



IMPACT



2016
ANNUAL
REPORT



HOW DO YOU
MEASURE PROGRESS?
WHEN DO
ACHIEVEMENTS
HAVE MEANING?
OUR MISSION,
VISION AND VALUES
ANSWER FOR US:
IT'S WHEN WE
MAKE AN IMPACT.



It happens when a figure on a paycheck funds a well-rounded future. When a business hires a highly skilled veteran, bringing benefits to all. When a training session builds physical strength while connecting a participant with a caring community. And when people donate goods and shop to generate goodwill.

That's impact.





2016: THE YEAR OF IMPACT

DEAR FRIENDS,

In 2016, we dedicated ourselves to making an impact.

We set out to do more than sustain—we wanted to elevate our effect on our community. By providing best-in-class services to a veteran in transition to civilian life, by helping an adult with a mental health diagnosis who thought he would never find a job, and by setting a standard for how nonprofits can and should innovate and operate.

In Goodwill of Orange County's 92-year history, our impact has never been greater. We served a record-breaking 24,906 people last year. We found employment for nearly 1,500 people right here in our county.

Our ability to do it comes from you. Our impact is the result of partnerships between visionary leaders and businesses, generous donors, loyal shoppers, and many others who believe in our mission. Our lasting impact is vast because of you.

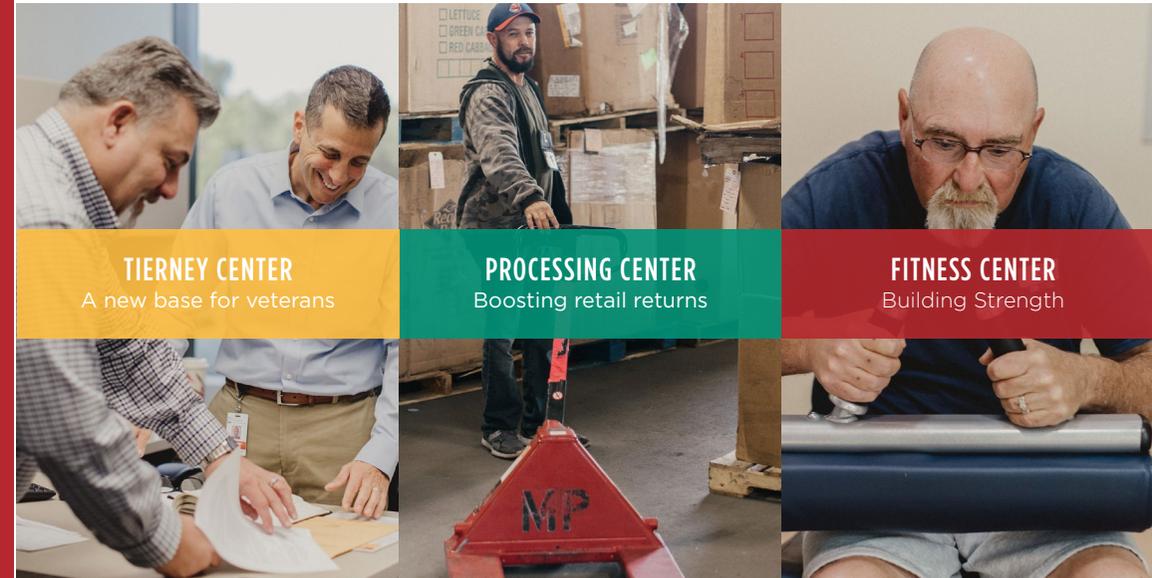
Thank you for joining hands with us and changing lives.

A handwritten signature in blue ink, appearing to read 'Frank Talarico, Jr.'.

Frank Talarico, Jr. President & CEO

2016: MAJOR AREAS OF IMPACT

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.



TIERNEY CENTER
A new base for veterans

PROCESSING CENTER
Boosting retail returns

FITNESS CENTER
Building Strength

By definition, impact cannot be achieved alone. In 2016, dedicated individuals and the collective community produced notable accomplishments.

A dream came true when the doors opened at the Tierney Center for Veteran Services. Peer advocates warmly welcome Orange County service members and their families, and help them navigate an extensive array of services and support.

Behind the scenes, our new processing center enhances our ability to manage donations and merchandise.

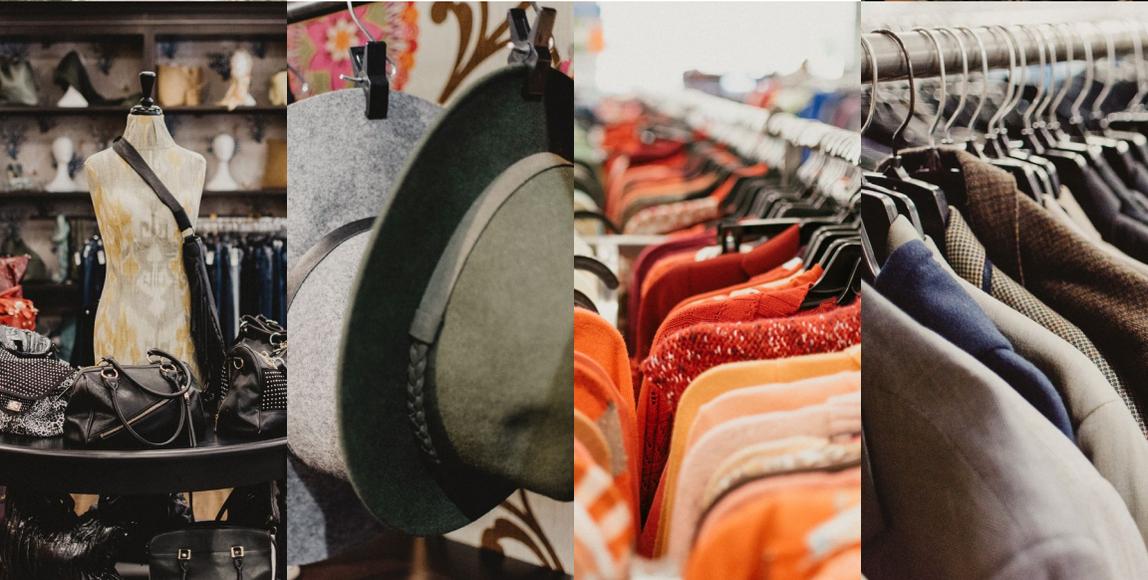
By providing more enticing and personalized shopping experiences, we're driving dollars to essential programs and services.

Re-named to honor our beloved former board member, the Rogers A. Severson Fitness & Technology Center is truly unique. Community members thrive in a supportive environment offering state-of-the-art workout, physical therapy and assistive technology resources.

These are just a few highlights of how your participation in our mission will positively affect Orange County for years to come.



As consumer expectations and shopping patterns shift, we're transforming too. Customers who prefer Goodwill's traditional flagship stores still find unsurpassed bargain hunting. Those who seek curated treasures in trendy settings love our latest boutiques. Across them all, when you donate unneeded items and visit Goodwill retail locations, you're helping to make a vital impact in your neighborhood and our county.



RETAIL STORES AND BOUTIQUES

SHOP GOOD WILL



Dollars to donations, you can be sure we're focused on extracting maximum value from every item we receive. This year, the broad reach of ecommerce returned record proceeds for unique and highly sought-after goods. We employed 160 Orange County workers, one-third of whom are Goodwill program participants. What's more, as the originator of Goodwill ecommerce, we share our innovation and expertise to help other communities across the nation.



HUMAN SERVICES



What do we see when we look at a person? At Goodwill, we recognize each individual's unique abilities. Nowhere is this more apparent than in our training, education and employment programs. From classes that cultivate job skills to vocational instruction, from workgroup experiences to one-on-one coaching, we help every participant find their particular path to independence.

Our Orange County business partners understand this perspective. We work hand-in-hand to identify opportunities that complement corporate goals. And often the benefits exceed their expectations. Executives say Goodwill employees provide meaningful perspective and lift overall morale.

CARTER

Carter excels at Chic-fil-A, a company that strives to fill everyone's stomach—and their heart. Working the lunch rush, you'll find him greeting customers by name, delivering trays and refreshing beverages. Carter's favorite phrase, "Of course!" sums up a caring approach

that delights diners and motivates co-workers. The goal of this Chic-fil-A, one of several in Orange County that partner with Goodwill, is to make every single person feel important and appreciated. Owner/operator Beth affirms, "Carter helps us do that."



MENZI

“I am a confident person with a passion for helping others.” However, returning to the United States after serving overseas, Menzi felt immense personal pressure and concern about providing for her family. At Goodwill’s Tierney Center, she rediscovered skills and

regained self-assurance. Today, Menzi has a job she loves as a management assistant at the U.S. Equal Employment Opportunity Commission. She says assisting others to reach their work goals is perfect for her. “Now I’m paying it forward.”

VETERAN SERVICES



When warriors find work that matches their aspirations as well as their qualifications, jobs become careers. Making those connections is one goal of the new Tierney Center for Veteran Services. There, fellow veterans welcome service members and their families, and assist them in navigating a complex array of resources.

Innovative programs and inter-agency collaboration expanded the

center’s outreach and outcomes. This year, nearly 2,500 were touched and 125 Orange County veterans found meaningful employment, bringing an estimated \$4.8 million in positive financial impact to our community. What we can’t calculate is the complementary social value: the immeasurable worth of dignity, purpose and independence.

EMPLOYMENTWORKS



In its tenth year, EmploymentWORKS, a Goodwill supported employment program that helps people with mental health life experiences to find jobs rapidly, assisted 304 participants.

Employment and peer specialists coach and nurture, honoring each person's distinctive motivations and individual preferences through the search and interview process. In 2016,

participants landed purposeful positions in caregiving, hospitality, automotive, customer service and other sectors. One works as a data analyst. Their average wage is over \$12 per hour; many earn significantly more.

After 90 days on the job, graduation is a proud moment—a celebration of newfound independence and integration into their community.



After two decades, Keith's job vanished. Finding new work at mid-career wasn't easy. Depression and a leg injury that left him walking with a cane didn't help. Things seemed hopeless when Keith connected with Goodwill. Employment training led to a position

at shopgoodwill. Soon the past, and the cane, were behind him. Keith says seeing Goodwill's impact on his co-workers has changed his view of life. "Many of them have overcome much more than I have. They are happy to be contributing. It's a gift."

YEAR IN REVIEW 2016

**341,556
HOURS**

of job coaching, 61,278 days
of placement services,
40,952 days of training

355

Orange County
companies hired
Goodwill-trained
workers

**14.5
MILLION
POUNDS**

diverted
from landfills

\$33,109,000

earned by
individuals
employed with
Goodwill's help

24,906

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

526

participants
served at Goodwill
Fitness Center

349

served at
the Assistive
Technology
Exchange Center

**2.5
MILLION**

shopper transactions
at 22 stores and boutiques

\$84,182,727

in product sold through
shopgoodwill.com

FOR EVERY DOLLAR
GENERATED,
93 CENTS
GOES DIRECTLY
TO GOODWILL OF
ORANGE COUNTY'S
PROGRAMS AND
SERVICES

TOTAL PUBLIC SUPPORT & REVENUE:

\$122,572,625

RETAIL STORES:

\$55,127,712

DONATED MERCHANDISE:

\$32,850,458

EDUCATION, TRAINING, EMPLOYMENT & REHABILITATION SERVICES:

\$24,256,331

FUND DEVELOPMENT:

\$4,320,590

OTHER SOURCES:

\$6,017,534

TOTAL ALLOCATION OF EXPENSES:

\$121,306,552

PROGRAMS & SERVICES:

\$112,460,378

GENERAL & ADMINISTRATIVE:

\$7,808,640

FUNDRAISING:

\$1,037,534

HELP US MAKE AN IMPACT



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



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