parts. In order to survive in the work environment in his region's retail locations, excellent customer service is non-negotiable. Before customer service even comes into play, candidates must exemplify motivation, reliability and dependability to be considered for open positions. "Goodwill's staff does a lot to prepare candidates for a career. It helps me a lot as a recruiter when I'm looking for professional people to staff our stores." The buck doesn't stop at the point of hire, either. Like O'Reilly Auto Parts, Goodwill is interested in job retention as well as placement.

O'Reilly AUTO PARTS



Generation **G**

Goodwill's staff continues to follow up with graduates from training programs for at least one year after they start a new job. A good fit in the workplace means a long-term solution for job seekers and employers alike. And the result is stronger local communities.

"Since I've partnered with Goodwill it's been a great relationship," Burn says. "It seems like all Goodwill employees have that same drive to help me and go that extra mile to make sure my stores are staffed properly."

"I utilize the staff at the different Goodwill career centers in several different ways."



Stephen shares how Goodwill helped him convert his military skills into employable traits.



Stephen Wallace FIRST CHOICE: VETERANS PROGRAM

When Stephen Wallace came to Georgia, he only had \$50 to his name. He had little money, no family and no plans in the state, but the weather was warm and that was good enough for him. A Navy veteran, Wallace served two years on a ship near Yokosuka, Japan and supported the American efforts during the Gulf War. Having grown up in a tough neighborhood in Saint Louis, he thought military service was his one-way ticket to success. What he never considered was what he would do when his service ended. "I was considered a troubled teen growing up," Wallace says. "And to be honest, when I was asked where I saw myself in five years at that age I never thought I'd be alive that long."

Returning home from the military was bitter-sweet for Wallace. Though he was out of the Navy, his plans did not shape up as he hoped. He tried his hand at a few start-up businesses, but poor business decisions caused him to close down and start over every time. "I bounced around a lot when I came back to the states," he says. Following a bad breakup, Wallace headed south to Georgia. He visited the Georgia Department of Labor to update his résumé and check for job listings in the area. While he was there a representative referred him to Goodwill of North Georgia.

In his time in Goodwill's First Choice: Veterans training program, Wallace's workplace skills were assessed as he worked every job imaginable at the nonprofit's Smyrna store. During breaks in the workday he would head to the adjoining career center to apply for jobs. When two positions became available – a part-time job as a sales specialist at O'Reilly Auto Parts and a full-time position as a security officer at Allied Barton – Wallace accepted them both. "I like to stay busy and I needed the money," he says. Much of Wallace's workplace success he can attribute to skills and traits he honed while serving in the



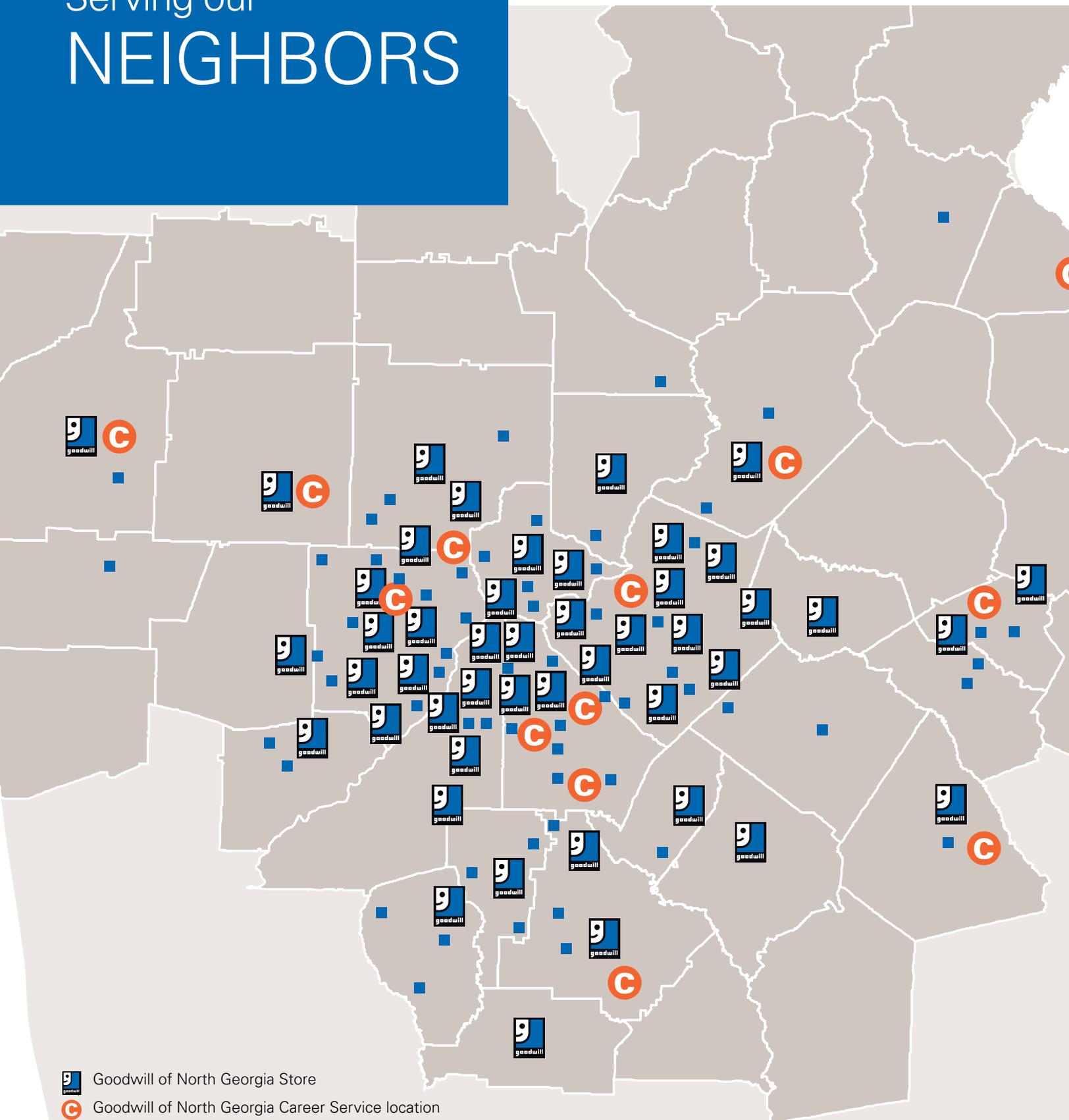
Generation **G**

military. Well adept in time management, following directions, paying attention to detail and working as a team player, Wallace had the attributes to embark on his career. With the addition of the customer service skills and job search resources he received at Goodwill, Wallace was a shoe-in for both of the positions he accepted.

Reflecting on his past experiences and his current situation, Wallace is pleased but still looking forward. "It felt like I arrived when I got the two jobs," he says. "But my life is a work in progress. There are still several things I need to take care of. Eventually I want to start a retail health and wellness center." With a plan in the works and jobs to anchor him, Wallace's future is more promising than his teenage self ever imagined. And from the progress he's made along the way, Georgia has not seen the last of this aspiring entrepreneur.

"When I was asked where I saw myself in five years I never thought I would be alive that long."

Serving our NEIGHBORS



-  Goodwill of North Georgia Store
-  Goodwill of North Georgia Career Service location
-  Goodwill of North Georgia Donation Center

Our territory includes the following COUNTIES IN NORTH GEORGIA

Goodwill of North Georgia is a locally governed 501(c)(3) nonprofit corporation. We were established locally in 1925 and are a member organization of Goodwill Industries International. Our territory includes 45 counties in North Georgia:

Banks	Dawson	Gilmer	Jasper	Polk
Barrow	Dekalb	Gordon	Lumpkin	Rabun
Bartow	Douglas	Gwinnett	Madison	Rockdale
Butts	Elbert	Habersham	Morgan	Spalding
Chattooga	Fayette	Hall	Newton	Stephens
Cherokee	Floyd	Haralson	Oconee	Towns
Clarke	Forsyth	Hart	Oglethorpe	Union
Clayton	Franklin	Henry	Paulding	Walton
Cobb	Fulton	Jackson	Pickens	White

Financial HIGHLIGHTS

Maintaining our organization through a sustainable budget



EXTERNAL SUPPORT

	PERCENT	FISCAL YEAR 2014 Dollars	PERCENT	FISCAL YEAR 2013 Dollars
COMMUNITY + FOUNDATION SUPPORT		\$430,000		\$377,000
GOVERNMENT GRANTS		\$4,179,000		\$5,223,000
TOTAL SUPPORT	4	\$4,609,000	5	\$5,600,000



REVENUE GENERATED

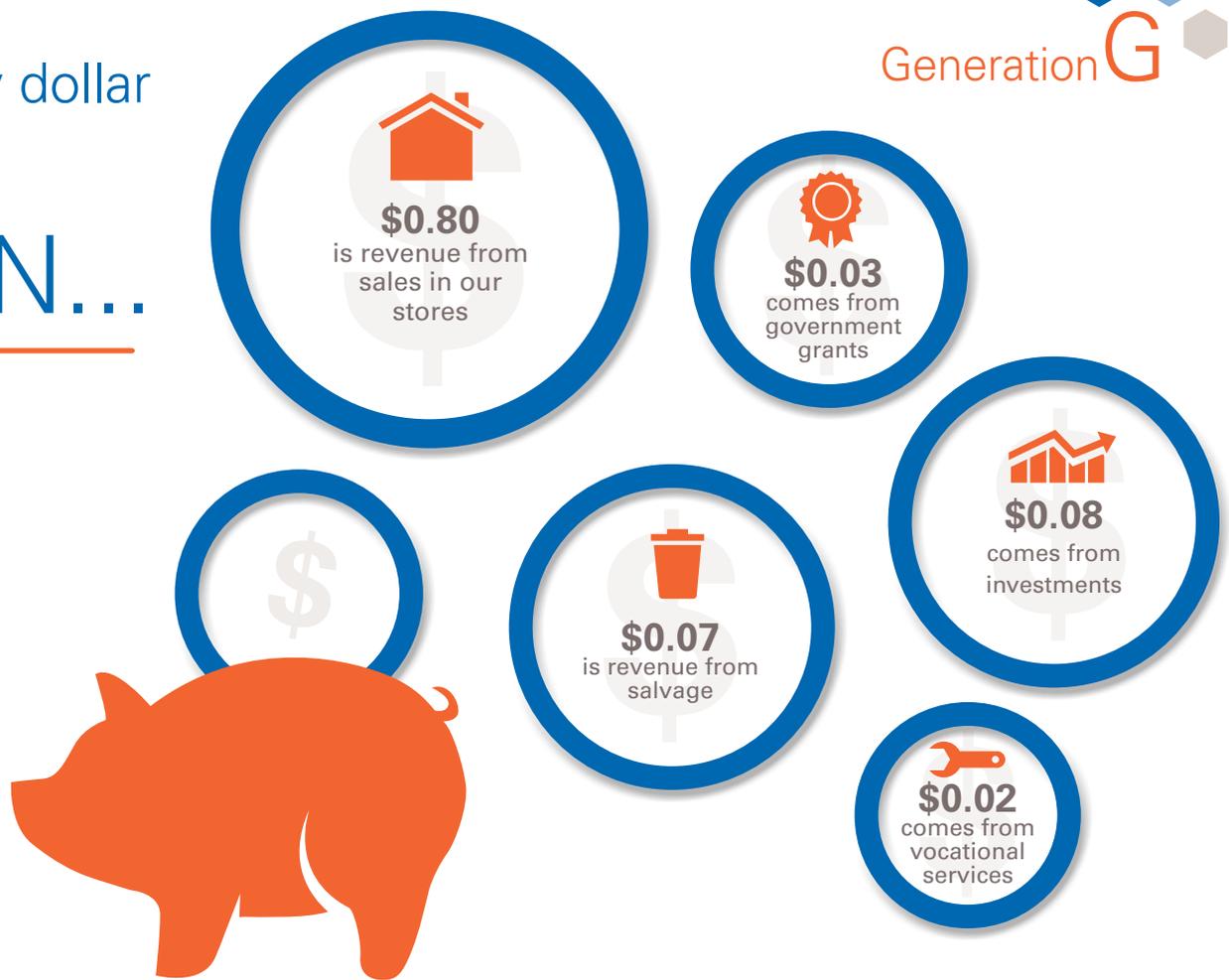
STORE SALES		\$100,932,000		\$94,674,000
SALVAGE		\$9,308,000		\$9,111,000
VOCATIONAL SERVICES FEES		\$1,160,000		\$1,490,000
INVESTMENT INCOME		\$10,614,000		\$3,993,000
TOTAL REVENUE	96	\$122,014,000	95	\$109,268,000
TOTAL SUPPORT AND REVENUE	100	\$126,623,000	100	\$114,868,000



EXPENDITURES

PROGRAM SERVICES	70	\$88,948,000	75	\$86,358,000
GENERAL AND ADMINISTRATIVE	7	\$8,830,000	8	\$8,612,000
FUND RAISING	1	\$880,000	1	\$804,000
DEPRECIATION	3	\$3,690,000	3	\$3,215,000
FINANCING AND START-UP COSTS	1	\$1,174,000	1	\$1,649,000
CAPITAL SPENDING AND RESERVES	18	\$23,101,000	12	\$14,230,000
TOTAL EXPENDITURES	100	\$126,623,000	100	\$114,868,000

For every dollar
WE
EARN...



We generated the majority of our revenue through our donated goods business.

Supported in large part by the 47 stores in our donated goods business, our mission was also made possible this year thanks to a variety of funding sources. Our salvage partners assisted us in diverting more than 39,000,000 pounds of donated goods from North Georgia landfills. Salvaged materials included recycled glass, paper, plastics, textiles and e-waste.

In fiscal year 2014, individual donations, corporate, government and foundation grants contributed more than \$4 million, helping to sustain many of our intensive services and job training resources. Some of these services and resources include our GoodTransitions program for non-custodial parents and our First Choice: Veterans program serving newly-returned military personnel looking to re-enter the workforce. Thanks to the United Way of Greater Atlanta, Marcus Foundation, Walmart Foundation, Wider Opportunities for Women Foundation, Intercontinental Hotels Group and the generous support of other philanthropic partners, we were able to assist more participants with barriers to employment than ever before.

As we look to grow our mission we vow to continue to be good stewards of our resources and remain fiscally responsible. We thank all contributors who help amplify our impact in North Georgia's communities.

10 Ways TO HELP

Last year we were able to assist more than 14,000 job seekers in finding work, and we were able to do so thanks to the generous support of our donors, shoppers and community supporters. As we seek to put even more North Georgians to work in the coming years, there are a few things you can do to help.

1



Make a financial contribution.

6



Attend a Goodwill event.

2



Connect with us on social media.

7



Participate in a donation drive.

3



Donate electronics and computer equipment.

8



Volunteer in a career center.

4



Donate gently used clothing.

9



Share the Goodwill story with a friend.

5



Shop at our stores.

10



Hire a Goodwill program graduate.



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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 2014.

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LIFETIME MEMBER

Dr. John McNeal

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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.

