



Goodwill®

Serving the People of Southern Los Angeles County

ANNUAL REPORT | 2022



Friends of Goodwill,

When Goodwill, Serving the People of Southern Los Angeles County began its work over 90 years ago, no one ever imagined it would grow to serve so many people in Long Beach and surrounding communities. We are so proud that we've been able to provide opportunities to thousands of Southern Los Angeles County residents every year, who are diverse and have a wide variety of needs. We can do this because our outstanding teams throughout the area demonstrate incredible commitment and creativity as they change lives through the power of work. Daily we work to give our community members a new lease on life through education, job training, and connection to jobs and careers.

In 2022, we worked hard to revolutionize retail sales and create new ways to connect the community with our mission.

Thank you to everyone who made this possible. We could only be successful with our dedicated board, team members, shoppers, donors, and partners. We are grateful to you all.

Yours in Service,

Kimberly Hall
President & CEO

Dr. Ardel Guillamas Avelino
Board Chair



BOARD OF TRUSTEES 2022

officers

Dr. Ardel Guillamas Avelino
Chair
Robin Pano
Vice Chair
Ruth Perez Ashley
Corporate Secretary
Kenneth Cecil, CPA
Treasurer

trustees

Regina Cash, EdD
Wayne Chayne, Sr.
Larry DeJarnett
Anitra Dempsey
Dan Descargar
Ivy Arlinda Goolsby
Johanna Johnson-Gilman
Christine Robbins
Joan Romero
Kimmo Sahakangas
Harry Saltzgaver
Celso Silla, III R.N.
Tim Skillman
Brad Ward
Elizabeth Williams
Patrice Wong

leadership team

Kimberly Hall
President and CEO
Rob Boyajian
Director of Information Services
Steve Cipolla
Director of LINKS
Ben Espitia
VP of Workforce Development
Robert Finnegan
Assistant Finance Director
Mark Halushka
Director of Human Resources
Donna Snell
Sr. VP of Retail Operations and Marketing
Krystal Urzua
Director of Compliance, Risk and Commercial Services
Jonna Hart
Sr. Administrative Assistant to the CEO





ACHIEVER OF THE YEAR

NAOMI HOLTON

In July 2020, Naomi enrolled in the Goodwill SOLAC Paid Internship Program at Providence Little Company of Mary Medical Center (Torrance, CA) after having lost a previous job due to the COVID pandemic. While still needing a Goodwill SOLAC Job Coach for additional supervision, Naomi was determined to make her time as an intern count and exhibited enthusiasm and dedication to achieve success in her new job.

In October 2020, Naomi was hired as a Room Service Specialist at the Medical Center. “Just about two to three weeks before the end of her internship, we knew she was a great fit, and great with patients and able to do the job on her own, so we transitioned Naomi from the internship to a Providence Little Company of Mary employee” said Tom Harney, Director of Hospitality at the Medical Center. Naomi also assists in training new care givers as a Room Service Specialist, if called upon to do so. As Naomi states, “I’m forever thankful to the staff at Goodwill and at Providence Little Company of Mary for helping me to realize my dream of working in a hospital.”



GRADUATE OF THE YEAR

SELENE CASTILLO

Selene is a 2017 graduate of the Goodwill SOLAC Certified Nurse Assistant (C.N.A.) training program. In 1999, at the age of six, Selene emigrated to the United States from Mexico with her mother and two siblings, fleeing an abusive drug addicted father. Overnight, they were forced to cut off all communication from everyone they knew for fear that he might find them. Selene learned English over time but still found that many doors were closed to her due to her immigration status.

Selene heard about the Goodwill SOLAC C.N.A. training program from a friend who was an alumni of the program. Having obtained the necessary documents to work, Selene enrolled in the training program, excelled in her class, and began working right after graduation. She continued her education in the nursing field by enrolling in the Goodwill SOLAC Acute Care C.N.A. training program conducted at St. Mary Medical Center in Long Beach, CA where she is currently employed. Selene plans to continue her educational journey by enrolling in a local Registered Nurse training program. As Selene states, “none of this would have been possible without Goodwill. I am forever grateful!”



31

Individuals Reached
Self Sufficiency

280

Individuals Were Placed
Into Employment

546

Individuals Completed
Job Training Programs

744

Individuals Entered Specific
Job Training Programs

3,936

Individuals Served
In The Community



WORKFORCE DEVELOPMENT



Goodwill's workforce development services continue to focus on matching job seekers with career opportunities that lead to economic self-sufficiency

Certified Nurse Assistant Training Program

Goodwill is authorized by the State of California Department of Public Health and operates a full-time 11 week program and a part-time 18 week training program and serves general population adults (18 years and older), as well as, high school senior level students through a partnership with the Long Beach Unified School District. In 2022, 168 individuals entered this training program, 120 completed the training program, and 100 individuals were placed into jobs and/or enrolled in higher level healthcare training programs.

The part-time C.N.A. training program is provided for high school seniors through a partnership with the Long Beach Unified School District with two cohorts provided per year (one in the spring semester and one in the fall semester). This partnership has been in place since 2013.

Security Guard Officer Training Program

Goodwill is an authorized Security Officer Training Program by the State of California Bureau of Security and Investigative Services. This program utilizes curriculum developed by the California Association of Licensed Security Agencies, Guards & Associates which includes Weapons of Mass Destruction and Powers to Arrest. In 2022, 181 individuals entered this training program, 153 completed the training program, and 114 were placed into employment.



In partnership with the City of Long Beach Department of Health and Human Services, Goodwill provides:

Through the local Continuum of Care program co-located at the Long Beach Multi-Service Center, comprised of approximately 18 community partners, Goodwill provides employment readiness and job placement services for people experiencing homelessness. In 2022, 59 individuals entered job placement services, 22 individuals completed training, and 13 were placed into employment.

Through the Fundamentals of Fatherhood program co-located at the Long Beach Health Equity Center, Goodwill provides employment preparedness and job placement services for fathers receiving parenting skills training in this program. In 2022, 42 individuals entered job placement services and 19 were placed into employment.

In partnership with the California Department of Rehabilitation and the Harbor Regional Center:

Goodwill links individuals with developmental disabilities to employers in the community who are actively seeking to hire employees in companies including, but not limited to, Torrance Memorial Medical Center (Torrance, CA), Smart and Final Grocery Store (Redondo Beach, CA), Sal's Gumbo Shack (Long Beach, CA), Grocery Outlet (Lakewood, CA), and United States Coast Guard (San Pedro, CA).

This program assists job seekers in finding meaningful and productive employment, as well as, assist employers to hire and retain qualified employees who add value to their companies' workforce.



2022 NEW PROGRAMS

In May 2022, Goodwill launched a new community partnership with the Food Bank of Southern California. The partnership was created to provide food distribution services for low-income residents of the greater Long Beach community while also providing information regarding Goodwill's workforce training and job placement services. In 2022, a total of 1,090 individuals received food baskets for a total community impact of 3,744 family members.

Additionally, in May 2022, Goodwill launched a Computer Skills training program offering beginner skills training for individuals with no to little computer skills, as well as, mid-skilled training for individuals with general computer skills for higher level training in excel, powerpoint, etc. 71 individuals enrolled in the program and 57 completed the training. In partnership with Goodwill Industries International, PCs for People, Lyft, and Indeed, all 71 eligible participants in this program were provided with laptops or desktops, and hotspots at no cost to the participants.





RETAIL & ONLINE OPERATIONS

In 2022, retail focused on investing in the development of its staff. For the first time in SOLAC history, retail implemented a leadership program focused on developing our staff's leadership and management skills. All store managers from our 17 stores took part in these leadership cohorts. We also had our retail team partner with Workforce Development to take part in their computer literacy training program. To round out the year, we had a member of our retail leadership team graduate GII's Senior Leadership Program.

We are also excited to announce that retail's partnership with Workforce Development has been expanding in our stores. In 2022, we had 9 participants actively employed by our retail stores, this is a 28% increase over 2021, and we have plans to expand our partnership to 100% of our stores!



RETAIL PARTNERSHIP

88

Home Pickups Completed

866

Items Accepted

5,280

Total lbs Saved From Landfill



TOP 10 CATEGORIES SOLD

- 1. Clothing - 23,643
- 2. Jewelry & Gemstones - 7,686
- 3. Collectibles - 5,884
- 4. Toys/Dolls/Games - 2,880
- 5. Gaming Systems & Games - 2,105
- 6. Computers and Electronics - 1,310
- 7. Cameras & Camcorders - 1,171
- 8. Movies & Music - 851
- 9. Books - 716
- 10. Musical Instruments - 684



ENVIRONMENTAL IMPACT

5,300,000+ lbs.

Material diverted from landfills

739,000 lbs.

Recycled material collected

28.5%

Increase from 2021



2,282+

Total Individuals Served

340+

Assignment Requests Per Month

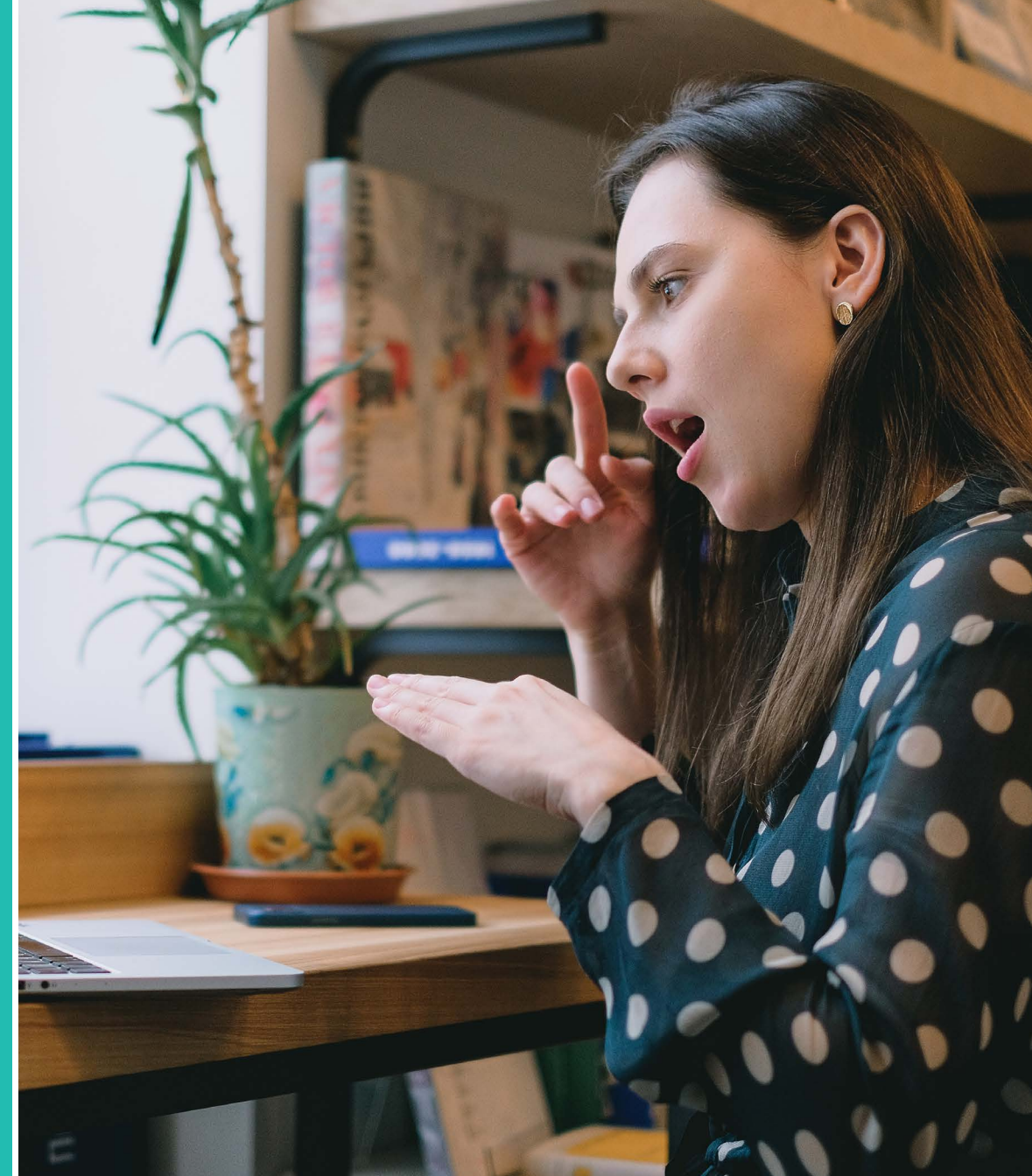
100%

Healthcare Audit Compliance Maintained

In 2022 LiNKs fully launched its order processing portal system which makes us a paperless processing division and removes the needs for manual data entry into the accounting system.

In 2022 LiNKs maintained memberships and leveraged relationships with the following Organizations:

- California Health Care Interpreter Assoc. (CHIA)
- American Translators Assoc. (ATA)
- Registry of Interpreters for the Deaf (RID)
- So. Calif. Registry of Interpreters for the Deaf (SCRID)





STORY OF TRENIECE CANNON

As a teen mother on public assistance, I never saw college in my future. In fact, I dropped out of high school. I had four children at a young age, two of whom were twins. I knew I needed to change my life for myself and my children. I always wanted to be a Nurse and decided to research various Registered Nurse (RN) training programs.

That’s when I learned about Goodwill’s Certified Nurse Assistant (C.N.A.) training program. I applied and was immediately accepted into the program. Yes, one step closer to my goal. I excelled in the program and the clinical portion of the training at an offsite convalescent facility. I graduated at the top of my class and was accepted into the R.N. program at a local community college. At the same time as enrolling in the R.N. program, I registered in the Goodwill Acute Care C.N.A. program, which is the next step up from C.N.A. Upon completing the Acute Care program, I was hired by a local hospital and continued to work while I finished my R.N. program. I received mentoring support from Goodwill and ongoing career advancement with my employer throughout my R.N. training program. Because of hard work, support from my family, and Goodwill, I no longer need public assistance.

Most recently, I was appointed as a Goodwill Board of Trustees member. I am proud to support the ongoing work of Goodwill to help others who are like me and need a hand up.

FINANCIAL STATEMENT*

(000s)

Income

Retail Services	\$25,779
Workforce Development	907
Language Services	1,529
Fund Development	261
Other	1,156
Interest & Dividends	(2,171)
Total Income	27,461

Expenses

Retail Services	\$18,979
Workforce Development	1,606
Language Services	1,344
Management and General	4,393
Fundraising	134
Total Expenses	\$26,456

Realized and Unrealized Gains	913
Change in Net Assets	1,005

*Note: Unaudited financial statement





SHOP ONLINE

www.shopgoodwill.com/longbeach

VISIT US AT

www.thinkgood.org

FIND US ON

