

2020 GOODWILL ANNUAL REPORT



Only in the Darkness Can You See the Stars.

Martin Luther King Jr.

Letter from the President and Board Chairman

Spring, 2021

Dear Friend:

Last year was unequalled – from the pandemic, to the economic crisis, and racial justice movements locally and across the nation. 2020 was bleak for so many people as the COVID-19 pandemic jolted their lives – from health concerns to job loss, and so much more. It was a perilous time filled with uncertainty as we worried and wondered when we would see the “light at the end of the covid-tunnel.”

Needless to say, we are not at the end of this dark tunnel, but there is hope and a glimmer of light.

As Martin Luther King Jr. stated,

“Only in the darkness can you see the stars.”

For Goodwill’s participants, the stars were the programs and services we offered such as food and shelter, work-readiness programs, and education services. Above all, we gave people who were in desperate need of help enlightenment and hope in this darkness.

In 2020, Goodwill provided support to **13,647** individuals – a **28% increase** from 2019. Last year, so many more people reached out to Goodwill, and we answered their call for help. **Virtual service supports** were provided to **3,809** individuals. Goodwill’s dedicated staff quickly pivoted to providing remote services and continually adjusted to the ever-changing nature of COVID-19. We did not want our vulnerable populations to lose their foothold.

Even with so much uncertainty, our resolve was clear – Goodwill’s commitment to continue serving our vulnerable populations. Friends like you walked with us on that journey and together we brought education, training, opportunity and hope to families in 2020. Thank you for showing the power of resilience and



Michael J. Smith
President/CEO

Shawn P. Hanlon
Chairperson/Goodwill Board of Directors

determination through your generous monetary donations, your donation of gently-used items, and your partnership with foundation grants, and community collaborations.

I invite you to take a few minutes to read more about the people we helped in 2020 with our virtual services. Inside this report, on pages 5 - 7 are a few highlights about some of the services our Goodwill staff provided virtually.

Sincerely,

Michael J. Smith
President/CEO

Shawn P. Hanlon
Chairperson/Goodwill Board of Directors

P.S. Will you continue to walk with us on this journey as we make strides to reach the end of this difficult and painful pandemic? Your monetary support will go a long way in providing hope to so many people who need Goodwill’s workforce development supports.

GOODWILL BY THE NUMBERS

1,535,587



SHOPPER **TRANSACTIONS**
AT **34** GOODWILL
STORES

PEOPLE PLACED
IN JOBS BY
GOODWILL **EARNED**
AN AVERAGE OF
64% ABOVE
MINIMUM WAGE

ENVIRONMENTAL IMPACT

15,881,471

POUNDS OF
MATERIAL KEPT
OUT OF
LANDFILLS
THROUGH RECYCLING



1,773,443,301

GALLONS OF
WATER SAVED



(making just one new t-shirt
uses 713 gallons of water)

12,931,760

TOTAL POUNDS OF
CARBON EMISSIONS
NOT RELEASED
TO THE AIR



(making just one new t-shirt
uses 5.2 pounds of carbon dioxide)

3,809

PARTICIPANTS
RECEIVED
VIRTUAL SERVICES

13,647

ADULTS AND YOUTH **SERVED**



138

DIFFERENT
COMPANIES HIRED
GOODWILL
PARTICIPANTS

90

CENTS
OF EVERY DOLLAR
WAS SPENT ON
GOODWILL'S
**PROGRAMS AND
SERVICES**



1,001,964 PEOPLE
DONATED GENTLY-USED ITEMS



1,200

PEOPLE **EMPLOYED**
BY GOODWILL

\$71,615,000



OF **ECONOMIC IMPACT** IN SOUTHWESTERN PENNSYLVANIA

Goodwill 
Southwestern Pennsylvania

2020

Virtual Services Help Thousands

Even before the pandemic, expanding virtual support and increasing digital skills training for our clients was a key goal of our strategic plan. COVID-19 greatly accelerated this effort. Staff quickly became experts in using virtual platforms such as Google Classroom, YouTube, Zoom conferencing, and e-learning. Goodwill staff adapted and developed curricula to new learning formats to best serve our clients.

We worked closely with clients to provide training and support on how to use each virtual application on their personal and/or agency device.

These virtual and digital skills trainings provided opportunities for individuals

In 2020, 329 of the 400 adult education classes were provided virtually.

Last year, 26 learners received their high school equivalency diploma.

to gain awareness and obtain skills that relate to the emerging labor market needs of an increasingly virtual landscape. Our trainings positively impacted those currently employed who are shifting to remote work, and job seekers who are in a highly competitive environment where digital skills are becoming required.

Virtual classes are available to help students prepare to take a high school equivalency test, learn digital skills, improve their ability to speak English, or gain additional knowledge of civics to prepare to successfully pass the U.S. Citizenship and Naturalization test.

Landing a Job Virtually with Career Services

Emily was living in the Midwest but dreamed of moving to Pittsburgh for some time. Before making the big move, however, she wanted to secure full-time employment. Since Goodwill moved its Career Services online due to COVID-19, Emily was able to turn to Goodwill for support in her job search. Emily received expert advice and proof-reading for her resume and cover letter via email, and participated in a mock interview via Zoom. These free services prepared Emily to interview for and accept her preferred position, which she successfully negotiated her salary.



Virtual Services Help Thousands

GED Success Virtually

Recent grads from Goodwill's GED program already have successful accomplishments. Maggie got a new job right after she passed her test. Alex is looking into post-secondary opportunities, and Ethel accepted a job working with people with disabilities.



Maggie



Alex



Ethel

Virtual Graduation

Recent graduates of the YouthWorks Community Intensive Supervision Program (CISP) celebrated the occasion with a special Zoom ceremony in December. CISP is operated by the Court of Common Pleas of Allegheny County, Family Division and Juvenile Section. It is designed to provide career building experiences for first-time and repeat male offenders between the ages of 10 and 18 to help develop potential and achieve upward mobility. In addition to providing a full range of programming with a major emphasis on drug and alcohol education/assessment and treatment, CISP also offers job readiness training through the YouthWorks' JumpStart Success curriculum. Participants can draft a resume, attend a mock interview, explore potential career paths, and complete the Food Handlers ServeSafe training with JumpStart Success.



Virtual Services Help Thousands

Aspire Program Virtual Offerings Achieve Normalcy

Social distancing and shut-downs drastically changed the daily routines of Aspire participants who normally met daily at Goodwill's Workforce Development Center in Lawrenceville prior to COVID-19. Aspire staff made sure that each person was continually engaged through the new online activities.

Aspire encourages independence and community integration for individuals with disabilities age 18 to 59 through various learning opportunities that help to prepare them for work or community involvement. The program helps adults acquire, improve and maintain self-help, socialization and adaptive skills. Individuals choose modules that meet their interests and support their independence and participation in community life

and/or work on topics that include: computer literacy, career exploration, self-care, financial literacy, recreation, wellness, cooking and nutrition, art and music, adult basic special education, and volunteering.



Capital Campaign Continues

Help Us Reach the Goal and Serve More People Impacted by COVID-19

The Strengthening Lives, Building Communities campaign was launched in 2018, and \$9 million has been raised toward the \$10 million goal. In January, 2020, Goodwill SWPA completed Phase I of the campaign and purchased the Lawrenceville Workforce Development Center campus buildings. Now in Phase II, all funds raised are earmarked for strengthening our workforce development programs and services. Over the coming months, we are closing out the campaign and will build upon our successes to strengthen fundraising and workforce development programs for the future.



Goodwill employees displayed a “Home-Sweet-Home” sign to celebrate campus ownership.

Emerging Needs from COVID-19

While we don’t yet know the full extent of the long-term effects of the pandemic, we do know that those we serve and our communities will need even more ongoing help over the next several years. We need to continue to strengthen our programs and services so that we can continue to help all who seek our support.

The next few years will be challenging. The COVID-19 pandemic has been devastating for

people who have disabilities and other barriers to employment – the **unemployment rate** is **twice** the **rate** for those without **disabilities**.

The underserved populations we serve are further marginalized due to the economic downturn and the unprecedented high unemployment rates. The individuals we serve will need workforce development support from Goodwill because they face multiple barriers to employment – much greater than the mainstream job seekers face. With a weaker job market and an influx of newly unemployed job seekers, these individuals face daunting challenges to obtaining employment.

Over the coming 18 to 24 months, our agency is estimating the number of people needing workforce development supports will increase twofold due to the residual effects of the coronavirus pandemic.

The marginalized populations Goodwill serves have been most severely and negatively impacted by the pandemic. We have seen an increase in those we serve needing even more support during this crisis. Those we helped in the past successfully gain employment are coming to us again for help, and others are coming to us for the first time for support.

Goodwill’s Welcome Center provided 67% more services in 2020 than in 2019. We expect to serve even more people in 2021, and beyond.



Pittsburgh Mayor Bill Peduto attended the campaign festivities and expressed how Goodwill continues to be an important community partner for the City of Pittsburgh and surrounding areas.

2020 Donors

Businesses, Foundations, Churches, and Organizations

Abby's Gold and Gems, LLC
AIG Matching Grants Program
Allegheny Foundation
AmazonSmile
American Land Abstract Company
Amshel Charitable Foundation
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Benevity Community Impact Fund
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BNY Mellon
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(continued)

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In Honor Of

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How to Contact Us

Main Office

Goodwill of Southwestern Pennsylvania

Robert S. Foltz Building
118 52nd Street
Pittsburgh, PA 15201
412-481-9005 / TTY: 412-632-1977
www.goodwillswpa.org

Affiliates

Goodwill of North Central West Virginia Goodwill Commercial Services, Inc. Northside Common Ministries

Donate to Goodwill

**[www.goodwillswpa.org/
donate-money](http://www.goodwillswpa.org/donate-money)**

Financial Support

*Annual giving, fundraising events,
planned giving and agency tours*
412-632-1941

Goodwill Vehicle Donation Program

1-888-30-40-CAR (toll free)

Volunteer Opportunities

412-632-1931

Thrift Stores

Southwestern Pennsylvania

Banksville
Belle Vernon
Butler
Centre Avenue
Cheswick
Cranberry Super Store
Cranberry
Gibsonia
Greensburg
Heidelberg Outlet
Lawrenceville
Monroeville
Mt. Pleasant

Murrysville
Natrona Heights
North Hills
North Huntingdon
North Versailles Outlet
Peters Township
Penn Hills
Robinson Township
Rochester
South Side
Uniontown
Washington
West Mifflin

North Central West Virginia

Bridgeport
Buckhannon
Elkins
Fairmont
Grafton (coming soon)
Morgantown
Morgantown Outlet
Westover

Donation Express Center

Southwestern Pennsylvania

Wexford

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About Goodwill

Goodwill provides a wide array of human service, residential and social outreach programs that serve thousands of people each year. To help people with disabilities and other barriers to employment, our Workforce Development Center provides a comprehensive menu of employment-related services, including evaluation and testing, training and education, job placement and ongoing support.

Goodwill operates over 30 regional retail stores and other businesses to help fund programs and to provide job training and employment opportunities for our clients.

Mission Statement

We help people improve their quality of life through work and related services.

Vision Statement

The vision of Goodwill of Southwestern Pennsylvania is to be the region's premier human service organization offering exceptional services. We will be satisfied only when all persons have the opportunity to achieve success in their pursuit of meaningful work or other quality of life experiences.

** Board members as of December 31, 2020*

2020 Financial Statements

Consolidated Statement of Financial Activity

For Fiscal Period July 1, 2019 through June 30, 2020

Revenue:	2020	Percent of Total	2019
Gross Sales	\$34,336,037		\$41,330,133
Salvage Income	2,112,365		2,706,703
Less: Cost of Goods Sold	(7,273,461)		(8,767,279)
Net Retail Revenue	29,174,941	61%	35,269,557
Government Grants	7,367,121	15%	9,565,211
Program Service Fees	6,721,076	14%	7,318,231
Contributions	3,848,913	8%	1,802,326
Investment Income	88,658	0%	89,077
Gain on Sale of Assets	0	0%	84,816
Rental and Other Income	945,870	2%	746,381
	\$48,146,579	100%	\$54,875,599
Expenses:			
Program Services:			
Retail Services	\$26,034,852	51%	\$29,245,253
Program Services	15,219,916	30%	17,672,018
Occupancy	2,081,166	4%	2,177,072
Mission Logistics	1,574,148	3%	354,599
Supporting Services	6,030,692	12%	5,702,084
	\$50,940,774	100%	\$55,151,026
Consolidated Change in Net Assets:	(\$2,794,195)		(\$275,427)

*Negatively impacted by forced closures due to COVID-19.

Consolidated Statement of Financial Position

For Fiscal Period July 1, 2019 through June 30, 2020

Assets	2020	2019
Cash and Cash Equivalents	7,139,075	3,111,686
Accounts Receivable	4,138,688	4,618,905
Other Current Assets	1,651,105	1,753,580
Investment	1,520,138	1,692,528
Property and Equipment, Net	13,824,543	10,627,301
Total Assets	\$28,273,549	\$21,804,000
Liabilities and Net Assets		
Notes Payable - Short Term	2,245,175	1,184,897
Accounts Payable	2,602,540	1,661,411
Accrued Expenses	6,068,105	4,735,611
Deferred Gain	1,134,595	1,212,415
CARES Act loans	6,553,000	0
Notes Payable - Long Term	2,099,455	2,644,792
Total Liabilities	\$20,702,870	\$11,439,126
Net Assets		
Without donor restriction	5,614,271	6,392,336
With donor restriction	1,956,408	3,972,538
Total Net Assets	\$7,570,679	\$10,364,874
Total Liabilities and Net Assets:	\$28,273,549	\$21,804,000

Goodwill of Southwestern Pennsylvania is audited by Schneider Downs, Certified Public Accountants and Business Advisors. Housing activities are audited by other independent accountants to satisfy requirements of HUD and other investors.

Goodwill of Southwestern Pennsylvania

Workforce Development Center

Robert S. Foltz Building

118 52nd Street

Pittsburgh, PA 15201

Telephone: 412-481-9005

TTY: 412-632-1977

www.goodwillswpa.org

Goodwill's Code of Conduct

Goodwill of Southwestern Pennsylvania is committed to conducting its business in accordance with the highest standards of ethical behavior and regulatory compliance and to treating everyone with dignity and respect. The agency's full Code of Conduct document – "Ethics at Work" – may be viewed at www.goodwillswpa.org.



Non-discrimination Statement

Goodwill SWPA is an Equal Opportunity Employer/Program. Goodwill SWPA does not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, disability, or other applicable legally protected characteristics. Auxiliary aides and services are available upon request to individuals with disabilities. For more information, call 412-632-1809 or email accommodations.request@goodwillswpa.org.

A Statement about Diversity, Equity and Inclusion from Goodwill SWPA

Since our founding in 1919, the core of our mission is the belief in the potential that lies within each and every human being. The work that we do seeks to eliminate barriers that prevents any individual from the opportunities before them in reaching their fullest potential, regardless of race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, disability, or other applicable legally protected characteristics.

Goodwill cannot and will not tolerate racism or other social injustices in any form and all that it does to destroy the lives of individuals, families and the greater good of our communities. Our organization is committed to speaking up and calling out such injustices to all marginalized people that are bred by hatred and intolerance which prevent those among us from having the same opportunities in life.

We support those who come together peacefully in wanting to create positive change. But we must ensure that this time their voices are not disregarded once again, and their message is heard loud and clear. In the words of Winston Churchill "Those who fail to learn from history are condemned to repeat it."

As an important community institution, Goodwill SWPA will work to be a vital part of accelerating needed change:

- *We will implement our own comprehensive diversity, equity and inclusion strategy.*
- *We will stand with others in the community to promote healing.*
- *We will play a lead role in stronger advocacy.*
- *We will institute programs, policies and practices focused on creating a community that is fair and equal for all. Racism and other social injustices should have no place in our nation's present and cannot be part of our future.*

We must put our perceived differences aside and join forces to affect change. We can be much stronger together!