

ANNUAL REPORT

2013



Goodwill®

Serving the People of Southern Los Angeles County

Friends of Goodwill,

As our Goodwill celebrated 85 years of operations in 2013, we sought to take our organization to new heights by transforming it on every level. From our retail stores to our collection programs to our workforce development services, we aimed to exceed our previous goals in an effort to make an even stronger impact on the communities we serve.

To accomplish this, our Board of Trustees created a new three-year strategic plan to help navigate us on this journey of transformation. It is our hope that these efforts will increase our ability to protect the environment while expanding our job training and placement services for those with barriers to employment.

As an organization, we believe that adapting to change is essential to experiencing exponential growth. It is this belief that inspires us to make continual improvements to your Goodwill so we can deliver on our commitment to the communities we support.

Throughout this journey of transformation, we have continued to touch the lives of those who need our services the most—the unemployed, underemployed and working poor. Our Workforce Development team provides these individuals with access to skills training and job placement services to help them find meaningful, career-track employment. Our organization offers affordable training in credentialed industries, such as health care, and in 2013 we became the first Goodwill in the nation to become a State Certified Nurse Assistant Training Academy.

As we embark on this new cycle of growth, we must remind ourselves that transformation has always been the hallmark of Goodwill. Quite simply, we're in the business of transforming donated goods for sale to support programs that transform lives.

Sincerely,

Janet McCarthy
President & CEO

Harry Saltzgaver
Board Chairman



TRANSFORMATION



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Goodwill® Named One of America’s Most Inspiring Companies by Forbes Magazine

1. Microsoft

2. Disney

3. Wal-Mart

4. Chick-fil-A

5. Target

6. McDonald’s

7. Google

8. Amazon

9. Johnson & Johnson

10. Tom’s Shoes

11. Coco-Cola

12. Apple

13. Starbucks

14. Costco

15. Ford

16. Whole Foods Market

17. Southwest Airlines

18. Wegmans Food Market

19. Goodwill

20. Pepsi

21. Nike

22. American Express

23. Zappos

24. REI

25. Kohl’s



2013 Graduate of the Year Lazaro Estrada

Lazaro Estrada is grateful for his job as a night auditor at the Mayfair Hotel in Los Angeles. However, not long ago, Lazaro was forced to leave a promising job in Orange County due to company downsizing. After experiencing long-term unemployment and depression, he drained his finances and eventually became homeless.

“I was somewhat terrified to go to the only shelter that was open, so I decided to just ride the bus all night,” said Lazaro. “Until finally someone told me that I should go to the City of Long Beach Multi-Service Center, which serves those who are homeless or nearing homelessness.” After hearing his story, the Multi-Service Center referred Lazaro to Goodwill SOLAC.

At Goodwill, Lazaro completed life skills training classes that enabled him to completely turn around his life. “Right after I took my Goodwill classes, I got a call for a job interview at a hotel in downtown Los Angeles,” said Lazaro as he remembers preparing for his interview with the Mayfair Hotel. “I don’t even think I had a tie. Thankfully, my job coach had an extra one and let me borrow it.”

Employed by the hotel for more than a year, Lazaro now has an apartment to live in. He thanks the Goodwill SOLAC staff for providing him with the tools necessary to help him obtain steady employment.



2013 Achiever of the Year Neil Williams

Neil Williams takes pride in being as independent as possible, but he hasn’t always felt that way. Neil originally came to Goodwill SOLAC in 2008 after being referred by the Harbor Regional Center, an agency that works with people with developmental disabilities. Goodwill’s Supported Employment Program placed him in a job to assist with Goodwill’s Cerritos store grand opening.

During his first year working at Goodwill, it was apparent that Neil was bright and capable. Yet, he often let his anxieties and frustrations get the best of him. He had to learn the hard rules of working, like being punctual and concealing his dislike for certain tasks. Over time, however, Neil’s natural abilities surfaced and he began demonstrating his dependability and attention-to-detail in his job performance.

Neil comes from a nurturing family who works with him and Goodwill to assist with any issues that arise at his job. Since working at Goodwill, Neil has strengthened his social skills and he consistently demonstrates his commitment to his work.

“I have come a long way since starting at Goodwill. It has helped me to become more independent and more aware of the outside world,” said Neil. “I am more self-confident than I was before.”

Today, Neil does his own grocery shopping, maintains a shared checking account, and uses the ATM and Internet. Although he still has occasional bouts of anxiety, he has continued to thrive at work despite the changes he has endured.

Forbes released its 2013 list of America’s 25 Most Inspiring Companies that included Goodwill® for the second consecutive year. In 2012, Goodwill was ranked number 23; in 2013, Goodwill was ranked number 19.

The list was based on results from Performance Inspired, Inc., a consulting and training firm that helps organizations elevate performance through the science of inspiration. The company surveyed 4,738 consumers and asked respondents to rank which five companies they find most inspirational. It also asked them to describe their most recent encounter with each company. The goal of the survey was to find a correlation between successful companies and those brands or corporations that inspire their consumers.

According to Terry Barber, chief inspiration officer for Performance Inspired, the survey showed that consumers are not only feeling inspired by certain businesses, but are acting inspired by spending more with these companies while evangelizing to others about their inspiring experience.

As Barber said, “We now see there is a validated set of drivers to inspiration and when these drivers are activated, it elevates employee engagement that shows up in the customer experience. These consumers feel like they are a part of a company’s mission for making the world a better place. They don’t feel like they are just helping a company make money; they feel that they are a part of doing good when they support their most inspiring companies.”



While Goodwill's retail stores are typically known for their wide selection of gently used clothing, there is a broad range of merchandise that is also sold—from housewares to furniture to shoes and accessories. As a result of the sales generated from our donated goods, our shopgoodwill.com auction site and our online used book store on Amazon, Goodwill SOLAC's retail operations revenue exceeded \$22 million in 2013.

Our 15 retail stores served more than one million customers in 2013, and our Last Chance clearance outlet surpassed \$1 million in annual sales. Our e-commerce business increased 20% from the prior year, further bolstering our revenues. Our retail stores, e-commerce and after-market operations generated 83% of the revenue that funded our organization's mission of providing job training and placement services for those with barriers to employment.

During the year, the Long Beach Belmont store was completely remodeled and reopened with a ribbon-cutting celebration. The Norwalk, Carson and Long Beach Atlantic/Willow stores also underwent branding and flooring facelifts to bring them up to *Think Good* retail marketing standards.

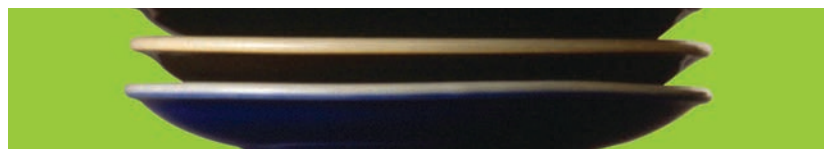
Because our retail operations ended another successful year, Goodwill SOLAC continued making a difference in Southern Los Angeles communities. In fact, 76% of every dollar generated from our retail operations funded employment programs that build a better community as we help change lives one job at a time.



Long Beach Belmont Store Grand Re-Opening



COMMUNITY



LiNKs Sign Language & Interpreting Services® is a full-service provider of interpreting services to individual clients, organizations and departmental agencies of city, county and state governments as well as hundreds of private and public corporations and nonprofits. LiNKs offers interpreting services to deaf or hard-of-hearing individuals, and it also provides spoken language translation in more than 20 languages, including Arabic, Korean, Mandarin, Spanish and Vietnamese. Nearly 3,400 individuals received interpreting and translation services through LiNKs in 2013.

LiNKs set a record performance in 2013 by exceeding \$2 million dollars in revenue. American sign language generated 65% of the revenue, and spoken language generated 35% of the revenue. Document translation was under business development in 2013 and is expected to build a new revenue stream for LiNKs.

As a provider of contract employment, LiNKs contracted more than 200 individuals to perform sign language and interpreting services in 2013. LiNKs also provided HIPAA, ethics and industry specific training to 135 individuals during the year. Additionally, LiNKs became a member of the American Translation Association.

Goodwill displays prime ad space at Blair Field in Long Beach.



WORKFORCE DEVELOPMENT

Goodwill SOLAC's Workforce Development Division served 7,635 individuals through its various training programs in partnership with the City of Long Beach Workforce Investment Network, City of Long Beach Youth Opportunity Center, Long Beach Multi-Service Center, Long Beach Community Action Partnership, Long Beach Unified School District School for Adults, Long Beach City College, and College of Continuing and Professional Education at California State University Long Beach.

In 2013, Goodwill SOLAC graduated its 25th Loss Prevention training class with 79 participants who completed the training program's five-week training session. Goodwill SOLAC took the entire training program in-house in August, hiring all staff associated with the program to become Goodwill staff. Each class provides an opportunity for trainees to go "undercover" at various Goodwill retail sites, creating real world training experience for students and increasing their marketability to prospective employers. By the end of 2013, 51 Loss Prevention graduates were employed for a 65% placement rate, with the remaining graduates in the stages of the interview process.

Goodwill SOLAC's 2013 Health Care Training Program consisted of the Certified Nurse Assistant (CNA), Medical Insurance and Billing, and Phlebotomy Training Programs. During the year, 89 participants enrolled in the CNA Program, with 52 participants completing the program and 14 participants scheduled to graduate in January 2014. A total of 59 CNA graduates were placed in employment in 2013.

In partnership with the College of Continuing and Professional Education at California State University Long Beach, Goodwill SOLAC enrolled 22 participants in the Medical Insurance and Billing Program. A total of 34 participants completed the program in 2013 due to a rollover class enrollment in late 2012.

In 2013, 298 homeless individuals accessed Goodwill services at the Long Beach Multi-Service Center, which is currently housed at Goodwill SOLAC's headquarters in Long Beach. Services included life skills training classes, resume preparation, mock interviews and job placement services. Of the participants served by this program, 242 individuals completed life skills training, 115 individuals completed employment preparation training, and 37 individuals were successfully placed in jobs — an increase of six individuals from the prior year.

A business leader accepts Goodwill SOLAC's employer recognition award.

OPPORTUNITY

Goodwill SOLAC was selected by Goodwill Industries International as one of four faculty sites for the Beyond Jobs 2.0 Program that serves low-income women and is sponsored by the Wal-Mart Foundation. As a faculty site, Goodwill SOLAC hosted a Beyond Jobs learning forum for all participating Goodwills. The purpose of the forum was to review Goodwill SOLAC's industry-specific employment initiatives and to discuss best practices of all Beyond Jobs Programs. In 2013, 358 women were enrolled in Goodwill SOLAC's Beyond Jobs Program; 259 women were placed in jobs; 126 women achieved six months of employment retention; and 125 women achieved 10% wage earning increases. Of the 47 Goodwills from throughout the nation participating in the program, Goodwill SOLAC ranked third in the total number of women placed in employment. The Beyond Jobs 2.0 Program will continue working with Goodwill SOLAC throughout 2014.

In 2013, Goodwill SOLAC launched, in partnership with Long Beach Community College, a workforce development program for low-income students enrolled in the college's Culinary Arts Program. Goodwill SOLAC provided second-year college students with Goodwill Works employment preparedness classes, training in resume writing and interviewing, and job placement services. In 2013, Goodwill SOLAC served 22 students and placed four of those students in jobs, with the remaining students being eligible for job placement in the spring of 2014.

Goodwill SOLAC continued its fourth year in collaboration with the Long Beach Community Action Partnership. This program served 127 low-income individuals in the areas of job search, GED training, supportive services and computer training. In 2013, 36 individuals were placed in various jobs based in the Long Beach community.

Goodwill SOLAC's industry-specific trainings resulted in 40 individuals achieving self-sufficiency in 2013. Self-sufficiency is defined by the Family Economic Self-Sufficiency Standard, which measures how much income is needed for a family of a certain composition living in Los Angeles County to adequately meet their basic needs. It is based on the costs families face on a daily bases—housing, food, child care, out-of-pocket medical expenses, transportation, and other spending necessities.

In 2013, Goodwill SOLAC's Workforce Development was successful in securing \$371,050 in grants and contracts, an increase from \$272,601 that was awarded the previous year. As a special note, the S. Mark Taper Foundation awarded a \$100,000 grant to Goodwill SOLAC in 2013 for a two-year period to underwrite an Employment and Career Navigator position for its Health Care Training Program. This position works with CNA graduates to assist them in enrolling in mid-skill job training programs, such as the Licensed Vocational Nurse Training Programs, to help them advance in their careers so they can achieve economic self-sufficiency.

Graduates of Goodwill SOLAC's Certified Nurse Assistant Program

Certified Nurse Assistant students learn CPR training during a class.

Goodwill SOLAC Strategic Plan

2014-2016

Our Mission Statement

Goodwill partners with the community, transforming donated goods into job training, education and placement services for individuals with barriers to employment.

Environmental Impact

Toyota Donation Drive

SUSTAINABILITY

Goodwill SOLAC is committed to an ongoing sustainability program to help protect the environment. In addition to our collections at our attended donation centers and retail stores, we continued our residential collection pick-up program. Goodwill SOLAC also partnered with local corporations, organizations and city council districts to coordinate donation drives that supported our collection program.

Goodwill SOLAC launched a school donation drive fundraising program during the year to augment collections while enabling schools to earn funds for student projects. The fundraising program successfully established partnerships with local elementary schools, middle schools and high schools.

The Goodwill SOLAC Waste Reduction Task Force was in full swing for another year to increase employee awareness about the importance of recycling. The task force also expanded the placement of recycling bins throughout our facilities to further support our recycling program.

In 2013, Goodwill SOLAC collected and processed more than 14 million pounds of donated goods and nearly 800,000 pounds of e-waste—materials that would have otherwise gone to landfills. Moreover, we reduced trash disposal costs by 18% from the previous year—a cost savings of \$16,306.

EMPOWERING INDIVIDUALS

ADVANCING BUSINESS

ENRICHING COMMUNITY

CARING FOR THE EARTH

Performance Targets

#1

Be the leading provider of training and employment services focusing on those with barriers to employment.

#2

Maximize revenue/contribution to support mission sustainability and growth.

#3

Expand community partners and awareness to fulfill mission and grow business lines.

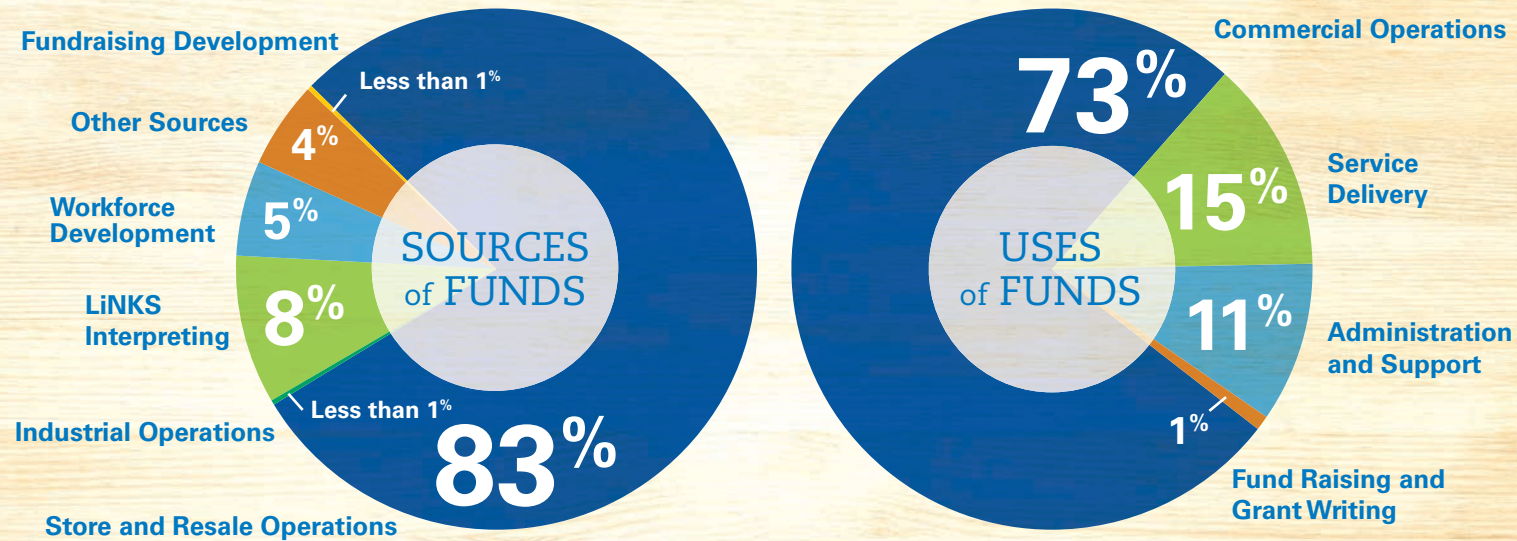
#4

Advance as a learning organization by deepening a culture that encourages and supports continuous learning by staff and participants.

#5

Increase visibility and awareness of Goodwill SOLAC's mission and success.

2013 Financial Statement



2013 Operations Impact

Goodwill SOLAC provided full-time employment to a total of **319 individuals in 2013**. The average hourly wage per employee in 2013 was **\$12.28** WORKING AN AVERAGE OF 40 HOURS PER WEEK FOR 12 MONTHS. The ripple effect of these jobs generated an additional **81 jobs for a total of 400 jobs** — with total wages of \$12.9 million and a total economic impact of \$28.7 million. The fiscal impact generated by Goodwill SOLAC operations in 2013 was nearly **\$1.1 million for the state of California**.

*Goodwill SOLAC's 2013 Financial Statement is fully audited by Harrington Group, Certified Public Accountants, LLP. To view a copy of the report, visit www.thinkgood.org.

Demographics of People Served in 2013

DISADVANTAGING CONDITIONS EXPERIENCED BY PERSONS SERVED

| | |
|---|-------|
| Unemployed/Dislocated Workers | 937 |
| Working Poor/Incumbent Workers/Underemployed | 387 |
| Welfare Recipients | 326 |
| At-Risk Youth | 140 |
| Persons with Criminal Backgrounds | 97 |
| Older Workers | 60 |
| Homeless | 345 |
| Non-English Speaking/ Limited English Proficiency | 23 |
| Lack of/Low Literacy | 62 |
| Lack of GED/High School Equivalency | 100 |
| Other Disadvantaging Condition | 359 |
| Unknown or Unreported Conditions | 6,697 |

DISABLING CONDITIONS EXPERIENCED BY PERSONS SERVED

| | |
|--|-------|
| Blindness or Other Visual Impairment | 6 |
| Deafness or Other Hearing Impairment | 3,490 |
| Other Physical Disability | 1 |
| Neurological Disability | 2 |
| Autism | 1 |
| Learning Disability Other Than Autism | 7 |
| Developmental Disability Other Than Autism | 13 |
| Psychiatric and/or Emotional Disability | 4 |
| History of Substance Abuse | 13 |
| Other Disabling Condition | 9 |

2013 Community Impact

Goodwill SOLAC placed a total of **315 JOB SEEKERS** in positions based in communities throughout Southern Los Angeles County.

The average hourly wage per placement in 2013 was **\$19.07** WORKING AN AVERAGE OF 40 HOURS PER WEEK.

The ripple effect of these jobs generated an additional **147 jobs in the local workforce** FOR A TOTAL OF

462 JOBS with total wages of **\$21 million** and a total economic impact of **\$46.8 million**. The fiscal impact generated by Goodwill SOLAC by these total placements in 2013 was nearly **\$1.75 MILLION for the state of California**.

2013

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Pacific Gateway
Prudential Foundation
Ralph M. Parsons Foundation
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United Way
Walmart Foundation

Store Locations

Carson

21827 S. Avalon Blvd.
Carson, CA 90745

Cerritos

10745 South St.
Cerritos, CA 90703

Gardena Gateway

727 W. Redondo Beach Blvd.
Gardena, CA 90247

Long Beach—Atlantic/Willow

2610 Atlantic Ave.
Long Beach, CA 90806

Long Beach—Belmont

1130 Redondo Ave.
Long Beach, CA 90804

Long Beach—Pacific Coast Hwy.

800 W. Pacific Coast Hwy.
Long Beach, CA 90806

Long Beach—Wardlow Road

8155 E. Wardlow Road
Long Beach, CA 90808

Gardena

727 W. Redondo Beach Blvd.
Gardena, CA 90247

Manhattan Beach

1145 W. Artesia Blvd.
Manhattan Beach, CA 90266

Rancho Palos Verdes

28901 S. Western Ave.
Rancho Palos Verdes, CA 90275

Redondo Beach—Artesia Blvd.

2318 Artesia Blvd.
Redondo Beach, CA 90278

Redondo Beach—Torrance Blvd.

317 Torrance Blvd.
Redondo Beach, CA 90277

Torrance—Crenshaw Blvd.

25425 Crenshaw Blvd.
Torrance, CA 90501

Torrance—Western Ave.

22725 Western Ave.
Torrance, CA 90501

Wilmington

311-A W. Pacific Coast Hwy.
Wilmington, CA 90744



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Serving the People of Southern Los Angeles County

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LiNKS Interpreting

800 W. Pacific Coast Hwy.
Long Beach, CA 90806
888.742.0070
linksinterpreting.com

Goodwill Custodial Services

800 W. Pacific Coast Hwy.
Long Beach, CA 90806
562.435.3411, ext. 227

Attended Donation Centers

Carson

Carson Mall
20700 S. Avalon Blvd.
Carson, CA 90746

Long Beach

Bixby Knolls
4545 California St.
Long Beach, CA 90807

Long Beach

Millikan High School
Palo Verdes Ave. and E. Belen St.
Long Beach, CA 90815

Long Beach

Sam's Club
Long Beach Towne Center
7480 Carson Blvd.
Long Beach, CA 90808

Long Beach

Woodruff Community Church
3908 Woodruff Ave.
Long Beach, CA 90808

Redondo Beach

South Bay Galleria
1601 Kingsdale Ave.
Redondo Beach, CA 90278

Rolling Hills Estates

Peninsula Center
Silverspur Road and Crossfield Drive
Rolling Hills Estates, CA 90274

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Director of Finance

Julie Dover

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Janet McCarthy

President and CEO

Donna Snell

Director of Commercial Operations

Paulette Thornton

Director of Marketing and
Community Outreach



All Retail Stores are open Mondays thru Saturdays from 9 am to 9 pm, and Sundays from 10 am to 8 pm.

Attended Donation Centers are open daily from 8 am to 5 pm. We gratefully accept donations, including all of our stores.



**For more information,
visit us at ThinkGood.org**