Unknown or unreported barriers include:

- Other disadvantaged conditions
- Lack of GED/High School Equivalency
- Lack of/Low literacy
- Non-English speaking/Limited English proficiency
- Homelessness
- Older workers
- Persons with criminal backgrounds
- At-risk youth
- Welfare recipients
- Working poor/incumbent workers/underemployed
- Unemployed/dislocated workers

These barriers are experienced by persons served.

Disadvantaged conditions experienced include:

- Other disabling conditions
- History of substance abuse
- Psychiatric and/or emotional disability
- Developmental disability other than autism
- Learning disability other than autism
- Autism
- Neurological disability
- Other physical disability
- Deafness or other hearing impairment
- Blindness or other visual impairment

These conditions are experienced by persons served.

**Economic Impact**

- $50,768,600 Direct, indirect & induced
- $2,095,600 Fiscal impact to the state of California
- $50,768,600 Economic output
- 5,962 jobs impacted
- 36 direct employment placements

**Locations**

- Redondo Beach—Edgar & James: 317 Torrance Blvd.
- Redondo Beach—Artesia Blvd.: 2318 Artesia Blvd.
- Rancho Palos Verdes: 28901 S. Western Ave.
- Norwalk: 12827 Pioneer Blvd.
- Manhattan Beach: 1145 W. Artesia Blvd.
- Long Beach—Wardlow Road: 8155 E. Wardlow Road
- Long Beach—PCH: 800 W. Pacific Coast Hwy.
- Long Beach—Last Chance Outlet: 730 Esther St.
- Long Beach—Belmont: 2610 Atlantic Ave.
- Gardena Gateway: 727 W. Redondo Beach Blvd.
- Cerritos: 10745 South St.
- Carson: 21827 S. Avalon Blvd.
- Long Beach—Woodruff Community Church: 562.435.3411, ext. 227
- Links Sign Language & Interpreting: 888.742.0070
- Wilmington: 311-A W. Pacific Coast Hwy.
- Torrance: 22725 Western Ave.
- Torrance—Storm Plaza: 1307 W. Sepulveda Blvd.
- Torrance—Southwood Village: 22227 Palos Verdes Blvd.
- Torrance—Crenshaw Blvd: 25425 Crenshaw Blvd.
- Rolling Hills Estates: Drive Silver Spur Road and Crossfield Peninsula Center
- Redondo Beach: 1601 Kingsdale Ave.

**Goodwill, Serving the People of Southern Los Angeles County**

We gratefully accept donations, open daily from 8 am to 5 pm. Attended Donation Centers are open Monday thru Saturday from 9 am to 9 pm, and Sunday from 10 am to 8 pm. All Retail Stores are open Monday through Sunday from 10 am to 6 pm, including at our stores. Goodwill Custodial Services, Goodwill SOLAC Main Offices Long Beach, CA 90808, 562.435.3411, ext. 227, Long Beach Goodwill SOLAC Main Offices Long Beach, CA 90807, 4545 California St., Bixby Knolls, Long Beach, CA 90806, Goodwill SOLAC Main Offices Long Beach, CA 90806, 3908 Woodruff Ave., Woodruff Community Church, Long Beach, CA 90808, 7480 Carson Blvd., Long Beach Towne Center, Sam’s Club, Long Beach, CA 90815, Palo Verdes Ave. and E. Belen St., Millikan High School, Long Beach, CA 90806, 800 W. Pacific Coast Hwy., Goodwill SOLAC Main Offices Long Beach, CA 90806, 4545 California St., Bixby Knolls, Long Beach, CA 90806, 562.435.3411.

**GOODWILL SOLAC**

Visit us at ThinkGood.org

**LEADERSHIP TEAM**

**Janet McCarthy**

President and CEO

**Sola Fa’atulu**

Assistant to the President and CEO

**Director of Marketing and Community Outreach**

**Paulette Thornton**

**Director of Sales and Operations**

**Donna Snell**

**Corporate Compliance**

**Director of Human Resources and Corporate Compliance**

**Gina Johnson**

**Director of Workforce Development**

**Ben Espitia**

**Chief Operating Officer**

**Julie Dover**

**Director of LiNKS**

**Ben Espitia**

**Director of Information Services**

**Rob Boyajian**

**Visit us at** Goodwill SOLAC

**For more information, visit us at** Goodwill SOLAC

**ANNUAL REPORT 2015**
Friends of Goodwill,

Our Goodwill organization continued on the path of progress in 2015. Throughout the year, Goodwill SOLAC expanded in practically every area of our operations, positioning our organization to make an even greater impact on Southern Los Angeles County communities.

In 2015, we opened a spacious retail store and donation center in Southwood Village to increase our customer and donor base in the Torrance community. We also launched a Retail Management Program at Cerritos College to provide high demand job opportunities to low-income, unemployed students. Moreover, we strengthened our outreach among the civic and business community to broaden support for our mission-based job programs.

Successes like these have enabled us to stay on target with our three-year strategic plan. This strategic plan was designed by our Board of Trustees to ensure that Goodwill SOLAC serves as a greatly effective organization. And with your continued support, our organization can remain an impactful one.

We invite you to read our annual report to learn more about our progress in 2015. Through this annual report, we’re able to demonstrate how our organization is making a difference in the lives of others.

Sincerely,

Janet McCarthy
President & CEO

Harry Saltzgaver
Board Chair

Goodwill partners with the community, transforming donated goods into job training, education and placement services for individuals with barriers to employment.
Alamitos Belmont enables Goodwill’s CNA graduates to earn a paycheck while getting excellent hands-on experience in their career field. The hospital’s administrative staff also works with their school schedules to enable them while getting excellent hands-on experience in their career field. The hospital’s

One of those graduates is Estafany Villaña. Estafany, who was raised in a low-income household, believed she had to work to help support her parents after completing high school. So she enrolled in Goodwill's CNA Training Program, and was ultimately hired by Alamitos Belmont while earning an Associate of Science degree so she can eventually work as a Registered Nurse. She absolutely loves working for Alamitos Belmont because of their inviting atmosphere as well as their residents who look forward to her daily services.

“We’ve worked with Goodwill because they provide us with quality CNA students,” said Mark Hall, Administrator for Alamitos Belmont. “Goodwill does a fine job in training them so it gives me the confidence to hire and develop them.” The hospital estimates that at least 40% of their CNA staff are Goodwill graduates. “Providing great CNAs is the foundation of a successful rehabilitation hospital,” he says. “So as long as Goodwill continues to train good CNAs, we’ll continue hiring them.”

BRENDA CERVANTES
Achiever of the Year

When Brenda Cervantes arrives to work at six o’clock each morning, she starts her day the same as she ends it – productively. As a sorter for Alcoa Fastening Systems, Brenda spends her work day meticulously inspecting and sorting screws for the global manufacturing company. She is one of the most diligent workers on her crew. And yet, this is Brenda’s very first job.

Brenda landed her job through Goodwill more than a year ago, at a time when she sought to take on an active role in helping her family during their financial struggles. With a learning disability and no job history, Brenda knew that her job search would be tough. But through Goodwill’s Supported Employment Program, she received one-on-one counseling that led to her job placement at Alcoa. Her job not only provides a regular paycheck, it also moves her closer to her goal of living independently.

Brenda’s hard work and perseverance have paid off. Since her first day on the job, Brenda has become an asset to her crew. Her ability to perform her daily duties professionally and accurately has earned her the respect of her coworkers, who often ask her for advice on how to improve their own work. Brenda is known for her positive attitude and her willingness to help others.

FRANCISCO GARCIA
Graduate of the Year

Born the youngest of six children whose parents migrated from Mexico, Francisco grew up in El Centro, California. Five days after graduating from high school, he joined the Marine Corp and the National Guards. Following two years of active duty, he left the service to join his wife and raise their two young sons.

To support his family, Francisco spent the next two decades working in management in such industries as transportation and healthcare. But when the facility where he last worked closed, he lost his coveted job as a warehouse manager. He struggled to look for another position, but the economic downturn coupled with what he felt was his middle age made his job search tough. His frustrations were further impacted by losing his 20-year marriage. Unable to find work, he remained unemployed for two consecutive years.

When he randomly saw an ad about Goodwill’s job programs, Francisco felt he had nothing to lose by making a call to the organization. After meeting with a job training instructor, he enrolled in Goodwill’s Loss Prevention Training Program. During the five-week course, Francisco received security industry training and learned job preparation skills. He obtained added support by receiving a portfolio and flash drive as well as gas, food and clothing cards. On graduation day, Goodwill arranged for Francisco to interview with Securitas, a global security company. Securitas offered him a position at the Port just a few days later.

Unable to find work, he remained unemployed for two consecutive years. Despite the turmoil he endured while unemployed, Francisco feels like the experience has only made him stronger. He says that he’s learned to never give up, there’s always hope.
**KRISTIAN BUSH & GOODWILL:**
Kristian Bush, one-half of Platinum-selling country duo Sugarland, partnered with Goodwill to serve as a spokesperson for the organization. In 2015, Kristian released a Goodwill branded video of his hit song, “Trailer Hitch.”

**STEFANIE RUZI**
Graduate of the Year

Stephanie Ruiz’s career dream is to work as a pastry chef. So she’s putting her dreams into motion by working on-call as a prep-cook for Culinary Staffing Services. The job is ideal for an aspiring chef: she has the opportunity to work at such top venues as Wolfgang Puck’s Spago, the Rose Bowl, and the Long Beach Convention and Entertainment Center.

But her budding culinary career didn’t jump start overnight. Although Stephanie earned a certificate in Culinary Arts Professional Baking from Cerritos College in spring 2014, she found it difficult to find work in her field. That’s because she faced several barriers to employment. She suffered from seizures due to a neurological disorder; her English was limited; and she had no work history. Not only did these challenges make it difficult for her to find work, but they also compromised her confidence. While her parents and older sister have always been protective of her, Stephanie felt a need to establish a career of her own that would provide for her family.

While working on the staff, Stephanie was given to customers a Goodwill Loyalty Card: 

Goodwill SOLAC introduced a new VIP Loyalty Card Program during the 2015 Black Friday weekend to keep shoppers and donors informed of special promotional events. Nearly 5,000 VIP Cards were given to customers on the program’s first day launch.

**GERARDO MEDINA**
Goodwill Employee of the Year

If there was one word to describe Gerardo Medina’s philosophy of life, it would be “positivity.” Affectionately known as “Gerry” around the hallways of Goodwill, the well-liked custodian is as equally valued for his friendly, positive demeanor as for his devotion to his job.

Over the past 13 years that he’s worked for Goodwill, Gerry has made it his mission to impart daily words of encouragement to his fellow staff members. Because his job responsibilities require him to have daily face time with employees, he uses those brief moments to engage in friendly banter to help them feel more connected to their workplace.

Gerry began embodying his positive attitude long before working at Goodwill. Essentially, optimism has been a central part of his character as long as he can remember. Born the youngest of six children to a single mother, Gerry, at age 21, left his native Mexico for the U.S. in search of better job opportunities. Within a year of moving to Southern California, he found work as a cook for a fast food chain and met his wife-to-be, whom he met while taking English language classes.

Fifteen years later, by then a married father of five with a nonstop work history, Gerry decided to move his family to Long Beach after he learned that he and his family had sold his work in the city during a coastal visit. Weeks after meeting with an employment agency, he was actually hired as a cafeteria cook at Goodwill’s Long Beach headquarters.

The following year, Gerry was offered a custodial position because of his steady job performance and engaging demeanor. Since then, he has used his work to uplift staff members while keeping Goodwill’s offices clean.

Gerry says that being friendly to staffers is as important to him as making them feel comfortable about functioning in an early workforce. It is his fundamental belief that people are motivated to perform productively when they feel uplifted and share a sense of community in that work environment. “Saying something positive can change someone’s state of mind for the moment to help them have a better day,” says Gerry. “I have a lot of pride in my job because I realize that what I do in my work is helping someone else.”

**TIARRA BARRERA**
Graduate of the Year – Goodwill Industries International

Each year, Goodwill Industries International (GII) convenes a special committee to recognize an exceptional program graduate who was served by one of 165 Goodwill agencies in North America. The committee recently selected Tiarra Barerra – a graduate of Goodwill SOLAC’s Certified Nurse Assistant Training Program – to be honored with GII’s Graduate of the Year award. Here’s Tiarra’s story to share why she was chosen as the recipient of this distinguished award.

Tiarra Barerra is a smart, dedicated Registered Nurse (RN) for St. Mary Medical Center in Long Beach. She is a highly valued member of the medical center’s nursing team for both her professionalism and compassion that she demonstrates to patients.

While Tiarra’s future now seems bright, several years ago she nearly lost hope in her life. In 2008, she was a single mother who just moved to Southern California after escaping a relationship with her infant daughter’s father. Though relieved to be free of the relationship, Tiarra had few places to turn to for shelter. So she resolved to sleep in a friend’s car as her daughter lay on her chest.

She regained a sense of hope after receiving an acceptance letter to move into a low-income housing community in Long Beach. Yet, after becoming pregnant again as a single mother, she fell into a deep depression. When she visited a Goodwill center based in her housing complex, she learned about their Certified Nurse Assistant (CNA) Training Program. Determined to support her family, Tiarra soon enrolled in the CNA Training Program in an effort to start a new career.

During her training, Goodwill provided Tiarra with a $1,000 scholarship and tutorial assistance to help her succeed in the program. She also received supportive services from Goodwill, such as assistance with transportation and state testing fees. The training program gave Tiarra the inspiration she needed to embark on a new career that benefited her and her children.

While studying to become a CNA, Tiarra began taking prerequisite courses for the RN Program at Long Beach City College. After graduating from the CNA Training Program, she remained in school full-time to complete her RN prerequisite courses. Her hard work paid off. She was eventually accepted into the college’s Associate Degree Nursing Program, which she graduated from two years later.

In 2015, Tiarra took the National Council Licensure Examination for Registered Nursing. Soon after passing her exam, she landed a two-year contract to work as an RN for St. Mary Medical Center’s telemetry unit.

Tiarra persevered throughout her journey of becoming a nurse, while always taking care of her growing family. Now married with a third child, Tiarra’s passion to nurture those in need is only eclipsed by her role as a caring mother.
A steady stream of customers shopped at Goodwill SOLAC’s retail stores in 2015 to purchase an assortment of items readily sold at our stores—from gently used clothing and accessories, to furniture and housewares. The constant flow of shoppers allowed our retail stores to continue to thrive, as our stores processed 1.1 million sales transactions during the year.

Our Last Chance clearance outlet surpassed $1 million in annual sales for the third consecutive year. Our ShopGoodwill.com auction site and online bookstore on Amazon.com also increased in annual sales, growing 12% in revenue over the previous year.

Goodwill SOLAC implemented strategies to continually attract new and existing customers and donors. In spring 2015, Goodwill SOLAC opened a 13,000 square foot retail store and donation center at the Southwood Village Center in Torrance. A few months later, we converted our Western Avenue retail store in Torrance to become a new outlet store and donation center. Our Carson retail store and donation center was remodeled and updated to elevate it to Think Good retail branding standards.

In fall 2015, Goodwill SOLAC launched a VIP Loyalty Program to keep shoppers and donors informed about promotional store events. Nearly 5,000 customers signed up for the VIP Cards on the first day of the new Loyalty Program.

The sales revenue from Goodwill SOLAC’s retail stores and e-commerce businesses enabled our organization to continue making a difference in the lives of Southern Los Angeles County residents. For every dollar in revenue generated from our commercial operations, 84 cents goes toward funding our job training and placement for individuals with barriers to employment.

A unique division of Goodwill SOLAC is LiNKS Sign Language & Interpreting Services, a full service interpreting agency that serves individuals with language barriers. LiNKS provides American Sign Language to the deaf and hard of hearing community. LiNKS also provides spoken language interpreting in more than 30 languages, including Spanish, Arabic, Korean, Farsi, Armenian and Vietnamese.

In 2015, LiNKS generated $3.1 million in revenue with 340 independent interpreters under contract. Spoken language generated 57% of the revenue, and American Sign Language generated 43% of the revenue. Throughout the year, LiNKS served 4,725 people with interpreting and translation services.

LiNKS is a member of the American Translators Association and the Registry of Interpreters for the Deaf, Inc.
Our Workforce Development Department is charged with putting our mission into action by administering job training and placement programs that serve the unemployed, underemployed and working poor. In 2015, a total of 6,711 individuals accessed Goodwill SOLAC’s 10 job programs. Of those participants who accessed these services, 1,153 entered industry sector training programs, 814 completed training programs, and 435 were placed in employment.

In 2015, our Certified Nurse Assistant (CNA) Training Program graduated 76 individuals throughout the year, with 70 graduates who were hired in jobs in the healthcare industry. Also in 2015, the second cohort of local high school students graduated from the CNA Training Program, thanks to a partnership with the Long Beach Unified School District’s Healthcare Academies at Cabrillo, Jordan, Lakewood and Poly High Schools.

Our Loss Prevention Training Program graduated their 40th class in 2015. The rigorous five-week training program includes real-world training experience at Goodwill SOLAC retail stores. During the year, more than a dozen local employers hired 77 Loss Prevention graduates.

Goodwill SOLAC continued our partnership with Cerritos College and Long Beach City College to provide career services for the Culinary Arts Program on both campuses. In 2015, 79 students completed the Goodwill services component, and 57 students received assistance. Goodwill SOLAC also launched a Retail Management Program at Cerritos College to provide career services to low-income, unemployed students. A Goodwill staff member is based on campus to offer support services and job readiness training to participating students. The inaugural program enrolled 97 students, with 12 students placed in industry related jobs.

Other job services that Goodwill SOLAC provided in 2015 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; Medical Insurance and Billing Training Program; Homeless Services that teaches life skills and job training to the homeless community in Long Beach; Workforce Development Program in partnership with the City of Norwalk and Southeast Los Angeles County Workforce Investment Board that provides job placement services for Southeast L.A. area residents; and Healthcare Employment Services at SoCalROC that offers employment services to students enrolled at the Southern California Regional Occupational Center in Torrance.

In addition to job training, Goodwill SOLAC provides participants with follow-along services for up to five years after completing a training program. These job retention services assist graduates with moving up their career ladder and pursuing additional certifications and training that lead to higher paying jobs.

School Fundraising Donation Drives:
Through Goodwill SOLAC’s school fundraising donation drive program, local schools earned money for student programs by hosting donation drives on their campuses.

Uber Partnership:
Uber partnered with Goodwill in 2015 to provide free clothing donation deliveries to Goodwills in 50 U.S. cities on a Saturday in May. Uber delivered 2,000 pounds of donations to Goodwill SOLAC’s donation centers through the one-day delivery event.

KTLA-TV:
Goodwill SOLAC was featured on KTLA-TV’s live morning broadcast to encourage viewers to declutter their homes and donate to Goodwill.
In 2015, Goodwill SOLAC assisted 36 individuals with achieving economic self-sufficiency and moving out of poverty. This was achieved through the multitude of Goodwill SOLAC’s job training and placement programs along with job retention services for up to five years to assist our graduates in moving up the career ladder and obtaining additional certifications and training that lead to higher paying jobs.

**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 2015, Goodwill SOLAC placed a total of 435 job seekers in positions based in communities throughout Southern Los Angeles County.

The average hourly wage per placement in 2015 was $10.98 working an average of 40 hours per week.

Goodwill SOLAC successfully assisted 36 individuals with achieving economic self-sufficiency and moving out of poverty.

In 2015, Goodwill SOLAC placed a total of 36 individuals with achieving economic self-sufficiency and moving out of poverty.
In 2015, we opened a spacious retail store and donation center in Southwood to broaden support for our mission-based job programs. We also launched a Retail Management Program at Cerritos College to support our operations, positioning our organization to make an even greater impact with your continued support, our organization can remain an impactful one.

Throughout the year, Goodwill SOLAC expanded in practically every area of our strategic plan. This strategic plan was designed by our Board of Trustees to demonstrate how our organization can remain an impactful one.

We invite you to read our annual report to learn more about our progress in 2015. Through this annual report, we're able to demonstrate how our operations, positioning our organization to make an even greater impact with your continued support, our organization can remain an impactful one.
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—Atlantic/Willow
2610 Atlantic Ave.
Long Beach, CA 90806

Long Beach—Belmont
1130 Redondo Ave.
Long Beach, CA 90804

Long Beach—Last Chance Outlet
730 Esther St.
Long Beach, CA 90806

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

Long Beach—Wardlow Road
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—Artesia Blvd.
2318 Artesia Blvd.
Redondo Beach, CA 90278

Redondo Beach—Edgar & James
(Opened March 2016)
317 Torrance Blvd.
Redondo Beach, CA 90277

Torrance—Crenshaw Blvd.
25425 Crenshaw Blvd.
Torrance, CA 90501

Torrance—Southwood Village
22227 Palos Verdes Blvd.
Torrance, CA 90505

Torrance—Storm Plaza
1307 W. Sepulveda Blvd.
Torrance, CA 90501

Torrance—Western Ave.
22725 Western Ave.
Torrance, CA 90501

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

Torrance—Crenshaw Blvd.
25425 Crenshaw Blvd.
Torrance, CA 90501

Torrance—Southwood Village
22227 Palos Verdes Blvd.
Torrance, CA 90505

Torrance—Storm Plaza
1307 W. Sepulveda Blvd.
Torrance, CA 90501

Torrance—Western Ave.
22725 Western Ave.
Torrance, CA 90501

WOODRUFF COMMUNITY CHURCH
3808 Woodruff Ave.
Long Beach, CA 90808

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

Sola Fa’atu’u
Assistant to the President and CEO

Gina Johnson
Director of Human Resources and Corporate Compliance

Janet McCarthy
President and CEO

Donna Snell
Director of Sales and Operations

Paulette Thornton
Director of Marketing and Community Outreach

All Retail Stores are open Monday thru Saturday from 9 am to 9 pm, and Sunday 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