



renew




renew

It's what we do

When a mother gets a job so she can provide for her family and remain independent, when a person with a disability gains a revived integration into the community, when a veteran reframes valuable skills and joins the civilian workforce—we're renewing.

When a severely injured teen learns to regain mobility and returns to school, when a child without a voice says "I love you" using a specialized tablet—we're renewing.

These examples, and many others, are our essence—the true meaning behind our mission.



*Goodwill is in the
business of helping people
who are facing barriers
to get and keep jobs, which
provides purpose,
pride and dignity. We
believe the power of work
changes lives.*

Dear Friends,

In 2015, we asked ourselves, “How can we meet our goal of serving more people? As needs escalate, how can we ensure our community will be able to depend on us in the years to come?”

The answers were clear: Re-double our dedication to the mission. Remain financially strong. And renew our commitment to efficiency and innovation.

Renew. A word that fittingly captures last year while encompassing all that we do. As you read this report, you’ll see it woven through stories of people and reports of our progress.

Of course, we do not succeed alone. Numerous caring and generous Orange County individuals and businesses sustain our mission.

Renew. It’s what we do. We’re re-energized by the individuals we serve and reinvigorated to strive toward our objectives. Whether you are reaffirming your support or becoming involved for the first time, we invite you to join us in changing lives.

Frank Talarico, Jr.
President & CEO





A New Distribution Center

A vision four years in the making, we finalized plans for a new retail distribution center. Opening in 2016, the expanded operation will maximize the value of donated goods by better managing and organizing the inventory. Now items will go from warehouse to store floors based on seasonality, customer demand and other specifications. Operations costs will be contained and energy efficiency will improve. All with the ultimate goal of increasing the success of the retail stores and generating greater revenue for Goodwill's programs and services.

Retail Stores

Many think of us first for our stores, and for good reason. This is where your no-longer-needed items are repurposed, becoming valuable finds for others. And where you go in search of unexpected treasures or creative Halloween disguises.

In 2015, we continued to expand and evolve our retail operation, which is an integral part of our mission. Our Huntington Beach location transformed into an OC Goodwill Boutique, joining Tustin, Lake Forest and RARE in Anaheim in offering curated, of-the-moment shopping experiences. New paint, fixtures and special touches refreshed three other stores. Today, 23 stores—plus shopgoodwill.com—entice consumers with selections that reflect the needs and styles of their neighborhoods. Not to mention some of the most helpful and friendly associates you'll ever meet.

renew

potential





renew

life

Carla

As a standout in Goodwill's Community-based Services program, Carla's job coach recognized her potential to advance from working in a group to working independently. This year, Goodwill and Employment First helped Carla land her dream job at Party City. So these days, you'll find her

greeting and helping shoppers at a store near her own home. Fellow employees appreciate Carla's joyful approach—because, while they aren't always enthusiastic about blowing up hundreds of balloons, that part of the job is her favorite!



Putting Abilities to Work

We assist people across a wide spectrum of skills and needs as they seek work: Program participants in Community-based Services workgroups. Adults assisted by job coaches in the Supported Employment program. And individuals who learn vocational skills and improve job readiness at the Goodwill Career Center.

This year, we further expanded this range of services and served even more people, thanks to Employment First. This new program increases opportunities for people with developmental disabilities who are ready and able to work at a more-independent level in their local community. Participants earn minimum wage (or more) and get the one-on-one support of a Goodwill job coach. Businesses get well-trained employees who often improve overall staff perspective and morale. But the most important benefit of this new program is that we're helping bring a greater sense of accomplishment and self-worth to the participants.





Supporting our Veterans

For the more than 130,000 veterans who live in Orange County, the battle may not end when they return home. Many face unemployment and health challenges, and find that resources for assistance are scarce, confusing and complicated to navigate as they re-enter civilian life. Supporting the men and women who have served us is one of Goodwill's highest priorities.

In 2015, a \$1.6 million grant from America's Warrior Partnership allowed us to advance our vision of a holistic approach to providing the critical services our military personnel need—and deserve. The funding allowed us to amplify outreach to veterans of all ages, telling them about a new resource center where a myriad of agencies offering a breadth of services could be accessed. Here, at the Tierney Center for Veteran Services, veterans and their families find personalized assistance for careers, benefits, legal aid, mental and physical wellness, financial independence and more in one place, at no cost.

renew

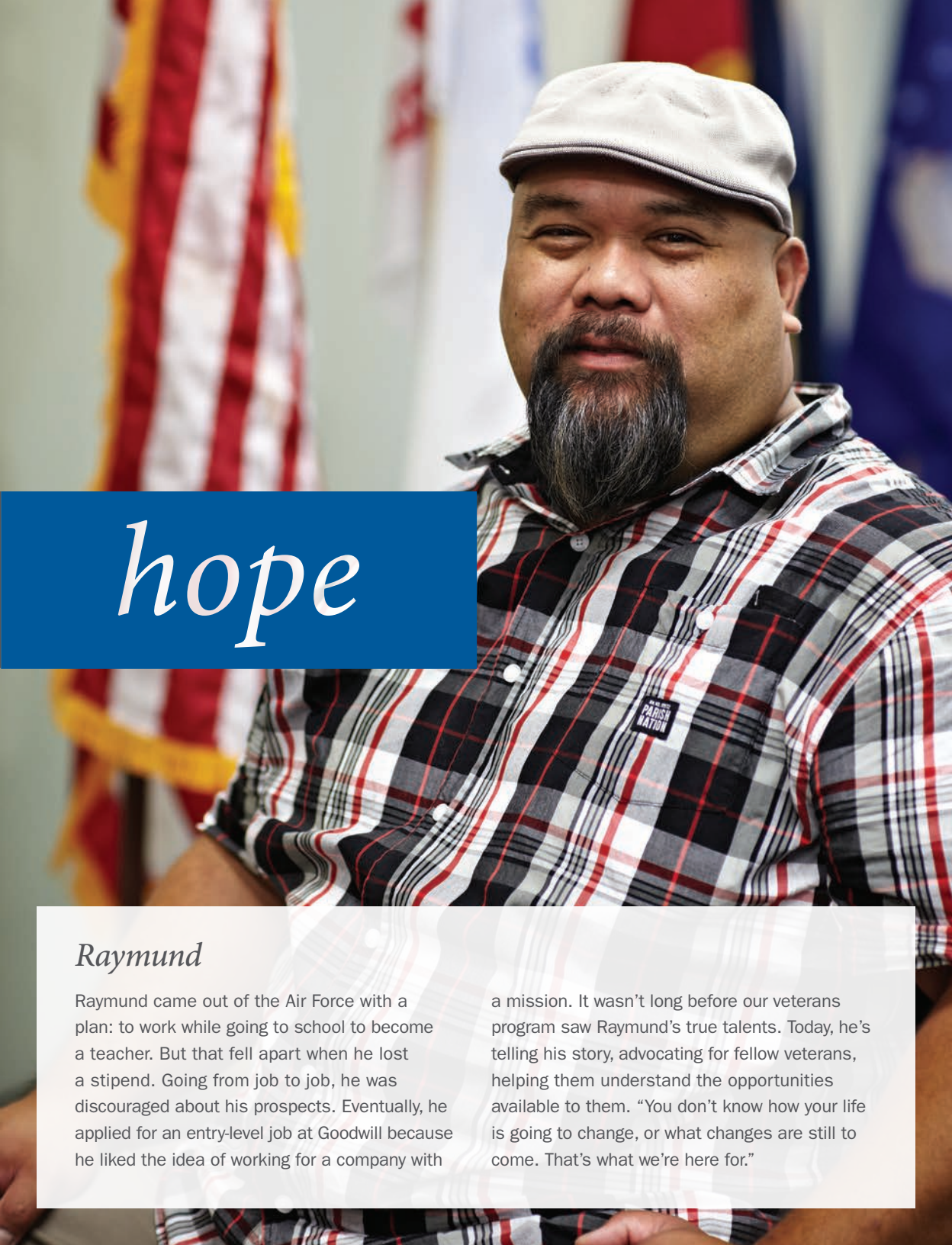
hope



Raymund

Raymund came out of the Air Force with a plan: to work while going to school to become a teacher. But that fell apart when he lost a stipend. Going from job to job, he was discouraged about his prospects. Eventually, he applied for an entry-level job at Goodwill because he liked the idea of working for a company with

a mission. It wasn't long before our veterans program saw Raymund's true talents. Today, he's telling his story, advocating for fellow veterans, helping them understand the opportunities available to them. "You don't know how your life is going to change, or what changes are still to come. That's what we're here for."



Goodwill Fitness Center

Although it's the only facility of its kind in Orange County, the Goodwill Fitness Center faces a challenge common to all gyms: How do we make exercise fun and motivate members to work out consistently? As a result of your generous financial contributions, this year the state-of-the-art center operated in the black for the first time—at full capacity with unprecedented demand for personal training and physical therapy. Innovative new classes and equipment are brought to life by professionals who know the sky's the limit. The Fitness Center remains focused on providing one-on-one services to people with disability or chronic illness in a uniquely supportive community environment.

Assistive Technology Exchange Center

With assistive technology, Goodwill matches highly specialized equipment and support to each person's needs, helping them become more independent. Imagine a child without a voice who can now attend school. Or an adult who gets a job and can rent an apartment for the first time. Happy tears fall here nearly every day. And it's not just the program participants and the Goodwill professionals who are overwhelmed. Families, caregivers, teachers, friends and coworkers feel the powerful effects as well. Because we provide vital training and encouragement for them too. It's a full-circle.

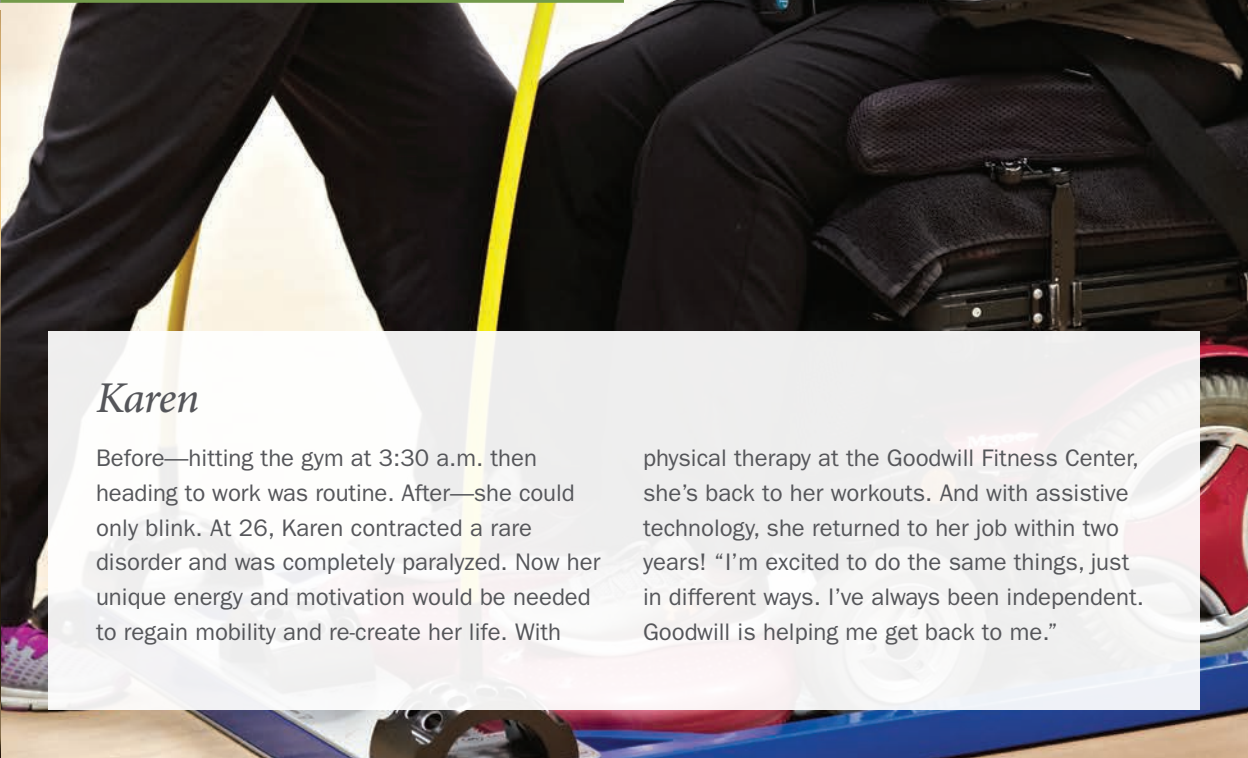
In 2015, Goodwill of Orange County received \$1 million from an anonymous donor in support of the Goodwill Fitness Center and Assistive Technology Exchange Center. This generous contribution will be instrumental in enabling us to provide essential services for men, women and children in our community.



renew



ability



Karen

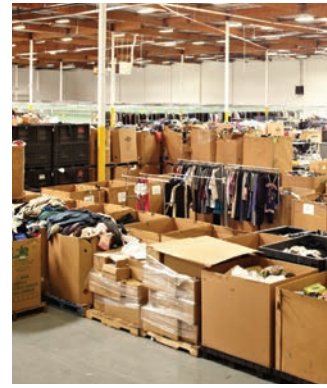
Before—hitting the gym at 3:30 a.m. then heading to work was routine. After—she could only blink. At 26, Karen contracted a rare disorder and was completely paralyzed. Now her unique energy and motivation would be needed to regain mobility and re-create her life. With

physical therapy at the Goodwill Fitness Center, she's back to her workouts. And with assistive technology, she returned to her job within two years! "I'm excited to do the same things, just in different ways. I've always been independent. Goodwill is helping me get back to me."

In 2015

19,900

OC adults and children served by
Goodwill's services and programs



56,805,596

pounds of goods donated by 1,157,907 people



307,200

hours of job coaching, 57,504 days of
placement services, 43,200 days of training

2,600,000

shopper transactions at 23 stores and
boutiques plus *shopgoodwill.com*



351

Orange County companies
hired Goodwill-trained workers



Record Halloween month,

\$5,200,000

in October retail sales



\$31,525,000

earned by individuals employed with Goodwill's help

Spotlighting Our Cause

We received remarkable press coverage in 2015, helping spread the word about how we renew. The most extensive attention went to our retail innovations and milestones. From our boutique openings to our largest Halloween shopping season ever, TV, radio, and all forms of print shared our stories locally and nationally. The *Orange County Register* also published a substantial story when we received the America's Warrior Partnership Community Integration Grant. Other organizations that covered Goodwill of Orange County this year included CBS, NPR, *TIME Magazine*, *Sunset Magazine*, *The Los Angeles Times*, and *Adweek*.

For every dollar generated,

92¢

*goes directly to Goodwill of
Orange County's programs and services.*

Total Allocation of Expenses:

\$121,248,497

Programs & Services:

\$112,073,169

92%

General & Administrative:

\$8,017,423

7%

Fundraising:

\$1,157,905

1%

Total Public Support and Revenue:

\$121,089,644

Retail Stores:

\$55,165,281

46%

Donated Merchandise:

\$34,803,144

29%

**Education, Training, Employment &
Rehabilitation Services:**

\$24,289,619

20%

Fund Development:

\$2,712,167

2%

Other Sources:

\$4,119,433

3%

Find the 2015 audited financials in their entirety at ocgoodwill.org or
email our Finance Department at dianay@ocgoodwill.org.

You can help renew:



You can:

Donate your gently used items

Shop our retail stores and boutiques, plus shopgoodwill.com

Make a monthly or annual financial contribution

Join the Legacy Society by remembering Goodwill in your will or trust

Your company can:

Hire Goodwill-trained temporary or full-time workers

Utilize Goodwill of Orange County's Business Services

Attend and sponsor a fundraising event

Give to the community through monthly or annual financial contributions

ocgoodwill.org

Donate online at ocgoodwill.org/donate

Find Goodwill of Orange County on





Goodwill of Orange County
410 N. Fairview, Santa Ana, CA 92703
ocgoodwill.org



Goodwill of Orange County has the highest level of accreditation from CARF, an independent nonprofit accreditor of health and human services.