### COMMUNITY

## OPPORTUNITY

DONATIONS

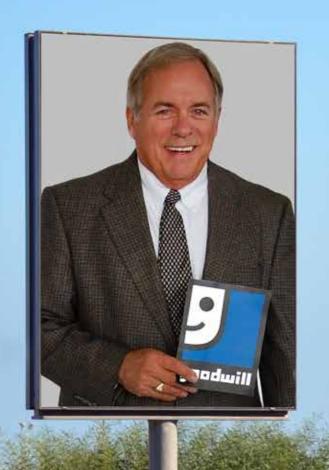
JOBS WELLNESS

TRAINING

SUCCESS



2014 Annual Report



There is a new world emerging and it will look very different from what we now know. Technology is causing innovation, learning, communication, and business to move ahead at an ever-increasing speed. The internet is changing almost every aspect of our lives, including our Goodwill. From nothing to a rate of over a million dollars per year in internet sales, we are moving into the global market place for commerce. In addition, in our mission services we are teaching and training more and more each day by a web-based curriculum. As exciting as this may be, it also has consequences. Technology is definitely the revolution of our times, and as in all revolutions, there are winners and losers. As we move at an accelerated pace in education, communication, and business, we are creating a greater gap between the 'haves' and the 'have-nots.'

Too many Americans are losing sight of the dream of attaining financial independence; too many are trapped in environments where poverty, crime, and truancy from education are pervasive. Who is going to step into that ever-widening gap and provide the services needed to move the underprivileged forward?

Goodwill is well positioned to fill an increased need in the future:

if we think creatively;

Thank you,

- if we continue to gain the support of the community;
- if we can collaborate with business, religious organizations, and government; and
- if those that have a need are willing to accept our help.

The world of the future will look different and it's important that while we benefit from new technology, we continue to find ways to bring prosperity and hope to all of our citizens. To appreciate what Goodwill is doing, enjoy the information provided in our annual meeting and FOLLOW THE GOOD.

Just Hulfry

FRED G. SHELFER, JR.
PRESIDENT & CEO

Han WOS

DR. ELAINE BRYANT
CHAIRMAN OF THE BOARD

#### **OFFICERS**

CHAIR: Elaine Bryant, PhD - EW Bryant Associates

VICE CHAIR: Kim King - King & Wood, PA

PAST CHAIR: Gary Bliss, DBA - Florida State University, Panama City

TREASURER: Tom Pitcock - Tom Pitcock Realty

SECRETARY: Scott Clemons - The Clemons Company

PRESIDENT of HOUSING: Calvin Melton, PhD - Retired, State of Florida

#### **DIRECTORS**

Akin Akinyemi - Akin & Associates Architects Jon Bailey, PhD - Florida State University, Panama City Caryn Beck-Dudley - FSU College of Business Pat Brueckheimer - William Brueckheimer, DDS Brent Chumbler - Farmers & Merchants Bank Vickie Gainer - The News Herald Catie Goodman - Tallahassee Community College Cassandra Grayson - League of Southeastern Credit Unions Darren Haiman - Nations Real Estate Bruce Harter - Retired. State of Florida Jared Miller - Wakulla County Sheriff's Office Dawn Moliterno - Introspect Associates Camille Payne - Retired, Mayor of Thomasville, GA Steve Roden - Xerox Corp. Dave Sellars - Tallahassee Moving & Storage Elizabeth Walters - Attorney, Burke & Blue Mary Wellington - Capital City Bank

Goodwill Industries – Big Bend, Inc. is a 501(c)3 nonprofit with a mission to provide job training, education and employment to people with disabilities and other barriers to employment, helping them to reach their fullest potential in supporting themselves and their families. Goodwill also provides barrier-free apartment complexes in which people with disabilities can live independently. We operate Dick Howser Center for Childhood Services which provides quality education and on-site therapy for children with disabilities.

#### **EXECUTIVE STAFF**

President/CEO:	Vice President, Human Services:
Fred G. Shelfer	Stacy Larkin
Chief Financial Officer:	Vice President, Retail Operations:
Ann Ruple	Alan Malnofski
Executive Assistant:	Vice President, Contract Services:
Monica Youmas	Stan Womble
ice President, Residential Services:	Vice President, Human Resources:
Jovita Woodrich	Tamara Williams
Vice President, Accounting:	Public Relations Manager:
Shannon Harper	Donna Wright
Vice President, Support Services:	Vice President, Transportation:
Lisa Land	Monk Miller

## COMMUNITY IMPACT

## Retail is NOT our Only Business

#### **GRADUATE OF THE YEAR:**

Trever Tavares

two jobs.

Trever has experienced his fair share of obstacles in his life. At 23, he has managed to turn his life around within a matter of about 3 years. After completing several Goodwill training programs and obtaining his GED the prior year, Trever met his goal in 2014 of starting college and studying to become a computer programmer, all while working

As an AmeriCorps member, Trever is developing new computer classes and is a tremendous asset to Goodwill Industries. Every day he is helping to fill our mission to provide job training, education and employment to people with disabilities and other barriers to employment.



1816 RECEIVED TRAINING

1708 RECEIVED JOB ASSISTANCE

955 FAMILIES ASSISTED

844 JOB PLACEMENTS

252 PEOPLE VOLUNTEERED

46 STUDENTS IN GOODOPPS

#### 32 AMERICORPS MEMBERS

- 24 employees in Contract Services
- 977 computer skills training sessions
  - 12 individuals received GED's
- 6 individuals started their own business
- 118 Hospitality Training Completions
- 64 individuals were trained in Quick Books
  - 178 job coaching sessions
- 61 received homeless housing assistance
  - 1216 job readiness workshops
    - 844 job placements

#### 63 CHILDREN IN DHC

- 55,639 number of books donated to Goodwill
- · 129 members at our Goodwill Fitness Center
- 1.1 million pounds of computer related E-scrap that Goodwill recycled
- 95 individuals participated in our Goodwill Music Program
- 5.9 million pounds of waste diverted from our landfills by Goodwill
- 317 Apartments that Goodwill provides for our community
- 46 students were served through our GoodOpps Program
- 420,000 pounds of household electronics recycled

## **JANUARY**



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 New Year's Day	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19 ML King Day	20	21	22	23	24
25	26	27	28	29	30	31
		Notes Find all all o	f your Goodwill donatio	ons receipts for the tax	man.	

## COMMUNITY PARTNERS

Pyramid Inc., a proud partner of Goodwill Industries – Big Bend, Inc. is a training center for people with developmental disabilities, both mental and physical. Their students volunteer frequently to help with AmeriCorps Goodwill GoodWorks service days. Their enthusiasm and willingness to pitch in are unequaled.

During 2014, 33 Pyramid Inc. students participated in several service days; cleaning parks, raking and cleaning the Science and Discovery Center, and clearing a local beach of refuse. They prepared Goodwill donation bags for delivery to neighborhoods in Panama City. They have even worked with AmeriCorps Goodwill GoodWorks creating artistic and useful products out of reusable, repurposed and recycled materials!



### FEBRUARY



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Groundhog Day	3	4	5	6	7
8	9	10	11	12 Lincoln's B-Day	13	14 Valentines Day  Share love and #followthegood by buying a gift for a friend who wouldn't expect it from Goodwill.
15	16 Presidents' Day	17	18	19 Chinese New Year	20	21
22	23	24	25	26	27	28
		Notes				

#### ACHIEVER OF THE YEAR: Sheila Fuith

Coming to Goodwill in 2013 for a Lodging Class was a leap of faith for Sheila, who as

single mother needed to spend more
time with her very gifted 12 year old
daughter. As soon as she learned we
offered the nationally recognized
certifications through American
Hotels and Lodging Educational
Institute, she immediately enrolled.
She then joined the class for the Guest

Service Gold training and the exams. She passed both exams with flying colors, earning two certifications and a lapel pin.

After being placed in a hotel position by Goodwill, she survived a robbery at gunpoint while working her shift at the hotel's front desk. She credits Goodwill's training for giving her the skills to handle the situation. She not only survived, but she was able to describe the person well enough that police caught him just hours later.

Now working in reservations at another local resort, she has had the highest sales each month for her department, even setting a new company record. Because of Sheila, her employer has hired another of the program's participants, and had Goodwill come in to conduct Guest Service Gold workshops for their entire guest services department.

## THE DICK HOWSER AWARD: Hillary Hopkins

Hillary Hopkins earned her Bachelor's degree in Family and Child Sciences from Florida State University. Her professional focus is on working with children with special needs. Hillary is extremely creative and loves to develop unconventional ways to facilitate learning.



DHC's transition from Mabry Street to a preexisting preschool on N.E. Capital Circle presented a sensitive set of circumstances. Hillary was part of the first team of teachers to transition to our new location from Mabry and showed true leadership. She was quick to develop rapport with our new families, teachers and bonded with our new students almost immediately. Hillary's passion for serving special needs children was key to bridging the gap between the two program models and maintaining positive staff morale. Hillary consistently strives to advance Goodwill and DHC's mission and advocate for our students and families.

## MARCH



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8 Daylight Saving	9	10	11	GIBB annual meeting	13	14
15	16	17 St. Patrick's Day	18	19	20 Vernal equinox	21
22	23	24	25	26	27	28
29	30	31				
		Notes Not too early	to start spring cleanii	ng! Call us for large hor	me pick ups.	

## CONTRACT SERVICES

In 2014 seventy-eight percent of our direct labor was preformed by persons with disabilities.

Goodwill Services contracts with state and local government agencies to preform a number of services in addition to providing services for our Goodwill properties.

Goodwill Services is projecting a positive growth in future years as well as expanding our portfolio of services provided.



OUR PURPOSE IS TO PROVIDE MEANINGFUL EMPLOYMENT OPPORTUNITIES FOR PERSONS WITH DISABILITIES WHILE ALSO PROVIDING A HIGH QUALITY END PRODUCT WITH A PROFESSIONAL LEVEL OF CUSTOMER SERVICE TO OUR PATRONS.















## APRIL



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			<b>1</b> April Fool's Day	2	3 Good Friday	4 Passover
5 Easter	6	7	8	9	10	11
12	13	14	15 Taxes Due	16	17	18
19	Goodwill Classic Golf Tournament Golden Eagle Country Club	21	<b>22</b> Earth Day Admin Assist Day	23	24	25
26	27	28	29	30		
		Notes				

### RESIDENTIAL SERVICES



#### **EMPLOYEE OF DISTINCTION:**

Marie Brown

As the Manager for two Goodwill Industries - Big Bend, Inc. (GIBB) residential communities, Marie coordinates holiday meals, crafts events, a traveling library, disaster preparedness meetings and so much more. Marie encourages and empowers tenants by scheduling crime prevention meetings, discussing their concerns, no matter how trivial, and reaching out to law enforcement and other community members for guidance.

Just over two years ago, Marie gave birth to Zoey, a beautiful and precocious little girl! With Zoey as motivation, Marie renewed her commitment to completing her education, and graduated with a degree in Criminology from Florida State University in December 2014. She wants to continue working in the affordable housing industry and hybrid that work with the information she continues to learn.

#### THIS YEAR RESIDENTIAL SERVICES HELD WELLNESS FAIRS





Jovita Woodrich Vice President, Residential Services Goodwill Industries- Bia Bend. Inc.

During GIBB's last strategic planning process, we committed to hosting wellness fairs at each property annually. Our first two fairs were in Tallahassee at GIBB Mabry Village and GIBB Oakridge Village/Oakridge Townhouses. Representatives from Ability 1st, Bond Community Health Center, Debt Management Credit Counseling and the Prosperity Center attended. Others are in the works.

GIBB Chipley Village comprises a 14 unit affordable, accessible multifamily housing complex funded by the U.S. Department of Housing and Urban Development which was completed in 2014. The GIBB Chipley Village features roll-in showers, lowered countertops and cabinets, lowered switches, door handles and no steps, stairs or curbs on site.







Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10 Mother's Day  Pick up something vintage from Goodwill for Mother's Day!	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25 Memorial Day	26	27	28	29	30
31		Notes			•	

## OUTSTANDING COMMUNITY SERVICE AWARD:

Marisa Thomas

From the moment that Marisa walked through the Goodwill Prosperity Center doors, she has been a great asset.



Marisa coordinates a monthly "Spirit Day" for Goodwill employees and includes Prosperity Center clients to build comradery in the workplace. She regularly meets with Goodwill staff members in our Human Services department to ensure that her work complements and enhances the services we provide and helps with programs held by our Employment Specialist.

Marisa is truly a standout in the office. She arrives when our doors open and leaves when we close. Regardless of her official duties, she consistently helps people with any issues in the best way she can, thereby exemplifying Goodwill's customer service standards. As a part of the AmeriCorps Goodwill Goodworks team in Tallahassee, she shines as a natural leader, always aiding her fellow members with any project or task in which she can provide assistance.

Tree 's mission, being closely aligned with that of Goodwill's, strives to give FREE classroom materials to local educators AND simultaneously keep reusable materials from going into the landfill. Goodwill Industries- Big Bend, Inc. is one of the founding partners of The Sharing Tree. Every year the Sharing Tree provides dozens of free educational events that inspire and teach our youth, educators, and artists on the art of creative reuse and transformation of materials into educational tools and works of art. The Sharing Tree is authentic and a true community resource for all, none of which would be possible without the generosity of Goodwill, through the supply of items sold at The Sharing Tree.

Goodwill is one of the original green companies.

Since 1902, Goodwill has been a pioneer of "reduce, reuse, repurpose" practices. Our mission is funded by the reuse of clothing and other goods. Items donated to Goodwill receive a "second life!" We take pride in our role as an environmentally responsible organization and hope that others will follow in our green efforts.

## **JUNE**



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14 Flag Day	15	16	17	18 Ramadan begins	19	20
21 Father's Day June Solstice  Find Dad that perfect gift from Goodwill! Father's Day!	22	23	24	25	26	27
28	29	30				
		Notes				

## DONATE MOVEMENT

#### **EXAMPLES:**



3.7 hours on the job training



28 minutes

of financial
literacy training

3 pairs of jeans



1 working computer 6.6 hours of computer training

Just as there are things you there are things you

Every day, the universal symbol for recycling reminds us to recycle bottles, paper, cans and more.

Imagine another symbol on clothing, household goods and electronics that reminds you that an item can be donated when you no longer need it.

Goodwill's vision for the Donate icon is a universal reminder to 'recycle' through responsible donation, helping provide opportunities for others while diverting usable items from landfills. When people think twice about what they donate, where they donate and how their donations affect others – and when they donate to reputable organizations – that can have a powerful impact on our world. Goodwill has named this effort the "Donate Movement."





Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	Check out Goodwill for all your patriotic apparel!	4 Independence Day
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26 Parents' Day	27	28	29	30	31	
		Notes				

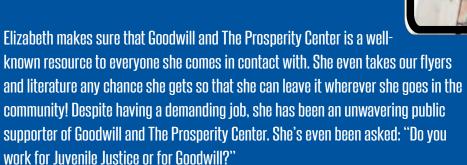
## RETAIL & DONATIONS

#### \$21,329,342 in retail sales - 411,000 in donations

COLLECTING AND SELLING DONATIONS THROUGH OUR 28 RETAIL LOCATIONS IS THE CORNERSTONE TO OUR SUCCESS. OUR RETAIL STORES, E-COMMERCE AND DONATION CENTERS ALLOW US TO EMPLOY OVER 600 INDIVIDUALS. IN 2014. OUR STORES SHOWED TREMENDOUS GAINS IN MANY AREAS.

### CHAMPION OF THE YEAR: Elizabeth Phillips

Elizabeth Phillips is the Circuit 2 Coordinator for the Department of Juvenile Justice. Elizabeth works hard to ensure that the youth learn something from their experience, have resources when they leave the system, and that the family is supported throughout this time. Elizabeth steadily refers both families and youth to Goodwill's Good Guides program.





#### DICK HOWSER ROUND-UP STORE OF THE YEAR:

Destin Store Melissa Graves, Manager

2014 \$19,651 raised vs.2013 \$11,433 raised

72% Increase over prior year



#### What is the DHC Round-up?

Rounding up your Goodwill purchase to the nearest dollar helps to fund on-site therapy services at the Dick Howser Center for Childhood Services. Goodwill Industries – Big Bend, Inc. is proud to help provide better facilities for these adorable kids and is grateful for community support and the ongoing efforts of all of our cashers for asking shoppers to be champions for DHC.

## AUGUST



Sun	day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
							1
2		3	4	5	6	7	8
		National S	implify You	r Life Week	- Donate T	o Goodwill!	
9		10	11	12	13	14	15
16		17	18	19 Aviation Day	20	21	22
23		24	25	26	27	28	29
30		31	Notes	1		1	

### FINANCIAL STATEMENT

For the Year Ended December 31, 2014 (unaudited)

#### **STORE OF THE YEAR:**

**Capital Circle - Fred Watford** 



REVENUE	TOTAL
Goodwill Store Sales (net) Salvage Sales Contract Income Residential Services Other Income	21,329,342 1,573,934 2,208,898 156,250 169,490
Total Revenue	25,437,914
EXPENSES	
Retail, Maintenance, &	
Transportation	18,749,000
Salvage Contracts	285,350
Contracts Residential Services	1,817,000 191,500
Mission Services	1,640,500
Administration	2,584,528
Total Expenses	25,267,878
Increase In Net Assets	170,036

## SEPTEMBER



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7 Labor Day	8	9	10	11 Patriot Day	12
13 Grandparents Day Find that unique gift at Goodwill!	14 Rosh Hashanah	15	16	17	18	19
20	21	22	23 Autumnal equinox Yom Kippur	24	25	26
27	28	29	30			
		Notes				

# PROSPERITY CENTER Special II Spe

#### GOODWILL CONTINUES TO GROW BECAUSE OF OUR COMMUNITY'S GENEROUS SUPPORT.

This past year, Goodwill opened its brand new facility - The Prosperity Center. Located at 300 Mabry Street in Tallahassee, the Prosperity Center includes:

Financial Advising and Coaching Lab - Open to anyone seeking help in preventing impulse spending, or planning for a sound financial future. Financial Mentoring services are available to any community member regardless of income.

State of the Art Music Room and Musical Instruction - Part of being healthy and stable is participating in something that provides a sense of pride. Private and group musical instruction are available within the Prosperity Center.

Fitness and Wellness Facilities - Ensuring healthy habits and regular exercise are important aspects of being a healthy person and supporting a healthy community. The Prosperity Center houses an accessible fitness center, which can be used at a nominal cost. Various fitness classes offered.

Youth Mentoring - Young adults need to be connected so they can visualize their future. Mentors work one-on-one with youth aged 14 to 18 on subjects like financial planning, college, engagement in work and making their own money. Our purpose is to develop an entrepreneurial spirit in our youth that will serve them well in a time of large growth in global opportunities.









## OCTOBER



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12 Columbus Day	13	14	15	16	17
18	19	20	21	22	23	24 United Nations Day
25	26	27	28	29	30	31 Halloween  Check out Goodwill for great costumes!
		Notes			•	

### TO HELP #follow the good



Donate your gently used items



Shop at Goodwill retail stores or online at shopgoodwill.com.



Make a monthly or annual financial contribution.



Remember Goodwill in your will or trust.

#### YOUR COMPANY CAN...



Utilize Goodwill's business services.



Hire Goodwill-trained temporary or full-time workers.



Attend or sponsor a fundraising event.



Make a monthly or annual financial contribution.

#### **LEARN MORE AT**

CONTACT US AT (850) 576-7145. DONATE ONLINE AT

GOODWILLBIGBEND.COM/DONATIONS/MAKE-AN-ON-LINE-DONATION

## NOVEMBER



Sund	ay Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		
<b>1</b> Dayligl	ht Saving <b>2</b>	3	4	5	6	7		
8	9	10	11 Veterans Day	12	13	14		
15	16	17	18	19	20	21		
22	23	24	25	26 Thanksgiving	27	28		
29	30							
		Notes Get all of your Fall decorative items at Goodwill!						

Goodwill Industries - Big Bend wouldn't be able to do so much in our community without the support of many individuals and businesses.

Our gratitude to these inspirational partners who have donated their time, talent and/or financial support of our mission in 2014.

**DEPARTMENT OF JUVENILE JUSTICE** 

**FLORIDA STATE UNIVERSITY** 

STUBBS MUSIC FOUNDATION

**SUNTRUST BANK** 

**SUNTRUST BANK FOUNDATION** 

**GIBSON GUITARS** 

## DECEMBER



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	® Saturday
		1	2	3	4	5
6	<b>7</b> Chanukkah	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22 Dec. Solstice	23	24 Christmas Eve	25 Christmas Day	26 Kwanzaa begins
27	28	29	30	31 New Year's Eve		
		Notes Remember,	, you can find fantastic	Christmas gifts at Goo	odwill!	



Mapping our impact as we accelerate into 2015.

Watch for our Follow the Good bus in 2015!



## Goodwill Industries - Big Bend, Inc. has a total of 28 retail locations throughout our 22 county service area.

Appalachee Parkway 2309 Appalachee Parkway Tallahassee, FL 32301 (850) 216-2437

Bainbridge Store 1602 East Shotwell Street Bainbridge, GA 39819 (229) 246-5035

**Beach Store**2826 Thomas Drive
Panama City Beach, FL 32405
(850) 233-6092

Betton Bookstore 1943 Thomasville Road Tallahassee, FL 32303 (850) 386-2165

Bradfordville Store 6810 Thomasville Road Tallahassee, FL 32312 (850) 893-3566

Buck Lake Bookstore 3111 Mahan Drive Tallahassee, FL 32308 (850) 402-3111

Capital Circle Store 2729 Capital Circle N.E. Tallahassee, FL 32308 (850) 385-6985 **Chipley Store** 1301 Main Street Chipley, FL 32428 (850) 638-1488

Crawfordville Store 2173 Crawfordville Hwy Crawfordville, FL 32327 (850) 926-2253

Crestview Store 793 N. Ferndon Blvd. Crestview, FL 32539 (850) 689-2664

**Destin Store** 747 Harbor Blvd. Destin, FL 32541 (850) 837-8516

Goodwill Computer, Electronics & Bookstore 2934 Capital Circle N.E. (next door) Tallahassee, FL 32308 (850) 385-6985

> Lynn Haven Store 1610 Ohio Avenue Lynn Haven, FL 32444 (850) 271-8600

Mabry Store 300 Mabry St. Tallahassee, FL 32304 (850) 576-3176 "Retail" Mall Store 2578 North Monroe Street Tallahassee, FL 32303 (850) 385-0716

> **Marianna Store** 4741 Highway 90 Marianna, FL 32446 (850) 482-5609

PC Beach Parkway Store 13415 Panama City Beach Parkway Panama City Beach, FL 32413 (850) 234-6106

> **Panama City Good Cents** 3219 East Bus. Hwy 98 Panama City, FL 32401 (850) 872-2001

Perry Store 2050 South Jefferson Street Perry, FL 32347 (850) 584-6480

> Port Saint Joe Store 210 Monument Ave. Port St. Joe, FL 32456 (850) 229-1213

**Quincy Store** 1503 W Jefferson St Quincy, FL 32351 (850) 875-1436 Santa Rosa Beach Store 3223 US Hwy 98 West Santa Rosa Beach, FL 32459 (850) 267-0555

Springfield Store 3221 East Bus. Hwy 98 Panama City, FL 32401 (850) 769-8723 "1"

Tallahassee Auto Sales 2608 West Tennessee St. Tallahassee, FL 32304 (850) 656-8000

Tallahassee Good Cents Store 300 Mabry Street Tallahassee, FL 32304 (850) 576-3176 ext 123

> Thomasville Store 15072 US Hwy 19 South Thomasville, GA 31792 (229) 226-2465

Twenty-Third Street Store 2520 W. 23rd Street Panama City, FL 32405 (850) 784-8019

Valparaiso Store 143 West John Sims Parkway Valparaiso, FL 32580 (850) 729-2330

**And Many Additional Donation Locations!**