

### Goodwill® Career Services

Five Year | Mission Impact Report



#### A first job, a Better job, and a Career | Career Pathways ABCs

At Goodwill of North Georgia, our mission is to put people to work. Since the current executive leadership team took the helm, over the last five years we connected 126,000 individuals with jobs, and helped more than 53,500 families in North Georgia move out of poverty. Learn about our North Georgia neighbors who we helped get the tools they wanted for the jobs they needed.



## 126,000 persons employed\*



Success Rate of all Program Participants Enrolled who became Employed

77%



Families Moved out of Poverty\*\* over the last five years

53,586



Employment Retention Rate
One Year after
Job Placement

79.4%



% of Persons Employed in Living Wage Careers\*\* Current Fiscal Year

82%



Average Starting Wage Current Fiscal Year (per hour)

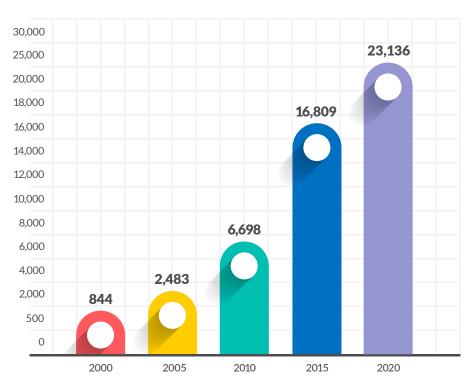
**\$17.** 35



% of Program Participants who graduate when co-enrolled at Goodwill post-secondary and HS.

85.9%

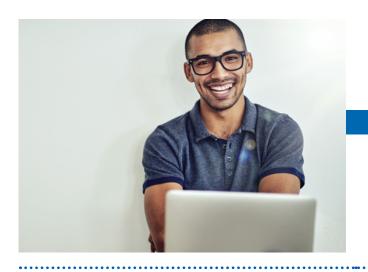
## We put people to work.



#### **Career Centers**

At Goodwill of North Georgia, our mission is a simple one: We put people to work. We provide job training, placement, case management, work supports, paid internships, and opportunities to anyone who wants it. With the support of donors, shoppers, and community partners, we help people overcome barriers to employment. Last year, FY23, we helped connect 22,113 individuals with jobs. Since the year 2000, Goodwill's career center team have increased the number of jobseekers served by 1,972.6%. With the support of our 5,000 employment partners, Goodwill graduates are placed in top companies with opportunities for growth. We are grateful to our partners who make our mission possible.





## Virtual Career Services And Digital Literacy

PROGRAM







4,298

355



Scan QR code for more information about our digital literacy program.















#### We meet people where they are:







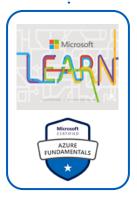
















Registered Apprenticeship Program

### **Goodwill Career Services**

## Registered Apprenticeship Program Sponsor Pre-Apprenticeship Program Provider

In order to prepare a skilled and certified workforce, Goodwill of North Georgia has aligned our workforce development programming with apprenticeship. As the largest non-profit employer in Metro Atlanta, and the largest non-profit workforce development agency in the Southeast, we understand talent pipelines. We are now using our expertise to help employers easily onboard new staff as apprenticeships with all the paperwork and regulations taken care of by Goodwill as the RAP sponsor.

#### **Understanding the Basics of Apprenticeship**

Five Core Components of Registered Apprenticeship





## Technology Careers Program (TCP)





Offered in partnership with our peers in non-profit workforce development or technical college parters, TCP trains individuals for high-paying jobs in the technology sector. Certifications include database administration, web development, SCRUM, and cybersecurity.







"I always thought a traditional bachelor's

Lyric McGhee
Salesforce Administrator,
NCR Corporation

degree was the only way to achieve the type of success that I needed to have a better life. Through the Technology Careers Program, I learned that wasn't my only option."

Success Rate Served to Placed\*

69%



Graduates Still Employed after 3 months

100%



Program Start to Industry Career (in days)

126



Placements into Full-Time, Living Wage Careers

272



Average Starting Wage for Graduates Current Fiscal year (per hour)

\$21.05



Total Wages Earned by Graduates the Last Five years

\$57m



## **GoodBIZ!**

PROGRAM

GoodBIZ! graduates become job creators, creating 431 jobs in the last 5 years.



Designed to help entrepreneurs launch or expand their micro business, this self-employment program helps participants refine their business and marketing plans.





Business Feasibility
Studies

457



New Business Starts

243



Program Start to Business Start (in days)

84



New Jobs Created

431



Average Starting Wage for Graduates (per hour)

\$21.00



Total Wages Earned by Graduates the Last Five years

\$37.4m



# **Highway Construction**

PROGRAM

Within this program participants receive hands-on training and job placement services for highway maintenance, construction, and transportation.

This program is made possible in part with support from the Georgia Department of Transportation, one of our community partners.







Success Rate Enrolled to Placed\*

81%



Graduates Still Employed after 3 months

86.4%



"I learned flagging,

**CPR** and carpentry,

light plumbing and

If you have a desire

to improve yourself
then Goodwill is
there for you."
Shay Felder
Construction Materials
Testing Technician
Georgia Department
of Transportation

electrical wiring.

Program Start to Industry Career (in days)

92



Placements into Full-Time, Living Wage Careers

187



FY23 Average Starting Wage (per hour)

**\$16**.16



Total Wages Earned by Graduates the Last Five years

\$20m



## Maintenance Technician

PROGRAM



This program prepares participants for a career in residential or commercial facility maintenance and repair. Participants receive certification in multiple skills.







Success Rate Enrolled to Placed\*

92%



Graduates Still Employed after 3 months

85%



Program Start to Industry Career (in days)

61



Placements into Full-Time Living Wage Careers

97



Average Starting Wage for Graduates (per hour)

\$2070



Total Wages Earned by Graduates the Last Five years

\$16.8m



## Floor Tech/ Custodial

PROGRAM





FloorTech/Custodial prepares participants for careers in the fields of floor care, cleaning, and environmental services.



Success Rate Graduates Placed\*

77%



Graduates Still Employed after 3 months

67%



Program Start to Industry Career (in days)

61



Placements into Full-Time, Living Wage Careers

**76** 



Average Starting Wage for Graduates (per hour)

\$14.70



Total Wages Earned by Graduates the Last Five years

\$7.8m



# Healthcare Environmental Services

PROGRAM

This program prepares participants for a high-demand, growing field with opportunities for employment, offering strong, entry-level compensation packages.



















"Working in the sterile room is the best part

of my job because we get to wear lab coats and build packs for our clients. Goodwill helped me get the job

I have today."

Kelly Ngu, Production Assistant, Global Resources International

> Success Rate Enrolled to Placed\*

> > 90%



Graduates Still Employed after One Year

88%



Program Start to Industry Career (in days)

58



Placements into Full-Time, Living Wage Careers

66



Average Starting Wage for Graduates (per hour)

**\$15.**95



Total Wages Earned by Graduates the Last Five years

\$9.6m



# Logistics and Supply Chain Management

#### PROGRAM

The key skills attained by program participants for logistics positions are customer service principles; computer software proficiency (such as spreadsheets, email and GPS); and an understanding of basic shipping methods, warehousing and tracking systems.





Depending on the career pathway, workers may also attain forklift and CDL-A certifications



"Goodwill found me. Thanks to this program, I can work." Kozman Stroman III

> Success Rate Enrolled to Placed\*

80%



Graduates Still Employed after 3 months

87%



Program Start to Industry Career (in days)

78



Placements into Full-Time, Living Wage Careers

681



Average Starting Wage for Graduates (per hour)

**\$18.**91



Total Wages Earned by Graduates the Last Five years

116.5m



## Welding

PROGRAM

In collaboration with our Technical College partners,
Goodwill's program graduates will earn industry credentials
in Gas Metal Arc Welding (GMAW), Flux Cored Arc Welding
(FCAW), Shielded Metal Arc Welding (SMAW), Metal
Fabrication Procedures, CPR/First Aid and OSHA 30.





Job applicants who can weld are in high-demand and are attractive candidates to employers in a variety of industries.



"The more skills you learn, the better prepared you

are. Just learn everything – whatever you learn you can use to better yourself

for the future." Jorge Lugo, Intern, Kubota

Manufacturing of America



Success Rate Enrolled to Placed\*

79%



Graduates Still Employed after 3 months

85.3%



Program Start to Industry Career (in days)

64



Placements into Full-Time, Living Wage Careers

270



Average Starting Wage for Graduates (per hour)

**\$18**35



Total Wages Earned by Graduates the Last Five years

\$44m



## Retail Customer Service

PROGRAM

Customer service is not a department, it's a philosophy. Learn the ins and outs of delivering exceptional customer service in our three-month program. The skills you will learn in this program are essential in every work environment and will prepare you to land your next job.





















"When I met with Goodwill, the most helpful thing

for me was all the various job leads."

Jonathon Clark

Success Rate Enrolled to Placed\*

81.3%



Graduates Still Employed after 3 months

84.6%



Program Start to Industry Career (in days)

109



Placements into Full-Time, Living Wage Careers

840



Average Starting Wage for Graduates (per hour)

**\$14.**55



Total Wages Earned by Graduates the Last Five years

\$89.6m





PROGRAM







Through our Healthcare Career Pathways, job seekers have the option of enrolling in several training programs that lead to careers in healthcare, including Medical Administration, Medical Coding & Billing and Phlebotomy.



Success Rate
Graduated to Placed

78%



Graduates Still Employed after 3 months

95.8%



Program Start to Industry Career (in days)

95



Placements into Full-Time, Living Wage Careers

93



Average Starting Wage for Graduates (per hour)

\$16.44



Total Wages Earned by Graduates the Last Five years

\$15.2m



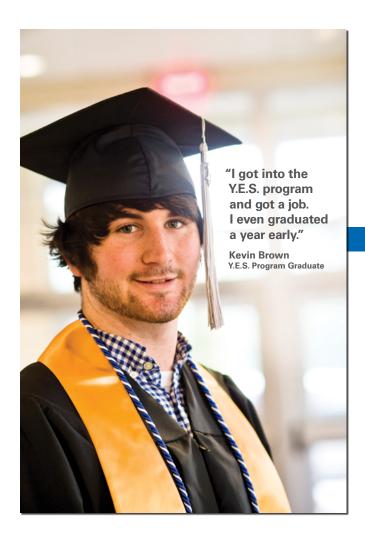
## Youth Employment Services (Y.E.S.)

#### PROGRAM

"A 2016 study from the Brookings Institution found that students with low incomes were more likely to drop out of high school if they lived in areas with large income inequality. Youth between the ages of 12 and 17 are at the highest risk of making harmful choices such as delinquency, dropping out of school or joining a gang."

Goodwill of North Georgia is committed to helping youth gain the confidence and skills needed to advance into successful futures.

- Melissa S. Kearney, Phillip B. Levine. (2016). Income Inequality, Social Mobility and the Decision to Drop Out of High School (2016).





Graduation Rate

77.4%



Graduates Still Employed after One Year

80.4%



Program Start to Industry Career (in days)

106



Placements into Full-Time Careers

434



Average Starting Wage for Graduates (per hour)

**\$11**.33



Total Wages Earned by Graduates the Last Five years

\$36m



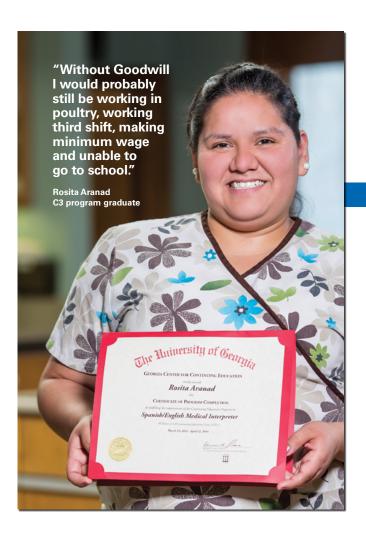
## College Career Catalyst (C<sup>3</sup>)

PROGRAM

Goodwill currently works with 8 technical colleges and 2 universities to co-enroll students.



The C3 initiative bridges the gap between secondary education and higher education with training opportunities and the ability to earn college credit or certifications prior to entering college.





Graduation Rate

85.9%



Graduates Still Employed after 3 months

89.5%



Program Start to Industry Career (in days)

53



Placements into Full-Time, Living Wage Careers

445



FY23 Average Starting Wage (per hour)

**\$18.**97



Total Wages Earned by Graduates the Last Five years

\$78.6m



## **People with Disabilities**

POPULATION







Enrolled to Placed\* Full-Time Careers

75% 635

Placements into



**Average Starting Wage** for Graduates (per hour)

## People who are Unhoused

POPULATION



**Success Rate Enrolled to Placed\*** 

76.8%



Placements into **Full-Time Careers** 



**Average Starting Wage** for Graduates (per hour)

**\$16**13





## **People Receiving Public Benefits** (TANF/SNAP)

POPULATION FOCUS



Success Rate **Enrolled to Placed\*** 



Placements into Full-Time Careers



**Average Starting Wage** for Graduates (per hour)

**75%** 1,135 \$18<sup>75</sup>

## **Returning Citizens** (former justice involvement)

FOCUS POPULATION



**Enrolled to Placed\*** 

77.6% 195

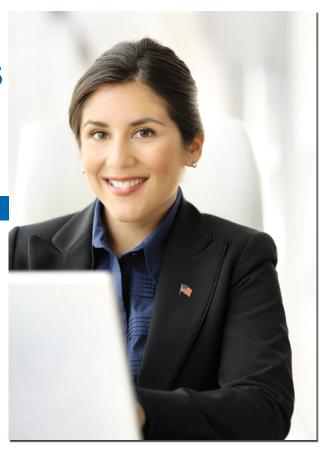


Placements into **Full-Time Careers** 



**Average Starting Wage** for Graduates (per hour)

**\$16**.46





## **Veterans**

FOCUS POPULATION







Placements into Full-Time Careers



**Average Starting Wage** for Graduates (per hour)

87.5% 6,378 \$15<sup>75</sup>

## Women in **Non-Traditional Occupations**

FOCUS POPULATION



**Success Rate Graduates Placed** 

77% 807



Placements into **Full-Time Careers** 



**Average Starting Wage** for Graduates (per hour)





Goodwill Career Center Locations

Anyone entering one of our fourteen Goodwill career centers can easily access resources and make connections that lead to employment opportunities in the community with access to:

- Telephones, scanners, copiers and computers;
- Job boards and job fairs;

goodwill

 Workshops on writing résumés, developing interview skills, GED preparation, ESL, wealth building, benefits navigation, and computer proficiency.

Goodwill also supports those starting or growing their own businesses and offers access to community resources, classes and more.





#### **CAREER CENTERS**

#### **Athens**

4070 Lexington Road Athens, Georgia 30605 706.395.1560

#### Cartersville

929 Joe Frank Harris Parkway Cartersville, Georgia 30120 770.276.7036

#### Cornelia

308 Habersham Hills Circle Cornelia, Georgia 30531 706.894.4905

#### **Dawsonville**

66 S. 400 Center Lane Dawsonville, Georgia 30534 706.344.3409

#### **Decatur**

2201 Lawrenceville Hwy, Suite 200 Decatur, Georgia 30033 404.554.9600

#### **Metropolitan Parkway (City of Atlanta)**

2160 Metropolitan Parkway, SW Atlanta, Georgia 30315 770.795.4204

#### **Old National (South Fulton)**

6175 Old National Highway Suite 110 Atlanta, Georgia 30349 678.554.0410

#### Oakwood

3715 Mundy Mill Road Oakwood, Georgia 30566 770.538.4209

#### Pleasant Hill (Duluth)

1502 Pleasant Hill Road Duluth, Georgia 30096 770.564.2447

#### Rome

154 Hicks Drive Rome, Georgia 30161 706.292.3304

#### **Smyrna**

3205 South Cobb Dr SE Smyrna, Georgia 30080 678.766.8173

#### South DeKalb

1295 Columbia Drive Decatur, Georgia 30032 404.728.8605

#### Stockbridge

3871 Highway 138 SE Stockbridge, Georgia 30281 678.514.0670

#### Woodstock

9425 Highway 92, Suite 142 Woodstock, Georgia 30188 770.874.0901

Can't visit us in person? No problem. Access our career services online at careerconnector.org.

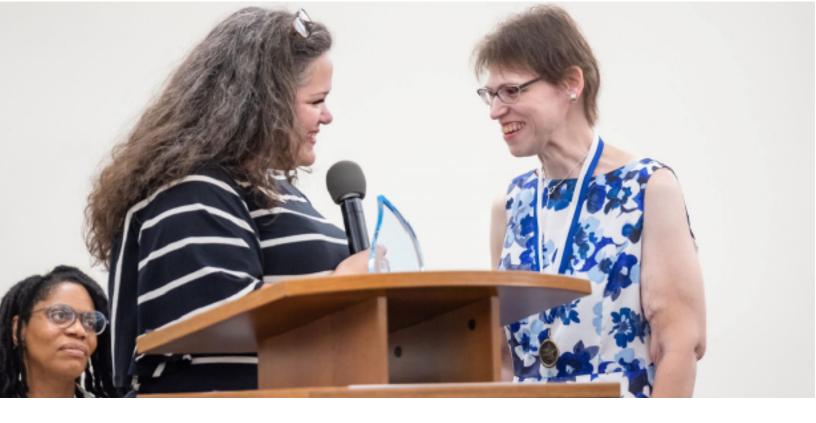












#### **Executive Team**

Dell McKinney, VP Donated Goods Retail
Elaine Armstrong, VP Marketing
Emily Carter, VP Development
Jenny Taylor, VP Career Services
Keith T. Parker, President & CEO
Mariángela (Bonnie) Corales, VP Legal & Compliance
Ron Wade, VP Human Resources
Scott Parry, VP Facility Services
Tim O'Connell, VP Finance and I.T.

#### **Career Services | Leadership Team**

Vice President and Chief Mission Officer Jenny Taylor

Mission Strategist

Myndi Kuhlmann Pryor

**Senior Directors** 

Alicia Battle, Jonathan Wilson, Stacy Rozier Director

of Mission Outreach Ralfiel Worthem

**Director of Employment Services**Glorivee Cruz-Velazquez

**Director of Instructional Design & Career Pathways**Jessica Williams

**Director of Workforce Services** 

Rashida Daniel

Director of Quality Development

Corrie West

**Director of Grant Development & Coordination**Joanna Carabello

Assistant Director of Technical Assistance
Ariella Mendez

#### **Goodwill Job Training Programs**



Customer Service Retail



Youth Employment Services (Y.E.S.)



Logistics Supply Chain Management



Healthcare Environmental Services



College Career Catalyst (C3)



Veteran Programs



Technology Careers Program



Women in Non-Traditional Occupations



Hospitality



GoodBIZ!



Maintenance



Construction



Floor Tech/Custodial



Forklift



Welding



Phlebotomy



Medical Billing & Coding



# We Put 96,700

## People To Work From 2017-2022!

#### **Board of Directors**

#### Chair of the Board

Dr. Kofi Smith President & CEO Keystone Management, LLC

#### Vice Chair

Dr. Deretta Cole Rhodes Senior Vice President HR, Atlanta Braves

#### **Treasurer**

**Edward Ferguson** Managing Director/Investments, STIFEL Financial Corporation

#### Secretary

Ellen Stern Senior Vice President, CBRE

#### Keith T. Parker

President & CEO Goodwill of North Georgia Goodwill Industries of North Georgia

#### **Immediate Past Chair**

Kirk Halpern

Founder & CEO, Farmers & Fishermen Purveyors

- · Erica Qualls-Battey, Area General Manager, Atlanta Marriott International
- · Alicen Blair, Principal, Consumer and Board & CEO Practices, Korn Ferry
- Solange Claudio, President & COO, Formerly Known As
- · Honorable Andre Dickens, Mayor, City of Atlanta
- · B. Aubrey Harrell, Partner, KPMG, LLP
- · Mark Hoffman, CEO, Lanier Asset Management
- · Dr. Eloisa Klementich, CEO, Invest Atlanta
- · Daniel Miller, Retired, Enterprise Holdings
- · C. David Moody, Jr., Owner, C.D. Moody Construction Company, Inc.
- · Natosha Reid Rice, Global DEI Officer, Habitat for Humanity International
- Winnifer Thomas-Cox. Managing Director. Accenture Song
- · Carol Waddy, Director, Community Engagement/ Corporate Social Responsibility, Chick-fil-A Corporate
- · Kyle Waide, President & CEO, Atlanta Community Food Bank

#### Lifetime Member

Dr. John McNeal,

Senior Pastor, Atlanta Bible Baptist Church



Goodwill in the nation for job seekers

**Join Goodwill today** in changing the lives of jobseekers in your community.

**Contact Emily Carter, Vice President** of Development at ecarter@ging.org or visit www.goodwillng.org/give





2201 Lawrenceville Highway, Suite 300 Decatur, Georgia 30033

> 844-344-WORK (9765) 404-420-9900 careerservices@ging.org www.goodwillng.org www.careerconnector.org