

# Annual Report



**Goodwill**

Serving the People of Southern Los Angeles County



FRIENDS OF GOODWILL,

The year 2016 was a productive one for our Goodwill, as we continued to make great strides in both our mission-based job programs and commercial operations.

In 2016, our Workforce Development Department placed more than 450 individuals in career-track employment, a job placement increase from the prior year, and 41 individuals reached financial self-sufficiency through the power of work. (Self-sufficiency is defined as the state of not requiring any aid, support or interaction for survival.)

Additionally, Goodwill SOLAC opened Edgar & James, A Curated Collection by Goodwill, in the city of Redondo Beach, with significant fanfare and media buzz that contributed to its winning launch. We also experienced annual revenue increases from our two e-commerce businesses and LiNKS Sign Language & Interpreting Services.

These and many other successes were realized in 2016, thanks in part to the guidance of our 2014-2016 Strategic Plan. Created by our Board of Trustees and Leadership Steering Team, our three-year strategic plan provided us with a blueprint to help grow every area of our operations. With the plan culminating in 2016, our organization was able to reach many new heights that we set out to achieve.

As you read our 2016 Annual Report, you'll learn how Goodwill SOLAC is leveraging our social enterprise to continue making a difference in communities throughout Southern Los Angeles County. We hope you find our annual report not only informative, but also inspiring.

Sincerely,

  
**JANET MCCARTHY**  
President & CEO

  
**HARRY SALTZGAVER**  
Board Chair



Board <sup>OF</sup>  
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## BRENDA PETERS: Graduate OF THE Year

When Brenda Peters is on her work shift at the Port of Los Angeles, her supervisors know that all is steady at her station. As a security officer for the Port, Brenda is well trusted by her colleagues for her ability to do her job well. It's that level of trust that led her co-workers to elect her as the secretary of a security professionals union.

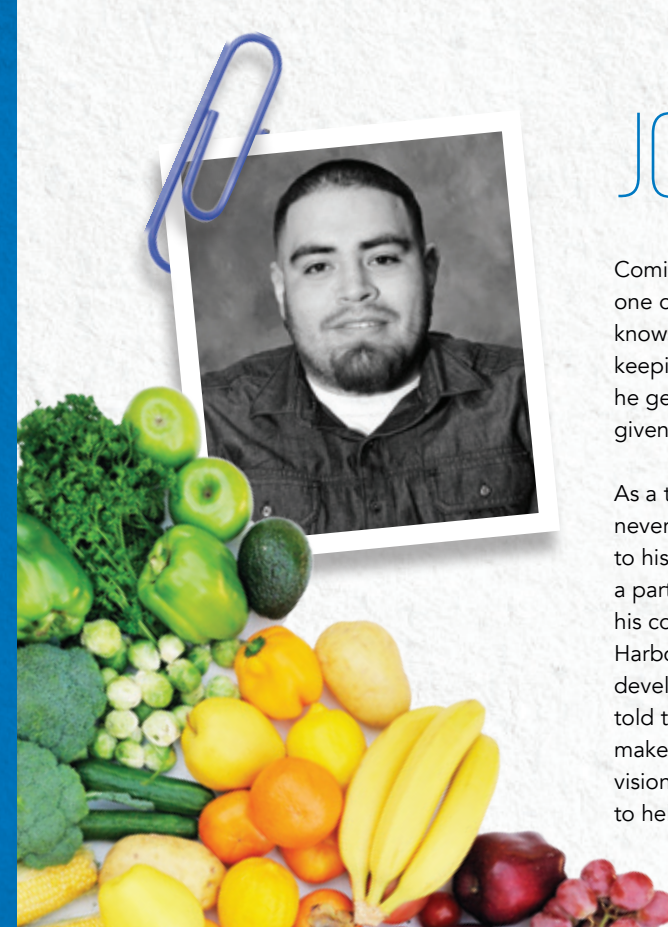
While Brenda appreciates the career support, she experienced quite the opposite just a few short years ago. That's when she returned to Southern California looking for work after spending two years caring for her elderly parents who live out of state. She was surprised how challenging it was to find employment, especially given that she spent 16 years working for a medical center in Los Angeles before relocating to Long Beach, where she also found work locally. But reentering the job market as a middle-aged woman, she felt that hiring managers were not offering her jobs where she'd compete with a younger workforce. Unemployed with a son in college, she was repeatedly turned down for jobs that she knew she could handle. Disappointed but undeterred, Brenda continued her job search and visited Goodwill's Long Beach headquarters to learn about

retail job openings. When she saw a posted flyer about Goodwill's Loss Prevention Training Program, she felt she found an even better opportunity. She asked to meet with the program's career counselor, who listened to Brenda's concerns about how she felt her age was perceived in the job market. The career counselor shared Goodwill's mission statement and surmised that ageism was her barrier to finding employment. Relieved that someone understood her employment challenges and interest in starting a new career, Brenda enrolled in the training program weeks later. On the day of her graduation, she received a job offer.

Today, Brenda is making plans to earn a certificate in Homeland Security, and she's also a frequent speaker at Goodwill's Loss Prevention graduations and alumni events. After establishing her newfound career, Brenda feels like it's her duty to give back by helping others facing barriers to employment. "What Goodwill gave me is priceless," she says. "Goodwill offered me the opportunity to start over with not just a job, but a career."



**Goodwill offered me the opportunity to start over with not just a job, but a career."**



## JOSE PULIDO: Achiever OF THE Year

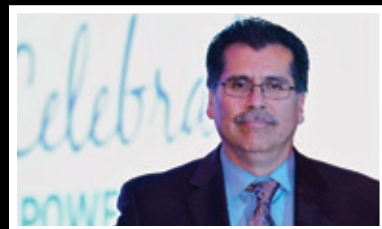
Coming into work at the Northgate Market in Norwalk is one of Jose Pulido's favorite times of day. That's because he knows his work day will be filled with duties he enjoys, like keeping the produce fresh and the shelves stocked. Moreover, he gets to work at a place that feels like a second home, given that he started working there at just 17 years old.

As a teenager growing up in a close-knit family in Bellflower, it never occurred to Jose to find a job at a local market. But due to his struggles with learning in high school, his family felt that a part-time job in a positive work environment would help build his confidence. So his mother and big sister brought him to the Harbor Regional Center, a nonprofit that serves individuals with developmental disabilities. It was at the center where Jose was told that he suffered from dyslexia, a learning disability that makes it difficult to read words and symbols, despite normal vision and intelligence. The center connected him to Goodwill to help place him in a job that would enable him to learn how

to thrive in the workplace. A short time later, a Goodwill team leader gave him the good news that Northgate hired him.

In his first year at the market, Jose spoke very little, but quickly learned the ropes and became a productive worker. As a courtesy clerk, he was eager to tackle any tasks that he was asked to do. He also grew in his communications skills with not only his co-workers, but also with customers. His hard work and enthusiasm did not go unnoticed. Last year, he was promoted to a full-time position to work in the grocery department to maintain produce and product placement.

What began as an entry-level job as a teen nearly five years ago has now become a way of life for Jose. He wants to build a long career at the market, and the Northgate management team will help him do just that. His direct supervisor recently shared that he's honored to work with Jose, who is now considered a bona fide member of the Northgate family.



### CELEBRATE THE POWER OF WORK AWARDS DINNER

Long Beach Police Chief Robert Luna is shown officiating Goodwill SOLAC's board induction during the Celebrate the Power of Work Awards Dinner.



During the Celebrate the Power of Work Awards Dinner, Goodwill awardee Gerardo Medina (far right) is shown holding his plaque with (from left) event host Pat Prescott, Goodwill SOLAC Board Chair Harry Saltzgaver, and Goodwill SOLAC President and CEO Janet McCarthy.



Terry Geiling, President and CEO of American Gold Star Manor, is shown accepting his Community Leader Award at the Celebrate the Power of Work Awards Dinner.



### LONG BEACH POLICE FOUNDATION

Goodwill SOLAC donated \$10,000 to the Long Beach Police Foundation in support of the police department's work in the Long Beach community, and partnered with the foundation to host the "Red, White & Blue" donation drive at the East Division Substation.



# KIP SATTERGREN: *Employee OF THE Year*

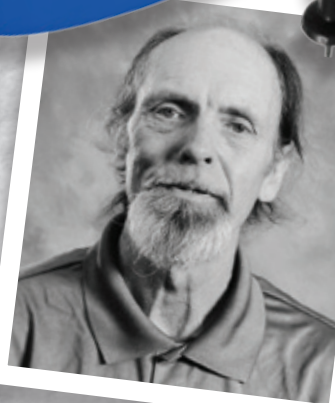
Kip Sattergren is a familiar, friendly face around Goodwill. While working for more than a decade at the organization, Kip has held a number of positions at Goodwill – from a material handler to a driver's helper to a donations center attendant. In his current role as a dock worker, Kip is charged with the unloading and movement of donated materials. Throughout his career at Goodwill, Kip has continuously received praise for his strong work ethic, cordial interactions with the public, and willingness to go above and beyond to get the job done.

As valuable as his time has been at Goodwill, Kip's life before joining the organization was starkly different. Kip struggled with alcoholism for most of his adulthood, resulting in chronic unemployment that eventually left him homeless. When he decided to take the first steps of turning around his life, he entered the Redgate Memorial Recovery Center, a detox rehabilitation facility in Long Beach. During that period, Kip learned how to take back his life with a renewed approach and purpose. Months leading up to his release, he was given one hour each day to walk around the local area as he prepared to reenter society. On his daily outings, Kip walked past Goodwill's

main offices, where he became intrigued with the bustling activities there and the opportunities that he imagined awaited him.

When he left the rehab center, Kip mustered up the courage to visit Goodwill to apply for a job. He was warmly welcomed as he shared his story. The hiring managers were won over by Kip's openness and promises to work hard in a new job, if just given the opportunity. The following week he was thrilled to learn that he was offered an entry level position as a custodian.

Since being hired 10 years ago, Kip has kept his word by being a dependable, hard worker who performs his duties with a buoyant enthusiasm. These days, Kip is regularly seen riding his bike to and from work, always grateful for the day ahead of him. Through his quiet example of unselfish service to Goodwill, Kip lets his actions speak louder than his words.



## CHANNEL 2 NEWS COVERS EDGAR & JAMES

Goodwill SOLAC staff members gather in front of a Channel 2 News van following the TV news station's preview coverage of the Edgar & James store opening.



## EDGAR & JAMES RIBBON-CUTTING

Goodwill SOLAC staff and board members are joined by local community leaders at the grand opening of the Edgar & James store in Redondo Beach.

# Retail Operations

Shoppers throughout Southern Los Angeles County continued to visit Goodwill SOLAC's retail stores in 2016 to purchase gently used donated goods – from clothing, shoes and accessories to furniture and housewares. The steady volume of customers enabled our retail stores to yield solid sales performances, as our stores processed \$1.1 million sales transactions in 2016.

In March 2016, Goodwill SOLAC successfully launched its new concept store in Redondo Beach named Edgar & James, which sells urban, industrial and farmhouse chic items. The original Goodwill store that operated in the same location for many years underwent a full renovation to be transformed into the Edgar & James store. To showcase its distinct retail concept, the specialty store was uniquely branded and designed with an urban appeal. Edgar & James opened to lines of shoppers during its weekend opening, and the store continued to perform well throughout the year.

Goodwill SOLAC's e-commerce businesses – the ShopGoodwill auction site and an online bookstore on Amazon.com – grew by 7% over the prior year. More than 84,000 items were sold on the two e-commerce sites in 2016.

The sales revenue from Goodwill SOLAC's commercial operations enabled our organization to continue making an impact in communities throughout Southern Los Angeles County. For every dollar generated from our commercial operations, 86 cents goes toward funding our job training and placement programs for individuals with barriers to employment.

**Our 18 retail stores served more than one million customers in 2016, and our Last Chance clearance outlet surpassed \$1 million in annual sales for the fourth consecutive year.**



## THE SEASON OF GOODWILL

To promote the Give at the Register Campaign, a specially designed collateral piece was displayed at the registers of all retail stores during the holiday season.



## COSTUME CREATOR BUTTON FOR HALLOWEEN

A Costume Creator button was worn by sales associates who helped shoppers create one-of-a-kind Halloween costumes.





**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 other private, nonprofit and public corporations.**



We provide translation in more than 30 languages, including Arabic, Mandarin, Vietnamese and Korean. Not only do our contract interpreters have consecutive and simultaneous fluency modes, they have a deep cultural knowledge and understanding of the language. Our experienced interpreters are always on call for on-site translation.

LiNKS is a member of the American Translators Association and the Registry of Interpreters for the Deaf, Inc.

In 2016, LiNKS generated 3.4 million in revenue with 300+ independent interpreters under contract. Spoken language generated 47% of the revenue, and American Sign Language generated 53% of the revenue.

During the year, LiNKS served 5,107 individuals with interpreting and translation services, furthering Goodwill SOLAC's mission of serving diverse communities.



# Environmental Impact

**Goodwill SOLAC is committed to being an environmental leader to help make our communities a better place to live. By recycling used goods, we help reduce waste in our landfills, leading to a cleaner environment.**

In 2016, Goodwill SOLAC received and processed more than 360,000 donations, totaling approximately 14 million pounds. Also during the year, we collected more than 375 tons of electronic waste through a state certified recycling partner.

To support our collection effort, Goodwill SOLAC organized community outreach programs to create alternative methods to collect donated goods. We

continued offering our home pick-up service for local residents as well as our school fundraising donation drive program. In 2016, local schools earned \$22,125 by hosting donation drives through this annual school fundraising program.

Goodwill SOLAC also hosted donation drives with a number of local business and civic partners, including Toyota, Kaiser Permanente, and the Long Beach Police Department. In addition, Goodwill SOLAC formed new Earth Day partnerships with the City of Torrance and Bixby Knolls Business Association, collecting more than 13,000 pounds of donated goods at these co-branded events.



## SCHOOL FUNDRAISING DONATION DRIVES

Through Goodwill SOLAC's School Fundraising Program, a local Boys Scouts troop filled 22 donation bins at their fundraising drive in August 2016, earning the troop \$1,100.



## "RED, WHITE & BLUE" DONATION DRIVE

Long Beach Police Department officers and volunteers gather with Goodwill SOLAC staff and board members at the "Red, White & Blue" Donation Drive.



# Workforce Development

**Goodwill SOLAC's Workforce Development Department represents the mission of Goodwill, as it provides job training and placement programs that ultimately enable individuals to lead economically independent lives.**

In 2016, a total of 7,527 individuals accessed Goodwill SOLAC's job programs. Of those participants who accessed these services, 1,162 entered training programs, 700 completed training programs, and 452 were placed in employment.

Our State of California Certified Nurse Assistant (CNA) Training Program graduated 94 individuals in 2016. Of those graduates, 86 individuals were hired into competitive employment and are beginning their careers in the in-demand healthcare field. Also, two evening CNA training classes were added in 2016 to primarily serve low-income women who are working during traditional daytime class hours, and/or having parenting obligations during the day. Twenty-one individuals graduated from these two evening cohorts.

In addition, our CNA Training Program graduated its third class of area high school students in partnership with the Long Beach

Unified School District's Healthcare Academies at Cabrillo, Jordan, Lakewood, McBride and Polytechnic High Schools. This dynamic and collaborative program enrolls students in their junior year for monthly Life Skills and Work Readiness classes that continues through their senior year. Upon graduation from high school, students are officially enrolled in the CNA Training Program. Thirteen individuals graduated from the class in August 2016 and all are currently working as CNAs or have enrolled in higher level training institutions in pursuit of additional nursing credentials.

Our Loss Prevention Training Program graduated its 47th class in 2016. The comprehensive five-week training program provides real world training at Goodwill SOLAC retail stores, increasing a graduate's job marketability in the security industry. A total of 81 Loss Prevention graduates were placed in jobs by more than a dozen major employers in the area.



Goodwill SOLAC continued a partnership with Cerritos College's Culinary Arts Program and Retail Management Training Program in 2016, resulting in 65 students entering into the Goodwill Job Placement Services Program. Of these individuals, 39 students were placed in culinary and retail positions for local employers.

Through our Homeless Services Program in 2016, Goodwill SOLAC provided Life Skills classes, resume preparation, mock interviews and job placement services to 352 individuals experiencing homelessness who were assisted by the City of Long Beach Multi-Service Center. A total of 176 individuals completed Life Skills training, 94 individuals completed Employment Preparation training, and 42 individuals were successfully placed into jobs.

Goodwill SOLAC's other job programs administered in 2016 were: Supported Employment that offers job opportunities for people with developmental or other disabilities; Direct Job Placement Services that places individuals in jobs with local employers; Healthcare Employment Services at SoCal ROC that provides employment services to students enrolled at the Southern California Regional Occupational Center in Torrance; and Workforce Development

Program in partnership with the City of Norwalk and Southeast Los Angeles County Workforce Investment Board that offers job placement services for Southeast L.A. area residents.

In 2016, Goodwill SOLAC assisted 41 individuals with achieving economic self-sufficiency and moving out of poverty. This was achieved through Goodwill SOLAC's job training and placement programs along with long-term job retention services for up to five years to assist graduates in moving up the career ladder and obtaining additional certificates and training that lead to higher paying jobs. To move out of poverty in Los Angeles County, a single person with one child must earn \$42,427 annually to be considered economically self-sufficient. A single person with no children must earn \$27,150 annually.



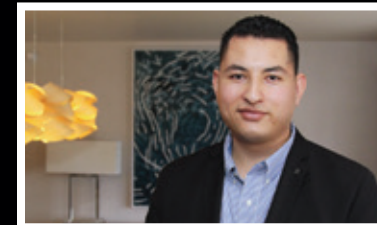
## HIGH SCHOOL CNA PROGRAM

The third cohort of high school graduates completed Goodwill SOLAC's Certified Nurse Assistant Training Program, thanks to Goodwill's partnership with the Long Beach Unified School District.



## CULINARY ARTS STUDENTS IN ACTION

Two students from Cerritos College's Culinary Arts Program are shown competing in a cooking competition during the program's annual Culinary Arts Extravaganza.



## JONATHAN COTA

A graduate of Goodwill SOLAC's Loss Prevention Training Program, Jonathan Cota is now the Chief of Safety and Security for Renaissance Long Beach Hotel.



## DENNIS KEOKOT

Despite an incarceration record, Goodwill SOLAC provided career counseling to Cerritos College culinary arts student Dennis Keokot, who eventually earned a job as a line cook for a local restaurant.



## Demographics OF PEOPLE Served IN 2016

### DISADVANTAGING CONDITIONS EXPERIENCED BY PERSONS SERVED

Unemployed/Dislocated Workers	1,362
Working Poor/Incumbent Workers/Underemployed	693
Welfare Recipients	282
At-Risk Youth	96
Persons with Criminal Background	54
Older Workers	156
Homeless	507
Non-English Speaking/Limited English Proficiency	2,435
Lack of/Low Literacy	32
Lack of GED/High School Equivalency	60
Other Disadvantaging Condition	712
Unknown or Unreported Barrier	5,725

### DISABLING CONDITIONS EXPERIENCED BY PERSONS SERVED

Blindness or Other Visual Impairment	3
Deafness or Other Hearing Impairment	2,707
Other Physical Disability	0
Neurological Disability	1
Autism	2
Learning Disability Other Than Autism	2
Developmental Disability Other Than Autism	13
Psychiatric and/or Emotional Disability	3
History of Substance Abuse	1
Other Disabling Condition	7

## 2016 Community Impact

COMBINED OPERATIONS & WORKFORCE DEVELOPMENT

In 2016, Goodwill SOLAC placed a total of **851** job seekers in positions based in communities throughout Southern Los Angeles County.

The average hourly wage of these job seekers was **\$15.82**, working an average of **40** hours per week.

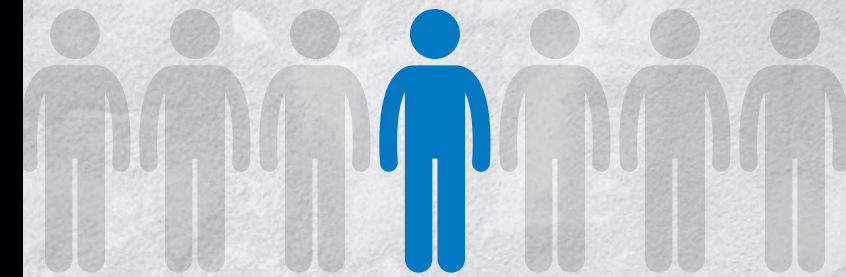
Goodwill SOLAC successfully assisted **41** individuals with achieving economic self-sufficiency and moving out of poverty.

## Economic Self-Sufficiency IN Los Angeles County

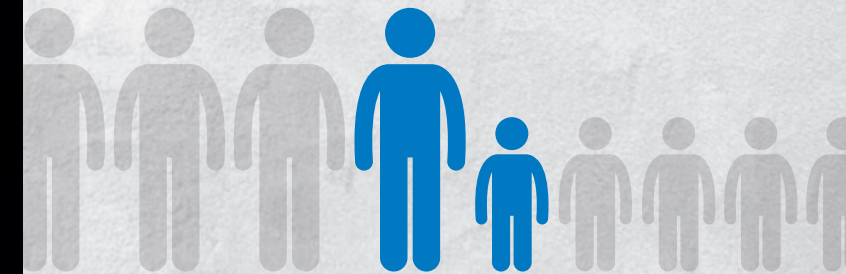
### DEFINITION:

Economic 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 basis – housing, food, childcare, out-of-pocket medical expenses, transportation and other spending necessities.

In 2016, Goodwill SOLAC assisted 41 individuals with achieving economic self-sufficiency and moving out of poverty. This was achieved through Goodwill SOLAC's various job training and placement programs. We also supported graduates through our job retention services for up to five years by assisting them with moving up the career ladder and obtaining additional certifications and training that lead to higher paying jobs.



\$27,150  
SINGLE ADULT

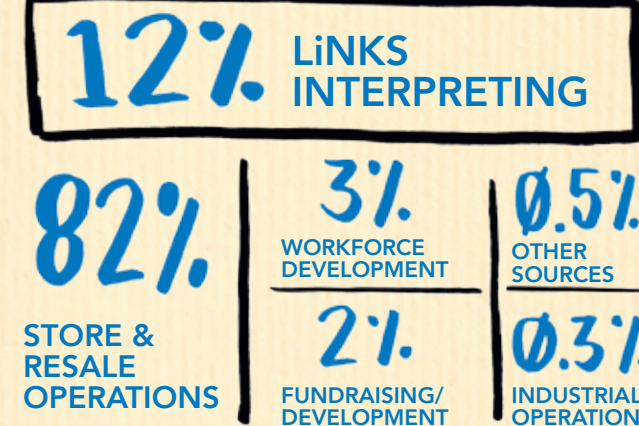


\$42,427  
SINGLE ADULT + CHILD

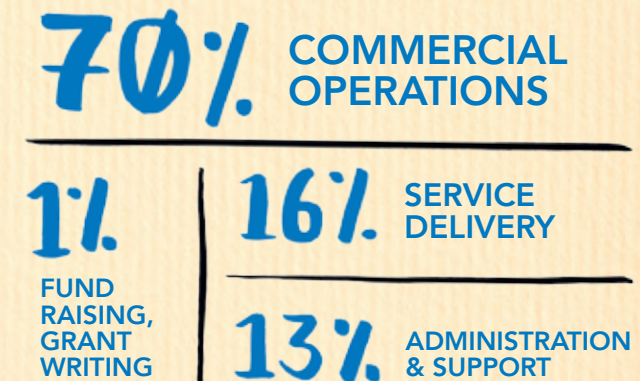


# 2016 Financial Statement

## SOURCES OF FUNDS



## USES OF FUNDS



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## 2016 CORPORATE DONORS

Ability Tri-Modal Transportation Services  
 Abode Communities  
 A&B Service Station  
 American Gold Star Mothers  
 Archstone Foundation  
 California State University, Long Beach  
 Century Housing  
 Cerritos College  
 Chung's Arco  
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 United Methodist Women  
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 USW Local 675

## 2016 FUNDERS

Aloca Fastening Systems  
 Carol J. Johnson Trust  
 City of Long Beach Continuum Care  
 Edison International  
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 Josephine S. Gumbiner Foundation  
 Long Beach Community Action Partnership  
 Long Beach Project Fatherhood  
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 Women's Foundation of California



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

## STORES & DONATION CENTERS

### 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

2610 Atlantic Ave.  
Long Beach, CA 90806

### LONG BEACH

1130 Redondo Ave.  
Long Beach, CA 90804

### LONG BEACH

730 Esther St.  
Long Beach, CA 90806

### LONG BEACH

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

### LONG BEACH

8155 E. Wardlow Road  
Long Beach, CA 90808

### MANHATTAN BEACH

1145 W. Artesia Blvd.  
Manhattan Beach, CA 90266

### NORWALK

12827 Pioneer Blvd.  
Norwalk, CA 90650

### RANCHO PALOS VERDES

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

### REDONDO BEACH

2318 Artesia Blvd.  
Redondo Beach, CA 90278

### REDONDO BEACH

*Edgar & James*  
317 Torrance Blvd.  
Redondo Beach, CA 90277

### TORRANCE

25425 Crenshaw Blvd.  
Torrance, CA 90501

### TORRANCE

22227 Palos Verdes Blvd.  
Torrance, CA 90505

### TORRANCE

1307 W. Sepulveda Blvd.  
Torrance, CA 90501

### TORRANCE

*Outlet Store*  
22725 Western Ave.  
Torrance, CA 90501

### WILMINGTON

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



## BUSINESS SERVICES

### LINKS SIGN LANGUAGE & INTERPRETING SERVICES

800 W. Pacific Coast Hwy.  
Long Beach, CA 90806  
888.742.0070  
[linksinterpreting.com](http://linksinterpreting.com)

### GOODWILL

### CUSTODIAL SERVICES

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

## ATTENDED DONATION CENTERS

### LONG BEACH

4545 California St.  
Long Beach, CA 90807

### LONG BEACH

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

### 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 Shopping Center*  
Silver Spur Road and  
Crossfield Drive  
Rolling Hills Estates, CA 90274

## GOODWILL SOLAC LEADERSHIP TEAM

### ROB BOYAJIAN

Director of Information  
Services

### STEVE CIPOLLA

Director of LiNKs

### JULIE DOVER

Chief Operating Officer

### BEN ESPITIA

Director of Workforce  
Development

### MARIE GARCIA

Assistant to the  
President and CEO

### LISA GRASSI

Director of Finance

### GINA JOHNSON

Director of Human Resources  
and Corporate Compliance

### JANET MCCARTHY

President and CEO

### PAULETTE THORNTON

Director of Marketing and  
Community Outreach

