

# 2016 ANNUAL REPORT



## THE GOOD IN GOODWILL®

GOODWILL INDUSTRIES - BIG BEND, INC.

## [ BOARD OFFICERS ]

- ▶ **Chairman:** Scott Clemons  
The Clemons Company
- ▶ **Vice-Chair:** Dave Sellars  
Tallahassee Moving & Storage
- ▶ **Past Chair:** Elaine Bryant, PhD  
EW Bryant Associates
- ▶ **Treasurer:** Brent Chumbler  
Farmers and Merchants Bank
- ▶ **Secretary:** Mary Wellington  
Capital City Bank
- ▶ **Pres. of Housing:** Calvin Melton, PhD  
Retired, State of Florida

## [ BOARD OF DIRECTORS ]

- ▶ Jon Bailey, PhD – Florida State University
- ▶ Gary Bliss, DBA – Florida State University
- ▶ Pat Brueckheimer – William Brueckheimer, DDS
- ▶ Kim Gay – League of Southeastern Credit Unions
- ▶ Catie Goodman – Tallahassee Community College
- ▶ Darren Haiman – Nations Real Estate
- ▶ Bruce Harter - Retired, State of Florida
- ▶ Kim King – King & Wood, PA
- ▶ Al McCambry – Gulf Coast State College
- ▶ Kimberly Clark – Menchion – Dept. of Transportation
- ▶ Jared Miller – Wakulla County Sheriff's Office
- ▶ Gary Ostrander – Florida State University
- ▶ Camille Payne – Retired, Mayor of Thomasville, GA
- ▶ Steve Roden – LearnSomething, Inc.
- ▶ Stuart Rubenstein – Kaleidoscope Limited
- ▶ Elizabeth Walters – Burke & Blue



## LEADERSHIP TEAM

- ▶ Fred G. Shelfer, Jr. – President & CEO
- ▶ Shannon Harper – VP of Accounting
- ▶ Tamara Williams – VP of Human Resources
- ▶ Stacy Larkin – VP of Mission Services
- ▶ Alan Malnofski – VP of Retail Operations
- ▶ Lisa Land – VP of Support Services
- ▶ Jimmy Cumbie – VP of Transportation
- ▶ Collins Webb – VP of Contract Services
- ▶ Cody Gray – Manager of Public Relations



FRED G. SHELFER, JR.  
PRESIDENT & CEO



SCOTT CLEMONS  
BOARD CHAIRMAN

## [ FROM THE CEO & CHAIRMAN ]

**"THE GOOD IN GOODWILL"** serves as this year's theme. Maybe it should be obvious. After all, we have been doing **GOOD** for over a hundred years. In the beginning, Goodwill worked in inner-cities to assimilate immigrants into life in the United States. We then worked with veterans coming home from WWI, WWII, and the following wars, the jobless during the Great Depression, and most recently, with the Welfare to Work initiative. Even with all of this **GOOD** work, much of the population still does not know the story of how Goodwill helps people in communities all over the country.

Here are some facts about Goodwill Industries International. In 2016 Goodwill led the thrift business with 39% of total sales. We generated over \$5.5B in annual sales in North America. We had over 3,000 stores that served more than 37 million people. 80% of the population in the North America lived within 10 miles of one of our stores, making Goodwill one of the most recognized brands in the world.

Unfortunately, many people do not know about the **GOOD** that Goodwill provides to the community. Based on a recent survey, many people view Goodwill in a positive way, but do not really know what we

do. Most say they shop with Goodwill and donate because of convenience. On the other hand, some say they do not shop or donate with us because they don't trust how the money is spent.

So, what happened to the **GOOD**? As long as we've been around, as many people as we've served, and as large as we've become, Goodwill is still not known for what we do in the communities we serve.

Now more than ever, donors and shoppers are more interested in community enrichment. And they now have access to a wide range of information in the palm of their hands. It's not sufficient to be convenient and low priced without telling the community what makes Goodwill **GOOD**. Goodwill gives hope to the most marginalized members of our society. For people with disabilities, the disadvantaged, single parents, and individuals seeking re-entry in society, we provide self-sufficiency. Through education, job training, and job placement we help people reach their highest potential.

Those of you reading this letter may know more about Goodwill than most and we need your help spreading the word about **THE GOOD IN GOODWILL**.

# HOW WE HELP [GOOD SERVICES]

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Job Placement Services

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Onsite & Online Classes  
and Career Training

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Employer Services

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Re-Entry Employment

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Disability Services

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Youth Programs

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Veteran Services

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Affordable Housing

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Volunteer Opportunities

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# [ 2016 GOOD OUTCOMES ]

Funded directly from your **donations & purchases**, Goodwill Big Bend provided training & job placement services to

**10,623 people in 2016.**

DONATIONS:  
**461,220**

—  
SALES REVENUE:  
**\$28,368,273**



**7.8M**

pounds of waste  
diverted from local  
landfills by Goodwill  
in 2016

**\$231K**

provided through  
The Learning Pavilion  
Round-up program

**Over 850**

people Employed  
by Goodwill in the  
Big Bend Area

## [ MORE LOCAL IMPACT ]

**40,211** Job Placement Sessions

**35,029** Tutoring Sessions

**29,302** Occupational Skills Training Sessions

**17,888** GED Sessions

**15,684** Post-Secondary Credentialing Sessions

**8,634** Job Readiness Workshop Sessions

**3,921** E-Learning Sessions

**1,921** Medical Rehabilitation Sessions

**1,742** People Received Career Training  
in a Goodwill Career Training Center

**1,260** People Received Training on  
gwcareercampus.com

**1,697** People Received Job Placement Services

**318** Apartments provided by Goodwill to the  
local community

**150** Children received services through  
The Learning Pavilion

**128** People Volunteered in Mission Services

**17** AmeriCorps Members served clients  
in our Centers



ARAMARK

# [ MISSION PARTNER OF THE YEAR ]



# aramark

This year's Mission Partner of the Year is Aramark. This award honors their commitment and ongoing partnership to Goodwill's Job Placement Services.

Aramark, an organization that provides food services for Florida State University's Seminole Dining facility in Tallahassee, enriches the community with hundreds of job

opportunities every year. Aramark's support of Goodwill's mission has enhanced the job placement opportunities for over 100 clients we've served over the last two years.

A special partnership like this one allows Goodwill to continue to change lives through the power of work, and spread the GOOD of Goodwill.



# NOTABLE PARTNERS

Goodwill's notable partners are special organizations that have gone above and beyond, donating their time, talent and/or financial support to the Goodwill mission over the past year.

- ▶ Bay Security
- ▶ Bethel Missionary Baptist Church
- ▶ Best Buy
- ▶ Big Bend After Reentry Coalition
- ▶ Corp. For National And Community Service (AmeriCorps)
- ▶ Dollar General
- ▶ Early Learning Coalition
- ▶ Eglin Air Force Base - Family Services
- ▶ Florida Dept. Of Economic Opportunity
- ▶ Florida Dept. Of Vocational Rehabilitation
- ▶ Florida State University
- ▶ Respect Of Florida
- ▶ Step Up For Students
- ▶ Sniffen & Spellman, P.A.
- ▶ Suntrust Bank
- ▶ Target Print & Mail
- ▶ The Tallahassee Boys Choir
- ▶ United Way Of The Big Bend
- ▶ Volunteer Florida





TRAVIS  
HUNTLEY

## [ ACHIEVER OF THE YEAR ]

When **Travis** first came to Goodwill, he faced significant barriers to employment. His job at Goodwill allowed him to prove himself, grow, and move forward.

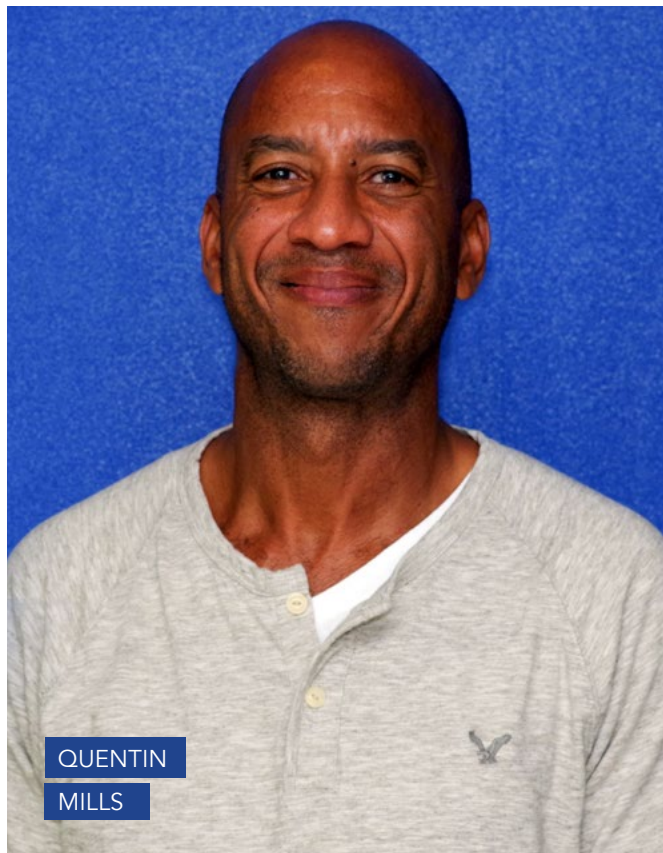
Travis quickly became a dedicated and responsible team member. He rapidly moved up the ranks from an entry level sorter to Assistant Manager, then to the position of Warehouse Manager. As Warehouse Manager, he's been vital in transforming the warehouse in both productivity and efficiency. He has organized thousands of products for over 38 locations and is a shining example of how the GOOD in Goodwill can help someone achieve success in spite of barriers.

## [ VOLUNTEER OF THE YEAR ]

A Navy veteran and retired Coast Guardsman, **Quentin** first visited a Goodwill Employment Specialist looking for part time work.

After being quickly placed in a job, he was eager to give a little GOOD back to Goodwill and his community. Quentin volunteered with Goodwill, donating his time and talents to the Career Training Center in Panama City where he shared office duties and occasionally proctored CNA classes. He has often volunteered his time working with Goodwill's Community Pride Program, painting and sprucing up homes of deserving homeowners – always with a big smile and contagious sense of humor.

His spirit of helpfulness and humor continues to make a significant impact on fellow volunteers and homeowners alike.



QUENTIN  
MILLS





SAVANNAH  
COLE

## [ EMPLOYEE OF DISTINCTION ]

Starting with Goodwill's Capital Circle Store in 2011 as a 16 year old student, **Savannah** quickly mastered shoes and accessories, maintaining \$17,000 in monthly sales. When our e-commerce department was launched, Savannah was hand-picked to join the team as the first Goodwill Lister. In 2014, she was promoted to Lead Lister, due to her accuracy and speed. Working full-time through college, Savannah's assistance with organization, training and leadership were pivotal to the E-Commerce department surpassing \$1 million in sales in its first year.

Savannah is now pursuing her Master's Degree in Philosophy and was recently promoted to Buck Lake Bookstore Manager. Her drive, dedication and leadership at work and in the community embodies the GOOD in Goodwill.

## [ THE LEARNING PAVILION AWARD ]

Growing up with a family member who has a physical disability, **Jamie** came to The Learning Pavilion (formerly the Dick Howser Center) in 2015 with a unique understanding of the hurdles families overcome each day, and the importance of support, inclusion and early intervention.

From day one, Jamie was excited and committed to the agency's mission, and thrived on serving the families at The Learning Pavilion to the best of her ability. She has consistently shown initiative and continues to routinely volunteer for additional responsibilities and tasks, proudly representing the agency across the state. Jamie has demonstrated the GOOD in Goodwill with her impactful work enhancing the lives of hundreds of children and their families.



JAMIE  
SINGLETON

# [ GROWING THE GOOD ]

Goodwill is the original social enterprise. Goodwill Industries - Big Bend, Inc.'s mission related services are funded through income generated in our retail stores. Goodwill is market driven. We focus on the needs of individual communities and are always exploring new and innovative ways to grow our retail, donation, and program services.



New Miramar Location

At Goodwill, we want to make our very best impression when you visit one of our locations. That's why we continue to update and add new locations to better service our customers.



New Tyndall Pkwy Location – Panama City



Goodwill's Dick Howser Center for Childhood Services recently became **The Bruce Harter Learning Pavilion**, opened an additional building, added 3 new classrooms, and dedicated the program to Bruce Harter. Bruce is a long-time advocate for people with disabilities and a lifetime board member of TLP.





Goodwill now covers over 1000 miles of roadway in north Florida with its Roadside Mowing and Litter services for the Florida Dept. of Transportation. Other services include, landscaping and grounds maintenance, janitorial, floor maintenance, event support and clean-up services, and more. These important service contracts provide various job opportunities for people with disabilities in our community.



With the addition of two Goodwill Super Suds Car Wash locations in the Tallahassee area, we are able to expand our employment opportunities with over 60 positions. You can even drop off your Goodwill donations here.

Looking for the GOOD? You'll find it right here at Goodwill!



# [ FINANCIAL STATEMENT ]



2016 Calendar Year (Unaudited)

## MONEY IN

Goodwill Store Sales (net) .....	24,400,428
Salvage Sales.....	1,131,552
Contract Income (Mission & Contracts) .....	2,173,885
Residential Services.....	45,939
Other Income .....	616,469
<b>TOTAL MONEY IN .....</b>	<b>28,368,273</b>

## MONEY BACK TO THE COMMUNITY

Retail, Maintenance, & Transportation .....	20,754,297
Salvage .....	352,546
Contracts .....	2,040,389
Residential Services.....	49,755
Mission Services .....	1,821,965
Operations.....	2,971,230
<b>TOTAL BACK TO THE COMMUNITY .....</b>	<b>27,990,183</b>

## INCREASE IN NET ASSETS

..... 378,090

GOOD INVESTMENT



# HOW YOU CAN HELP [ GET IN WITH THE GOOD ]

Contact Us At  
(850) 576-7145

Or Donate Online At  
[goodwillbigbend.org/  
donations](http://goodwillbigbend.org/donations)



## YOU CAN...



Donate your  
gently used items.



Shop at Goodwill  
retail stores or  
service locations.



Make a monthly  
or annual financial  
contribution.



Remember  
Goodwill in your  
will or trust.

## YOUR COMPANY CAN . . .



Utilize Goodwill's  
Contracted  
Services.



Hire  
Goodwill-trained  
workers.



Make a monthly  
or annual financial  
contribution.



Attend or sponsor  
a fundraising  
event.

# SHOP @ONLINE

[goodwillbigbend.org/shop-online](http://goodwillbigbend.org/shop-online)

 [shopgoodwill.com](http://shopgoodwill.com)

[amazon.com](http://amazon.com)

[ebay](http://ebay.com)

## [ STORE LOCATIONS ]

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

**Bainbridge Store**  
1602 East Shotwell St.  
Bainbridge, GA 39819  
(229) 246-5035

**Thomas Drive Store**  
2826 Thomas Drive  
PCB, FL 32405  
(850) 233-6092

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

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

**Capital Circle Store**  
2729 Capital Circle N.E.  
Tallahassee, FL 32308  
(850) 386-6985

**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

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

**Mall Store**  
2578 North Monroe St.  
Tallahassee, FL 32303  
(850) 385-0716

**Marianna Store**  
2800 North Hwy 71  
Marianna, FL 32446  
(850) 394-4131

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

**Pensacola Street**  
2551 W. Pensacola St.  
Tallahassee, FL 32304  
(850) 350-0004

**Perry Store**  
2050 S. Jefferson St.  
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) 627 - 2244

**Santa Rosa Beach Store**  
3223 US Hwy 98 West  
Santa Rosa BCH, FL 32459  
(850) 267-0555

**Tyndall Parkway Store**  
129 S Tyndall Pkwy  
Panama City, FL 32404  
(850) 640-4061

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

**Valparaiso Store**  
143 W. John Sims Pkwy  
Valparaiso, FL 32580  
(850) 729-0131

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## [ OUTLET LOCATIONS ]

**Panama City Outlet**  
3221 East Bus. Hwy 98  
Panama City, FL 32401  
(850) 872-2001

**Tallahassee Outlet**  
300 Mabry Street  
Tallahassee, FL 32304  
(850) 576-3176 ext. 123

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## [ HOME STORE ]

**Goodwill Home Décor**  
9561 US Highway 98 W  
Miramar Bch FL 32550

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## [ BOOK STORES ]

**Bucklake Bookstore**  
3111 Mahan Drive  
Tallahassee, FL 32308  
(850) 402-3111

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

## [ COMPUTER & ELECTRONICS ]

**Tallahassee Electronic Sales & Service**  
2734 Capital Circle  
Tallahassee, FL 32308  
(850) 504-0958

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

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## [ ATTENDED DONATION CENTERS ]

**Betton Road ADC**  
1943 Thomasville Road  
Tallahassee, FL 32303  
(850) 385-2165

**Lake Jackson ADC**  
3416 N. Monroe St.  
Tallahassee, FL 32303  
(850) 562-9721

**Killearn ADC**  
3610 W Shamrock  
Tallahassee, FL 32303  
(850) 297-1114

**Mahan ADC**  
1308 Mahan Drive  
Tallahassee, FL 32303  
(850) 877-6840

**Old Bainbridge/ Tharpe ADC**  
1108 W. Tharpe Street  
Tallahassee, FL 32303  
(850) 385-1559

### **Meridian ADC**

3401 North Meridian Rd  
Tallahassee, FL 32312  
(850) 668-0260

### **Bucklake ADC**

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

### **Crestview ADC**

3935 S. Ferdon Blvd.  
Crestview, FL 32536  
(850) 924-4003

### **Cairo ADC**

2201 HWY 84 E.  
Cairo, GA 39827  
(229) 307-0344

### **Back Beach ADC**

22620 P.C. Beach Pkwy  
PCB, FL 32405  
(850) 233-0696

### **Tyndall Pkwy ADC**

5512 HWY 22  
Callaway, FL 32404  
(850) 747-1369

### **Sandestin ADC**

10896 Hwy 98  
Sandestin, FL 32550  
(850) 650-2082

## **[ CAR SALES ]**

### **Tallahassee Used Car Sales**

2800 West Tennessee St.  
Tallahassee, FL 32304  
(850) 656-8000

**goodwillbigbend.org/  
cars**

## **[ CAR WASHES ]**

### **Goodwill Super Suds**

1480 Market Street  
Tallahassee, FL 32312  
(850) 893-0259

### **Goodwill Super Suds**

606 Capital Circle NE  
Tallahassee, FL 32301  
(850) 656-3391

## **[ SHOP ONLINE ]**



**amazon.com**



**goodwillbigbend.org/  
shop-online/**

## **[ ONLINE LEARNING ]**



**gwcareercampus.com**

**Help line:  
(850) 769-5155**

## **[ CAREER TRAINING & PLACEMENT ]**

### **Tallahassee**

300 Mabry Street  
Tallahassee, FL 32304  
(850) 576-7145

### **Cairo**

270 US Hwy 84 East  
Cairo, GA 31757  
(229) 307-0344  
or (229) 378-4062

### **DeFuniak Springs**

1651 S. HWY 331  
DeFuniak Spgs, FL 32435  
(850) 522-1268

### **Thomasville**

15072 US Hwy 19 South  
Thomasville, GA 31792  
(229) 558-9020

### **Springfield**

3207 E. 4th Street  
Panama City, FL 32401  
(850) 522-3900

### **Panama City**

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

### **Valparaiso**

143 John Sims Parkway  
Valparaiso, FL 32580  
(850) 729-8690

### **Chipley**

1301 Main Street  
Chipley, FL 32428  
(850) 638-0093

### **Marianna**

2800 FL-71  
Marianna, FL 32446  
(850) 394-4131

### **Quincy**

1503 W. Jefferson St.  
Quincy, FL 32351  
(850) 627-2251

## **[ CHILD CARE ]**

### **The Learning Pavilion**

3519 Easter Stanley Ct.  
Tallahassee, FL 32308  
(850) 921-5437

## **[ CONTRACT SERVICES ]**

### **Contract Services**

300 Mabry Street  
Tallahassee, FL 32304  
(850) 576-7145

## **[ CORPORATE ]**

### **Corporate Office**

300 Mabry Street  
Tallahassee, FL 32304  
(850) 576-7145