

MORE

MORE

MORE

MORE

MORE

MORE



Goodwill
of North Georgia



MORE opportunities in MORE communities.

At Goodwill of North Georgia,
our mission is to
put people to work.

Dear Friends,

Let us start by saying thank you.

Our fiscal year 2012 was successful in large part because of you. Because you donated, shopped, volunteered and supported our mission, we were able to expand our business and help a record number of North Georgians find work.

This year we opened seven donation centers and six stores making it even more convenient for you to donate goods and shop at Goodwill. In each of those locations we now have employees who are working in positions that previously did not exist. One of the new stores, our Grasslands location, was constructed using materials and methods that reduce its impact on the environment. It was constructed to be our first LEED (Leadership in Energy and Environmental Design) certified facility and will become the model for every store we build in the future.

We also opened two career centers this year, one in Cartersville and the other in Rome. With each serving the unique needs of job seekers in their respective communities, we are providing more training opportunities and connecting more people to work. In our eight centers we served 36,121 individuals and forged relationships with local businesses and community leaders.

The past year was our chance to deliver on the goals we set in our strategic plan created three years ago. It was our opportunity to make good on our promise to work diligently to serve more North Georgians in more communities. We are truly humbled by what we have been able to accomplish with your support.

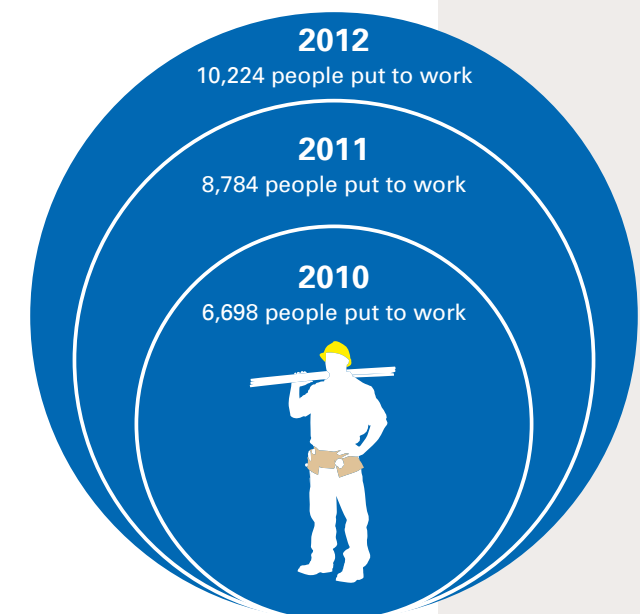
Thank you.

Goodwill of North Georgia helped more people find employment in 2012 than ever before.



Glynn Jenkins
Board Chair

Raymond W. Bishop
President



when you
donate...



and when you
shop...



your actions help us...



**put people
to work!**



Creating **MORE** Goodwill.

Each day you have the opportunity to make a positive impact on your community simply by supporting Goodwill and our mission to put people to work. Clearing the clutter from your closet and shopping in our stores for one-of-a-kind treasures helps us provide job training and employment services to more than 30,000 North Georgians each year.

Maybe your neighborhood Goodwill donation center is near your favorite grocery store or maybe you just discovered a new donation center on your way to work. We understand that convenient locations are important to you as a donor. That's why we have more than 100 locations where you can bring us clothing, furniture and other household items. What you may not know is that items you give become part of the unique inventory that fills our stores. But moreover, inside each bag or box you donate is your contribution to creating more Goodwill programs and services.

Whether you're a fashionista who lives for buying high-end brands on a budget or a book connoisseur always on the hunt for the next page-turner or a shopper who knows saving a dollar just makes sense, Goodwill stores are for you. Thanks to millions of generous donors our 41 stores are full of quality merchandise you can fill your cart with and not feel guilty about spending too much to purchase. In fact, you should feel great about every purchase you make in our stores. The money you spend helps fund our mission and last year gave more than 10,000 North Georgians the chance to earn a living. Each dollar you spend with us is your opportunity to create more self-sufficient, working families.

Because employment is at the center of everything we do, we make it our business to understand the North Georgia job market. We keep a close eye on emerging and growing industries and the skills workers will need to be successful in them. We've designed programs to train job seekers in fields like highway construction, apartment maintenance, forklift operation and hospitality. A host of other programs focus on helping youth, veterans and people with disabilities overcome specific employment challenges.

Over the years we've developed relationships with thousands of employers who provide real-world training opportunities for Goodwill program participants and come to us when they need to hire motivated, dependable and reliable employees. Our team of professionals works to place each job seeker in a job that's just right for them, so having connections with local businesses is critical to our success. When an individual lands their dream job or an employer hires their ideal employee, we know our work is making a positive impact on our economy.

Through donations, shopping and employment, we all have a hand in creating **MORE** Goodwill.

MORE community involvement.



This fiscal year we opened six stores and two career centers. Each is an opportunity to serve more customers and job seekers, but moreover, growing our footprint allows us to become a part of even more communities. That connection became very apparent when we opened the doors to our Rome career center and store in December 2011.

“I think the whole school was really happy about what we could do to help people in our community,” says Nathalie Lizin, school counselor at West End Elementary.

Lizin’s students participated in a donation drive challenge where they competed against other area elementary schools to collect goods to be sold in the new store. “Everyone was really excited about the drive and we all tried to bring stuff in.” says sixth grader,

Lauren Murphy. West End Elementary won the challenge with 68 documented donations. “We pushed the students to keep bringing donations,” says Mrs. Lizin. “We didn’t know if we were going to win or not, but we just felt good about the fact that we donated so much to the community.”

Mrs. Lizin and her students say they gained a lot through their generosity. They experienced first-hand how to pitch in and help contribute to putting their neighbors to work. “I feel pretty good because even one person can make a difference in anything and a lot of people helped out.” says fifth grader Noiman Rana. “Every time I counsel with parents and I know they need either clothes or a job, I refer them to Goodwill.” says Mrs. Lizin.

We’re reaching **MORE** donors and receiving **MORE** donations.

1,832,276 donors contributed to making 2012 our best year at Goodwill of North Georgia.



MORE values.

For Monica Perkins and Julia Fortier, weekly shopping trips to Goodwill are not only about the thrill of finding a good bargain, they are also about how the two cultivated their friendship. Three years ago Julia moved to Georgia from Michigan after the passing of her daughter. She found comfort in spending time with Monica, who was good friends with her daughter. “Monica always dressed beautifully and I’d admire what she had on. She told me I had to go shopping with her at Goodwill,” Julia says.

Originally an avid donor, Monica decided to go into a Goodwill store one day and was amazed at all the things she found. From a special occasion dress to clothing racks to hang all her new work outfits, Goodwill is definitely her one-stop shopping destination.

“There has never been a time I went in Goodwill and not found something to buy.”

The two have made it a routine to shop at Goodwill and have lunch while discussing their newly purchased bargains. “By shopping at Goodwill, I have saved a lot of money which can go towards bills and I think it’s just wonderful that I can contribute to the cause of keeping someone employed,” says Julia.

Beyond the savings, Monica and Julia both admit the real value of their weekly shopping trip is in the time they get to spend together.



We're serving **MORE** shoppers in **MORE** stores.

Goodwill of North Georgia served a record 5,377,917 customers in 2012 and added six new stores.



MORE skills lead to MORE jobs.

After working for nine years as a service engineer in a fitness center, Marvayla Wells decided she wanted a more challenging position that allowed her to work on other things besides exercise equipment. "I was really interested in heating and air, and being a female with no experience, I was worried about how I could enter that field," she says.

The Apartment Maintenance Technician Program was just what Marvayla needed to ease her concerns. In the seven-week program, she received hands-on instruction for the skills needed to become a successful maintenance technician including her heating, ventilation and air conditioning certification.

"Marvayla had only been laid off one week when she called to find out about our new Apartment Maintenance program. She didn't have a GED, but her experience was superb and she was a great candidate," says Maggie Lloyd, Goodwill of North Georgia Outreach Coordinator.

"They were very patient and they explained things thoroughly," Marvayla recalls. With the new certification and additional skills, she soon landed a maintenance job at Mechanicsville Senior Apartments and was recently promoted to service engineer supervisor.

She now maintains 154 apartment units where her duties include servicing the heating and air, unclogging toilets and garbage disposals, fixing windows, and troubleshooting any issues that may arise in an apartment unit. "I still encourage people to go to Goodwill. They helped me a whole lot. The experience that Goodwill has given me was a true blessing."



During fiscal year 2012, 38 participants graduated from the Apartment Maintenance Technician Program, five of whom were women. They receive 265 hours of training which includes job preparedness, hands-on turn-key instruction, on-the-job training, and various certifications.



A key to the success of the Y.E.S. Program is the ability to place students into paid internship-to-hire job opportunities. Kubota Manufacturing of America is a thriving example of this partnership. The company, which manufactures tractors, hosted 8 youth interns in fiscal year 2012.







Working full time to help support his family and going to school, Jorge Lugo soon found himself struggling to keep up with his studies. A teacher recommended he attend Woods Mill High School, a non-traditional high school that partners with our Youth Employment Services (Y.E.S.). The program provides at-risk youth with paid internship-to-hire opportunities, job placement support and life skills. There, Jorge found a school environment where he could be successful and at the same time participate in an internship at Kubota Manufacturing of America. "What I learned was inspection, assembly line and welding. I used the paychecks to help me with transportation. I bought a car and helped my family," Jorge says.

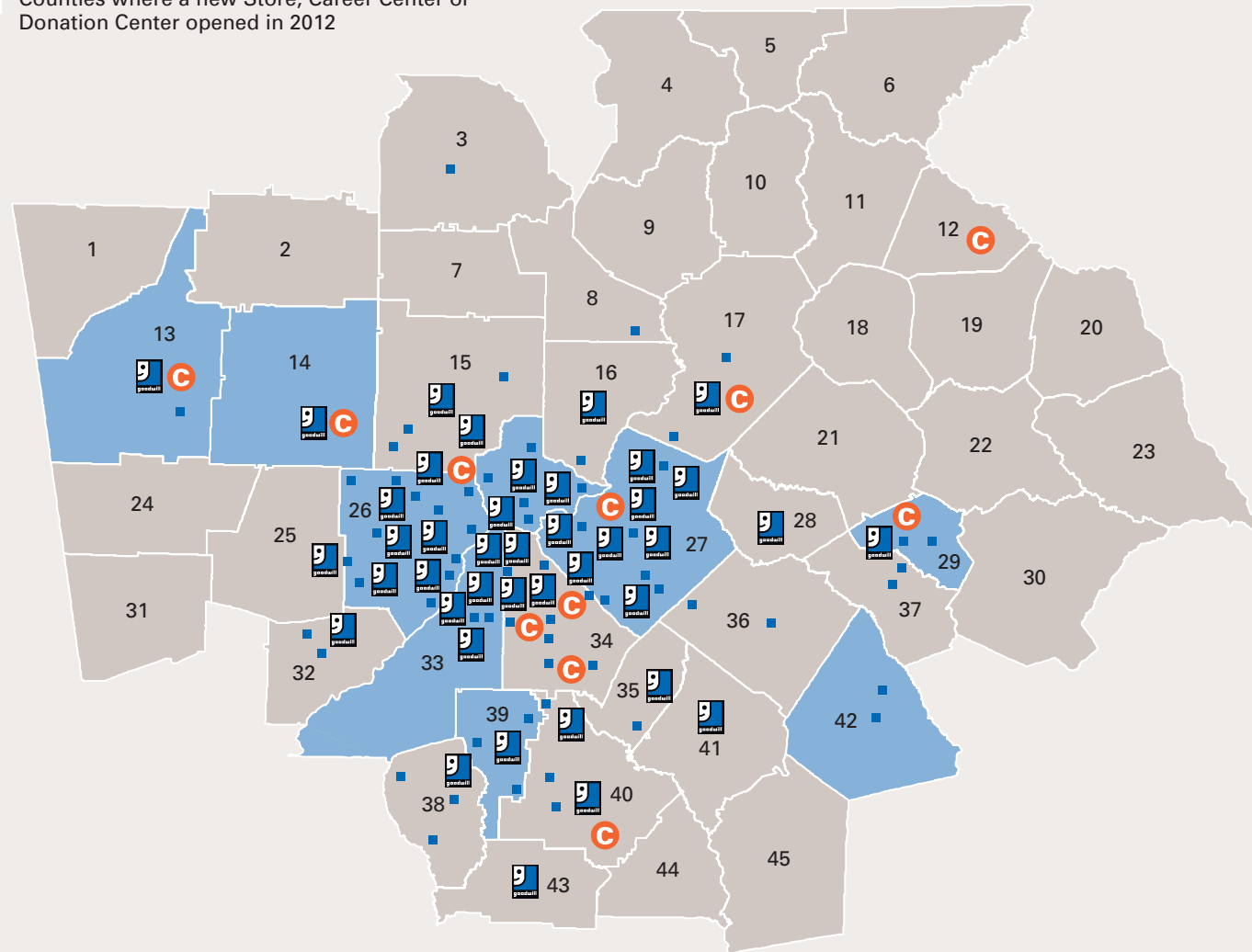
The 12-week internship helps students like Jorge hone their skills while gaining real-life work experience. "All Jorge

needed was for someone to believe in him and to give him a chance. The partnership between Kubota and Goodwill provided Jorge with that chance and he made it into a wonderful success story," says Phil Sutton, Chief Administrative Officer at Kubota Manufacturing of America. Kubota staff soon took notice of Jorge's work ethic and upon graduation offered him a full-time job. "When I graduated it was the best day of my life," says Jorge. "When I got my diploma, I had my name on paper saying that I was somebody. When Kubota called me and asked me if I wanted to work, I took the chance because I wanted to keep learning the skills. They told me, 'The more skills you learn, the more valuable you are,' so that's what I'm trying to do at Kubota now."

"Jorge took this program seriously and worked hard from day one and made us all very proud of him. Jorge not only made his own success, he helped forge a success in the relationship with Kubota and Goodwill. This partnership will strengthen our community and our business while helping young people reach their potential and achieve dreams." Phil adds.

Serving **MORE** of our neighbors.

-  Goodwill of North Georgia Store
-  Goodwill of North Georgia Career Services location
-  Goodwill of North Georgia Donation Center
-  Counties where a new Store, Career Center or Donation Center opened in 2012



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 (18) | Cobb (26) | Franklin (19) | Hart (20) | Oconee (37) | Stephens (12) |
| Barrow (28) | Dawson (8) | Fulton (33) | Henry (40) | Oglethorpe (30) | Towns (5) |
| Bartow (14) | Dekalb (34) | Gilmer (3) | Jackson (21) | Paulding (25) | Union (4) |
| Butts (44) | Douglas (32) | Gordon (2) | Jasper (45) | Pickens (7) | Walton (36) |
| Chattooga (1) | Elbert (23) | Gwinnett (27) | Lumpkin (9) | Polk (24) | White (10) |
| Cherokee (15) | Fayette (38) | Habersham (11) | Madison (22) | Rabun (6) | |
| Clarke (29) | Floyd (13) | Hall (17) | Morgan (42) | Rockdale (35) | |
| Clayton (39) | Forsyth (16) | Haralson (31) | Newton (41) | Spalding (43) | |

Growing **MORE** revenue.

Goodwill of North Georgia Fiscal Year 2012 Financial Highlights
July 1, 2011 – June 30, 2012

Support

Contributions	\$206,000
United Way	\$257,000
Government Grants	\$4,872,000
Total Support	\$5,335,000

Revenue

Store Sales	\$84,269,000
Salvage	\$8,143,000
Vocational Services Fees	\$3,456,000
Investment Income	\$724,000
Total Revenue	\$96,592,000
Total Support and Revenue	\$101,927,000

Expenditures

Program Services	\$77,600,000
General and Administrative	\$7,004,000
Fund Raising	\$866,000
Depreciation	\$2,996,000
Financing and Start-up Costs	\$1,598,000
Capital Spending and Reserves	\$11,863,000
Total Expenditures	\$101,927,000

Becoming **MORE** self-reliant.



This year we continued to generate the majority of our revenue through our donated goods business. With 41 stores we are continuing to build a strong revenue stream to help fund our job training programs and employment services. While our organization continues to be financially sound, we could not fulfill our mission without the support of a variety of funding sources.

We expanded our efforts to divert items from our North Georgia landfills. This year we collected more than 35 million pounds of computer equipment, plastic, glass and other goods to be recycled by Dell computer company and other partner organizations. In turn we generated more than \$8.1 million dollars from salvage.

In fiscal year 2012, we were honored to have been awarded more than \$5.3 million in individual donations and corporate, government and foundation grants. These dollars help us fund critical components of our employment services.

As we look ahead to the upcoming year, we will continue to be good stewards of our resources and remain fiscally responsible.

You now have **MORE** ways to connect with us.

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.





235 Peachtree Street
North Tower, Suite 2300
Atlanta, Georgia 30303
404.420.9900 Phone
404.584.6672 Fax
404.420.6673 TDD
www.goodwillng.org

©2013 Goodwill of North Georgia.
All rights reserved.

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 2012.

Officers

Glynn Jenkins
Chair of the Board

Timothy O'Connell
Vice Chair of the Board

William Miller
Treasurer

Robert Patten
Secretary

Dr. John McNeal
Chaplain

Daniel King
Chair Emeritus

Directors

Eduardo M. Carreras
Francesca D. Gary
James Mac Hunter
Daniel Lindsey
Charles H. McCain
Robert E. Saudek
Tacita Mikel Scott
Allen Phinney
Richard Rushton
Sandra R. Young

Emeritus Counsel

William P. Canby
Todd M. Hartz
George Ann Hoffman
Nicholas J. Hoffman
John R. Keys
Charles Meriwether
Marshia Milam-Medford
E. Virginia Woodlee

Executive Staff

Raymond W. Bishop
President

James R. Caponigro
Vice President,
Marketing

Cheryl R. Cornett
Vice President,
Career Services

Paul A. Jordan
Vice President,
Finance & Technology

John C. Mayfield
Vice President,
Human Resources

Paula Swearingen
Vice President,
Donor Services