





FOR
THE
LOVE
OF
HOPE



ANNUAL
REPORT 2017



Goodwill
Serving the People of Southern Los Angeles County

DEAR FRIENDS,

Our annual report is titled “For the Love of Hope.” We believe that Hope truly is the foundation that propels the incredible outcomes of those served through the programs of Goodwill SOLAC.

What is Hope? Desmond Tutu said, “Hope is being able to see that there is light despite all the darkness.” It whispers, “You’ll overcome this hardship.” It reassures us, soothing our minds by reminding, “Life will improve.”

Our lives are infused with pain and suffering. Some people experience more of these regrettable symptoms of the human condition than others. Yet, we can overcome hardship with Hope. Hope provides us with strength to conquer misery and despair, caused by misfortune, perhaps from an unforeseen job loss, lack of education, or histrionic poverty, among many other types of misfortune.

According to psychologist Charles R. Snyder, Hope includes three elements: a belief, a goal, and a path. The person who is hopeful believes that he or she will succeed. Secondly, the person has a specific goal, or direction, or destination. Thirdly, the person knows the route or path he or she will take to achieve the desired outcome. And so, Hope is a mindset, the will and determination to believe you can change your situation.

Today Goodwill SOLAC is proud to be known (unofficially) as the College of Good Hope. And we are also very proud to communicate that we received a three-year designation as a Center of Excellence (read more about this honor later in the report).

Our organizational efforts to continue to move toward achievement of our vision is bearing fruit with the growing number of individuals who are achieving self-sufficiency since intentionally pivoting over a decade ago from our focus on training people for entry-level positions to training people for sustainable careers. Our commitment to those in specific industry-sector training is for five-year follow-along services, which we have found to be the “sweet spot” in breaking the pernicious cycle of poverty.

With focus on our 2018 – 2020 Strategic Plan, and working as a united force, we are confident that we will continue to help individuals and their families by providing Hope through the Power of Work.

Please enjoy the brief stories of just a sampling of the magnificently Hopeful individuals we are so blessed to work with.

Sincerely,

Janet McCarthy
President & CEO



Anitra Dempsey
Board Chair



Board of Officers

Anitra Dempsey
Board Chair

Wayne Chaney, Sr.
Vice-Chair

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Executive Assistant to CEO

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Chief Financial Officer

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Director, Sales & Operations

Gina Johnson
Director, Human Resources & Corporate Compliance

Rob Boyajian
Director, Information Technology

Steve Cipolla
Director, LiNKS Sign Language & Interpreting

MAKING AN IMPACT AND CHANGING LIVES



GOODWILL, SERVING THE PEOPLE OF SOUTHERN LOS ANGELES COUNTY, NAMED A CENTER OF EXCELLENCE



Goodwill, Serving the People of Southern Los Angeles County (Goodwill SOLAC), was designated as a 2017 Center of Excellence. Goodwill SOLAC was selected because of the number of programs, services, and activities it provides to its community. In 2015, Goodwill SOLAC began tracking economic self-sufficiency through federal and local data measurement, which is used as a measure to best serve the community. Goodwill SOLAC utilizes hourly wage information obtained from pay stubs or through employer follow-up and compares those numbers against the Los Angeles County Self-Sufficiency Standard, provided by the Pacific Gateway Workforce Investment Network.

Through this method, Goodwill SOLAC has been able to determine that security guards (15,210 jobs) and nursing assistants (12,290 jobs) are among some of the largest-growing occupations in terms of new jobs and replacement needs in Los Angeles County. The organization's ongoing engagement with industry representatives through employer roundtables and advisory groups keeps the organization abreast of industry needs.

Goodwill SOLAC's key programs and services that serve the community include

- *Industry-Sector Workforce Development programs*
- *Healthcare Training program — Certified Nursing Assistant (CNA) training and certification*
- *Loss Prevention and Security Industry Training and Certification Program*
- *Comprehensive supportive services in conjunction with career exploration for high school youth who are at risk for delinquency*
- *Employment preparation, including soft skills and life skills training, employment placement, retention, and career advancement assistance.*

"I am so proud of all of the hard work and impact that my organization has achieved in the community that we so passionately serve," said Janet McCarthy, president and CEO of Goodwill, Serving the People of Los Angeles County. "Starting to track and use data has really helped us determine the specific needs here and how to address them to best serve our community."

HOPE IS BEING
ABLE TO SEE
THAT THERE IS
LIGHT DESPITE
ALL OF THE
DARKNESS.
— DESMOND TUTU



GOODWILL WORKFORCE DEVELOPMENT ELENA PEUONG

When I reached the last two years of high school, all I knew was I wanted to be in the medical field because of my little sister, Judy, who is a special needs child. I figured that I should become a nurse so I can help watch my little sister. The only problem was I didn't know where or how to start.... I was lost. My teacher, Ms. Lazatin, introduced the Goodwill CNA program to me. With the help of the CNA program, I know more techniques/skills that can help me take care of my sister and other patients. Not only that, but because of Goodwill, I was able to get my first job at Broadway By the Sea! In addition, if it were not for the hope Goodwill provided me, I would have never known about the LVN bridge to RN program!



ACHIEVER OF THE YEAR

ANTHONY (TONY) BATTEN

Having a special job to go to each day gives Tony Batten a renewed purpose in life. His job as a machine operator at Arconic Fastening Systems enables him to use his gift of focus and precision to sort and inspect up to 25,000 fasteners a day. It's an important job, given that these rivets and bolts are used for aircraft construction.

While his work is meaningful, there were times in his life when Tony felt like he'd never quite experience a purposeful life. Raised in a close-knit family in Torrance, Tony grew up in a wholesome neighborhood and attended the city's public schools. But with a learning disability and sometimes teased by his classmates, he struggled through school. At age 10, he was diagnosed with autism.

As an adult, Tony never let his diagnosis prevent him from being a productive member of the workforce. He spent nearly a decade working as a driver for the Daily Breeze before working in long-term customer service positions for the Salvation Army and AT&T. But during the recession, he was laid off from his last customer service job. By then, at age 50, he found it nearly impossible to get hired.

Anthony spent the next two years looking for a job. While he found a few odd jobs during that time, he never managed to secure stable work. After visiting the Harbor Regional Center, a local nonprofit that provides services to individuals with developmental disabilities, a case worker referred him to Goodwill to assist him with employment. Impressed with his career history, Goodwill's workforce staff was confident that he could succeed in another job, just given the opportunity. When a position became available at Arconic, an employer partner of Goodwill's Supported Employment Program, Tony was hired as a sorter and assembler.

Within months of joining Arconic, it was clear that Anthony's strong work ethic and attention to detail made him a stand-out worker on his team. He was soon promoted to a machine operator, regularly reaching his production goals.

Today, Tony feels like his life is back on track, now that he has a job to look forward to each day. "It's exciting to wake up in the morning and have something constructive to do," he says. "It makes me feel content."

HOPE
CLIMBS
OVER
OBSTA-
CLES WHEN
NO ONE IS
HELPING.

RETAIL STATISTICS 2017

SALES TRANSACTIONS:

1,080,893



ELECTRONIC WASTE COLLECTED:



4,152,692 lbs

INDIVIDUAL DONATIONS
COLLECTED: (material goods)

274,605



NUMBER OF
DONATION DRIVES:

419

ARTESIA STORE REMODEL/REOPENING

The Goodwill retail store and donation center in Redondo Beach – a longstanding fixture in the city's bustling retail district on Artesia Boulevard – underwent a major remodel to better serve local shoppers and donors. Originally opened about 30 years ago, the Goodwill store in Redondo Beach was renovated to modernize its look and increase its aesthetic appeal among locals. After a six-month closure, the grand re-opening took place on June 23.



**“DO NOT BE SATISFIED UNTIL
EVERY UNFORTUNATE PERSON
IN YOUR COMMUNITY HAS THE
OPPORTUNITY TO DEVELOP TO
HIS FULLEST USEFULNESS AND
ENJOYS ABUNDANT LIVING!”**

- DR. EDGAR J. HELMS,
FOUNDER GOODWILL INDUSTRIES

EDGAR & JAMES – LONG BEACH

Edgar & James, A Curated Collection by Goodwill, opened its doors in the Long Beach community of Bixby Knolls on Friday, July 14. The specialty store offers urban, industrial, and farmhouse chic items all in one amazing store and at affordable prices. To showcase its distinct retail concept, the Edgar & James storehouse and logo are branded differently than existing stores of Goodwill, Serving the People of Southern Los Angeles County (SOLAC). Edgar & James' store design has an on-trend urban appeal, and a branded donation center is stationed adjacent to the store.



E-COMMERCE

Goodwill SOLAC continued to grow its two e-commerce businesses in 2017. ShopGoodwill.com is a thriving e-commerce store selling unique goods in an online auction format along with other Goodwill locations across the nation. Goodwill SOLAC's used book store on Amazon.com sells quality books at used book prices. More than 84,000 items were sold online in 2017.



E-WASTE

Goodwill SOLAC collected more than 4,150,000 pounds of electronic waste in 2017 through its state-certified e-waste program. E-waste is responsibly recycled with a state-certified recycling partner.



GRADUATE EMPLOYEE OF THE YEAR

KRYSTAL
URZUA

Krystal Urzua puts the needs of Goodwill first in her job as a Compliance, Risk, and Safety Manager. Whether it's waking up at 3 am to answer a potential break-in call or responding to an in-store emergency, Krystal is always at the ready to serve Goodwill.

Since childhood, Krystal dreamed of working in a job that helped protect others. Born in Lynwood to teenage parents, Krystal lived in poverty as a young child. Her family once lived in a car when she was five years old. Her parents eventually moved Krystal and her younger sister to nearby Downey before they separated. Krystal grew up spending hours each week at

the YMCA, where she focused on sports to help take her mind away from her parents' divorce. She began to excel in basketball, eventually receiving a scholarship to play for Cal State San Bernardino. It was her ticket to getting a college education, something her family was unable to afford. She accepted the scholarship, becoming the first in her family to attend college.

After earning a degree in Psychology, Krystal's aspirations to start a career in law enforcement stalled. Despite being a college graduate, she lacked the full slate of qualifications required to enter the career field. So she coached a high school girls basketball team and became a personal trainer while searching for ways to start her dream career. That search ended when she learned about Goodwill.

She attended an orientation about Goodwill's Loss Prevention Training Program and suddenly realized that she found the perfect career path. She soon enrolled in the training program and dug heavily into the coursework. After completing the program, she became its first graduate to be hired by Goodwill. Since joining the organization as an Asset Protection Specialist in 2013, she continually moved up the ranks, from her promotion to a Compliance, Risk, and Safety Specialist to her current role overseeing an asset protection team.

Krystal's managers have shared how she typically goes above and beyond in her job, even in areas outside of her purview. It has become her personal mission to do whatever it takes to help make Goodwill a safe and secure place to work.



GRADUATE OF THE YEAR

DAMON
RICHARDSON

Damon Richardson is receiving high marks as a campus safety officer for the Santa Monica-Malibu Unified School District. It's a job that he enjoys waking up to each day, and he feels like it's an amazing career opportunity. Yet, Damon's career track hasn't always been so smooth.

Born and raised as an only child in Compton, Damon grew up close to his parents and grandmother who raised him. He attended Centennial High School and later Compton Community College, where he played baseball and helped form a digital photography department. He eventually held jobs at large companies like Circuit City, Moskatels and Wells Fargo. But after losing his job as a phone banker, he struggled to find work.

While he found odd jobs here and there, his assignments never lasted more than a few weeks. As months passed without any job offers, he went through his savings before making the tough decision to move back in with his parents. As a single father of twins with no means to support his children, he ended up on General Relief. He began to lose hope until a social worker told him about Goodwill's Loss Prevention Training Program. Intent on starting a new career, he decided to give it a shot.

Within the first few days enrolled in the program, Damon felt like he was on the right track. He quickly excelled in the coursework and thought that the field was a natural fit for his personality. His instructors also took notice, remarking that he came to class each day with a positive attitude while empowering his classmates, despite whatever challenges he personally endured. On graduation day, Damon received the program's Outstanding Achiever Award.

He immediately landed a job at Allied Universal and then became an active member of Goodwill's Loss Prevention Alumni Association. In fact, it was at an alumni meeting where he learned how to qualify for security jobs at local school districts. After earning certifications in campus safety, firearms training, and CPR/First Aid, he applied for a campus safety officer position for the Santa Monica-Malibu Unified School District. Weeks later, he was elated to learn that he got the job.

Damon says that now his future looks bright as he thrives in his job at the school district, a position he's held for more than a year. He hopes to one day open his own security business. But his immediate plans focus on helping others pursue careers in loss prevention, just as Goodwill once did for him.

GOODWILL SOLAC
MOVES PEOPLE
FROM POVERTY TO
SELF-SUFFICIENCY



THE STUFF YOU DONATE TO GOODWILL®
SPELLS JOBS FOR PEOPLE
RIGHT HERE IN YOUR COMMUNITY.



GOODWILL WORKFORCE DEVELOPMENT IMANI MACKIE

My name is Imani Mackie. I am currently working as a senior Psych Tech at Little Company of Mary in San Pedro. Going to Goodwill and obtaining my CNA certification really helped change my life. When I started the Goodwill program, I was a single father taking care of my son and trying to figure out the next step in life. Goodwill not only taught me how to get started in the healthcare field, but also showed me how to be a well-rounded adult and employee in any line of work. They have a great staff of people who genuinely care about every person who walks through those doors. I am now enrolled in nursing school and should be soon reaching my next goal of Registered Nurse. I truly do thank everyone there at Goodwill for providing me hope and getting me started on my journey!



GOODWILL WORKFORCE DEVELOPMENT EILEEN RASMUSSEN

I lived in a shelter and worked odd jobs before enrolling in Goodwill SOLAC's Certified Nurse Assistant Training Program. Since graduating from the program in 2011, I have steadily worked as a nurse assistant and eventually passed the National Council Licensure Examination to become a Licensed Vocational Nurse. I have since moved on to become an associate director of a healthcare center in Santa Barbara County.

HOPE IS A LIFE
FORCE THAT
EMPOWERS PEOPLE
TO MOVE TOWARD
THEIR GOALS
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CIRCUMSTANCES.

GOODWILL SOLAC 2018 – 2020 STRATEGIC PLAN

Our Mission Statement

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

Our Purpose Statement

Goodwill SOLAC's purpose provides vocational education, work training programs, and support services for people with barriers to employment.

Our Vision Statement

Goodwill SOLAC values all people and believes that work is essential to life. We support diversity, inclusion and an individual's transition to family-sustaining employment.

PERFORMANCE OBJECTIVES

- #1** Mission Expansion - We will enhance and expand the program services of Goodwill SOLAC throughout our service area, via job training & job placement, with continued emphasis in self-sufficiency.
- #2** We will foster a culture of respect, accountability, and high performance where employees achieve their individual goals.
- #3** We will increase and/or diversify our revenue streams to ensure our ability to meet all short-term liquidity obligations and long-term financial solvency obligations.
- #4** We will expand and utilize updated technology throughout the organization that will enhance organizational communications, financial reporting, employee & participant training, and human resource reporting and lessen our environmental footprint.
- #5** We will annually increase the quantity, quality, and efficiency of donations, to fuel our donated goods business.
- #6** We will annually increase community support and action, through brand-enhancing activities & development.

NEVER LOSE
HOPE. YOU
NEVER KNOW
WHAT
TOMORROW
MAY BRING

LINKS

SIGN LANGUAGE & INTERPRETING SERVICES

A division of Goodwill SOLAC, LiNKS Sign Language and Interpreting Services is a full-service interpreting agency that offers support for individuals with language barriers. LiNKS provides American Sign Language for the deaf and hard of hearing community as well as spoken language interpreting in more than 30 languages, including Spanish, Chinese, Korean, Arabic, Armenian, Japanese, Italian, and Portuguese.

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

Spoken language generated 44% of LiNKS revenue.

American Sign Language generated 55% of the revenue with 1% coming from training workshops and Simultaneous Interpreting.

During the year, LiNKS processed over 7,500 requests for interpreting and translation services, furthering Goodwill SOLAC's mission of serving diverse communities.



YOUR WILLINGNESS
TO LOOK AT YOUR
DARKNESS IS WHAT
EMPOWERS YOU TO
CHANGE.
—IYANLA VANZANT

When I entered Goodwill SOLAC's Loss Prevention training program, my main concern was the ability to obtain employment at my age. I took a leap of faith, and Goodwill staff encouraged me to remain motivated and determined to gain employment.

Throughout the duration of my training, I stayed diligent regardless of the economic and personal barriers I faced daily, and soon I became an inspiration to my classmates. I graduated from the program in October 2014.



GOODWILL WORKFORCE DEVELOPMENT
JAMES WOODS

I was first employed by Elite Security and after a period of time was laid off. I was devastated. I maintained my connection with Goodwill and was placed again into employment at Peterson Automotive Museum in 2016 as a Security Officer/Dispatcher. I was promoted to Collections and now hold a position as their Detailer Specialist. With Hope as my guiding light and resources and support from Goodwill, I now enjoy economic self-sufficiency.



GOODWILL WORKFORCE DEVELOPMENT
XOCHICALPA SANDOVAL-GOMEZ

I enrolled in Goodwill SOLAC's Loss Prevention program in April of 2016. I was very interested in how to open my own company during my one-on-one counseling sessions with my Career Coach.

I gained employment maintaining two full-time jobs working in the security sector as a Security Officer for ISMG and also at Allied Universal. Additionally, I work an "on-call" position to supplement my income.

AN INDIVIDUAL'S
PERSONAL
RELATIONSHIP WITH
HOPE INFLUENCES
HIS OR HER DAILY
ACTIONS.

I reached self-sufficiency on January 6, 2017. Today, I am actively working on opening my own security company. I have taken the necessary steps to ensure I have all the resources, financial backing, and logistics in place before stepping out and creating my own company. I have been dedicated to my major goals and aspirations and have shown everyone that my Hope does prevail, and I will not allow any barriers to get in my way.

ECONOMIC SELF-SUFFICIENCY IN LOS ANGELES COUNTY



\$30,000

SINGLE ADULT



\$45,000

SINGLE ADULT + CHILD

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.

Goodwill SOLAC assisted 44 additional individuals with achieving economic self-sufficiency at year end 2017. This was achieved through Goodwill SOLAC's various job training and placement programs with five-year follow-along services that assist our graduates in moving up the career ladder and obtaining additional certifications and training that lead to higher paying jobs.

POWER OF WORK AWARDS DINNER

Nearly 350 people gathered for Goodwill SOLAC's Power of Work Awards Dinner in 2017. Hosted by Pat Prescott of 94.7 The Wave, the awards event presented the Community Leader of the Year Award to longtime Los Angeles County Supervisor Don Knabe.



Left to right: Goodwill CEO, Janet McCarthy; 2017 Board Chair, Harry Saltzgaver; Community Leader Awardee, Supervisor Don Knabe; Host, Pat Prescott

DONATIONS PROCESSED

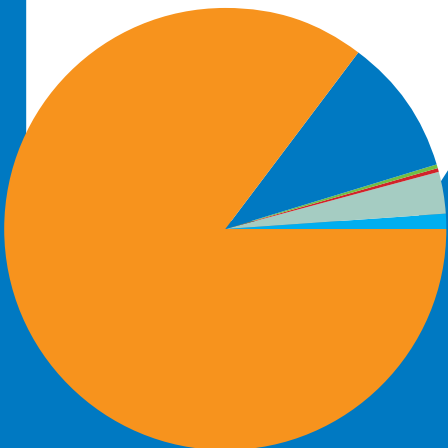
In 2017, Goodwill SOLAC received and processed nearly 390,000 donations, totaling approximately 16 million pounds.



2017 FINANCIAL STATEMENT

SOURCES OF FUNDS

RETAIL OPERATIONS	85.5%
LINKS INTERPRETING	10%
OTHER SOURCES	0.2%
INDUSTRIAL OPERATIONS	0.3%
WORKFORCE DEVELOPMENT	3%
FUNDRAISING/DEVELOPMENT	1%



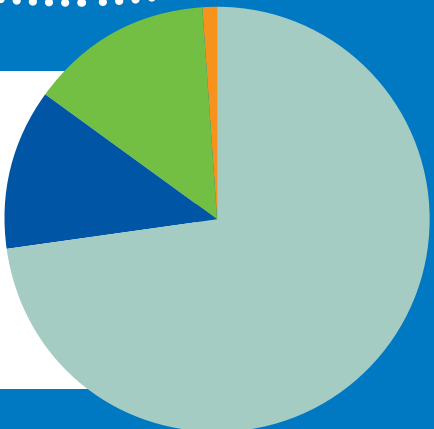
50K CHILDREN'S BOOKS DONATED TO LB SCHOOLS

Goodwill SOLAC donated more than 50,000 children's books to 16 Long Beach schools in 2017. The gently used books were originally donated at Goodwill SOLAC donation centers. The total value of the books is estimated at \$100,000.



USES OF FUNDS

COMMERCIAL OPERATIONS	73%
ADMINISTRATION AND SUPPORT	12%
SERVICE DELIVERY	14%
FUNDRAISING, GRANT WRITING	1%



MAIN OFFICES

**GOODWILL, SERVING THE
PEOPLE OF SOUTHERN
LOS ANGELES COUNTY**
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

Edgar & James
4121 Atlantic Ave.
Long Beach, CA 90806

LONG BEACH

2610 Atlantic Ave.
Long Beach, CA 90806

LONG BEACH

1130 Redondo Ave.
Long Beach, CA 90804

LONG BEACH

Last Chance Warehouse
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

ATTENDED DONATION CENTERS

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

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

BUSINESS SERVICES

LINKS SIGN LANGUAGE & INTERPRETING SERVICES

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



All Retail Stores are open Monday thru Saturday 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 at our stores. **For more information, visit us at ThinkGood.org**

JOIN THE GOODWILL
SOLAC SOCIAL COMMUNITY



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