

Donation
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WHAT'S OUTSIDE THE BOX?



Goodwill of North Georgia: Annual Report 2022

Dear Friends,

We have many wins worth celebrating from our 2022 fiscal year. First, thank you to all who have shopped, donated, trained with, and supported us throughout the years. It is through your support and our dedicated team members that we can accomplish our goals as an Agency, give back to the community which we serve and most importantly, fulfill our mission to put people to work.



Keith T. Parker,
President & CEO



Kirk Halpern,
Chair of the Board

The work our team members do to serve the North Georgia community goes beyond what most imagine. Over the last five years, Goodwill has connected 79% of our jobseekers with living wage jobs, lifting 36,278 families out of poverty. The dedication, passion, and commitment to our mission to accomplish this is immeasurable. We are incredibly grateful for all team and Board members who made this possible.

One of the cornerstones of our work is our commitment to meet and exceed our goals annually, recognizing that the best way to achieve success is to innovate. As we look back, we want to celebrate our “out of the box” thinking as well as the achievements we have only been able to make through the generous support of our donors. What we take “out of your donation box” is the fuel for our Agency every single day.

Goodwill was elated to introduce new, highly respected members to our Board, such as Mayor Andre Dickens, C. David Moody, Jr., Erica Qualls-Bathey, Carol Waddy, and Natosha Reid Rice, who are all an integral part of our prestigious board roster. Our intention to recruit and retain a diverse and talented team, board leadership and collaborative partnerships has remained one of the key components to our success. This strategic priority resulted in a 69% retention rate among full-time team members in FY2022.

As we emerged out of the COVID-19 pandemic, we introduced a new hybrid work model for team members whose job requirements allow that flexibility. While this presented new challenges, our team was able to remain vigilant and operate cohesively to excel in many areas of operation. Through determination and combined efforts from our executive leadership, dedicated team members, accomplished board leadership, as well as our shoppers and donors, we were once again named the #1 Goodwill in the nation for job placements. We placed a total of 16,640 job seekers into employment, elevating our mission to put people to work at the forefront of all operations.

Our Donated Goods Retail department excelled in guest experience, amplifying the donation process to even greater heights. We received outstanding reviews and could not be prouder of the attention to two of our values as an Agency – service and excellence. Additionally, our Facility Services department shined when it came to assisting a team member with their safety equipment, surmounting safety and excellence.

Additional wins include being named one of the best social service agencies in the 2021 Best of Gwinnett reader opinion and editor selection poll. We are thrilled and honored that the community recognized our efforts to put our mission into action. Another accolade to celebrate is our listing on The National Association of Business Resources’ 2022 Best and Brightest Companies to Work For. This is awarded to companies that have the most innovative business and human resources practices.

We are continuously grateful for our success in workforce development and economic impact towards the 45-county territory of North Georgia that we serve. Our team has and will continue to go outside of the donation box to fulfill our mission to put people to work and serve the community at greater lengths each year.

Thank you again to our shoppers, donors, team and board members, partners, and stakeholders who contribute to our success each year. You all make Goodwill work.

Sincerely,

Keith T. Parker, President & CEO

Kirk Halpern, Chair of the Board

OUTSIDE OF THE DONATION BOX, WE GO THE EXTRA MILE FOR OUR DONORS.

Christina Daniell has been a consistent donor to Goodwill for some time now. She told our Guest Services Supervisor, Grover Cochran, that she appreciates each team member who has assisted her in the past due to their dedication to creating the best experience, no matter the situation.

During one of her usual donations, Christina found herself in an unusual experience when she stopped by the Watkinsville Donation Center to drop off two headboards that were no longer in use. At least, she thought they were no longer in use. It turns out that one of the headboards wasn't supposed to be donated – it was intended to be painted and used at Missionary Care Ministry, where Christina serves as Board Chair and Development Director. Their mission is to provide guest houses for missionaries, pastors, and their families, creating a space to rest and refresh as they continue their work.

The supposed-to-be-painted headboard was initially meant to go on one of the beds in the Guest House, one of the locations managed by Missionary Care Ministry. When Christina accidentally donated it, she immediately returned to the donation center only to find out that it had just been loaded onto a donation truck to be distributed to one of our retail stores. One of our Watkinsville team members, Jason Emma, quickly sprang into action by providing her with a contact number to see if they could track it down for her. Since most donations are put on the sales floor within 24



hours of being donated, the headboard had unfortunately sold before Christina was able to find its location.

Although we were unable to return Christina's headboard to her, she commended the Goodwill team's efforts to help her locate it. She was unable to track the headboard down until she was given the phone number of Brian East, Executive Director of Donated Goods Retail, who then brought in Grover to help with the track-down mission. Grover contacted Christina, who gave all the necessary information Grover needed in order to find the missing headboard. He then reached out to our Transportation Team who provided the headboard's location – East Athens – the very next day. When she visited the East Athens store to find it, she mentioned that the team was incredibly kind while relaying the message that it had been sold. She said she still loves visiting Goodwill, especially the team at the Watkinsville Donation Center because they are always helpful, friendly and go the extra mile for her. She will continue visiting Goodwill stores and donation centers moving forward, and we are so grateful for her continued support.

OUTSIDE OF OUR USUAL TERRITORIES, WE REACHED SHOPPERS EVERYWHERE.

One thing we all learned during the pandemic is how to do almost everything virtually. This played in our favor as we posed to answer the



question, “how do we reach more shoppers outside of our store locations?” Through our post-pandemic knowledge and the efforts of team members in various Goodwill

departments, we were able to produce two Live Selling Events. Our first Live Selling Event (LSE) featured general items hand-picked from stores. The second LSE took place around the holidays, so of course we incorporated a holiday theme so shoppers could find some new seasonal items to gift, use or wear for seasonal activities or just something new to add to their closets. Both virtual events created a unique shopping experience for all participants, including those who do not live near any of our stores.

During the live-streamed events on Goodwill’s Facebook page, hosts Elaine Armstrong (Vice President of Marketing) and Trenise Lyons (Director of Communications & Customer Engagement) showcased hand-picked items so participants could view and bid on whatever caught their eye. Each item was logged and tagged with a number, so viewers were able to

easily comment the number of their desired item in order to claim it. Things got a little competitive at times! The first commenter received the item, which was then carefully organized and prepped for shipping. A total of 123 items were sold between both events.

Goodwill is proud to serve our 45-county territory across North Georgia and beyond. Having the ability to virtually serve shoppers outside of that



I really enjoyed the event. Every item had a great price and they showed a little bit of everything – clothes, shoes, books and more,”

– Maceo Lewis Sr.

territory is extremely fulfilling. Through events like these, we are constantly able to fulfill our mission to put people to work.



OUTSIDE OF TRADITIONAL WORKING CONDITIONS, WORKERS CAN STILL THRIVE.

Goodwill has always prioritized the success of our team members. Across all departments, we have reliable leaders, managers



and team members who care for the safety, abilities, and success of fellow colleagues, exemplifying how to put our company values (Service, Excellence, Ethics, Diversity, Safety, Accountability) into practice. The Facility Services team epitomized these values when it came to aiding a team member with putting on his safety gear independently.

Mr. Eddie Rowe has been a part of the Goodwill family for close to eight years now. His journey began as a participant in the Floor Tech – Custodial Program and has been a custodian with us ever since. His positive attitude, independence, and determined nature makes him a fantastic asset to the Facility Services team. Mr. Rowe, who takes pride in

being independent, was struggling with the idea of having other team members help him with donning and doffing his safety glove. Prioritizing Mr. Rowe's safety and independence, Clifford Ealey, Safety/Quality Coordinator, spoke with him about the situation.

"I began looking for a device that would assist him with that task. I found Source America's Productivity Engineering team who are dedicated to finding solutions that enhance the talents and skills of people with disabilities in the workplace," said Ealey.

Together, they created a simple device that allows Mr. Rowe to efficiently take his safety glove on and off, completely on his own. The device was built right onto Mr. Rowe's custodial cart, where he can clip the glove in an open position to easily slip his hand in. To release the glove, there is a small button he can push with his thumb. "Piece of cake," said Mr. Rowe, when trying out the assist device for the first time.

His bright smile and kind words showed his appreciation for the help Clifford, Source America's Productivity Engineering team, and everyone else involved put towards his success in the workplace. "Everybody involved, I want to thank you. I got something new I can deal with," said Mr. Rowe. "It works!"



OUTSIDE OF OUR NORMAL FUNDING MODEL, WE OPENED A CAREER CENTER.



On April 21, 2022, after two years of trials and tribulations, we finally opened the doors to our Metropolitan Parkway Career Center. Located within the city of Atlanta at 2160 Metropolitan Parkway, this location has provided free access to job search resources for job seekers on the south side of the city, an area that is not typically a primary location for developers. The high demand for such resources was made clear when job seekers lined up outside the Career Center eager for the doors to open. This is the first time we not only had shoppers lined up to shop, but also job seekers lined up to access resources.

Due to the location of this Career Center within Atlanta city limits, we were able to build a growing relationship with Invest Atlanta, the City of Atlanta's economic development agency. Invest Atlanta generously awarded Goodwill with a \$712,000 grant for City of Atlanta residents and Metropolitan Parkway workforce development services. This grant has supported the efforts of the Metropolitan Parkway career center and has allowed us to

continue providing job training and additional services to those looking for new career opportunities. "Goodwill of North Georgia and Invest Atlanta have a common goal of increasing equity through better employment opportunities, so the decision to support the Metro Parkway Career Center was an easy one for us," said Dr. Eloisa Klementich, president and CEO of Invest Atlanta. "Partnerships like this help us achieve the City's economic development goal of seeing more people get good and promising jobs and offering the tools and training to access those jobs."

This grant has helped us provide free-of-charge training for students in the CDL (commercial driver's license) program and the Technology Careers program as well as provide necessary wrap around services for participants to help ensure their success.

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residents of the Southside."

– Jenny Taylor,
Vice President of Career Services

workforce development services to the residents of the Southside,” says Jenny Taylor, Vice President of Career Services. “With the help of many including Ryan Hagerty and the team at SB Friedman, Mark Crosswell at GoATL Fund at Community Foundation for Greater Atlanta, Deborah Kasemeyer and Jordan Kiel at Northern Trust Community Development & Investment, and more, Goodwill of North Georgia was able to leverage creative funding opportunities to match with Goodwill’s investment to bring a much-needed Career Center and Donated Goods Retail Store to Metropolitan Parkway. This was our first time conducting a New Markets Tax Credit and our legal and finance teams lead the way with help from mission teams to learn from and collaborate with these invaluable partners to bring the project to fruition. We are grateful for additional funding mechanisms



including the City’s Economic Opportunity Fund, Tax Allocation District awards, and the Coronavirus State and Local Fiscal Recovery Funds, established by the American Rescue Plan. There is a lot of complexity in braiding together what is necessary to cover the capital and operating



expenses for a multi-million-dollar investment in this community. The expertise of these many organizations is unparalleled. We also thank both the Invest Atlanta team and Amy Lancaster-King at WorkSource Atlanta for co-locating their staff and services at the Metropolitan Parkway Career Center to bring a comprehensive array of new resources to our neighbors in the Aerotropolis and Southside Atlanta communities. Finally, we must thank our region’s philanthropic community who stepped up to fill in the gaps: Joseph B. Whitehead Foundation (Woodruff), J. Bulow Campbell Foundation, Truist Foundation, Georgia Pacific Foundation, Wells Fargo Foundation, and, of course, the generous individuals who round-up at the register and who donate their gently used items to Goodwill in support of our mission to put people to work.”

As of June 30, 2022, the Metropolitan Career Center has served 658 job seekers and helped place 373 people in a new job, better job, or a career. Of those people placed, the average starting wage is currently \$16.54.

OUTSIDE OF THE DONATION BOX, WE HELP PEOPLE FIND THEIR CAREER PATH.

Twenty-two-year-old Aleese Ingram, a lifelong resident of Snellville, has always had a passion for sports. Her father played baseball at the University of Georgia (UGA) and her uncle was a student-athlete at Georgia Tech. While at Shiloh



High School, Aleese was a member of the softball team. Upon graduation, she enrolled at Kennesaw State University with plans to major in business.

As she pursued her studies, she decided sports management might be a better option, as this major would allow her to merge her interests. Although her parents were a bit skeptical of the long-term career prospects in this field, they supported Aleese in her decision to transfer to UGA, where she matriculated as a sports management major. She graduated in December 2020 and finished up an internship with UGA Football recruiting.

In May 2021, a friend alerted Aleese to a Facebook post promoting Goodwill's summer internship opportunity with the Atlanta Falcons and Atlanta United, made possible by the Bank of America grant. Over the last four years, this grant has provided more than 200 youth with job readiness training (JRT) and the ability to explore careers of interest. "Bank of America's investment in youth and young adults builds workforce skills, networks, and experience that help prepare them for long-term success, and ultimately strengthen our community," said Al McRae, president, Bank of America Atlanta. For 2021, Bank of America leveraged their partnership with the Atlanta Falcons to create an exceptional experience for interested youth. To add broader exposure, the Falcons collaborated with Atlanta United and expanded the role.

Aleese connected with Goodwill Special Project Coordinator Deborah Dietzler and following some JRT conversations and interviews, she began the community relations seasonal assistant internship on August 4th. She found the internship to be very impactful, with the focus on community relations work opening new possibilities for her career choice. Her most fond memory is creating an event for childhood cancer patients, "I'll always remember that. It touched my heart so much." Aleese shared.

The internship allowed her to blend administrative tasks with event planning and she was thrilled to be asked for her input at every turn. Among her activities, she hosted honorary captains and other VIP guests, and coordinated weekly practice for the "Unified Team," a group of children with disabilities who love to play soccer. Months after her internship ended, she still receives messages from these children.

As the internship ended, Aleese decided to pursue a master's degree and enrolled at Georgia State, where she secured a sports marketing graduate assistantship with Georgia State Athletics. She's certain that her internship experience played a key role in being selected for the opportunity. Aleese expects to graduate in 2023 and hopes to work with college or professional sports teams.

She is grateful for experiencing growth as she faced the challenges of thinking outside the box, being creative, and bringing something new to the table so that Atlanta United would be doing things that other teams weren't. She also deeply appreciated the transportation assistance Bank of America provided to assist with the expenses incurred in the commute from Snellville to Kennesaw.

Aleese was supported throughout the internship by Goodwill's Pleasant Hill Career Center and received additional job coaching from Career Coach Anthony Sims and Case Manager Sokia Chenevert. Although she was unaware of Goodwill's Career Services prior to her experience, she has become an ambassador for our agency's programs.

OUTSIDE OF THE DONATION BOX, WE BUILT A NEW WEBSITE.

EMPLOYING PEOPLE, IMPROVING LIVES

Last year we helped over 16,000 North Georgians find meaningful work to better their lives.

MEET QUANDARIOUS



The Marketing team has been working diligently over the past year to better serve our customers, supporters, and employees. To accomplish this goal, the team worked to create a beautifully updated, seamless online experience for all. Whether you're a donor, shopper, or curious about our various training programs, supporters can easily access any information about the agency as needed on the new Goodwill website, goodwillng.com.

The site features more mission-focused content while presenting a modern look and feel. It is easier to navigate and find what you're looking for, including store, donation and career center locations, ways to support our mission including financial donations, our impact by the numbers, success stories, and even the color of the week.

OUTSIDE OF THE DONATION BOX, WE ARE THE #1 GOODWILL FOR PERSONS EMPLOYED.

Last year, our Career Services team connected more than 16,000 North Georgians to work and is the number one Goodwill in the country when it comes to connecting job seekers to employment. This means that Goodwill of North Georgia, for three years in a row, has put more people to work than any other Goodwill in the nation!

Goodwill has served so many job seekers that 1 out of every 6 working-age Georgians got help from one of our career centers last year to secure a new job. What is even more, is that Goodwill has connected over 79% of our jobseekers with living wage jobs, lifting

36,278 families out of poverty over the last five years. Entry-level jobs are great steppingstones; however, it is our priority to move people into living wage positions.

While we are honored to be #1, we are most proud of our efforts that impact our local community, right here in North Georgia. Our workforce development efforts are continuing the cycle of good that helps our neighbors find not only a job but a better job and a career.



OUTSIDE OF THE DONATION BOX, WE HELP SMALL BUSINESSES THRIVE.

Goodwill's career centers offer more than free job training services to individuals looking for a first job or a better job. We also help aspiring business owners begin their path to self-employment through our GoodBiz! Program, a 12 to 15-week course covering topics such as marketing, finance, and management.

In November 2021, we celebrated our entrepreneurs with the very first Battle of

the Biz!, where GoodBiz! graduates competed to win a grand prize of \$5,000 – a life changing amount of funding for a micro-enterprise. Judges carefully decided who would take home the grand prize, naming Daisy Latimore, owner of The Chocolate Box, the winner. Daisy won over the judges with not only her delicious chocolate treats, but her determination for success. The first-place prize included the \$5,000 cash prize and a marketing session with Blue Sky Agency. She also received the People's Choice award, voted on by audience members.

OUTSIDE OF THE DONATION BOX, WE OPENED NEW STORES AND REFRESHED OLD ONES.



As an effort to create the best experience for all North Georgians, Goodwill has worked to continuously open

new stores as well as renovate and refresh currently standing ones. In September 2021 we opened the doors to our Morrow location just in time for Halloween. A timely donation from Warner Bros. Studios, an “out of the box” donor, provided unique items to make incredible costumes. The new store and donations generated extensive media coverage including multiple stories with local TV news station FOX 5. In April 2022, the Metropolitan Parkway store opened its doors to the south side of the

city, creating shopping, donation, and career services opportunities for a community where Goodwill had yet created a physical footprint. Thanks to all our team members, partners, and funders involved, we can expand our impact in this part of that Atlanta community.

In addition to new stores, we focused on upgrading and refreshing some of our older stores including Cobb Parkway, Covington, Fayetteville, Hickory Flat, Northside, Jonesboro, Douglasville, Conyers, and Powder Springs. Team members in refreshed locations enjoy updated breakrooms, more efficient processing areas and an overall facelift to their working environment. Shoppers and donors get a revamped experience like updated layouts, new wall graphics, fresh paint and flooring, and energy-saving LED lighting to brighten up the store. In addition, these stores added or expanded their new-goods sections housing items such as socks, snacks, LED lightbulbs, dish towels, pet supplies and more.

BY THE NUMBERS

Highlights from Fiscal Year 2022

46

Attended Donation
Centers

69

Stores

14

Career Centers

Over
3.4m

Donations
Processed or Collected

5.3m

Sq. Ft. of
Space Maintained

Over
7.7m

Customers Served

16.6k

People Placed
Into Jobs

Over
30.9k

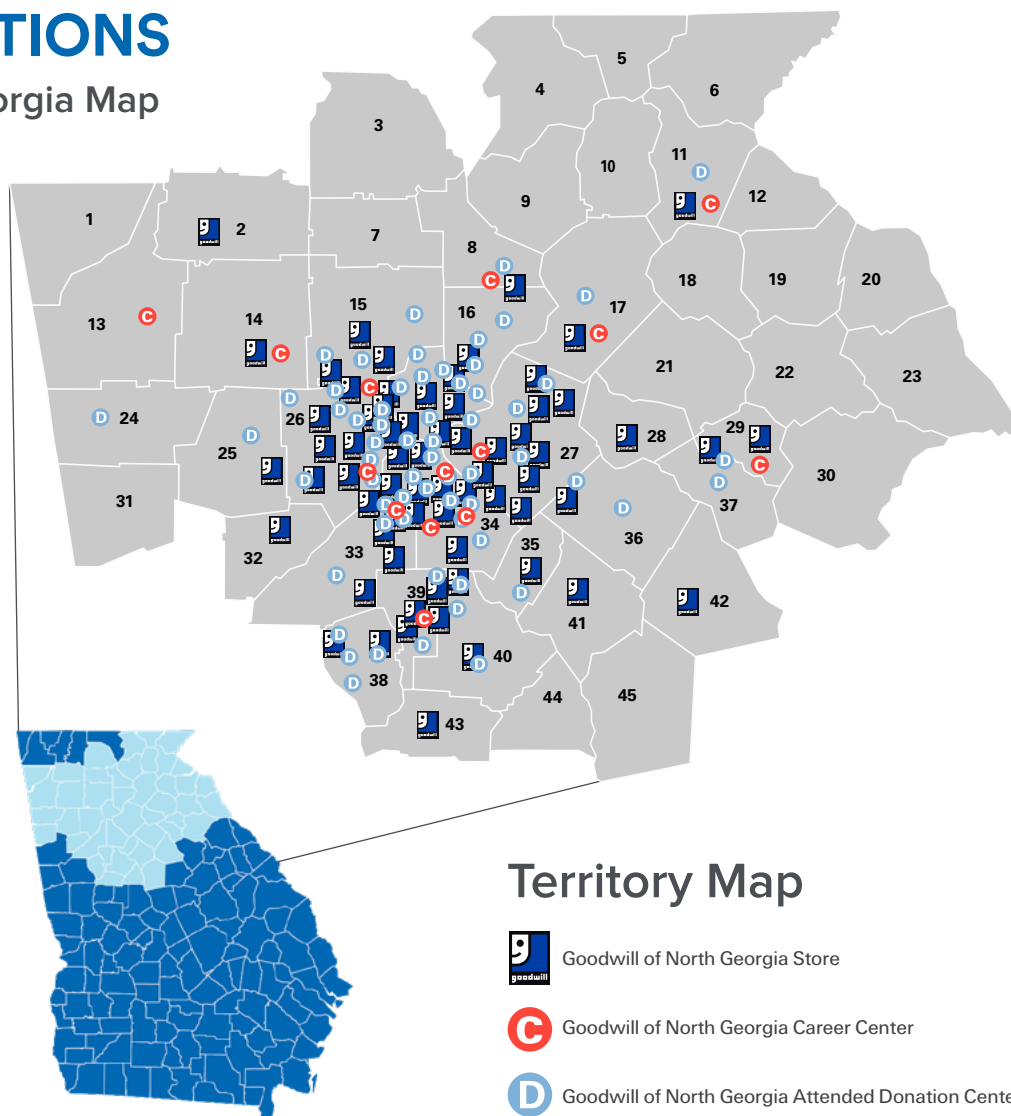
Jobseekers served

1,772

Local Jobs on
Careerconnector.org

LOCATIONS

North Georgia Map



MAP KEY

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

FINANCIALS

Consolidated Financial Statements - Fiscal Year 2022 and Fiscal Year 2021

Goodwill of North Georgia, Inc; Goodwill Industries of North Georgia, Inc; Goodwill of North Georgia Development Company II

Revenue Generated and External Support				
Source	2022 Total	2022 Percent	2021 Total	2021 Percent
Government Grants	\$4,251,000	2.5%	\$7,904,000	3.7%
Contributions	\$2,229,000	1.3%	\$17,192,000	8.1%
United Way Allocation	\$129,000	0.1%	\$76,000	0.0%
Store Sales	\$145,009,000	84.7%	\$134,526,000	63.2%
Salvage	\$11,221,000	6.6%	\$9,618,000	4.5%
E-Commerce	\$6,103,000	3.6%	\$5,688,000	2.7%
Facility Contracts	\$14,457,000	8.4%	\$14,117,000	6.6%
Vocational Services	\$144,000	0.1%	\$331,000	0.2%
Investment Income (loss)	\$(12,449,000)	-7.3%	\$23,314,000	11.0%
Total Support, Revenue and Gains	\$171,094,000	100.0%	\$212,766,000	100.0%

Expenditures				
Source	2022 Total	2022 Percent	2021 Total	2021 Percent
Stores	\$114,454,000	65.5%	\$105,648,000	64.7%
Collection and Transportation of Donated Goods	\$10,358,000	5.9%	\$10,998,000	6.7%
Salvage	\$360,000	0.2%	\$263,000	0.2%
E-Commerce	\$2,855,000	1.6%	\$3,118,000	1.9%
Contracts	\$13,176,000	7.6%	\$11,636,000	7.1%
Vocational Services	\$15,821,000	9.1%	\$15,989,000	9.8%
General and Administrative	\$16,326,000	9.3%	\$14,355,000	8.8%
Fundraising	\$1,373,000	0.8%	\$1,382,000	0.8%
	\$174,723,000	100.0%	\$163,389,000	100.0%

Non-Operating Activities (Gain)/Loss		
Source	2022 Total	2021 Total
Disposal of property and equipment	\$9,000	\$(110,000)
Mark-to-market valuation of interest rate swaps	\$(1,483,000)	\$(939,000)

Non-Operating Activities (Gain)/Loss		
Source	2022 Total	2021 Total
Change in Net Assets	\$(2,155,000)	\$50,426,000
Net Assets, Beginning of Year	\$170,776,000	\$120,350,000
Net Assets, End of Year	\$168,621,000	\$170,776,000

BOARD OF DIRECTORS AND EXECUTIVE STAFF

Officers

Chair of the Board - Mr. Kirk Halpern, Founder & CEO, Farmers & Fishermen Purveyors

Vice Chair - Dr. Kofi Smith, President & CEO, Keystone Management, LLC

Treasurer - Ms. Heather Ostis, Vice President/Head of Global Supply Chain Management, Delta Air Lines

Secretary - Ms. Ellen Stern, Senior Vice President, CBRE, Inc.

Immediate Past Chair - Ms. Janine Anthony Bowen, Partner, Baker Hostetler

Directors

Ms. Solange Claudio, President & COO, Formerly Known As

Mr. Andre Dickens, Mayor, City of Atlanta

Mr. Edward Ferguson, Managing Director, Raymond James & Associates

Mr. B. Aubrey Harrell, Partner, KPMG, LLP

Mr. Mark Hoffman, CEO, Lanier Asset Management

Dr. Eloisa Klementich, President & CEO, Invest Atlanta

Mr. Daniel Miller, Retired, Enterprise Holdings

Mr. C. David Moody, Jr., Owner, C.D. Moody Construction Company, Inc.

Mr. Keith Parker (non-voting), President & CEO, Goodwill of North Georgia/Goodwill Industries of North Georgia

Ms. Erica Qualls-Batley, Area General Manager, Atlanta Marriott International

Dr. DeRetta Cole Rhodes, EVP/Chief People Capital Officer, Atlanta Braves

Ms. Natosha Reid Rice, Global DEI Officer, Habitat for Humanity International

Ms. Carol Waddy, Director, Community Engagement/Corporate Social Responsibility, Chick-fil-A Corporate

Mr. Kyle Waide, President & CEO, Atlanta Community Food Bank

Lifetime Member, Dr. John McNeal (non-voting), Senior Pastor Atlanta Bible Baptist Church

Executive Staff

Elaine Armstrong, Vice President, Marketing

Emily Carter, Vice President, Development

Mariángela “Bonnie” Corales, General Counsel & Vice President, Legal Affairs & Compliance

Dell McKinney, Vice President, Donated Goods Retail

Tim O’Connell, Vice President & CFO

Keith T. Parker, President & CEO

Scott Parry, Vice President, Facility Services

Angela Staup, Vice President, Human Resources

Jenny Taylor, Vice President, Career Services



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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.